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Nurul Huda Othman and Siti Fatimah Sudarmin

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What Drives Users to Use Online for Shopping in Malaysia? The Role of Perceived Behavioural Control

Nurul Huda Othman and Siti Fatimah Sudarmin

Faculty of Management and Business Studies, Universiti Islam Pahang Sultan Ahmad Shah
(UnIPSAS)

Email: nurulhuda@kuipsas.edu.my

Abstract

Studies on online shopping acceptance during the Covid19 outbreak are rather limited.. In addition, the study of the adoption of information technology is very important since, if the information technology is not fully utilized, then the investment for the related facilities will incur losses. This study aims to identify the role of perceived behavioral control in explaining the intention to use online shopping during the Covid19 outbreak in Malaysia. This study is a quantitative study. All 280 data were collected using questionnaire. Findings show that perceived behavioral control has a significant relationship with the intention to use online shopping.

Keywords: Shopping, Online, Behavioural, Role.

Introduction

The Covid19 pandemic has restricted human movements around the world. Movement control order (MCO) becomes an effective way to reduce the risk of being infected with covid-19. In this regard, information technology plays an important role in helping human beings to connect with each other. Information technology plays an important role in any sector, such as education, business, religious affairs, health, etc. The investment to build facilities related to information technology is also enormous. If this technology cannot be fully utilized, then the relevant parties will suffer huge losses. Therefore, this study aims to identify the role of perceived behavioural control in explaining the intention to use online shopping behaviour during the Covid19 outbreak.

Literature Review

Theory of planned behaviour

Theory of Planned behaviour was first introduced by (Ajzen, 2011). TPB has been used in various fields of study such as tourism management (Japutra et al., 2019) environmental issues (Kaffashi & Shamsudin, 2019) food and drinks (McKee et al., 2019) transportation research (Jiang et al., 2019) food wasting behaviour (Werf et al., 2019) and entrepreneur (Farrukh et al., 2019). Although TPB has been widely used in various disciplines of study, it has not escaped criticism that it only focuses on static prediction (Hamilton et al., 2020).

Online Shopping Behavior

There are several previous studies that study online shopping behavior such as a study by Sreerekha et al (2019) which has carried out in India. The study found that there are three segments were identified which is High Spenders, Price Easers, and Bargain Seekers. Another research performed by Ezimmuo & Keikhosrokiani (2022) was to investigate the variables affecting internet shopping using the integration of technology acceptance models, unified theory of acceptance and use of technology, and theory of planned behavior. Another study by Antoniadis et al. (2014) aims to investigate the views of online shopping adopters and non-adopters in terms of demographic profile, customer perceptions of online shops, benefits and issues of online shopping and transaction costs. While research by Prasetyo et al (2021) aims to identify the factors that contributed to students' acceptance of an online learning environment during the COVID-19 pandemic. Delone and McLean's IS Success Model and the Extended Technology Acceptance Model (ETAM) serve as the theoretical underpinnings of this investigation.

Perceived Behavioral Control vs Intention Linkage

Perceived behavioral control has been shown to have a significant effect on many behavioral intention studies, such as those shown in Lam & Hsu (2006) who found that perceived behavioural control and past behaviour were found to have a relationship with travel destination adoption. Accordingly, we hypothesized that:

H¹: PBC will have positive impact on online shopping adoption

Methodology

The objective of this study was to identify the role of perceived behavioural control in online shopping adoption. Current study is a quantitative study. Data were collected using non-probability sampling. 280 respondents are willing to take part in this study. The instrument used was a questionnaire adapted from previous researchers. The distribution of questionnaires was made using online platforms to eliminate face-to-face contacts that could induce the transmission of covid19. Once the data is stored in the Google form, we move it out to the Excel worksheet to refine the data. After the data is cleared from unnecessary information, we transfer it out to the IBM SPSS software.

Data Analysis

To answer the research question, we used multiple linear regression analysis with the help of SPSS 25 software. The results of the analysis proved that perceived behavior control explains the intention to use online shopping significantly $\beta = 0.56$, $p < 0.05$. see (Table 2). This study model also managed to explain as much as 31 percent of the variance. See (Table 1)

Table 1

Variance Explained

R	R Square	Adjusted R Square	Std. Error of the Estimate
.565	.319	.317	2.137

Table 2

Hypothesis testing

Variable	Unstandardized beta		Standardized	t	Sig.
	B	Std. Error	Beta		
Perceived behavioural control	.484	.043	.565	11.301	.000

Discussion

As discussed in the literature review section, studies related to the acceptance of online shopping during the covid outbreak are very few. The findings of this study prove that perceived behavioral control is very important in explaining the use of online shopping during the covid outbreak. The findings of this study are in line with the study conducted by previous researchers (e:g: Afsari et al., 2017; Bandara & Amarasena, 2018; Noor et al., 2019). The findings of this study are very useful to service providers and stakeholders in developing an online shopping system. Perceived behavioral control has been shown to play a significant role in explaining the acceptance of technology and it cannot be ruled out. In the Malaysian context, information system providers need to build a system that suits the needs of Malaysians.

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