

Does the Theory of Planned Behavior and Perceived Enjoyment Give a Big Impact on Online Purchase Intention among Gen-Y in East Coast Malaysia?

Fatin Farhana Kamis^{a)}, Shah Iskandar Fahmie Ramlee^{b)} and Wan Farha Wan Zulkifli^{c)}

Faculty of Entrepreneurship and Business, Universiti Malaysia Kelantan, Kampus Kota, 16100 Pengkalan Chepa, Kelantan, Malaysia.

Corresponding author: ^{a)}fatinkamis.fk@gmail.com
^{b)}shah@umk.edu.my
^{c)}farha@umk.edu.my

Abstract. The purpose of this research is to examine the factors that can influence online purchase intention among Gen-Y in East Coast, Malaysia. Nowadays, Gen-Y is the most notable consumer of technology. Shopping online has also become a habit for this technologically literate generation. Thus, this research investigated the relationship between online purchase intentions using a basis model of TPB. A quantitative research design had been employed and conducted on 138 respondents which were among Gen-Y in East Coast, Malaysia. Surprisingly, the results of TPB variables did not affect Gen-Y online purchase intention but trust and perceived enjoyment had positive significance effect on their online purchase intention. This research helps to improve the knowledge of researcher in further understanding the online purchase intention among Gen-Y in East Coast, specifically. The recommendation for the future research is to conduct the research by using a different theory and generation such as Gen-Z in different states.

INTRODUCTION

The internet has become a highly used medium today in delivering certain information to all that involved. It has become an essential part of life with communication technology assistance also allows users to use several different platforms on the website including online shopping. In addition, this medium is incredibly useful for developing countries where every store has its own website. Gen-Y consumers are more interested in online purchases due to their convenience and are becoming a growing trend [1]. A busy day-to-day life with work and social life has brought customers together for online purchases. Convenience in shopping can be a motivation for consumers to purchase and enjoy online purchasing activities [2]. Correspondingly, online stores are more flexible in many aspects compared to traditional stores such as time and location of access, Gen-Y purchasing methods have improved by gaining knowledge of product selection more broadly from online purchasing activities. The existence of e-commerce has changed the strategy of the company is doing business because of the many benefits that everyone can enjoy [3]. Indeed, e-commerce becomes one of the preferred ways of shopping as they find it easy and convenient for many people around the world.

People age between 20 to 30 spend an average of 7.3 hours to 8 hours daily going online. Hence, the current data shows that the percentage of internet users at the national level continues to increase from 76.9% in 2016 to 87.4% in 2018 [23]. Within four years, it has achieved the highest internet usage history of more than 87.4%. Global digital report 2018 revealed that internet user has grown 9% over 2017 and making Malaysia the 9th most active country in social media network and ranked a fifth in the world in terms of e-commerce use. No doubt, the convenience of online purchases has made it a growing trend among all consumers, especially Gen Y [1]. They are slowly adapting to the

lifestyle of purchasing as it is one of the most significant changes [4]. The online environment has been viewed from a new commercial perspective by consumers [5].

As a result of the rise of internet penetration and online shopping, it is crucial to identify factors influencing online purchase intention in online shopping since the purchasing trend has shifted towards online shopping. However, online shopping has its disadvantages and becomes more challenging for most consumers, mainly traditional consumers as well. People will avoid dealing with sellers who are unable to build trust in their customers [6]. TPB has received praise for the best model in predicting behavioural intention [7]. Therefore, this study aimed to explore factors influencing online purchase intentions based on the basic Theory of TPB. However, Surendran [8] opined that TPB is unsuitable in examining the various types of behaviour in information technology systems. Subsequently, it is necessary to review the effectiveness of TPB in influencing Gen-Y's purchase intentions using technology.

LITERATURE REVIEW

Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) is an extension of the Theory of Reasoned Action (TRA). TPB is a social cognitive model aimed to explain differences in consumer behavior [9]. It is a well-known framework model for conceptualizing, measuring and identifying factors which lead purpose for actions [10]. Under TPB, there are four mainly predictors in behavioural development, namely attitudes, subjective norm, perceived behavioural control and also behavioural intentions. TPB has been used widely in the various environments to study consumer's behaviour. While the study by Zemore and Ajzen [11] considered that TPB is the most influential theory in health psychology. Purchase intention is one of the important inputs that is used to predict behaviour, and consumer's action will influence online purchasing before doing the actual purchase. Therefore, it is essential to identify the factors that will influence purchase intention before actual purchase are made. Admittedly, TPB has been tested as one of the best models for predicting intentions, and it is the most widely studied model in social psychology for predicting behaviour [7]. In this research, the author is focusing more on online purchase intention via social media among Gen-Y in East Coast, Malaysia. It aims to examine whether the TPB theory has-positive impact or vice versa.

Subjective Norm and Online Purchase Intention

Social influence is capable of influencing a person to act in a behaviour that is perceived when they have the support of others. Subjective norm is a term used in social factor that refers to a person's perception towards a social pressure received from an important person in their life whether or not to do so [4, 12]. Individuals are more likely to act in a manner that is recommended and supported by their family, friends, and immediate neighbours. As an example, individuals who used to buy in traditional stores may change to online shopping at the suggestion of people around them who support their actions. Previous studies have used subjective norms widely in a variety of environments, especially on purchasing behaviour. For instance, studies on factors influencing online shopping behaviour [1] and purchases among Malaysian university students [6]. Recent studies have also stated that subjective norms are seen as positive in influencing online purchases [4, 13, 14]. The role of family members, friends, and colleagues, coupled with mass media and external communications are essential as a strong reference point in influencing the purchasing intentions of a product.

Attitude and Online Purchase Intention

Attitude towards a behaviour is a person's overall evaluation of behaviour as positive or negative based on the belief in the behaviour and the effect of performing that behaviour, whether good or bad [12]. In TPB, attitude is the most critical variable, and the primary purpose of TPB is to look at the influence of attitude on one's behaviour. Good judgment will encourage a person to have the intention of executing the behaviour. In contrast, a negative view of the behaviour will reduce or cancel the intention to continue the behaviour of the person [15]. This is evident by several recent studies with various environments in which positive and significant attitudes have influence towards online purchase intention [4, 13, 16]. Indirectly, the seller's attitude and services are also closely related to how the attitude of the user is triggered. In addition, individuals tend to have the intention of taking a particular action when their attitudes are based on the results of the assessment. In the context of this study, an attitude refers to a judgment in doing something that drives the consumer to accept and act in a good or bad way.

Perceived Behavioural Control and Online Purchase Intention

Perceived behavioural control talks about how a person's feelings about being easy or difficult to create behaviour. It will reflect the individual's perception of the availability or scarcity of resources and the opportunity to develop specific behaviours. However, perceived behavioural control can vary depending on the situation and the behaviour that they want to take. According to Rachbini [13], perceived behavioural control is divided into two parts, where the first part relates to self-efficacy as a person's confidence and ability to behave. Previous experiences and barriers will determine the perception of the behaviour that will be implemented [12]. It makes consumers with high self-efficacy to have confidence in their ability and will try hard to complete the purchase.

Perceived Enjoyment and Online Purchase Intention

Hedonic purchase motivations are linked to multi-sensory images and emotional excitement and experience when using products. People have hedonic motivation when they consumed desirable goods that allow them to feel pleasure, enjoyment, and fun from purchase of the products [17]. Liat and Wuan [6] said perceived enjoyment could bring them happiness and increase the level of satisfaction in online purchasing. Online purchasing is enjoyable to utilize, give amusement, stimulates the imagination, and give users the help of a tense life [17]. Shopping also gives a calming influence on some people and distracts them from negative feeling. The perceived enjoyment will increase as the advancement in technological application becomes more manageable. Cheema et al. [18] discussed that feeling of excitement, delight, and joy affect the behaviour of individuals in encouraging them to spend online. According to Mandilas, Karasavoglou, Nikolaidis, & Tsourgiannis [19], acceptance of new technology is a strong predictor of perceived enjoyment that drives the intention to online purchase and it is the most important factor in internet shopping.

Based on the above explanation, it was proposed that:

H₁: There is a positive relationship between trust and Gen-Y towards online purchase intention.

H₂: There is a positive relationship between subjective norms and Gen-Y towards online purchase intention.

H₃: There is a positive relationship between attitude and Gen-Y towards online purchase intention.

H₄: There is a positive relationship between perceived behavioural control and Gen-Y towards online purchase intention.

H₅: There is a positive relationship between perceived enjoyment and Gen-Y towards online purchase intention.

Conceptual Framework. Based on the above description of the theory, the developed framework for this study is shown in Figure 1.

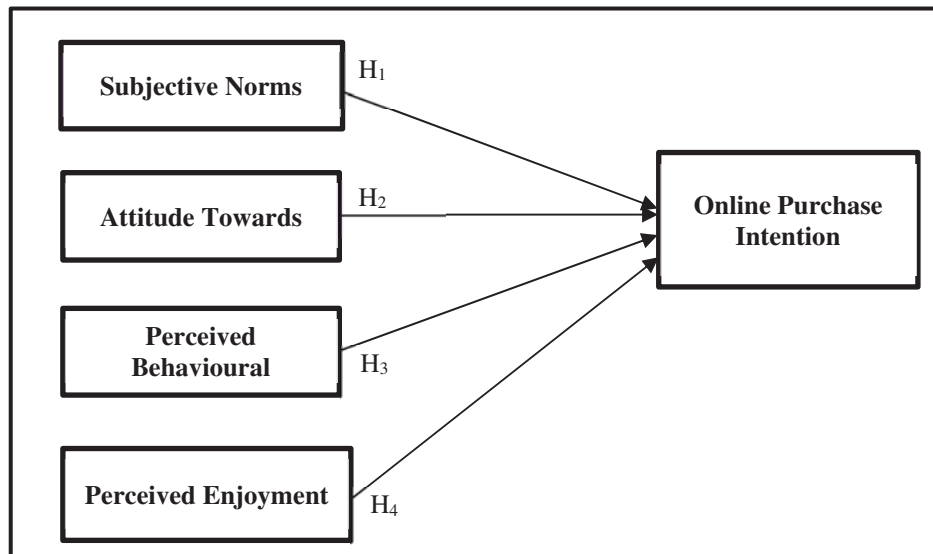


FIGURE 1. Conceptual framework.

RESEARCH METHODOLOGY

The data collected and used in this study was primary data and used a quantitative method through questionnaire's approach. The data were collected directly by the researcher to answer the research problem or research objectives. Hence, the hyperlink to the survey was distributed to respondents through social media. The study utilized a non-probability sampling technique, specifically convenience sampling. Convenience sampling is usually used for collecting a large number of data. Convenience sampling technique is a sampling technique in which the sample is selected based on certain considerations or criteria [20]. The data collected were samples from selected populations based on several criteria, i.e., Gen-Y, social media users and from the East Coast, Malaysia. Nevertheless, a Likert scale of 5 was chosen for this study. Alamoudi [21] mentioned that using 5 points is easy and straightforward to produce consistency in questionnaire. However, in determining the sample size of this research, the G*Power tool approach was a viable option. Based on the total population, the research required 138 respondents as the minimum sample size for data collection.

RESULTS AND DISCUSSIONS

Results

From the results of data processing related to characteristic or profiles of the respondents, it was found that the majority of the respondents were Malay (95%), aged between 25-29 years (74%), female (75%) and hold a bachelor degree (61%).

In answering the research question, the relationships between variables were used as a structural equation model. In this case, the model testing used software assistance, Smart-PLS 3. PLS is one of the alternative methods of model estimation to manage Structural Equation Modelling (SEM). Researcher distributed the questionnaire as the instrument of this study and took a sample of 138 people to represent the existing population.

TABLE 1. Validity and reliability test results scale.

Items	Description	Loading	CR
Subjective Norms			0.854
SN1	People can influence me to purchase a product from social media	0.747	
SN2	The closest people (family, friends) think that reviews from previous buyers are critical before making a purchase	0.609	
SN3	The closest people (family & friends) prefer me to find online stores with positive feedback and reviews	0.726	
SN4	My friends would think I use the internet to find a product that I want to purchase	0.771	
SN5	I would be encouraged to buy online if people around had similar ideas and opinions	0.812	
Attitude			0.798
AT1	My general opinion of social media is positive	0.835	
AT2	Using the internet to purchase seems an intelligent idea to me	0.734	
AT3	Social media makes it easy for me to build a relationship with the seller	0.563	
AT4	I feel comfortable surfing social media	0.675	
Perceived Behavioural Control			0.887
PBC1	There are many choices of product and substitute in social media.	0.682	
PBC2	It's easy to find a product or service in an online store	0.783	
PBC3	I will always be able to find a product that I need and desire	0.753	
PBC4	I have a piece of essential knowledge to buy online through social media	0.881	
PBC5	I have the knowledge and the ability to buy things over the internet	0.803	

TABLE 1. Validity and reliability test results scale (Continued).

Items	Description	Loading	CR
Perceived Enjoyment			
PE1	Buying through social media gives me relief from stressful lives	0.766	0.905
PE2	Buying online gives me satisfaction	0.783	
PE3	I think buying products from social media can be exciting because there are so many options.	0.871	
PE4	Using social media to purchase a product would provide me with a lot of excitement	0.866	
PE5	Online promotions will make me, even more, enjoy to make purchases	0.755	
PI1	I will consider the social media site first when I want to buy a product.	0.745	0.945
PI2	I would recommend social media to a friend as a medium to purchase	0.822	
PI3	I intend to use this social media (Facebook, Instagram, Twitter) in the future	0.845	
PI4	I will purchase other products/ services at social media (Facebook, Instagram, Twitter)	0.900	
PI5	I will likely perform a business transaction with social media retailer soon	0.887	
PI6	I would consider buying the product from social media seller in future	0.834	
PI7	Plan to access information about the product sold online.	0.746	
PI8	Social media is a place of references when I want to buy products	0.815	

Note: TR3 and AT5 were deleted due to low loading

Composite reliability at each construct was > 0.70, this meant that all constructs in this study were reliable or the answers of the respondents were consistent. In addition, to determine whether the measuring tool was valid or not, the researcher constructed another method by looking at the value of each factor loading at each indicator. It could be seen in the Table 1 that all the measuring tools in this study had a factor loading value of > 0.50, as suggested by [22]. The data were analyzed using Structural Equation Model (SEM) with Smart-PLS software. The diagram below shows a complete analysis using SEM.

DISCUSSION

Results of hypothesis testing. The results of hypothesis testing in this study as shown in Table 2.

TABLE 2. Hypothesis testing results.

Hypothesis		P- Values	Supported
H ₁	There is a positive relationship between subjective norms and Gen-Y online purchase intention.	0.292	No
H ₂ :	There is a positive relationship between attitude and Gen-Y online purchase intention.	0.184	No
H ₃	There is a positive relationship between perceived behavioural control and Gen-Y online purchase intention.	0.414	No
H ₄ :	There is a positive relationship between perceived enjoyment and Gen-Y online purchase intention.	0.001	Yes

This study attempts to seek new insight and also referring to the previous studies in the context of purchasing via social media in the East Coast. TPB was used as the main concept in this study with the aim of expanding the related study and examining the purchasing behaviour via social media. The main reason because there was an increased in

online purchasing from years to years [23]. Besides that, Malaysia has also been identified as a rapidly growing Asian country in online purchases to the point of being categorized as a 'high rate' [24].

The result revealed that subjective norms were not significant since the p-value 0.292 was more than 0.05 and had a negative relationship between subjective norms and online purchase intention. This means that Hypothesis 1, which predicted the insignificant relationship or impact of subjective norms on purchase intention, is not accepted. This means that subjective norms have no effect in influencing online purchasing intentions, especially among Gen-Y. Intention arises from self-awareness, which the online shopping needs to be done to get the product they want [25]. Surrounding environment does not easily influence Gen-Y in making purchases. In addition, lack of confidence in normative and the lack of motivation to follow the opinions of others determined the subjective norms (Maskur et al., 2015). Therefore, the results of this hypothesis H2 were not supported.

Hypothesis 2 predicted that attitude was positively related to online purchase intention ($\beta = 0.083$). However, there was no relationship between attitudes with online purchase intention due to the $p > 0.05$ that indicated the relationship was insignificant. Agreeing on the previous research findings by [14, 26] attitudes did not directly affect online purchase intention. Yean et al. [27] identified that individuals tend to have the intention to perform specific actions when attitudes are formed based on assessment results. Another study also indicated a satisfying online shopping experience plays an essential role in having a positive attitude. However, this study did not find that attitudes could influence online purchase intention among Gen-Y in East Coast, Malaysia.

The relationship between perceived behavioural control and online purchase intention was insignificant due to the $p > 0.05$ and its negative correlation. Since the insignificant test result, H3 was not supported. There can be several reasons behind the non-significant relationship found here. The effects Perceived Behavioral Control towards intention may depend on the extent to which the individual tries to avoid uncertainty. A similar previous [28] stated that perceived behaviour control has an insignificant determinant towards Gen-Y consumers to have the online purchase intention. However, there may be other factors that influenced perceived behavioural control towards online purchase intention [29]. Perceived behavioural control in this study was primarily focused on knowledge, resources and capabilities.

The result revealed that perceived enjoyment was also highly significant at the p-value of 0.001 (< 0.05) and had a positive relationship between perceived enjoyment and online purchase intention. This means that Hypothesis 4, which predicted the significant relationship or impact of perceived enjoyment on online purchase intention, is positively related and accepted. This also means that perceived enjoyment is important in influencing consumers purchase intention, especially in a social media context. It is consistent with the previous findings from [30] which indicated that perceived enjoyment has significant control and positively influence online purchase intention. Plus, gen-Y tends to feel pleasure while doing an activity and browsing a product via social media. Yoon and Sagynov [31] as showing customers as problem solvers and solving them problems, online shopping is a potential spending task to find entertainment from the pleasures that arise while shopping on the internet.

CONCLUSIONS

The main objective of this study is to provide a better understanding of the factors that can influence online purchase intention among Gen-Y in East Coast, Malaysia. In accomplishing that, this study has added values in TPB from previous studies by Cheema et al., [18] and Lim et al., [32] with two dimensions, namely perceived enjoyment and trust. Due to technological advances over time, it is crucial to know the factors that can motivate consumers to make online purchases. However, this study found that Theory Planned Behaviour did not affect consumer's purchase intention in social media. While trust and perceived enjoyment had a positive effect towards online purchase intention among Gen-Y. In conclusion, the results of this study fully support the previous study by Surendran [8] that TPB is not suitable for use in studying the behaviour in technology systems. Hence, it is recommended for future researchers to use other theories such as TAM to study online intentions and also includes more variables in determining the intention to buy the products.

REFERENCES

1. Y. J. Lim, A. Osman, S. N. Salahuddin, A. R. Romle and S. Abdullah, *Procedia Economics And Finance* 35, 401–410 (2016).
2. L. M. Hong, W. F. W. Zulkifli, N. H. Hamsani and A. S. M. Shuaib, *Journal of Entrepreneurship and Business*, 5, 50–60 (2017).

3. B. Kharel, JBSSR 3, 47–64 (2018).
4. N. A. Hasbullah, A. Osman, S. Abdullah, S. N. Salahuddin, N. F. Ramlee and H. M. Soha, *Procedia Economics And Finance* 35, 493–502 (2015).
5. D.S. Chaturvedi and D. S. Gupta, SSRN Electronic Journal (2014).
6. C. B. Liat and Y. S. Wuan, IJASS 2, 121–133 (2014).
7. K. Maichum, S. Parichatnon, and K. C. Peng, *Sustainability* 8, 1–20 (2016).
8. P. Surendran, *Bioresour. Technol.* 193, 463–468 (2015).
9. I. Ajzen, “In Action Control” (Springer-Verlag, 1985).
10. S. N. Ketabi, B. Ranjbarian, and A. Ansari, *Int. J. Acad. Res. Bus. Soc. Sci.* 4, 374–382 (2014),
11. S. E. Zemore and I. Ajzen, JSAT 46.2, 174-182 (2014).
12. N.B. Harun, “Sikap, Norma Subjektif Dan Persepsi Mengamalkan Adab Belajar Dalam Pelaksanaan Latihan Hijrah Pelajar Sekolah Berasrama Penuh” (Universiti Teknologi Malaysia, 2017)
13. W. Rachbini, *Int. J. Bus. Manag.* 20, 28–37 (2018).
14. E. Trisna and Sefnedi, *Int. J. Economics Commerce Manag.* VI, 301–310 (2018).
15. N. B. M.Said and R. A. J. Saad, GBSE 1, 136–141 (2016).
16. M. M. Al-Debei, M. N. Akroush and M. I. Ashouri, *INTR* 25, 707–733 (2015).
17. A. M. Soares and J. C. Pinho, *J. Interact. Mark* 8, 245–263 (2014).
18. U. Cheema, M. Rizwan, R. Jalal, F. Durrani, and N. Sohail, *Asian Journal Of Empirical Research*, 3, 131–140 (2013).
19. A. Mandilas, A. Karasavoglou, M. Nikolaidis and L. Tsourgiannis, *Proc. Technol.*, 435–444 (2013).
20. U. Sekaran and Bougie, “Research Method Of Business: A Skill-Building Approach (6th Edition)” (John Wiley & Sons, Inc, 2013).
21. H. Alamoudi, “How External And Mediating Factors Affect Consumer Purchasing Behaviour In Online Luxury Shopping” (United Kingdom, 2016).
22. J. Hair, W. Black, B. Babin, and R. Anderson, “Multivariate Data Analysis. Exploratory Data Analysis In Business And Economics”, (2010).
23. Information on <http://www.mcmc.gov.my/>.
24. F. Meskaran, Z. Ismail and B. Shanmugam, *Aust. J. Basic & Appl. Sci.*, 7, 307–315 (2013).
25. A. M. Primubadi and F. Samopa, *Int. J. Educ. Res.* 5, 277–288 (2017)
26. N. M. Noor, S. Noranee, M. F. Zakaria, N. Unin and M. A. H. M. Suaee, “Online Shopping: The Influence Of Attitude, Subjective Norm And Perceived Behavioral Control On Purchase Intention” (Proceedings of The 2020 The 6th International Conference On E-Business And Applications, 2020), pp. 33–36.
27. T. F. Yean, J. Johari and A. F. M. Sukery, *Journal of Malaysian Studies*, 33, 141–154 (2015).
28. L. Zhang, L. Chen, Z. Wu, S. Zhang and H. Song, *Sustainability* 10, 1–15 (2018).
29. C. Nam, H. Dong and Y. A. Lee, *Fash. Text.* 4, (2017).
30. R. V. Ulaan, S. S. Pangemanan and L. Lambey, *Jurnal Riset Ekonomi, Manajemen, Bisnis and Akuntansi* 4.1, 1137–1146 (2016).
31. C. C. Yoon and E. Sagynov, *International Journal of Management & Information System* 19, 21–36 (2015).
32. Y. J. Lim, A. B. Osman, M. S. B. A. Halim, *JASR* 4, 541–546 (2014).