

Consumers Perception on Harumanis Mango Purchase through Online Shopping

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DOI Link: <http://dx.doi.org/10.6007/IJARBS/v15-i10/26561>

Published Date: 02 October 2025

Abstract

Previously, when the spread of COVID-19 occurs, it causes several negative impacts toward nation's economy, especially to the sales of Harumanis mangoes. Therefore, the online sales effort has become the preferred method. Thus, this study was conducted to examine the level consumer perception on Harumanis mango purchase through online shopping, to identify the customer perceptions of Harumanis consumers towards purchasing through online shopping and to determine the dominant factors influencing the purchase of Harumanis mangoes through online shopping. This study has discussed the factors of web design, reliability, privacy, and customer service. A total of 384 respondents in the sub-districts of Sitiawan and Lumut have answered this questionnaire. In this study, SPSS was utilised to analyse data. The result has revealed factors that influence the customer's perception of Harumanis mango purchase through online shopping. Besides, in correlation analysis, all factors that have been studied show significant relationships toward customer perceptions of Harumanis mango purchase through online shopping. Moreover, multiple linear regression analysis found that customer service (0.290) is the most dominant factor with higher significant (0.000). Thus, several recommendations such as adding more locations, improving the web design, and finding the latest information about the problems of the topic will aid in improving the research.

Keywords: Harumanis Mango, Web Design, Reliability, Privacy, Customer Service

Introduction

Harumanis mango is one of the best quality Perlis mangoes brought to the rest of the globe because of the land's distinctiveness. Despite their appealing qualities, the Harumanis face difficulties when COVID-19 happens. Every sector of the economy, including agriculture, is impacted by the Malaysian Movement Control Order (MCO). Therefore, online shopping allows consumers to directly purchase products or services from a seller through the internet using a web browser. There is a force to discard unsold results or use social media as an alternative marketing tool (Shaharudin A.A., 2020). This is referred to as "e-shopping." It is

also known as an online shop, a web shop, or a web store, as well as other names such as e-webstore or e-shop.

Besides, the consumer perception of Harumanis mango remains open for assessment of the fruit industry's future direction in Malaysia. According to the study conducted by Hanna and Wozniak in 2013, perception is a process that involves gathering and interpreting various types of senses to create a meaningful whole. This allows the consumers to come up with a complete and accurate concept. Thus, this study examines independent variables involving web design, reliability, privacy and customer service. According to Dang and Pham (2018), a seller's website design is very important while conducting business online because it has attracted a customer's attention through great content and graphics. Next, is Mittal and Agrawal (2016), indicated that reliability can be defined as a seller's or retailer's ability to convince a client to believe an online website and have trust while using it. While for privacy, consumers are concerned about it when using online purchasing platforms, which discourages them from continuing to use them (Levy & Weitz, 2016). Then, according to Eng 2008, customer service is essential in every business sector, whether it is offline or online. Through online buying transactions, this research examines and determines the dominant factors that influence the purchase of Harumanis mango. Therefore, the genuine status of customer perception will be disclosed.

Materials and Methods

The study was conducted in sub-districts Sitiawan and Lumut, Perak. The population of this study is referred to the group of individuals who will be subjected to research. By using the formula from Daniel (1999), the population for this survey is estimated to be 384 individuals.

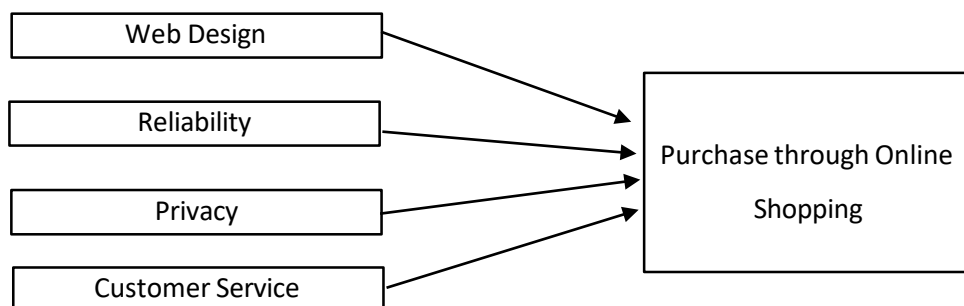


Figure 1: Conceptual framework

- H1: There is a significant relationship of web design on Harumanis consumer perception toward purchase through online shopping.
- H2: There is a significant relationship of reliability on Harumanis consumer perception toward purchase through online shopping.
- H3: There is a significant relationship of privacy on Harumanis consumer perception toward purchase through online shopping.
- H4: There is a significant relationship of customer service on Harumanis consumer perception toward purchase through online shopping.
- H5: Web design, reliability, privacy or customer service is a dominant factor that influences the purchase of Harumanis through online shopping.

The Statistical Package for Social Science (SPSS) was used to analyze the survey data. The most common use of the program is to examine scientific data in social sciences. The sample design is convenience sampling, which is used when selecting a sample of data. The respondents were randomly chosen to distribute online questionnaires. The convenience method involves researchers' collecting samples of data from a conveniently available pool of respondents. In this study, four methods were used to analyze the data, which were reliability test and pilot study, descriptive analysis, correlation analysis and multiple linear regression analysis.

Results and Discussion Reliability Analysis

Table 1

Reliability test

Cronbach's alpha	N
0.950	25

The questionnaire's reliability has a Cronbach's alpha of 0.950. 10% of the population was randomly chosen to participate in the survey to assess its reliability. In terms of accuracy and consistency, Cronbach's alpha score of at least 0.7 is good for a questionnaire.

Descriptive Analysis

Table 2

Respondent's demographic information

	Profile	Frequency (n)	Percentage (%)
Gender	Male	151	39.3
	Female	233	60.7
Age	20-27 years	153	39.8
	28-34 years	62	16.1
	35-40 years	114	29.7
	More than 40 years	55	14.3
Sub-district	Sitiawan	214	55.7
	Lumut	170	44.3
Monthly Income	Less than RM1600	122	31.8
	RM1601-RM3000	114	29.7
	RM3001-RM6000	115	29.9
	More than RM6000	33	8.6
Where is the usual platform that you purchase the Harumanis mango?	Shopee	53	13.8
	Facebook	180	46.9
	Instagram	61	15.9
	Others	90	23.4
What is the main factor that you chose to purchase the Harumanis mango through online shopping?	Web Design	58	15.1
	Reliability	176	45.8
	Customer Service	128	33.3
	Privacy	22	5.7
Your total expenses for Harumanis mango purchase?	RM30-RM60	129	33.6
	RM60-RM90	123	32.0
	RM90-RM120	91	23.7
	More than RM120	41	10.7

In the demographic analysis, it was found that the total number of respondents was 384, of which 60.68% was female and 39.32% was male. In terms of age, the highest 39.84% of the respondents' age was between 20 to 27 years old. In terms of sub-district, 55.73% of the respondents are from Sitiawan. The study shows that most of the monthly income of the respondents (31.77%) is less than RM1600. The next is the usual platform for purchasing the Harumanis mango used by respondents is the major is Facebook, with 46.88%. In terms of total expense for Harumanis mango through online purchase, for most respondents (33.59%) to this survey, it is RM30-RM60. Lastly, the main factor that consumers choose to purchase the Harumanis mango through online shopping is reliability, with 176 respondents choosing it.

Table 3 Correlation between factors of consumers perception on Harumanis mango purchase through online shopping.

Table 3

Pearson correlation analysis result

Independent variable	Pearson correlation	Sig. (2-tailed)
Web Design	0.447	0.000
Reliability	0.449	0.000
Privacy	0.579	0.000
Customer Service	0.573	0.000

The correlation analysis and findings have been used to answer the objective two. Based on the table above, there was a coefficient of correlation between web design and customer perceptions on Harumanis mango purchase through online shopping. The correlation coefficient is a weak positive correlation, with a correlation value of 0.447 and a significant value of 0.000 (less than 0.05). As a result, H1 will be accepted because there is a significant relationship between web design and purchases made through online shopping. Therefore, hence, H0 is rejected. This is consistent with the findings of previous research by Kevin Johan, Wella Samantha, Maria J. Tandean, and Sabrina O. Sihombing (2020).

According to the table above, there was a coefficient of correlation between reliability and purchase through online shopping. The correlation coefficient is a weakly positive coefficient with a correlation value of 0.449 and a significance value of 0.000 (less than 0.05). As a result, H0 must be rejected due to the existence of a relationship between reliability and purchase through online shopping. Hence, H1 is accepted. As a result, the coefficient of reliability is weakly positive. A recent study indicated that dependability has a positive influence on customer perception.

For privacy, there was a coefficient of correlation between privacy and customer perceptions on Harumanis mango purchase through online shopping. The correlation coefficient is a moderate positive coefficient, with a correlation value of 0.579 and a significance value of 0.000 (less than 0.05). As a result, H0 must be rejected due to the existence of a relationship between privacy and purchase through online shopping. Hence, H1 is accepted. As more than just a result, privacy has a moderate relationship. The result of privacy, also known as autonomy and having the freedom to choose, is comparable to the findings of earlier research

by Ariffin, Mohan, and Goh (2018) and Akhter (2014) that demonstrated a substantial association between privacy and purchase perception.

According to the table above, there was a coefficient of correlation between customer service and customer perceptions on Harumanis mango purchase through online shopping. The correlation coefficient is a moderate positive coefficient, with a correlation value of 0.573 and a significant value of 0.000 (less than 0.05). As a result, H₀ must be rejected due to the existence of a relationship between customer service and purchase through online shopping. Hence, H₁ is accepted. Previous research has demonstrated a correlation between customer service and purchase perception. Dang and Pham (2018), Raman (2018), and Rahman, Hassan, Osman-Gani, Fattah, and Anwar (2017).

Table 5

Model summary of regression analysis Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.663 ^a	.440	.434	.35550

Predictors: (Constant), Web Design, Reliability, Privacy and Customer Service

Table 6

The summary of the coefficient analysis

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.124	0.196		5.728	0.000
Web Design	0.140	0.045	0.144	3.102	0.002
Reliability	0.059	0.040	0.074	1.480	0.140
Privacy	0.268	0.048	0.302	5.648	0.000
Customer Service	0.290	0.050	0.292	5.806	0.000

Dependent Variable: consumer perception on Harumanis mango purchase through online shopping.

The multiple linear regression and findings have been used to answer the objective three. From the model summary, it shows the strength of the relationship between web design, reliability, privacy, customer service, and customer perceptions on Harumanis mango purchase through online shopping. The R-value is 0.663 and any value that is nearly to 1 indicates a strong relationship. While R-square (R²) shows that 44.0 % of the variation in web design, reliability, privacy, and customer service influence the factors of customer purchase through online shopping. It could be considered as weak in social science research. Besides 0.440, it was another influential factor that was not studied by the researcher in this study. From the result, the finding demonstrates that customer service is the dominating characteristic because it has a stronger effect on customer perceptions of Harumanis mango purchase through online shopping than the other three. Apart from that, three primary elements discussed above, privacy (0.268), web design (0.140) and reliability (0.059), come

next. These three major components have the least regression coefficients when compared to customer service. This demonstrates that these three variables have a negligible effect on customer perceptions of Harumanis mango purchase through online shopping. Previous research has demonstrated a significant correlation between customer service and purchase perception. Lee, Goh, and Noor (2018).

Conclusion

This study was conducted to provide an in-depth investigation into consumer perception of Harumanis mango through online purchase. So, through this research, we can identify the factors of consumer perception on Harumanis mango purchase through online shopping. This study has three objectives where it can determine the factors of consumer perception on Harumanis mango purchase through online shopping in the sub-districts of Sitawan and Lumut, Perak. For the first objective, the respondents mostly chose reliability as the factor for purchasing Harumanis mangoes through online shopping. Besides, most of the respondents aged 20–27 years old were interested in purchasing it. The second objective is to identify the Harumanis consumer's perception towards purchase through online shopping. It shows that web design, reliability, customer service, and privacy have had an influence on the factors of consumer perception on Harumanis mango purchase through online shopping. This is because all factors demonstrated have a highly significant relationship with those through online shopping. The third objective is to determine the dominant factors that influence the purchase of Harumanis mango through online shopping. It indicated that customer service had a higher p-value.

In conclusion, the results of this research project show that customer service is the most important factor influencing consumer perception of Harumanis mango through online purchase. Although customer service has the strongest impact on customer perception, other factors such as website design, reliability, and privacy should not be underestimated. In addition, the significant of the study has given the benefit to consumers, sellers and future researchers. The findings from this research can increase the purchase of consumers to buy Harumanis, besides, may be used as a resource for consumers to make informed decisions about consuming fruit. Also, the suppliers can understand the customer's perception regarding Harumanis purchases made through online shopping. Other than that, this research will help future researchers who plan to conduct any research related to the consumer perception of purchasing Harumanis mango and will be informed about the current dominant factors that influence the purchase of Harumanis mango through online shopping. Moreover, readers of this research will get information regarding the factors that influence the consumers' perception towards Harumanis mango purchase through online shopping. The recommendations for future studies have been provided in this study as a guideline for online retailers for improving the customer perception of Harumanis mango through online purchase. The recommendation for future research is to increase the number of locations to improve the results. The obtained result can be used to represent the whole population of Harumanis consumers who shop online. Next is to increase the number of locations to improve the results. The result obtained can be used to represent the whole population of Harumanis consumers who shop online. Lastly this research will require more investigation in the future to remain current with the current state of knowledge.

Acknowledgement

The authors would like to acknowledge the support, guidance, and assistance from the supervisor, co-supervisor, other researchers, and respondents in her questionnaire survey, specifically in Subdistrict Sitiawan and Lumut.

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