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## West Malaysian Consumers' Intention to Purchase Sarawak Handicrafts Online

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### Abstract

The growth of online shopping and the interest in Sarawak handicrafts in West Malaysia have contributed to the consumers' intentions to purchase these handicrafts online. However, previous research has mentioned several factors, such as price, motivation, convenience, and handicraft characteristics influencing the intent of consumers to use e-commerce sites to purchase. Therefore, an online survey was conducted among 115 West Malaysian respondents to determine whether the factors above affect their intention to buy Sarawak handicrafts online. This study discovered that price and motivation factors mainly contributed to the consumers' intention to purchase.

**Keywords:** Sarawak Handicrafts, Purchase Intention, e-Commerce

### Introduction

E-commerce platforms have become increasingly popular among consumers, allowing them to purchase products whenever and wherever they choose. Consumers' intention of purchasing handicrafts online provides the market industry with solid preferences of the products and what reasons influenced the consumers to purchase them. The platforms have also influenced the consumers' intentions based on numerous factors that lead to the e-commerce income. This is evidently showed where e-commerce income in Malaysia increased by 22.8%, up to RM675.4 billion in 2019 (Department of Statistics Malaysia, 2021).

Because of the COVID-19 pandemic and the implementation of the Movement Control Order (MCO), buying handicrafts is now possible through e-commerce (Nasri, 2020). Many have chosen to purchase things online compared to going to physical stores to comply with the Movement Control Order (MCO) and practice self-distancing. According to the Department of Statistics of Malaysia (2021), an increase from 38.1 percent to 92.4 percent in the number of businesses open during the MCO period occurred. This has caused many businesses to sell products online through e-commerce sites such as Shopee, Lazada, Etsy, Instagram, and Facebook. Many handicraft retailers are forced to cease their sales activity due to the pandemic and low tourism activity. In the tourism industry, handicrafts have become the epitome of

travelling as it is commonly bought as souvenirs or memorabilia to remember the experience of the destination visited by the travellers. For handicraft enthusiasts, e-commerce platforms are an alternative to physical stores. Consumers nowadays are tech-savvy and are gradually purchasing goods and services online, such as buying handicrafts from the local community. Sarawak handicrafts are one of the products that are marketed on e-commerce platforms. Through these available e-commerce platforms, consumers can search for and purchase desired Sarawak handicraft products with ease.

Much research has been previously done regarding both online shopping and handicrafts. For instance, research has been done on how to popularize handicrafts using Internet technology (Dalal et al., 2022). One of the solutions was found to be a system that would suggest relevant products to consumers based on their usage patterns, purchasing history, and browsing history. Moreover, suppliers can use the advice and feedback given by consumers to learn more about their wants and desires. Another research was done regarding the review of existing relevant studies and integrating their findings into an OSAM (Online Shopping Acceptance Model) reference model to explain consumer acceptance of online shopping (Zhou et al., 2007).

In this review, it can be concluded that among the various works of literature reviewed, nine types of consumer factors are identified to affect consumer's online shopping which includes demographics, personal traits, shopping orientation, shopping motivation, normative beliefs, online experience, internet experience, online shopping experience, and psychological perception. Additionally, research has been done on handicrafts as well such as research on consumers' buying behaviour on Malaysian traditional handicrafts based on the Theory of Planned Behaviour (Chan et al., 2021). Findings from the research showed that the variables product characteristics, subjective norms, and consumer knowledge have a significant impact influencing the purchasing intention of consumers towards traditional Malaysian handicrafts while perceived behavioural control was shown to be irrelevant variable to the study.

Although much research has been done on the two topics separately, there has been a lack of research on these two topics combined. Since handicrafts can be considered as a niche product, not much research has been done on selling them online. This is to further understand what factors affect the consumers' intention to purchase these handicrafts online. In line with this, the main purpose of this research is to determine the factors that influence consumers' intention to purchase Sarawak handicrafts online, especially among West Malaysian. The key variable for this research includes the key independent variables of price, motivation, convenience, and product characteristics while the dependent variable is the consumer's intention to purchase local handicrafts online.

The objectives of this study are as follows

1. To determine the relationship between price with the consumers' intention to purchase local handicrafts online.
2. To determine the relationship between convenience with the consumers' intention to purchase local handicrafts online.
3. To determine the relationship between motivation with the consumers' intention to purchase local handicrafts online.
4. To determine the relationship between the product characteristics with the consumers' intention to purchase local handicrafts online.

This study focused on the consumers who are born and currently living in West Malaysia at the age of 18 years old and above. This is due to gaining the insights of those who are not from Sarawak and those who might not be familiar with the handicrafts from the state. Sarawak is also one of the top destinations among visitors from West Malaysia. This is before the outbreak Covid-19 pandemic with a total of 1,604,498 local tourists from West Malaysia visiting Sarawak (Ministry of Tourism, Arts and Culture Sarawak, 2020). At the same time, different individuals have different characteristics that they look for when purchasing handicrafts. With that reason in mind, this study aims to determine what are the consumers from West Malaysia prefer to look for in Sarawak handicrafts that makes them willing to purchase them. This study is to completely understand what influences a consumer's intention to shop for handicrafts online, especially buying the authentic Sarawak handicrafts.

## **Literature Review**

### **Introduction to Handicrafts and E-Commerce Websites**

Sarawak is located along the northwest coast of Borneo, is the country's largest at around 800 km long. Borneo is the third-largest island in the world. The state itself has vast rainforests which contain 20,000 animal and plant species. The natives of Sarawak have long used plants and herbs for medicinal, dye, and even hunting poison. Sarawak's 27 ethnic groups speak roughly 40 languages. Every group has its own culture, and every community has its way of performing rituals. Sarawak's main artisans are Melanau, Malay, Bidayuh, Iban, Kelabit, Orang Ulu, and Penan. An ethnic group's views on nature are expressed through its style and symbols. Most traditional Sarawakian handicrafts feature detailed designs and motifs which include new and modern Murum Penan handicrafts. Due to the modern twist of new and contemporary designs, the Murum Penan weaving community is expected to gain a bigger market share with their fine craftsmanship (Tan, 2017).

Handicrafts comprise a significant component of the country's rich cultural heritage and use a variety of forest products, such as wooden products, mats, and baskets, as well as textile weaving and embroidered bark cloth jackets and metalwork. The tradition within a family carries on from one generation to the next. The term "Handicraft" industry applies conventional hand-made methods rather than advanced technological processes to make several products. In modern-day Sarawak, local artisans have had the opportunity to maintain their livelihoods with a wide variety of handicrafts that preserve their native traditions. Handicraft is a term used to describe handmade goods (e.g., homewares, handmade jewellery, etc.) that have both artistic and cultural attractions, due to their materials, design, and workmanship. These days, however, Malaysian handicrafts blend traditional and contemporary aspects (Amin, 2006).

Types of handicrafts in this research are as followed

1. Beading
2. Weaving
3. Ceramics
4. Wood Carving
5. Textiles
6. Metalworks

The indigenous people of Sarawak have long been engaged with beadwork for decoration and ceremonial purposes, according to the Sarawak Tourism Board. The bead tradition in this region dates back thousands of years. The variety of beads, the materials used to produce them, their colours, and the values assigned to them all contribute to a fascinating dialogue and discussion. Beads are now used in various ways, including as gifts and garlands for various festivals and events by government officials. Weaving and basketry are the most popular crafts among various ethnic groups. A variety of jungle-sourced materials, including rattan, nipah, pandanus, bemban reed, bamboo, and tree bark, are woven into a wide range of goods, both utilitarian and aesthetically pleasing.

Furthermore, pottery in Sarawak is divided into two types: that handmade by Iban, Murut, and Kelabit potters and that made by Chinese potters. Sarawak's potters' variety has expanded dramatically in recent years. They now make ceramic stools, drinking water cisterns, decorative jars and vases, lamps, candleholders, ashtrays, teapots, mugs, and photo frames. Wood carving began as a task to create crafts for religious celebrations or ceremonies that decorate old dwellings. Today, our experienced woodcarvers create modern works of art such as the mandolin-like Sape and beautifully carved panels and doors. According to Dines Ngau Wan, the sape can be manufactured using traditional tools and wood from jelutong, gerunggang, pelaie, cempedak, and kayu adau, as reported by (Edward, 2018).

The modern designs of the handicrafts being produced locally indicate a strong market demand. This has led to changes in the craft of handicrafts in Sarawak, which has, in turn, produced artisans who are able to fulfil orders through e-commerce websites or physical stores from handicraft enthusiasts. In addition, Kuching, Sarawak is acknowledged as a World Craft City by the World Craft Council (Sarawak Tourism Board, 2019). The fulfilment of orders is mostly done through retail or physical stores where consumers can visit and the handicrafts are more visible, so they can use touch and feel to make purchasing decisions compared to online stores on e-commerce platforms (Galhotra, 2019). As a result, these orders can attract the demand of the domestic market as well due to the city's being recognised as an arts and culture city. In fact, Sarawak has become one of the most visited states in Malaysia with the arrival of 2,579,975 domestic visitors in 2019, compared to 2,317,946 million in 2018. Many of the visitors are West Malaysian, contributing to the domestic tourism in Sarawak (Ministry of Tourism, Arts and Culture Sarawak, 2019).

Tourism has recently been impacted by the Covid-19, which reduces the purchase of local handicrafts by tourists and the willingness of residents to purchase local handicrafts. Despite the pandemic, Malaysian craft entrepreneurs have maintained and increased sales by adapting their business strategies to be adaptable in difficult times. According to Landau (2021), the Malaysian Handicraft Development Corporation (Malaysian Handicraft) has made significant efforts to advertise craft goods online and the outcomes are shown in the most recent market developments.

Malaysian Handicraft has developed a recovery plan to assist local craftspeople in promoting their handicraft goods online during and after MCO to guarantee that they are ready to respond to marketing shifts. This includes using internet platforms such as E-Kraf Bazar, MYCRAFTSHOPPE, CraftOnTheGO, and Google Arts & Culture for the promotion and marketing of craft products. Furthermore, based on 2019 data, Malaysian Handicraft has 5,816 firms with



a total sales volume of RM519,74 million. Nonetheless, Malaysian handicrafts set a new sales volume of RM200 million, compared to RM500 million last year, a gap of 54% from what the government had initially targeted.

### **The Key Variables in Consumers' Intention to Purchase Local Handicrafts**

The independent and dependent variables in this study are distinct to each variable type. This independent variable has already been mentioned as a value that impacts another variable. In this study, the dependent variable is the consumer's intention to purchase local handicrafts online. Another variable's value can affect the dependent variable's value. The independent variables are convenience, price, motivation, and handicrafts characteristics based on Table 1 Mariano and Gustiana (2019) emphasized that the key factors of the recent growth of ecommerce have to do with convenience, efficiency, and high promotion levels by e-commerce enterprises.

The availability of e-commerce has allowed people to have more comfort, as well as creative and inventive ideas. Shopping interest is assessed by the benefits consumers derive from their purchases and the happiness customers obtain from their purchases. While people are increasingly looking for online buying choices that provide convenience and flexibility for local handicrafts, consumers prefer these options over physical stores. Furthermore, buyers have a financial incentive to purchase local handicrafts because of their pricing. Yadav and Mahara (2017) further argued the cost paid by the consumer is the price, and it should be in line with other substitutes for the same product purchased online or offline. Since many consumers are unwilling to spend more money on genuine items, there are still little research found on whether consumers are willing to pay more for high-quality products.

Concerning this study, it is worth to investigate whether consumers are less sensitive to the price of local handicrafts offered on e-commerce websites. Another factor is motivation. This is confirmed by Silver and Kundu (2013) there are variety of reasons for purchasing handicrafts, which includes perceived utility, perceived status, and the possibility of getting luxury items. Furthermore, handicrafts are among the popular choice as a gift since they offer the opportunity to practice one's craft skills (Bal and Dash, 2010, P. 33). The other main sense people buy handicrafts online is also convenient and time savvy (E-Commerce Handicraft, 2017). Therefore, this research further investigates whether West Malaysian consumers are willing to purchase local handicrafts using e-platform.

### **Price**

Consumers are willing to buy local handicrafts through e-commerce websites due to their reasonable prices and authentic products (Lin, 2015). According to Pine (2004), consumers' future purchasing decisions are largely based on their perceptions of product and service authenticity (Phau et al., 2001). Consumers will buy locally made crafts when online retailers provide better discounts (Katawetawaraks & Wang, 2011). They can look at price comparisons for specific products, and they can bargain to try to get a better deal. In this instance, the ability to compare prices and bargain is viewed as a benefit for the customer (Zhang et al., 2020).

Customers, as a result, may experience less stress when they shop from a website that offers convenience (Prasad & Aryasri, 2009). This is because social media promotion is cost effective and allows handicraft business owners to maximise profits while keeping their products affordable, which influences the intention to purchase (Hassan et al., 2020). In other words,

the local handicrafts are more affordable through online purchasing. Hence, price is one of the potential factors to purchase local handicrafts through e-commerce websites.

**H1:** Price has a positive relationship with the consumers' intention to purchase Sarawak handicrafts online.

### **Convenience**

On-site handicraft purchasing usually involves travelling far away from the city to the places where the handicrafts are available, so buying them locally seems more convenient and timesaving. As opposed to traditional stores, online shopping is available around the clock for customers due to it being open 24 hours a day, 7 days a week (Hofacker, 2001; Wang et al., 2005). According to Katawetawaraks and Wang (2011), research shows that 58 percent chose to shop online because they could shop after-hours when the traditional stores are closed, and 61 percent of the respondents selected to shop online because they wanted to avoid crowds and waiting in lines, especially during holiday shopping. A significant factor in encouraging online shopping is the belief that the purchase of products is easy, convenient, and fast (Gupta & Duggal, 2020).

Some consumers use online channels simply to avoid interacting with salesmen face-to-face, as they believe they are vulnerable to pressure and manipulation in the marketplace (Goldsmith & Flynn, 2005; Parks, 2008). Customers who have had a terrible experience with the salesperson or who want to be self-reliant and independent from the salesperson's influence are more vulnerable to that consumer behaviour. In addition, customers could lower their risk by doing additional research and comparing sellers' offers before purchasing. With the implementation of advanced technology, Malaysia's online shopping environment has seen a significant security improvement, as stated by (Muda et al., 2016). As a result, buyers purchased local handicrafts for convenience through e-commerce. Furthermore, the online platforms have also made it convenient for users to use them by providing them with easy access, search, and the opportunity to compare the prices of the products (Gupta & Duggal, 2021).

**H2:** Convenience positively correlates with the consumers' intention to purchase Sarawak handicrafts online.

### **Motivation**

Motivations may influence consumers to purchase local handicrafts. According to Ifeoma et al (2020), e-commerce research suggests that the intention of shoppers to buy a product can be predicted by their motivation for shopping (Pappas et al., 2017). When online buyers go out shopping, they're not as affected and, consequently, have different patterns and behaviours regarding their shopping habits (Ganesh et al., 2010). This applies to purchasing local handicrafts online, where there are several motivations for opting for e-commerce websites. Such as timesaving, cheaper options, friends' recommendation, convenient home delivery, website brand and product variety (Garcia et al., 2020).

Studies suggested that when customers believe that their peers favour a purchase, they're more likely to make that purchase and, things are original, where buyers can always return them if dislike (Garcia et al., 2020; Jaswal, 2018). In addition, the individual's motivation will be motivated by the beauty, uniqueness, and enjoyment of handicraft products when the passive

experience is encouraged (Hassan et al., 2020). Consumers are willing to spend more on handicrafts when their purchase is motivated by social or ethical concerns based on the previous study (Demirtshyan, 2018). Thus, motivation influences consumers' intention to purchase local handicrafts online through e-commerce websites.

**H3:** Motivation has a positive relationship with the consumers' intention to purchase Sarawak handicrafts online.

### **Product Characteristics**

There are many creative and different indigenous handicraft products available on the market, especially on digital e-commerce platforms. This has influenced consumers to purchase unique local handicrafts, and they can directly find the products on an online platform. According to Landau (2021), The E-Kraf Bazar, one of the e-commerce websites for selling handicrafts, launched on April 8, helps crafters promote and market local craft products such as textiles, forest-based, metal-based, earth-based, and various craft products. This platform has succeeded in encouraging crafters to remain active in the production and marketing of their products, as well as buyers to find their niche in local handicrafts by browsing online.

In addition, purchasing satisfaction is influenced by such attributes as colour, size, and packaging (Chan et al., 2021). This means the product characteristics depend on the mentioned attributes to influence consumers' buying decisions through online purchases. Hassan and Tan (2017) suggested that local handicraft artisans are encouraged to design handicraft products by making them more practical for household and office use, which may influence the demand for daily use. Based on the previous study, product characteristics of handicrafts play an important role by adapting to new and contemporary designs. The product characteristics that we will use in this study are weaving, beading, pottery, and wood carving.

**H4:** Product characteristics have a positive relationship with the consumers' intention to purchase Sarawak handicrafts online.

### **Consumers' Intention to Purchase Sarawak Handicrafts Online**

To better understand the customer's buying choice, this study utilised WTP to analyse purchase behaviour in the context of e-commerce websites, especially the way customers use them to acquire local handicrafts. In this example, WTP stands for the price that consumers are prepared to pay for a given product or service. Factors such as convenience, price, and motivation might affect how much consumers are willing to pay. Buying handmade goods online, therefore, helps preserve handicrafts while educating the new generation. The findings of this study were based on data from people's willingness to pay (WTP) to purchase local handicrafts online via e-commerce websites.



## Study Framework

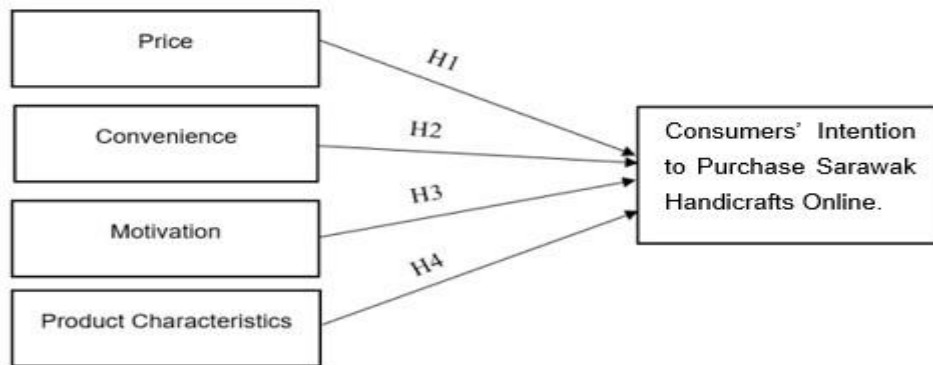


Figure 1: Framework of the study

### Proposed Hypothesis

**H1 (+):** Price positively correlates with the consumers' intention to purchase Sarawak handicrafts online.

**H2 (+):** Convenience positively correlates with the consumers' intention to purchase Sarawak handicrafts online.

**H3 (+):** Motivation has a positive relationship with the consumers' intention to purchase Sarawak handicrafts online.

**H4 (+):** Product characteristics have a positive relationship with the consumers' intention to purchase Sarawak handicrafts online.

### Methodology

The primary purpose of this research is to determine the consumers' intention from West Malaysia to purchase local Sarawak handicrafts online. Descriptive and hypothesis testing were conducted. The sampling method chosen for this research is non-probability, purposive sampling, as the sample is subjective to some criteria set by the researcher. The set target criteria are individuals currently living in West Malaysia, which includes 11 states and two federal territories, and are between 18 to 70 years old. According to the Department of Statistics Malaysia, the estimated population of West Malaysia is around 25,900,000 people. Based on Krejcie and Morgan (1970) table, the ideal sample size for this population is 384 respondents. However, due to the limited time frame, the research aimed for a minimum of 30% of the recommended sample size, resulting in only 115. A pilot study was conducted in early December 2021 with 30 samples, with testing done using Cronbach's Alpha test. The results reveal a value of .896 for all the variables, which indicates that internal consistency reliability has been achieved. Data collection began in mid-December 2021 and ended in mid-January 2022, spanning a month.

An e-questionnaire was created on Google Forms distributed on various social media platforms. The chosen platforms are WhatsApp, Instagram, Facebook, and Twitter, as these social media platforms are the most popular among people in Malaysia (Digital Business Lab, 2021). Students frequently use these, increasing the chances of obtaining respondents that fit the desired criteria. The e-questionnaire was done in English and Malay to ensure that the respondents fully understood the questions and statements. In the questionnaire, respondents are required to answer a series of questions under three sections, namely Section A, Section B,

and Section C. Section A consists of questions on the respondents' demographic profile, such as their gender, age, marital status, education level, occupation, monthly income, and state of origin. Section B consists of questions about the respondents' individual preferences on handicraft purchasing behaviour, while Section C based on the independent variables, which are the factors that influence the consumers' purchasing decision and the type of handicrafts, along with questions regarding their intention to purchase handicrafts through online platforms.

Table 1

*The Key Study Variables*

Study Variables	No. of Items	Sources	Type of Scale	Questions Number
<b>Demographics</b>	7	Research	-	1-7
<b>Consumer's Individual Preferences on Handicraft Purchasing Behavior</b>	7	Research	-	8-14
<b>Factors That Influence Handicraft Purchasing Behavior</b>				15-50
<ul style="list-style-type: none"> <li>• Perceived Price</li> <li>• Perceived Convenience</li> <li>• Perceived Motivation</li> <li>• Characteristics of Handicraft</li> <li>• Intention To Purchase Handicraft Through Online Platform</li> </ul>	7 6 7 10 6	Chan, S., Lim, Y., & Um, W. (2021); Pena-Garda, N., Gil-Saura, I., Rodriguez-Orejuela, A., & Siqueira-Junior, J. R. (2020); Mogindol, S. H., & Bagul, A. H. B. B. P. (2016); Escobar-Rodriguez, T., & Carvajal-Trujillo, E. (2013); Jiang, L. (Alice), Yang, Z., & Jun, M. (2013); Moshrefjavadi, M. H., Rezaie Dolatabadi, H., Nourbakhsh, M., Poursaeedi, A., & Asadollahi, A. (2012)	A Five-point Likert Scale from (1) Strongly Disagree to (5) Strongly Agree	

Nominal scale measurement is used for the respondents' demographics, while Ordinal scale measurement is used for the independent and dependent variables. It also utilizes the 5-point Likert scale ranging from scale 1 to 5, indicating 1 'strongly disagree' and 5 'strongly agree.' In total, the e-questionnaire has 50 questions. The table shows the summary of the items and the

measures used in the study variables. A total number of 115 people have completed the e-questionnaire. The data from the 115 respondents were analysed using the Statistical Package for Social Sciences (SPSS) software. A descriptive analysis of the respondents' demographic profile analyses the proposed variables' mean, frequencies, and standard deviation. Multiple regression analysis was conducted for hypothesis testing to further explore the relationships between the critical variables in this study.

## Findings

### Respondents Demographic Profile

Table 2 shows the demographic profile of the respondents (N=115). Results show that most of the respondents were female (68.7%), aged 18 to 25 years old (73%), single (83.5%), has an educational background of holding a bachelor's degree (58.3%), a student (60.9%) and have no monthly income (57.4%). As for their state of origin, many of the respondents are from the state of Selangor (29.6%).

Table 2

#### *Demographic frequency analysis (N=115)*

Variables	Categories	Frequency	Percent (%)
Gender	Male	36	31.3
	Female	79	68.7
Age	18 to 25 years old	84	73.0
	26 to 35 years old	15	13.0
	36 to 40 years old	2	1.7
	41 to 50 years old	7	6.1
	51 years and above	7	6.1
Marital Status	Single	96	83.5
	Married	18	15.7
	Divorced	1	0.9
The Level of Education	SPM/STPM	12	10.4
	Diploma	29	25.2
	Bachelor's Degree	67	58.3
	Master's Degree	6	5.2
	Doctorate (PhD)	1	0.9
Occupation	Student	70	60.9
	Unemployed	9	7.8
	Government Sector	7	6.1
	Private Sector	25	21.7
	Retiree	2	1.7
Monthly Income	Other	2	1.7
	RM3,000 and below	31	27.0
	RM3,001 – RM5,000	4	3.5
	RM5,001 – RM7,000	4	3.5
	RM7,001 – RM10,000	3	2.6
RM10,001 and above	7	6.1	

	No income	66	57.4
State of Origin	Kedah	10	8.7
	Perak	8	7.0
	Penang	4	3.5
	Kelantan	6	5.2
	Selangor	34	29.6
	Pahang	4	3.5
	Terengganu	6	5.2
	Negeri Sembilan	5	4.3
	Melaka	6	5.2
	Johor	15	13.0
	Kuala Lumpur	14	12.2
	Putrajaya	3	2.6

### Descriptive Analysis

Table 3 shows the minimum and maximum responses, mean and standard deviation for all items in the study.

Table 3

*Descriptive Analysis (N=115)*

<b>Variables' Items</b>	Min	Max	Mean	SD
I can save money by buying handicraft products online	1	5	3.63	0.911
I would find that I can get better deals by purchasing handicrafts online.	1	5	3.62	0.996
I would find that handicraft products sold online provides a better value for my money.	1	5	3.45	0.861
I would find that I can easily make price comparison of handicraft products from different websites.	1	5	4.03	0.936
I would find that the prices of handicraft products online are different compared to those sold in physical stores.	1	5	3.84	0.864
I would find that high prices of handicraft products are an indication of a high-quality product.	1	5	3.92	1.001
I would find that the inexpensive prices of handicraft products are an indication of low-quality products.	1	5	3.24	1.014
<b>Convenience</b>				
I would find it easy to search for my desired handicraft products.	1	5	3.57	1.001
I would find the online payment methods convenient and straightforward to use.	1	5	4.17	0.888
My interaction with online stores is clear and understandable.	2	5	3.84	0.756
I feel comfortable purchasing handicraft products online.	1	5	3.70	0.927

**Motivation**

I would find it easy to order handicraft products whenever I want.	2	5	3.82	0.914
I would find it to increase my productivity in the search and purchase of handicraft products.	1	5	3.91	0.884
I would find shopping for handicraft products online makes packaging the products for gifting easier.	2	5	3.92	0.900
I am familiar with the different types of online shopping platforms when purchasing handicraft products online.	1	5	3.64	1.036
Interacting with an online store does not require a significant or considerable mental effort.	1	5	3.67	1.082
I am willing to learn how to use online shopping from friends and family.	1	5	4.04	0.821
I would find shopping for handicraft products online is fun and enjoyable.	1	5	3.85	0.993

**Characteristics of Handicraft**

I am willing to purchase a handicraft product that has high collection value.	2	5	3.94	0.820
I am willing to purchase a unique handicraft product that is one of a kind.	3	5	4.22	0.770
I am willing to purchase an affordable handicraft product	2	5	4.32	0.790
I am willing to purchase a handicraft that makes a good gift.	2	5	4.26	0.859
I am willing to purchase a handicraft that provides sentimental value.	1	5	4.23	0.889
I am willing to purchase a handicraft that has contemporary, traditional designs.	2	5	4.25	0.736
I am willing to purchase a handicraft that promotes green consumption.	3	5	4.18	0.720
I am willing to purchase a handicraft that reflects the local culture	2	5	4.33	0.758

**Consumers' Intention to Purchase Handicraft Through Online Platform**

I will purchase handicraft products online.	1	5	3.77	0.965
I plan to purchase handicraft products online.	1	5	3.62	0.979
I will purchase handicrafts online often.	1	5	3.03	1.004
I will purchase handicrafts online occasionally.	1	5	3.83	0.911

**Reliability Analysis**

Table 4 shows the reliability test done on the items in the study. The Cronbach's Alpha test was used to determine the variables' internal consistency reliability. The table below shows the results where the values range between 0.751 to 0.905. This indicates that the items have exceeded the value of 0.70 which indicates eligible construct reliability (Saunders et al., 2009).



Table 4  
*Reliability Analysis*

Variables	Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
Price	0.751	0.756	7
Convenience	0.781	0.785	4
Motivation	0.783	0.783	7
Characteristic of Handicraft	0.905	0.909	8
Intention To Purchase Handicraft Through Online Platform	0.765	0.761	4

### Multiple Regression Analysis

The purpose of conducting this study was to determine if price, convenience, motivation, and characteristics of handicrafts can influence the consumers' intention to purchase handicrafts through online platforms. Based on our previous hypothesis, it was hypothesized that the four independent variables would affect the intention to purchase handicrafts through online platforms positively. Thus, a multiple regression analysis was conducted to test the hypothesis. Table 5 and 6 shows the result that 46.1% of the variance in West Malaysian consumers' intention to purchase handicraft online can be accounted by the four predictors, collectively,  $F(4,110) = 23.496$ ,  $P < 0.05$

Table 5  
*Model Summary*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.679*	.461	.441	2.21099

### ANOVA

	Model	SS	df	Mean Square	F	Sig.
1	Regression	459.449	4	114.862	23.496	.000 <sup>b</sup>
	Residual	537.734	110	4.888		
	Total	997.183	114			

a. Dependent Variable: Consumers' Intention to Purchase Handicraft Through Online Platform

b. Predictors: (Constant), Characteristic of Handicraft, Perceived Price, Perceived Convenience, Perceived Motivation

Based on Table 6, the results shows that price ( $B=.159$ ,  $t=2.591$ ,  $p=.011$ ) and motivation ( $B=.288$ ,  $t=3.064$ ,  $p=.003$ ) have positively correlated with the intention of West Malaysia consumers to purchase handicrafts through online platform. This results in the hypothesis being supported. However, convenience ( $B=.155$ ,  $t=1.159$ ,  $p=.249$ ) and characteristics of handicraft ( $B=.022$ ,  $t=-.429$ ,  $p=.669$ ) do not affect the intention of West Malaysia consumers to

purchase handicrafts through online platforms. As a result, these hypotheses were not supported.

Table 6

*Direct Relationship and Hypothesis Testing*

Hypothesis	Relationship	B	Std. Error	Beta	T	P	Decision
H1	P > WIL	0.159	0.061	0.224	2.591	0.011	Supported
H2	C > WIL	0.155	0.134	0.146	1.159	0.249	Not Supported
H3	M > WIL	0.288	0.094	0.379	3.064	0.003	Supported
H4	CH > WIL	0.022	0.051	0.036	0.429	0.669	Not Supported

**Discussions**

Based on the results in Table 9, hypothesis H1 was supported, that is, price motivation was found to positively affect the intention of west Malaysia's consumers to purchase Sarawak Handicrafts online. The results are aligned with the studies by Lin and Yu (2015), which states that due to the reasonable price and authentic products, consumers are willing to buy local handicrafts through e-commerce websites. This statement is also supported as better discounted prices that are provided by online retailers towards their locally made crafts will increase the chances of consumers to purchase local handicrafts (Katawetawaraks & Wang, 2011). Naturally, the more money consumers can save when purchasing a particular product or service, the more motivated they are to purchase it. Therefore, regarding West Malaysia consumers using E-commerce websites to purchase Sarawak handicrafts, they are more likely to feel motivated if the products are reasonably priced. Since price plays an important role in consumers' motivation in predicting the intention of consumers to purchase handicrafts, thus more efforts should be made by online retailers to ensure that they can offer a good value for money in terms of their handicraft products for their consumers, especially those living in West Malaysia. These efforts should include using discounts, vouchers, and free delivery.

The convenience of purchasing handicrafts online did not affect the intention of West Malaysia consumers in their purchasing decision. Therefore, according to the results given, hypothesis H2 is not supported. This result has denied the claim made by Katawetawaraks and Wang (2011); Hofacker (2001); Wang et al (2005), which suggests that consumers are more likely to shop online as opposed to traditional stores as it is more convenient in avoiding crowds as well as waiting in lines. With the results, consumers are certainly much more inclined to purchase handicrafts by travelling to the destination as well as seeing it up close to ensure the quality of the product. Even though online shopping does provide certain conveniences such as providing them with easy access, search, and the opportunity to compare the prices of the products (Gupta & Duggal, 2020). Most Sarawak handicraft consumers are from local Malaysians, as the main market for handicraft is the domestic market. With that said, handicrafts are usually sold directly to the consumers, especially at locations that are considered tourist attractions to gain a higher income (Hassan & Tan, 2017). Consumers would rather see and touch the handicrafts for themselves rather than rely on pictures and reviews made online regarding handicrafts. So, handicraft producers should consider selling directly to the consumers to allow the consumers to observe and talk with the seller to encourage the tourist to spend more on the handicrafts. Efforts should be made towards shoppers wanting a more sensory experience such as enticing

them with compelling product descriptions that highlight the benefits of each feature and appeal to their imagination including how the product feels.

The motivation factor was found to influence West Malaysian consumers in purchasing handicrafts through e-commerce platforms, thus hypothesis H3 is supported. The results support the claims made by Ifeoma et al (2020) suggesting that the intention of shoppers to buy a product can be predicted by their motivation for shopping. This means that consumers' purchasing decisions are related to their surroundings as well as their intentions of purchasing a product. The results also support the claim made by Jaiswal (2018); Garcia et al (2020); Demirtshyan (2018), states that time saving, cheaper options, social or ethical surroundings, and recommendations from others, motivate consumers to purchase online. Consumers are also more motivated and encouraged to purchase products due to their appeal, uniqueness, and enjoyment of handicraft products (Hassan et al., 2020). Therefore, efforts such as bringing awareness towards handicrafts products through internal and external factors as well as highlighting the usefulness of the product in achieving consumers satisfaction should be made to continue to motivate consumers in purchasing decisions.

The product characteristics of Sarawak handicrafts did not affect the purchasing decision of West Malaysian consumers when purchasing the products online. Thus, hypothesis H4 is not supported. The results have also denied the claims made by Chan et al (2021), which states that consumers' purchasing satisfaction is influenced by attributes such as colour, size, and packaging. Consumers nowadays are opting to purchase products that could be more practical and useful to use daily for their household and even for their office (Hassan & Tan, 2017). Purchasing handicrafts that can be used daily is a common purchasing decision as most consumers would like to make their purchase worth the money that they spent. Especially in this new generation, they are realizing the importance as well as the potential of handicrafts and their usage in the private sector for office and personal use which will encourage them to purchase handicrafts (Hassan & Tan, 2017). Hence, such efforts should be made to improve the characteristics of Sarawak handicrafts to appeal more as well as to serve a better purpose for its users.

## **Conclusion**

This study was conducted to determine the intention of West Malaysia consumers to purchase Sarawak handicrafts online. The factors of price, convenience, motivation, and characteristics of the handicraft were found to have various impacts on the intention to purchase handicrafts online. To date, online shopping has become trends among consumers in the post pandemic, with many opting to purchase souvenirs online instead of physical shops. From the findings, the intention of West Malaysian consumers to purchase Sarawak handicrafts through an online platform can be due to these two main factors, price and motivation. From the data, tourists from West Malaysia make up many of the tourist arrivals in Sarawak; hence this research can help to contribute to the body of knowledge on the preferences of West Malaysia consumers as well as the interest in Sarawak as a desirable tourist destination and its local handicraft. However, as this study is limited to those living in West Malaysia, the findings from this study may not apply to consumers in other parts of Malaysia. To further improve this study in the future, few recommendations can be implemented. First, future researchers should add new relevant factors into the study besides those previously examined to widen the perspective on the topic and the area of study. Next, the study should be conducted in other parts of Malaysia

so more accurate data on what influences the intention of consumers to purchase Sarawak's handicrafts through online platforms can be obtained. A larger sample size can also help produce a more in-depth understanding of this topic.

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