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Measuring Subjective Norms of Online Shopping Behavior: Evidence from Developing Country

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Abstract

The use of online shopping is expected to be able to reduce the spread of covid 19. The use of online shopping will reduce face-to-face encounters in shopping activities for daily needs. However, if the online system does not draw users' interest, the system will not be used optimally. Therefore this study aims to identify the influence of subjective norms in explaining the intention to use online shopping in Malaysia. This research is quantitative in nature and uses a form of non-probability sampling. The survey respondents were 280 individuals. The instruments used in this study have been borrowed from previous researchers. The results of the analysis showed that the model was capable of explaining as much as 26% of the variance. Subjective norms were found to have a positive and significant influence on the intention to use online shopping.

Keywords: Online Shopping, Developing, Behavior

Introduction

The use of online platforms for shopping is gaining attention. The use of online shopping is increasing especially when the whole world is facing the endemic of covid-19. Most governments around the world have placed restrictions on travel, social distancing and many other policies that restrict face-to - face contact to prevent the spread of the Covid-19 epidemic. However, there are still many who discount the use of IT systems. If this rejection still exists and the online system is not completely used, government efforts to curb the transmission of covid-19 would be thwarted. Therefore, this study aims to identify the influence of subjective norms on the intention to use online shopping during Covid19 outbreak in Malaysia. This paper will start with the introduction section followed by literature review then research methodology, data analysis and then discussion

Literature Review

Theory of Planned behavior

Icek Ajzen (1985, 1991) introduced the Theory of Planned Behaviour (TPB) as a general model for predicting and describing a wide variety of different forms of behaviour. According to Ajzen, intentions to conduct actions of various kinds can be predicted with high precision from attitudes toward the behaviour, subjective norms, and perceived behavioural control. The TPB

was successfully used to predict and describe a broad variety of behaviours and intentions including food consumption (Nystrand & Olsen, 2020), moral behaviour (Chang, 2013), travel decision making (Quintal et al., 2010) and electronic commerce adoption (Pavlou & Fygenon, 2006). Moreover, TPB is used as a theoretical basis in order to expand prior research into the conduct of halal food purchases in Malaysia (Alam & Sayuti, 2011). TPB also explained how the beliefs of college students affect their intention to use mobile devices in the coursework (Cheon et al., 2012).

Online Shopping Behavior

As consumers spend more and more time on their tablets and smartphones, spending on Internet channel is bursting. Online shopping is convenient, easy and personal for consumers where they can shop the Web at any time of the day or night. A considerable amount of literature has been published on online shopping behavior. These studies reported on the impact of mobile shopping (Wang et al., 2015), factors affecting on online shopping behaviour (Moshrefjavadi et al., 2012), consumer motivation towards online shopping (Katawetawaraks & Wang, 2011), and gender differences in online shopping behaviour (Hasan, 2010).

Subjective Norms

A subjective norm is the perceived social pressure to engage or not to engage in a certain behavior. Therefore, subjective norm lead to the formation of a behavioural intention (Azjen, 2002). Subjective norms found to be influencing behavioural intention have been explored in several studies such as civilization (Liu et al., 2020), Cloud technology adoption (Ho et al., 2017), mobile payment services and social network sites (Mouakket, 2015).

Hypothesis Development

Subjective norms have been shown to have a significant relationship with various behaviors such as pro-environmental buying behaviour of consumers (Onel, 2017), the intention to conduct the use of electronic money (Nugroho et al., 2018), domestic tourists' behavioural intentions to consume local food (Zhang et al., 2018), the entrepreneurial intentions (Christina, 2017) and the attitude towards watching eSports (Xiao, 2020). Furthermore, this attribute which reflects a person's actual influence over actions, is well established by numerous research such as the ethical behaviour of the customer service managers (Kashif et al., 2018), the purchasing of New Energy Vehicles (Du et al., 2018), enterprises' intentions to renew their E2.0 service in addition to technology perceptions (Jia et al., 2017), green buying intention (Wang et al., 2020), and the intention to eat a plant-based diet (Urbanovich & Bevan, 2020). We therefore hypothesized that

H₁: Subjective norms were positively related to online shopping behaviour.



Methodology

The objective of this study is to identify the role of subjective norm variables on online purchases among consumers in Malaysia. This study was conducted during covid19. Some data collection procedures have been modified taking into account the MCO Situation. We

have distributed the questionnaire using the online platform and this questionnaire was distributed for about two weeks before closing. Instruments used to measure the performance of respondents in this study were borrowed from previous studies to ensure the validity of the content. Study instruments were packaged using a five-point Likert scale ranging from 1 strongly disagree to 5 strongly agree. Data collection using non-probability sampling technique i.e. convenience sampling. A total of 280 complete questionnaires were obtained. The completed data is then analyzed using the statistical sense of smartPLS.

Data Analysis

A total of 188 respondents were analyzed in this study. To answer the objectives of the study and further test the hypothesis, the data were analyzed using multiple linear regression statistics. The beta coefficient value will be used to determine the magnitude of the relationship strength between the independent variable and the dependent variable. Analysis proves that there is a significant and positive relationship between subjective norms with the intention to use online shopping

Table 1

Coefficient of determination

R	R Square	Adjusted R Square	Std. Error of the Estimate
.510	.260	.257	2.22342

Table 2

Beta coefficient

	Unstandardized Coefficients		Standardized	t	Sig.
	B	Std. Error	Beta		
NORMA	.739	.075	.510	9.802	.000

Discussion

There are several previous studies that have studied the relationship between subjective norms and intentions using technology from various perspectives. This study in turn attempts to identify the role of subjective norms in influencing the intention of consumers to use online platforms in shopping activities. This study found that the relationship between subjective norms with intention to use online platform for shopping is positive and significant. the findings of this study are in line with the a study conducted by Lai (2017) who found that subjective norm has a positive and significant relationship with behaviour intention to use Web 2.0 applications. The findings of this study tell us, about the importance of the influence of individuals who are interested in the killer of an information system technology. if the parents of their relatives and acquaintances use the same system, then they will participate in using the system. Therefore, these findings will provide some enlightenment to information technology system providers as well as the government in the framework of strategies to attract more users of a system. Especially when the world today is increasingly tied to the use of information technology systems. However, the findings of this study need to be interpreted carefully due to some limitations. First, this study uses non-probability sampling techniques. This suggests that this study's results cannot be generalized to the whole population. Second, this study uses only one variable of the theory of planned behavior that is subjective norm.

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