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The Influence of Impulse Purchase Orientation, Brand Orientation, Prior Online Purchase Experience and Online Trust on Online Purchase Intention among Working Adults in Kuala Lumpur, Malaysia

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Abstract

The new trend of purchasing has changed tremendously from traditional method to online. The paper highlights the issue of the important factors encouraging online shopping among office workers. Thus the objective of the study is to determine the factors that influence online purchase intention. The factors involved in the study are impulse purchase orientation, brand orientation, prior online purchase experience, and online trust. Applying quantitative method, questionnaires using Google form were distributed through social media social network such as WhatsApp, Facebook, FB Messenger, and Microsoft Teams for data collection. Respondents were selected using snowball sampling technique for data gathering. The data were analysed using descriptive analysis, reliability, Pearson Correlation Coefficient and Multiple Regression Analysis by deploying the Statistical Package for the Social Sciences (SPSS). The major findings of the study revealed that impulse purchase orientation, brand orientation, prior online purchase experience and online trust have a significant relationship with online purchase intention. However, the results of Regression Analysis indicate that online trust has a strong influence on online purchase intention. As a concluding remark, the study suggested that the web retailers should consider providing more reliable and important information inside their web sites in order to increase customers' trust. The practical and research implications are further discussed in the paper. Future researchers are recommended to conduct the study with wider scope of respondents.

Keywords: Brand Orientation, Impulse Purchase Intention, Online Trust, Prior Online Purchase Experience

Introduction

The strong development of an online shopping trend currently has created an unavoidable immediate impact on the retail industry. The impact of this online purchasing does not strike the smaller retail shop but it also impacted the bigger retailer shops such as Guess, Michael Kors, and Toys R Us are also included in the list of 22 big companies issued by Fox business.com may suffer the same fate (Barrabi, 2018). The impact of the online purchasing activity also hit the Malaysian big retailer company such as Parkson and Giant (Yoshida, 2014). As for the news reported by The Star Online, Giant has scaled down its retail position from hypermarket to the superstore to control the impact of online shopping by the customer (Nation, 2017). Online business activities have increased tremendously in Malaysia especially in 2019 due to Covid-19 pandemic. Simon and Sarah (2019) stated that 80 percent of Malaysian purchase products or services online. The most crucial factor that influences online shopping is convenience (John & Wichayakorn, 2019). As such, it can be anticipated that the number online shoppers in Malaysia will be increased due to the unknown specific time that the Covid-19 pandemic will end.

Various studies have been conducted to understand the factors influence customer purchase intention towards online shopping. Many variables have been tested in order to find the most significant factor that can influence customer purchase intention. Previous studies show that impulse purchase orientation, brand orientation, prior online purchase experience and online trust have significant effect on customer online purchase intention (Thamizhvanan & Xavier, 2012; Ha & Nguyen, 2019). Thus, this study was conducted to examine the effect of all the factors (impulse purchase orientation, brand orientation, prior online purchase experience and online trust) and customer online purchase intention.

Literature Review

This study aims to examine the factors that effects customer purchase intention during online shopping. The four independent variables selected in this research are impulse purchase orientation, brand orientation, prior online purchase experience and online trust (Ling et al., 2010; Thamizhvanan & Xavier, 2012).

Online Shopping

The existence of the World Wide Web (WWW) together with related technology has developed a new style of business platform, especially in the online environment. It has created a new format of business to business (B2B) and business to consumer (B2C) commerce such as virtual shopping platform on the internet (Jahng et al., 2000). A variety of terms has been used to associate with this new format of shopping platform. For instance, online shop, internet shop, webshop, and online store. These terms have been used interchangeability by online customer and education scholars (Ling et al., 2010). Haubl and Trifts (2000) define online shopping as an activity that takes place via a computer-based interface where the customer computer is connected to an internet to interact with a retailer web store. Customers are able to buy in a local web store as well as any store all over the world. On the other hand, Yoo and Donthu (2001), define online shopping sites as a web site which customers can browse, evaluate, order, and purchase a product or services online.

Online Purchase Intention

Online purchase intention can be described as an early stage of consumer evaluating the preferred form of the brand before deciding to purchase (Kapferer, 2008; Mirabi et al.,

2015). Apparently, in the context of online shopping, the meaning can be related to the desire of an online customer to make a purchase online. Furthermore, the customer purchase intention can also be served as an early sign of the sales for the final products (Pandey & Srivastava, 2016). Basically, online purchase is a web retailer environment, a place that eases the customer to purchase their product preference without having to be physically in the store. Ghouri et al., (2017) stated that younger people are always associated with this new trend of purchasing style due to the reason that the younger customer who has a good educational background to enable them operate the online shopping websites easily.

Impulse Purchase Orientation

Impulse purchase intention is a sudden unexpected often powerful urge to buy something immediately (Rook, 1987). Piron (1991) further described impulse purchase based on four criteria-unplanned, decided "on the spot", stem from a reaction to a stimulus and involve either a cognitive reaction, or an emotional reaction, or both. As such, impulse purchasing can be related as an unplanned purchase that is characterized by relatively rapid decision-making, and subjective bias in favor of immediate possession and has a significant influence on the mood of the customer (Rook & Gardner, 1993). As it is a sudden and unexpected, apparently impulse purchase intention is unplanned, on the spot, and purchase triggered by stimulus impulse buying.

The Relationship Between Impulse Purchase Orientation and Online Purchase Intention

Kwek et al (2010) had identified the effect of impulse purchase orientation and online purchase intention. Besides, Rishi and Khasawneh (2017) also found that impulse purchase orientation has a significant relationship on customer online purchase intention. Similarly, Ghouri et al (2017) revealed that impulse purchase orientation significantly effects online purchase intention. Customers tend to perform impulse purchase when the websites attract them with loads of promotional materials. This is proven when the web retailer does an offer and promotion at their retail web sites, by doing this it can attract more online customers to do impulse purchases at their retail web sites (Ozen & Engizek, 2014).

Brand Orientation

A brand can be defined as a shared desirable and exclusive idea embodied in products, services, places, and experiences (Kapferer, 2008). A brand is an intangible asset that adheres to a product, conferring it with extra added values and providing the customer's additional reasons for choosing a product (Matsuda, 2017). Hoffmann and Weithaler (2015), said that the brand is divided into two main criteria, the first criteria are online communication channels and the second criteria are managerial implications. By combining these two main criteria, a brand can be understood as creating good brand websites by proactive management to influence customers' decision-making process. On the other hand, Salehi and Ekhlassi (2017), defined brand as the combination of four components that consist of brand orientation, brand quality, brand services, and visual elements. As such, brand orientation can be described as a process of the organization revolve around the creation, development, and protection of brand identity in an ongoing interaction with target customers to achieve lasting competitive advantages in the form of brands (Ghouri at el., 2017).

The Relationship Between Brand Orientation and Online Purchase Intention

Consumers tend to get oriented with the brand when comes to purchase online. Rishi and Khasawneh (2017) stated that the process of shopping on the internet begins with stimuli

related to the website brand and website quality, where the consumers' beliefs are determined and these beliefs influence consumers' buying decisions. Jayawardhena et al (2007) found that brand orientation has positively related to customer online purchase intention. Furthermore, brand orientation can also determine the loyalty of the customer to a certain retailer website (Hasan et al., 2015). Most customer will look at the brand name before making any online purchasing (Ghouri et al., 2017).

Prior Online Purchase Experience

Prior online purchase experience can be understood as the intention of the consumer to repurchase products or services in online platform influence by previous internet purchase behavior history (Monuwe et al., 2004). Weisberg et al (2011) found that the past purchase experience is important to predict future purchase intention by the customer, and the past online experience also having a strong relationship with the benefit of online shopping and a mature consumer's perceived risk factors (Kwon & Noh, 2010). However, other research found that the changes of online shopping environment nowadays and the strong relationship between, consumers, e-vendors, researchers and practitioners, they are more interested to understand the factors that create compelling online user experience especially once availability and basic support needs are satisfied by a user (Bilgihan et al., 2016).

The Relationship Between Prior Online Purchase Experience and Online Purchase Intention

Prior online purchase experience is important as it has a direct relationship with online purchase intention. This creates a positive intention for the customer to repeat buying the product and services and able to reduce any risk. Laroche et al., (2005) found that prior online purchase experience can help the online customer to reduce the risk when buying online. Furthermore, previous good experiences when dealing with the online shopping platform to purchase an item can encourage the customer to make another purchasing activity (Park & Stoel, 2005). The prior experience online buying experience also can increase the customer's online trust to a certain retail website (Weisberg et al., 2011). Previous experience will strengthen the customer's belief and trust in that particular online shopping platform especially when the retailer websites managed to meet customer expectations and satisfaction (Pappas et al., 2014).

Online Trust

Trust is subjective and there is no definite definition for the meaning of trust. Trust means differently for each people and it usually based on personal goals, tendencies, and experiences (Ofuonye at al., 2008). Furthermore, people also relate trust with the risk that the person may face when dealing with the trustor (Lund et al., 2010). Aljazzaf et al (2010) define online trust as the willingness of the trustor to rely on a trustee to do what is promised in a given context, regardless of the ability to monitor or control the trustee, and even though may receive negative consequences. Kooli et al (2014) found that online trust is a combination of three main factors such as personality-based trust, cognitive-based trust, and institutional-based trust, and the factors have a significant influence on customer purchase intention.

The Relationship Between Online Trust and Online Purchase Intention

Thamizhvanan and Xavier (2012) stated that online trust has a significant relationship with online purchase intention. Therefore, it is suggested that web retailers should always provide online customers with good information and remain truthful when dealing with their

customers. This can enhance customer trust and make them give more commitment to web retailer websites (Mukherjee & Nath, 2007). Rishi and Al Khasawneh (2017) believed that strengthened online trust can make a major implication to the web retailer and can attract more customers. Simple action like sharing feedback and comment about the product or services provided by the web retailer can influence online customer trust. According Lee et al (2011) to Positive comments can increase customer trust towards the web retailer and negative comments can decrease online customer trust.

Conceptual Framework and Hypotheses

Prior discussion has led to a brief examination of the existing literature and the development of the conceptual framework and hypotheses of the study. The four hypotheses for the study are:

- H1: Impulse purchase orientation has significant effect on online purchase intention.
- H2: Brand orientation has significant effect on online purchase intention.
- H3: Prior online purchase experience has significant effect on online purchase intention.
- H4: Online trust has a significant effect on online purchase intention.

The conceptual framework is provided in Figure 1.

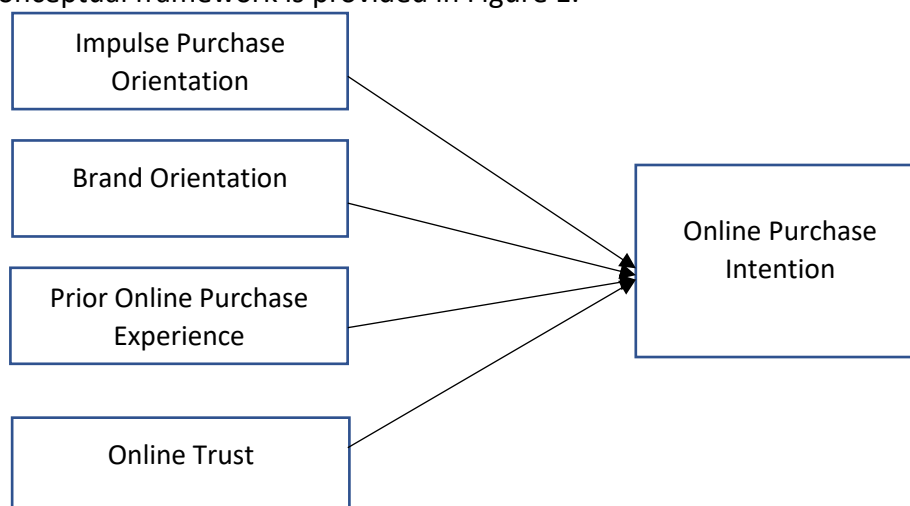


Figure 1: Conceptual framework for the study

Methodology

The target population in this study was the resident of Kuala Lumpur, who were employed in any organization. The total number of population in this study is 827, 200 which consists of 42% female and 58% male. Non-probability sampling technique was used as the sampling design because the sampling frame is not available. Specifically, convenience sampling technique namely the snowball sampling style was used for this research because the subject was selected based on recommendations and information provided by the initial subject (Sundram et al., 2018). Furthermore, the data collection process happened during the movement control order (MCO) due to the COVID-19 pandemic. The online shopping emphasizes on a specific quality target group with relevant experience and knowledge. Therefore, purposive sampling method is the best technique to be implemented (Sekaran and Bougie, 2010). Most importantly, other similar research had also utilised the purposive sampling technique for online shopping studies namely Mahliza (2020), as well as Roy, Basu

and Ray (2020). Besides that, snowball sampling technique, helps to overcome this situation because it also suitable to be used for getting a response from people that hard to reach (Sundram et al., 2018). The sample size targeted for this research is 200 respondents following the rules of thumb sample size (VanVoorhis & Morgan, 2007). Therefore, a total of 200 sets of questionnaire were distributed to employees working in any organization in Kuala Lumpur.

A 5-point Likert scale was used in the questionnaire to gauge the respondent's degree of agreement to certain statements using five options; (1) Strongly agree, (2) Agree, (3) Neither agree or disagree, (4) Disagree and (5) Strongly disagree. Customer Online Purchase Intention (COPI) was measured using 4 statements (Ling, et. al., 2010); Thamizhvanan & Xavier, 2012), Impulse Purchase Orientation (IPO) was assessed by using four items (Ling, et. al., 2010; Thamizhvanan & Xavier, 2012), Brand Orientation (BO) was using three items (Ling, et. al., 2010), and online trust was assessed using ten items (Ling, et. al., 2010); Thamizhvanan & Xavier, 2012).

Online questionnaires have been chosen and Google form was used that are shared on several social networking platforms such as WhatsApp, Facebook web sites, Facebook Massager and Microsoft Teams. The social networking sites were chosen to collect the data as it is convenient, effective, economical, and fast for data collection (Alkayyal et al., 2017). Data were analysed using the Statistical Package for the Social Sciences (SPSS) version 24.

Findings and Discussion

In applying so many data collection strategies this research managed to exceed the target respondent for this research which is 200 peoples. It has achieved 100% target respondents. The data collection took 55 days in total. The total respondent collection was 254, and after screening the data, only 202 respondents that meet the main criteria.

Table 1

Demographic Profile of Respondents

Variables (Valid)	Description	Frequencies	Percentage (%)
Gender	Male	106	52.5
	Female	96	47.5
Age	21 – 30 years old	48	23.8
	31 – 40 years old	106	52.5
	41 – 50 years old	40	19.8
	51 an above	8	4.0
Marital Status	Married	138	68.3
	Single	64	31.7
Monthly Income	10001 an above	27	13.4
	2001 – 4000	59	29.2
	4001 – 6000	55	27.2
	6001 – 8000	24	11.9
	8001 – 10000	23	11.4
	Below RM 2000	14	6.9

Occupation	Government Sector	2	1.0
	Private Company	84	41.6
	Self-Employed	5	2.5
	Semi-Government (GLC: Government Link Company)	111	55.0
Online Shopping Frequency	Once a month	113	55.9
	Once every 12 Months	8	4.0
	Once every 3 Months	56	27.7
	Once every 6 Months	21	10.4
	Once every 9 Months	4	2.0
Period of Shopping Online	1-5 years	121	59.9
	6 years or more	54	26.7
	Less than a year	27	13.4

As presented in Table 1, there are 202 respondents who participated in the survey, which comprises of 106 (52.5%) males and 96 (47.5%) females. Majority of respondents (106 respondents or equivalent to 52.5%) were aged between 31-40 years old. 48 (23.8%) respondents were between 21-30 years old. 40 (19.8%) respondents were in the range of 41-50 years old and 8 (4.0%) respondents were aged 50 years old and above. In terms marital status, most respondents were married (138 or 68.3%) and 64 (31.7%) were single. On occupation, 111 (55.0%) were working in the Semi-Government (Government Linked Company), 84 (41.6%) worked in private companies, 5 (2.5%) respondents were self-employed and 2 (1.0%) worked in the Government sector.

The results also showed that the most salary range of respondents participating in this research was in the range of RM 2001- RM 4000 (59 or 29.2 %), 55 or 27.2% were in the range of RM 4001- RM 6000, 27 or 13.4% were in the range of RM 10001 an above, 24 or 11.9% were in the range of RM 6001- RM 8000, 23 or 11.4% were in the range of RM 8001-RM 10000 and 14 or 6.9% were in the range of RM 2000 an below. For online shopping frequency, most of the respondents (113 or 55.9%) were shopping online once every 3 months, 56 or shopped once every six months, 21 or 10.4% shopped online once every twelve-month and 4 or 2.0% were shopping once in every 9 months. In terms of period of shopping online, most of the respondent (121 or 59.9%) had 1-5 years' experience, 54 or 26.7% 6 years or more and 27 or 13.4% were less than a year.

Table 2

Results of Correlation Analysis

No.	Variables	Mean	SD	1	2	3	4	
1	COPI	4.00	.65	(.883)				
2	IPO	3.55	.78	.217**	(.768)			
3	BO	3.89	.56	.203**	.188**	(.800)		
4	POPE	4.15	.63	.311**	.028	.417**	(.907)	
5	OT	3.69	.57	.409**	.308**	.390**	.394**	(.937)

Notes: **. Correlation is significant at the 0.01 level (2-tailed); N=202

Descriptive analysis was done to examine the distribution of data based on the mean and standard deviation values of all dependent and independent variables. Referring to Table

2, prior online purchase experience has the highest mean value compared to other variables with the value of 4.15. Customer online purchase intention is ranked the second with the value of 4.00 followed by brand orientation with the mean of 3.89. Furthermore, online trust has the mean value of 3.69 and impulse purchase orientation scored the lowest mean value of 3.55.

Reliability is an indicator of the stability and consistency with which the concept is measured by the items and it is meant to assess the goodness of a measure (Sekaran & Bougie, 2010). Cronbach's Alpha that has values ranging from 0 to 1 was used to verify the reliability of the instrument. As shown in Table 2, the reliability coefficient for online trust is 0.932, prior online purchase experience is .907 which are considered excellent. The scores for customer online purchase intention (0.883) and brand orientation (0.800) are considered very good. Impulse buying recorded the value .768 and ethical work climate recorded the values of 0.768, implying good reliability coefficients. Table 2 also shows that all four independent variables are significant at $p < 0.01$, impulse purchase intention (.217**), brand orientation (.203**), prior online purchase experience and online trust (.308**).

Table 3

Result of Regression Analysis Customer Online Purchase Intention (COPI)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.642	0.374		4.394	0.000
IPO	0.101	0.056	0.122	1.813	0.071
BO	-0.023	0.085	-0.020	-0.270	0.788
POPE	0.202	0.075	0.197	2.683	0.008
OT	0.338	0.084	0.301	4.023	0.000
F-value	12.829				
Sig.	0.000				
Adjusted R ²	0.191				
R ²	0.207				

This study revealed a mixed result. The result shows that prior online purchase experience, and online trust have significant effect on customer online purchase intention. This is consistent with the previous study conducted by (Ghouri et al., 2017; Rishi & Khasawneh, 2017). Multiple regression analysis also shows that impulse purchase orientation and brand orientation do not have any significant effect with customer online purchase intention in this study. The finding contradicts with past studies which stated that impulse purchase orientation had significant effect (Ghouri et. al., 2017; Rishi & Khasawneh, 2017). Multiple regression analysis also revealed that brand orientation has insignificant effects to customer online purchase intention. This result is inconsistent with the previous study conducted by (Rishi and Khasawneh, 2017).

Implications of the Study

Prior online purchase experience and online trust are proven to have an influence on customer online purchase intention in online retail platforms. The study has implications for online retailers, online advertisers, online merchants and online-customers in Malaysia. In Malaysia like in other countries in the world the online customers commonly have a tendency

to look for offers and extraordinary worth value bargains rather than brand or quality. In this Covid-19 pandemic, many people in Malaysia are financially affected. Thus, this situation makes the customers are more careful when shopping. Online marketers can encourage consumers to buy again by rewarding them with special discounts and implementing loyalty schemes for using the website to make a purchase.

Besides that, in the Covid-19 pandemic, customers are facing restriction to do physical shopping. The usage of online purchasing websites has increased tremendously. Hence, online trust is a factor that online retails platforms should focus more. Customers use the online platform because the existing of trust while doing the purchase. In an online purchasing process, it involves several parties such as the business owner, the delivery service companies as well as the financial institutions. Therefore, online trust is crucial to ensure the customers have confidence when purchasing through online retailers. Online retail platforms may lure customers by providing money back guarantee schemes, cash on delivery options, on time delivery, and customer care call centers that operates 24 hours for efficient complaint redressal. Furthermore, is also important that any information uploaded by online retailers should be true and authentic in order to build customers' trust.

Suggestions for Future Research

The findings in this study revealed that only two hypotheses are supported which are prior online purchase experience has a significant effect on customer online purchase intention, and online trust has significant effect on customer online purchase intention. In future research, other variables should be considered to create a comprehensive nomological network among the variables. Despite the best efforts by researchers, any social science study will have its limitations. The sampling frame used for this study has included only a few defined strata of the Kuala Lumpur society. Hence, it may not be appropriate to generalize the applications of the findings. This sample limits the scope of application of this study to other consumer groups with varying interests. So, it is suggested that future studies should include respondents from all walks of life.

Conclusion

Based on the result, male workers exceeded women in term of shopping online. Online shoppers in Kuala Lumpur are in the age range of 31 until 40 years old, married, earning a salary in the range of RM 2001 until RM 4000 and worked in the government linked company (GLC). The online shoppers in Kuala Lumpur have 1 to 5 years' experience of online shopping. Besides that, the study also concluded that prior online purchase experience and online trust are the two important factors that should not be neglected by the online retail platforms.

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