Factors Influencing the Satisfaction of Mobile Phone Accessories Purchased Online in Malaysia

Wong Chee Hoo[1], Tan Seng Teck[2], Aishath Nasheedha[3], Abdul Latheef Mohamed[4], Visama Hassan[5], Arasu Raman[6], Siti Daud Nurbayah[7]

[1,2,6,7]Faculty of Business and Communications, INTI International University, Nilai, Malaysia, [3]Faculty of Educational Studies Villa College, Maldives, [4,5] Faculty of Education, Islamic University of Maldives, Maldives
Email: aishath.nasheedha@villacollege.edu.mv
Corresponding Author's Email: cheehoo.wong@newinti.edu.my

Abstract
This study was carried out with the purpose of examining the factors that influence the level of satisfaction experienced by customers who shop online for mobile phone accessories. The independent variables included things like product quality, price, level of security, and the overall quality of the e-service. This study was carried out because there has been a rise in the number of people shopping online. Because the mobile phone industry is expanding at such a rapid rate, we believe that phone accessories will most likely be one of the most popular selling items in the years to come. This prediction is based on the current state of the industry. The states of Negeri Sembilan, Selangor, and Johor are represented most frequently among the respondents. Using a survey created in Google Forms and selecting respondents at random using convenience sampling, a total of 384 usable samples were successfully collected. As a result, it's possible that the findings of this research won't apply everywhere. When analysing the data, we made use of SPSS and performed a linear regression analysis. According to the findings of this study, there is a significant connection between consumer happiness and factors including price, quality of e-services and products, as well as overall product quality. Moving forward, this research will provide dependable information to e-commerce or e-businesses in Malaysia, particularly those in the mobile phone accessory business, in order for them to understand the needs of consumers and what appeals to them. This will help businesses make decisions that will better satisfy their customers' needs for quality products.
Keywords: Satisfaction, Quality, Price, Security, Service, Servqual, Mobile Phone Acessories

Introduction

The primary purpose of this research is to learn what factors influence consumers' satisfaction with their online purchases of mobile phone accessories. In this study, we'll break down the factors that matter most to consumers when deciding whether or not to shop online, including safety, product quality, e-service quality, and cost. The first chapter presents the rationale for the study, the statement of the problem, the study's goals, the research questions, the hypotheses, the significance of the study, the chapter structure, and the final conclusion. Buyers can be either private individuals or commercial enterprises. Customers are the people or organisations that buy goods and services. In addition, those people or organisations don't turn around and sell the product they bought (Market Business News, 2021). They are the final recipients of goods and services provided by a company. It's important to remember that the buyer isn't always the customer. Market participants who make purchases are known as consumers. This is done for the benefit of the individual. Consumers are generally referred to as people in the general public and entertainment media. Participants in the evaluation, purchase, and use of goods to satisfy needs and desires. The term "consumer" will be used throughout this study. How satisfied a customer is with a company is indicative of their overall impression of that business. It's the difference between the quality of service your company promises and the quality of service it actually provides. Keeping your customers happy is becoming more and more crucial to the success of your company (Rajeev, 2018). Products and services are largely under the control of a business or service provider, including their quality and other characteristics. Businesses should always strive to increase the quality of their services, boost customer satisfaction, and keep loyal customers even if their resources are limited (Kierczak, 2021).

Malaysia`s e-commerce Market Size
When it comes to Southeast Asian e-commerce, Malaysia is a prime destination. Malaysia's thriving economy and well-developed infrastructure for digital technologies make it a desirable market for online sales. There are currently 25.84 million people in Malaysia who are connected to the internet out of a total population of 32.70 million. Online shoppers in Malaysia number 16.53 million (60% of the population), with 62% making purchases on their mobile devices (Export.gov, 2019). Discounts, a broader selection, and user reviews are what draw and encourage consumers to shop online. Consumers in Malaysia favour online stores that offer free shipping, 24/7 availability, and deep discounts.

According to Lee, et al (2019), a company might get badly affected by the posting of complaints on social media. It is because consumers who use social media will spread the complaint to everyone and might lead to the worst situation such as boycotts of products and services. Some companies have tried to engage the customers on the platform but may sometimes be unable to understand consumers' problems on the platform because of consumers' implicit mindset. The research result shows that there are positive responses towards the companies engagement on social media, and the customers perceive that companies are taking their responsibility by acknowledging problems on their part (products or service) and work towards improving them so that consumers have a better experience in the future. However, there is no guarantee that consumers will not change their mind. This has shown how important customers' implicit mindset is to online complaints behaviour.

In conclusion, due to the above complaints being mostly discussed in general problems about online shopping, there is a lack of research about the complaints on the mobile and accessories product categories. Hence, the problem statement is that online shopping has

become increasingly popular in Malaysia, but research is insufficient to determine factors of satisfaction based on the categories of mobile phones and accessories. To determine the factors affecting satisfaction, we are looking into the complaints to get a better understanding of what causes dissatisfaction and what to do to improve satisfaction. The focus of this investigation is on shoppers' satisfaction with their online experiences. The study's overarching objective is to ascertain whether or not factors like price, quality of products offered, and security affect customers' overall satisfaction with their online shopping experiences.

Literature Review
Servqual Theory
Parasuraman et al (1985) published SERVQUAL model will serve as the theoretical foundation for this investigation. The SERVQUAL model is widely used by businesses to identify service gaps (Ramezani et al., 2015). Reliability, timeliness, availability, friendliness, communication, security, familiarity with the customer, tangibles, and knowing one's customer are just ten of the ten dimensions of service quality identified by SERVQUAL. The model is also employed to establish a connection between product excellence and happy buyers. SERVQUAL is most effective when used in conjunction with other methods of evaluating service quality to monitor changes over time. By averaging the disparate scores on the components that make up the dimensions, SERVQUAL is also used to evaluate the company's quality across all five service dimensions.

Consumer Satisfaction
Customer satisfaction is an important factor that every business tries to deal with. A positive comment on a business by a satisfied customer will hugely affect the popularity of the business. Therefore, most businesses are very concerned about the satisfaction of customers with their products and services. According to the research of (Lim, 2019), the higher consumer satisfaction, the lower the future costs of selling. The research assumes that if the consumer is satisfied with their products or services, they will be more willing to pay the price, repurchase, and increase in consumer loyalty. In fact, with all these benefits, the future cost of selling such as advertising expenses can be reduced or even terminated, because most of the customers have become loyal customers.

Regarding the research of Li (2020), they understand that customer satisfaction is the attitude on the products and services. It is also a vital core of every business. Customers will always compare their products and services among the competitors after they have finished using them. customer satisfaction also can be a marketing concept. This is because by understanding the reviews of customers the company could have come out with different solutions to make the review positive by the customers. Therefore, a company which wants to survive in the market will need the customer's satisfaction as an indicator for them to improve products and services.Furthermore, consumer satisfaction might be affected by the language used in the service stage (Grant, 2021). A use of good concrete language can shape consumer attitudes and behaviour. Which means a bad service might cause the consumers to feel frustrated and have no satisfaction towards a business products and services. Throughout their studies, customer satisfaction increases when the employee speaks concretely to the customers. Customers become more willing to buy and buy more. This is because every customer will think that the employee who speaks firmly understands them and knows what they actually need. A concrete language can be defined as a language that describes a thing

specifically by adding some adjectives. For example, less concrete will be saying the jeans are a great choice, however, more concrete will be saying the "blue" jean is a great choice.

Security

The popular online marketplace such as Alibaba, Amazon, eBay, and Tao Bao are very successful and popular in the market because they have implemented unique ways to improve security and build trust with customers to improve customers' satisfaction (Ghazali et al., 2019). Encryption algorithm is used to protect information, to build trust between sellers and buyers, securing the information and information transmission is very essential for an online marketplace. It will help to avoid the information such as address, identification number or email access by other parties or hackers. The Secure Electronic Transaction or in short form (SET) protocol can be used to ensure data security. This SET protocol offers their customers a more secure and reliable environment for transmitting their credit and debit card information in any online transaction. In order for the marketplace to continue to operate and increase consumer satisfaction and security, new methods and more robust procedures must be developed on a regular basis (Ghazali et al., 2019). In order to significantly improve the usability of banks, as well as system designers and developers, it is necessary to verify that the websites they build are safe and respond quickly to users, as well as the quality of the information provided and generated by the network. Customers rarely use online banking because they worry that their personal information will be accessed by others. This measure will increase consumer satisfaction and motivation, as well as speed up the adoption process of the web-based banking system (Chandiane et al., 2017).

Service Quality

The difference between service and product is that services are intangible. It is difficult to measure service quality because they are intangible. However, by looking into the factors affecting service quality we can determine the extent of which service is satisfactory. Service quality is the measure of services provided which meets consumer`s expectations. Hence, with service quality, it will be better to compare the perceived or anticipated service delivery process and the actual service outcome. There are many studies pertaining to the various factors and measures of service quality in online businesses or e-commerce. Nevertheless, with the increasing popularity of online shopping, more and more studies are being conducted. For example, in Bhat and Darzi (2021) study, e-service includes web information, privacy or security and interactivity between sellers and consumers. Among other factors, reliability is said to have the strongest impact amongst e-service quality determinants on perceived usefulness or perceived value. Many studies also note that service quality is highly determined by price paid by consumers. In the end, it is important to note that consumer satisfaction is the main focus when it comes to conducting business. Surely enough, research shows that service quality and consumer satisfaction are highly correlated (Jaiswal and Singh, 2020). Hence, it is important to investigate service quality when it comes to conducting online businesses. So, paying more attention to the quality of service is a strategic business tool that is crucial when competing in the market. This is because increasing satisfaction is a big competitive advantage that can branch towards consumer loyalty. Hence, finding out the extent of consumer satisfaction and dissatisfaction is important. Businesses who know how fast words spread about satisfaction and dissatisfaction of service will have an advantage towards solving and improving their various service processes.

Since interactivity between sellers and consumers is an important factor, having a means of communication on an online platform would be very helpful. Social media will be a convenient way for consumers to provide feedback and also ask about things that they are curious about, e.g., promotions, product functions, warranties. According to Shin et al (2020), involvement of social media is recommended to improve the vendor–consumer relationship, thereby increasing sales and consumer loyalty. But it is important to keep in mind that vendors or sellers have to provide timely and effective replies in their social media pages and chat because service failure would reduce consumer satisfaction. Hence, keeping their social media and website information and interface simple would lead to reduced workload (do not have to constantly check their page because it is easily understandable) and increase consumer satisfaction. With that said however, many research have been done to find the main driver of e-commerce`s success but its main drivers from consumer`s perspective is yet to be found (Shin, Park and Kim, 2020). But surely with good service, e-businesses have a greater chance at growing its consumer base.

Price
Based on Amoah and Marriott (2021), the lower price of the items will increase consumer satisfaction on online shopping. In addition to price, there are many online shopping dimensions that will affect consumer satisfaction. Hence, this study is to investigate the dimensions of the online shopping experience and whether the dimensions will affect consumer satisfaction or not. Ahmad and Callow (2018) mention that the role of different types of pricing discounts will affect consumer satisfaction because the consumer will have different ideas on the word of shipping fee, discount, and free promotion. In another, it means that if the price is the same, but the online sellers use the different pricing discounts, including free shipping, "dollar off" discount, and free gifts to promote the items will affect consumer satisfaction. The previous research shows that the pricing discount of free shipping will be more attractive when the price of items is the same. Hence, the price strategy is important in affecting consumer satisfaction. According to Zulily (2019), consumers will shop at different online shopping platforms and check the price of the same items before they purchase. Consumers are more willing to buy the products on the online platform because the items are cheaper. If there is an online shopping platform that provides a price comparison feature to the consumer, it will save the consumers' time for comparing the price. Besides, the online shopping platform also provides the lowest price to the consumer. It will increase consumer satisfaction.

Product Quality
According to the study by Anand et al (2019) , consumers see some of the uncertainties as a disadvantage of online shopping and it will lead to their satisfaction. One of the disadvantages is the product quality. Consumers will need to bear the risk that the product might not meet their expectation while purchasing the product online. Product quality has positively affected the consumer satisfaction through the online merchant as consumers will have doubt through the item that is selling online. This shows that there is a relationship between perception and consumer satisfaction toward product quality in online shopping. The online experience is the major factor that affects the satisfaction of a consumer during online shopping. The online experience includes different elements including product quality, warranties, description, variety, availability and others. The satisfaction will be affected while the consumer is considering buying a product that they have low expectations of or buying a product that is

expensive. These factors will affect consumer satisfaction as they will put an amount of expectation on the product's quality for the items that they have bought (Vakhariya, 2020). The study of Nebojša et al (2019), shows that the product quality increases the consumer satisfaction in online shopping, the product quality is defined as consumer's judgment through the product's overall performance. It is important that online merchants need to maximize their product quality to be successful in online shopping. This can be said that consumers really look into the quality of the product they get, and it will determine the consumer to either have a second purchase in the same merchant store. The study encourages online merchants to provide consistent product quality in order for them to stay competitive in e-commerce, in this case the consumer will also be able to get a higher product quality item and meet the expectation of the consumer (Miehoseini et al., 2021)
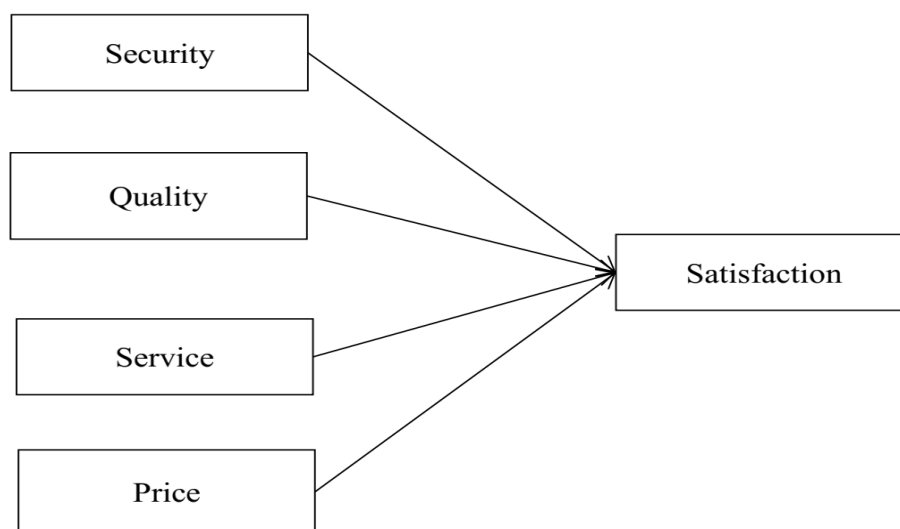
Conceptual Framework

Figure 1: Conceptual Framework

Methodology

The online shopping in Malaysia is getting more popular by the day with 16.53 million users as of 2019, generating more than 4 billion dollars in revenue. It is made clear that e-commerce has become very successful in Malaysia. Kemp and Moey (2019), found that 91% of internet users aged 16 to 64 in Malaysia searched online for a product or service to buy and 80% of them actually purchased the product online. Aside from that, they discovered 88% of them visit an online store or site. This just goes to show how quickly online shopping in Malaysia is growing. In fact, Malaysia spends more on online shopping as compared to many of the countries in Southeast Asia with e-commerce spending growing by 24% in 2018. In this research the selected seven main e-commerce platforms which are Amazon, Carousell, Lazada, Lelong, Shopee, Taobao and 11 street. These platforms were considerably popular back in 2015 (Chai et al., 2018). According to Chai et. al (2018) research, Amazon is one of the biggest online platforms in the world and is very popular in Malaysia as well. It also states that there are over 13.7 million users on Shopee as of 2018. In recent research done by Muller (2021), it shows that in the 4th quarter of 2020, users`of Shopee platform have gotten up to 47.3 million clicks monthly, now leading Malaysia`s e-commerce market. So, with these statistics in mind it is clear that researching or targeting the entire target population is out of question. Hence, the reason for sampling and selection of target population to represent the

entire population. In this research we will be using non-probability sampling techniques as we are trying to get the sample population to represent the entire population. We will mostly be sending the questionnaire by social media platforms (Whatsapp mainly).

Research Result

Descriptive Analysis

According to the data collected, it shows the summary of demographic information. It clearly shows that we have more female respondents than male respondents. Female respondents have a higher percentage (53.45%), male respondents have lower percentage (46.6%). The largest percentage (85.9%) in the age demographic is occupied by the group of 18 to 25, however the lowest is the age group above 45 which has no respondent. Of the 14 states in Malaysia, we got most of the respondents from Selangor, the second is Johor, and the third is Negeri Sembilan. The percentage of these three are 33.9%, 22.1%, and 14.3% respectively. The rest of the respondents separately come from other states which have lower percentages.Most of our respondent's income are lower than RM 1000, range between RM 1000 to RM 3000 provide 34.9%, and the lowest group is RM 4000 and above which only consist of 3.1%. Moreover, the highest frequency of visiting online shopping platforms by the respondents is weekly which consists of 142 (38.5%) out of 366, while only 3 (0.8%) people do not visit online shopping. The highest frequency of purchasing online is monthly which consists of 162 (42.2%) people out of 366 and only 6 (1.6%) people do not purchase through online. The three major online shopping platforms used by the respondents are Shopee, Lazada, and Taobao with the percentage of 44.5, 26.7, and 20.9 respectively. Lastly, 366 of our respondents bought phone accessories online before. 34.4% of them bought phone casing, 32.8% bought screen protector, 17.4% bought phone charger, 9.6% bought headphones, and 1.2% bought others.

Multiple Linear Regression Analysis is using when the independent variables are more than one and to explain variance in a dependent variable.

Table 1
Model Summary

R	R Square	Adjusted R Square	Std. Error of Estimate
0.706	0.498	0.492	0.43154

R-squared measures how much of the total variance in the dependent variable can be attributed to the independent variables. The strength of the proposed model's influence on the dependent variable is indicated by the size of the R-squared value. Table 1 shows that while the existing independent variables of security, product quality, e-service quality, and price account for 49.80% of the area, there is another 50.2% of area that is not identified by the current model. Therefore, other crucial independent variables have been ignored in this study.

Table 2
ANOVA

ANOVA					
Source	DF	Sum of Squares	Mean Square	F Value	Sig.
Regression	4	66.622	16.656	89.437	0.000
Residual	361	67.228	0.186		
Total	365	133.850			

Table 2 shows that when the alpha threshold is less than 0.05, there is a significant positive correlation between the sample size and the F-statistic. This value is 0.000. This study's findings suggest that the proposed model makes a valuable contribution to the literature on the interplay between the independent variables of security, product quality, e-service quality, and price, and the dependent variable of customer satisfaction (consumer satisfaction).

Table 3
Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.472	0.204		2.312	0.021
	Security	0.068	0.053	0.057	1.265	0.207
	Product Quality	0.200	0.055	0.175	3.646	**0.000**
	E-Service Quality	0.281	0.056	0.252	4.975	**0.000**
	Price	0.360	0.041	0.390	8.695	**0.000**

Table 3 shows the significance of each independent variable's explanation of the dependent variable, as determined by comparing the p-value to the level of significance set by the alpha value of 0.05. The p-value of 0.207, which is greater than the alpha threshold of 0.05, indicates that security is not a significant predictor of consumers' happiness. As the p-value is less than 0.05, we can conclude that product quality is a significant predictor of customer satisfaction. Because their p-values are less than 0.05, the other two variables are also significant in predicting consumers' levels of satisfaction.

The multiple linear regression equation is represented as below:

Consumer Satisfaction = 0.472 + 0.068 (SE) + 0.200 (PQ) + 0.281 (SQ) + 0.360 (PR)
For this model, price is the most important predictor of consumers' satisfaction, with a coefficient of 0.360. The coefficient for e-service quality comes in at a close second at 0.281, followed by the coefficient for product quality at 0.200 and the coefficient for security at 0.068.

Discussion and Conclusion
Consumer satisfaction is not significantly correlated with security. The value of r indicates a positive association between safety and consumer contentment, as shown in the table above. This finding demonstrates the no correlation between consumers' perceptions of safety and their overall satisfaction with their online shopping experiences. When consumers have reason to suspect that their personal information and online transactions are safe, for instance, businesses risk for losing their business. Consumer happiness is significantly correlated with product quality (H2). The above data suggests that Pearson's correlation coefficient There is a positive relationship between product quality and client happiness. The product is high-quality, and customers love it. This finding corroborates the findings of Ling and Shaheen (2018), who found that high-quality goods have a positive effect on customer retention. In addition, the findings of an empirical study conducted by Noura, Firdouse, Ghanya, et al (2018) showed that young people's opinions about a product's quality have an impact on customers' overall satisfaction. E-service (H3) Customer happiness is closely linked to product quality. The results of our correlation analysis, which demonstrates a positive link between e-service quality and happy customers. Similarly, previous studies have found that high-quality e-services have a positive effect on consumers' behavioural intentions (Tran and Quang, 2019). There is a strong correlation between price and customer satisfaction. Consistent with findings from studies of the Serbian market, this finding indicates that price is a major factor in determining whether or not an online shopper will be satisfied with their purchase (Neboja et al., 2019).

Our study will centre on four variables that are known to have an impact on customer happiness when purchasing a phone accessory online. Prior studies examined the connection between customer happiness and factors like online store safety, product quality, e-service quality, and cost. Our focus will be on add-ons for mobile phones for the duration of this study. Online retailers will use the results of this study to learn more about customer satisfaction and shape their future strategies. Since credit cards are the most common method of payment for online purchases, consumers are wise to take precautions when dealing with unknown sellers. When shopping online, customers are more likely to purchase from well-known sellers or brands they are already familiar with. In addition, customers worry about their personal information getting into the wrong hands, as vendors may use it for something other than what it was intended (Aseri, 2021). Our findings show that respondents have faith in the ability of online retailers to protect their financial data, personal details, and purchases. This demonstrates that consumers have more faith in online shopping as technology improves. Most vendors will make amends if they make a mistake, which is a major draw. When selling a product online, retailers must weigh the platform's security features for their own benefit and that of their customers. This has the potential to boost shoppers' confidence in online stores.

The likelihood of a customer making a repeat purchase is directly correlated with the high quality of the product. Consumers can learn more about a product through reviews, ratings, and other feedback mechanisms when they shop online. Due to the impossibility of physically inspecting goods before purchase, consumers who prefer to shop online must rely on other means to ensure that the products they purchase are of sufficient quality. Online stores could not only rely on product quality, but also on service quality, to compete with today's business competition. E-service quality was defined as the extent to which the website allowed for effective and efficient shopping, purchasing, and delivery of goods and services. According to (Paulo et al., 2019). Information, user friendliness, design, privacy and security, dependability, and other factors all contribute to the overall quality of an e-service. High levels of customer satisfaction can only be attained through the provision of high-quality services; this, in turn, is usually followed by favourable plans for future action (Candra and Juliani, 2018). Numerous vendors may offer the same product variety on e-commerce sites. One factor they'll think about is the selling product's cost. Sales can be impacted by setting a fair price for the product. Our survey respondents were enthusiastic about making online purchases due to the availability of free shipping. It demonstrates that offering free shipping is more appealing than offering the same amount of discount because it increases customer engagement. Free shipping is a great way for online retailers to attract and retain customers (Joswin, 2019). In addition, the vast majority of respondents claim that they save money when they shop online, and they are more likely to make a purchase from an online vendor with lower prices. In this case, online stores can work effectively with digital marketplaces to promote sales on significant dates like 11.11. The platform's conversion rate spikes on days with discounts. To strengthen their brand and increase customer loyalty, online stores should take advantage of this opportunity to offer lower prices to shoppers.

There are bounds on what can be discovered in any given study. This is due to the fact that no single study can investigate every question and factor. These gaps can always be filled by additional study, though. As a result, we will be suggesting some avenues for additional study. But first, let's examine the caveats that our analysis uncovered. The first problem is that the independent variables were borrowed from a different study, one that the authors themselves admit was "too common and had been done by many other researchers"(Chai et al., 2018). Although our research may have added to the findings of their study, it will be irrelevant in the long run because e-commerce is growing so quickly, especially in Malaysia, that in the not-too-distant future, these findings will no longer be relevant because of shifts in market trends or the business nature of e-commerce. As was already mentioned, the study relied heavily on previous studies. Previous studies by Chai et al (2018) found that Lazada and Taobao were the most frequently used online marketplaces. Our investigation, however, revealed that Shopee was far and away the most successful platform, followed by Lazada, which did not even come close, and Taobao, which came in last. This demonstrates that Taobao's market share has started to decline. Therefore, before asking questions about the platforms used in primary research, we advise conducting secondary research on well-known online shopping platforms. Some may argue that they are still in use, but if they have a very small share of the market, it's probably best to leave them out. In order to accommodate the minority of respondents who are using less common platforms, it is suggested that a 'other' option be included. Customer satisfaction with their online purchases of phone accessories is significantly correlated with four factors: security, product quality, e-service quality, and price (according to the Pearson correlation). In contrast, multiple linear regression analysis reveals a weak association between the security factor and the outcome. This demonstrates

that there is no correlation between the security variable and the outcome of interest (customer satisfaction). These findings can be used to deepen comprehension of the factors that contribute to consumer contentment. E-commerce businesses, as well as those selling mobile phone accessories, can benefit from this study. However, the caveats and suggestions for future study have been laid out. This will serve as a foundation upon which they can build their future research.

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