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The Role of Attitude in Explaining Online Shopping Behaviour: Malaysian Evidence

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Abstract

Online shopping is a new trend in the business of buying and selling. the use of onlineshopping however if not used optimally will cause wastage. The objective of this study is to identify the role of attitude in explaining yes to using online shopping. this study is a quantitative study that uses non-probability sampling techniques to obtain data. as many as 280 respondents were involved in the success of this study. the instrument used in this study is a questionnaire adapted from previous researchers. the findings of the study prove that attitudes have a positive and significant relationship With the intention to use online shopping. implications of the study Next is discussed in the discussion chapter.

Keywords: Role, Online, Shopping, Evidence.

Introduction

The government and the private sector have worked together to provide complete infrastructure to users of the online shopping system. This infrastructure is a huge investment and requires the involvement of many parties. Although online shopping is gaining ground among consumers, there are still those who do not optimize the use of this system. if this system is not used optimally, then the government and other parties involved will suffer losses due to the investment that has been made. Therefore, this government aims to identify the role of attitude in explaining the intention to use online shopping among the population in Malaysia. This study is very important to indirectly help the government curb the covid19 epidemic from continuing to spread. This writing will be compiled based on 5 chapters, chapter 1 introduction, chapter 2 literature review, chapter 3 methodology, chapter 4 data analysis and chapter 5 discussion.

Literature Review

Theory of Planned Behavior

The Theory of Planned Behavior (TPB) was developed by (Ajzen, 1991). This theory proposed that behavioral intention is the most significant predictor of human behavior. According to this theory, there are three conceptually independent determinants of intention. TPB has been recognized as a useful tools to examine human behavior in multiple dimensions of studies; including consumer behavior (Carico et al., 2020; Sheeran, 2002; Sheppard et al.,

1988), business ethics (Richardson et al., 2012), education (Borhan & Zakaria, 2017) and health issues (Kumar & Smith, 2018). Study conducted by Al-Swidi et al (2014) used the TPB model to describe the roles of subjective norms in theory of planned behavior in the context of organic foods consumptions. While study by Said & Saad (2016) adopted the TPB model to examine the attitudes, subjective norm and perceived behavioral control towards *Hibah* giving behavior. Other than that, Han et al (2010) used the TPB model to describe the formation of hotel customers' intentions to visit a green hotel. (Bobek & Hatfield, 2003) Also used this theory to investigate the relationship between moral obligation and adherence with tax

Online Shopping Behavior

Online shopping has been discussed from various dimensions. Several attempts have been made including by Wen et al (2020) who study on the consumer intention towards online shopping in Malaysia. Apart from it, Lim et al (2020) investigate the intention to shop online among Malaysian baby boomers. Redda (2019), on the other hand examined the attitudes towards online shopping using the theory of planned behavior. Online shopping behavior also been explored by Kaplan (2018) regarding the factors determining e-consumer behavior.

Attitude

Attitude refers to the overall development of the individual's behavior (Tenenbaum & Eklund, 2007). Fishbein & Ajzen (1975) define an attitude as "a learned disposition to respond in a consistently favorable or unfavorable manner with respect to a given object". Attitudes often measured via semantic differential scale (Ajzen, 2002). Attitude is a product of outstanding behavioral values, each of which reflects the perceived probability that behavioral success can contribute to a specific result or is correlated with specific characteristics. Attitude leads to actions occurring, as it precedes behavior. It is therefore regarded as the basis to human behaviors. According to Fishbein & Ajzen (1975), "attitude toward the behavior" affects "intention toward the behavior," meaning, "intention." According to Fishbein (2001), behavioral attitudes are often described as positive or negative emotions, and a person's interpretation of related behavior.

Hypothesis Development

There have been a number of longitudinal studies on identifying the contributing factors towards the individual's behavior using the Theory of Planned Behavior (TPB). Based on the previous findings, we found that attitude has a strong and positive impact on the behavior of mobile learning adoption (Cheon et al., 2012), buying cinema e-ticket (Simamora & Djamaludin, 2020), organic food vegetables consumptions (Rahmawati et al., 2018), entrepreneurial intention (Yang, 2013) green hotel visiting (Chen & Tung, 2014), organic food consumption (Scalco et al., 2017), halal food selection (Khalek & Ismail, 2015), virtual knowledge sharing (Ho et al., 2011), e WOM marketing (Jalilvand & Samiei, 2012), green food decision (Maichum et al., 2016), and Halal certification (Khalek, 2014). We therefore hypothesized that attitude has a significant relationship with online behavior.



Figure 1: Research model

Methodology

This study aims to identify the role of attitude in explaining the intention to use online platforms in shopping. This study is a quantitative study. The data successfully collected was 280. The instruments used in this study were adapted from previous studies to ensure the validity of the content. The scale used in this study is a 5-point Likert scale ranging from 1 strongly disagree to 5 strongly agree. This study uses an online platform called Google form to collect data. The use of online service is unavoidable because to reduce the risk of infection covid-19. The sampling technique used in this study is non-probability sampling because we failed to obtain a sampling framework. The data collected in the Google form is then transferred into an Excel worksheet for filtering purposes. Once the data is properly filtered, we transfer it into the SPSS software for further analysis.

Data Analysis

To answer the research hypothesis, we used simple linear regression statistics. The independent variable in this study is attitude while the dependent variable is the intention to use online shopping. The results show that attitudes have a significant relationship with online shopping ($\beta=0.53$, $p<0.05$) see Table 2. The total variance explained by attitude is 28 percent. See Table 1

Table 1

Model predictive value

R	R Square	Adjusted R Square	Std. Error of the Estimate
.536 ^a	.287	.285	2.184

Table 2

Beta coefficient

Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Attitude	.537	.051	.536	10.470	.000

Discussion

We have discussed some previous studies related to the acceptance of information technology in its specific way in online shopping. In general, attitudes play an important role in explaining the acceptance of information technology. The results of this study are also consistent with other findings that indicated a significant relationship between behavioral intention and attitude (Arpaci, 2016; Buabeng-Andoh, 2018; Weng et al., 2018). These

findings have great contribution for those involved in the development of online systems. They need to realize that attitude plays a very important role in the acceptance of a technology where a positive attitude towards technology will help acceptance. Therefore, campaigns need to be multiplied to make the public aware of the benefits of using technology. Such campaigns need to be carried out from time to time to ensure that the community continues to be aware and convinced that technology is able to help them solve their daily affairs better. Therefore, their attitude towards technology will improve over time. This finding however needs to be accompanied by caution as the sampling used in this study is non-probability sampling. As a result, the findings of this study cannot be generalized to the entire population of Malaysia. Future research should therefore perform a probability sampling analysis after ensuring that a sampling framework is available.

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