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**CONSUMERS BEHAVIOUR TOWARDS ONLINE
SHOPPING ON LAZADA APPLICATIONS IN
SHAH ALAM**

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ABSTRACT

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. The purpose of this research project is to determine consumer behaviour in selecting online products and services, to determine consumer behaviour in securing online products and services and to determine differences between genders in selecting and securing online products and services through Lazada. To achieve the objectives of this research project, a descriptive quantitative study was conducted involving a total of 394 respondents among customers in Shah Alam. Primary data were collected through a survey questionnaire and 394 sets of questionnaires were distributed to the target population who were customers of Lazada in Shah Alam. The data collected were analysed using Statistical Package for Social Science (SPSS). The key findings of this research project are discussed to determine the customer behaviour in gender to select and secure online products and services using Lazada apps. The findings see that there is no significant difference between gender in select and secure online products and services. Finally, suggestions to improve the management are discussed to provide useful insights and information to Lazada company.

ABSTRAK

Pembelian atas talian adalah satu bentuk perdagangan elektronik yang membolehkan pengguna membeli barang atau perkhidmatan secara langsung dari penjual melalui internet menggunakan penyemak imbas web. Tujuan projek penyelidikan ini adalah untuk menentukan tingkah laku pengguna dalam memilih produk dan perkhidmatan dalam talian, untuk menentukan tingkah laku pengguna dalam mendapatkan produk dan perkhidmatan dalam talian dan untuk menentukan perbezaan antara jantina dalam memilih dan mendapatkan produk dan perkhidmatan dalam talian melalui Lazada. Untuk mencapai objektif projek penyelidikan ini, kajian kuantitatif deskriptif telah dilakukan yang melibatkan sejumlah 394 responden dalam kalangan pelanggan di Shah Alam. Data primer dikumpulkan melalui soal selidik dan 394 set soal selidik telah diedarkan kepada populasi sasaran yang merupakan pelanggan Lazada di Shah Alam. Data yang dikumpulkan dianalisis menggunakan Statistical Package for Social Science (SPSS). Penemuan utama projek penyelidikan ini dibincangkan untuk menentukan tingkah laku pelanggan mengikut jantina untuk memilih dan mendapatkan produk dan perkhidmatan dalam talian menggunakan aplikasi Lazada. Hasil kajian mendapati bahawa tidak ada perbezaan yang signifikan antara jantina dalam produk dan perkhidmatan dalam talian yang terpilih dan selamat. Akhirnya, cadangan untuk meningkatkan pengurusan dibincangkan untuk memberikan pandangan dan maklumat yang berguna kepada syarikat Lazada.

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LIST OF ABBREVIATIONS

CA   Cronbach Alpha

MLE   Maximum Likelihood Estimation

SD   Standard Deviation

SPSS   Statistical Package for Social Science

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This chapter briefly explain about the background of this study, problem statement, research objectives, research questions, significance of research and definition of operational terms.

1.2 BACKGROUND OF THE RESEARCH

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. In the twenty-first century, trade and commerce have been so diversified that multichannel has taken place and online shopping has increased significantly throughout the world (Johnson, Gustafsson, Andreassen, Lervik, & Cha, 2001).

Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. In the twenty-first century, trade and commerce have been so diversified that multichannel has taken place and online shopping has increased significantly throughout the world (Johnson, Gustafsson, Andreassen, Lervik,

& Cha, 2001). Globally, e-commerce constituted about 2.29 trillion-dollar market (John, 2018) and expected to reach 4 trillion dollars by 2020 (eMarketer, 2016) due to the double-digit worldwide growth in sales (15%) and order (13%) (eMarketer, 2018) in all sorts of e-commerce such as business-to- business (B2B), business-to-consumer (B2C) (Zuroni & Goh, 2012).

Lazada Group was founded in 2012 by Rocket Internet in Singapore with the clear intention of building the business model of Amazon.com in Southeast Asia to grab the tempting online consumer market. Lazada is the top online shopping and selling website in Southeast Asia, it has a total of 155,000 sellers and 3,000 brands serving 560 million consumers in the region through its marketplace platform and unsurprising the gross amount are still increasing steadily. In the course of time, Lazada was able to provide more products and services and expand their logistics services to serve customers all over the country with the investment of Alibaba Group. In order to provide better services to customers, Lazada's management has improved their notifications in relation to the customer order statuses and they also introduced a chatbot to answer the questions from their customers. Not only that, they also introduced new tools in order to improve the experience of their customers. For instance, customers can contact to the sellers by instant messaging, there are more quality reviews provided from verified buyers and the ratings of seller is provided with more information for their customers before making a purchase decision.

1.3   PROBLEM STATEMENT

Mostly people choose to purchased items on online shopping because it saves time, offers home delivery, provides ease in shopping and offers more variety of products. The fact that they can shop online any time and from anyplace they have internet access might be very appealing because it allows them to shop while simultaneously engaged in other activities (Richbell and Kite 2007). Kang Lo et al. (2013) analyse the phenomenon in which the consumers expect the prices of products and services on the

Internet to be lower than in traditional shops. The problem that might arise is consumers having a difficulty when it comes to selecting online products.

Consumers must be satisfied with their e-commerce shopping experience before acquiring more goods and services online. Another important factor affecting online shopping satisfaction is security. Christy and Matthew (2005) illustrated security as the website's ability in protecting consumer personal information collected from its electronic transactions from the unauthorized use of disclosure. Consumers will not purchase or visit website that doesn't have a strong security. The problem is when it comes to securing online products and services.

The differences between men and women towards online shopping problems and concerns, to benefits and advantages with store shopping were often statistically significant. Despite women's significant role on household purchases, shopping behaviour for the male population is increasingly noticeable. In terms of online shopping men have been earlier adaptors and users of e-tailing than women (Van Slyke, Comunale & Belange, 2002). Moreover, in terms of online shopping, research shows that men are more likely to make purchases and spend more money online due to its convenience and reduced social interaction (Stafford, Turan, & Raisinghani, 2004). So, men appear to feel that online shopping is an effective way to avoid the hassle of store shopping.

1.4   RESEARCH OBJECTIVES

The research objectives of this study are as follows:

   i.   To determine the consumers behaviour in selecting online products and services.
  ii.   To determine the consumers behaviour in securing online products and services.
 iii.   To determine the differences between gender in selecting and securing online products and services.

1.5   RESEARCH QUESTIONS

The study will answer the following research question:

   i.   What are the consumers behaviour in selecting online products and services?
  ii.   What are the consumers behaviour in securing online products and services?
 iii.   What are the differences between gender in selecting and securing online products and services?

1.6   SCOPE OF THE RESEARCH

The study is conducted in Shah Alam, Selangor. The respondents that were given questionnaires are consumers from Shah Alam, Selangor. The time taken to collect data is one month which is from 30 September until 30 October 2020. The online shopping application used in this study is Lazada application.

1.7   SIGNIFICANCE OF THE RESEARCH

Lazada Group is an international e-commerce company founded by Maximilian Bittner. Lazada Group operated sites in multiple countries include Malaysia. Specifically, there are one Lazada's warehouse in Shah Alam which is in Seksyen 22, at MapleTree Logistic Hub. This study is to help the warehouse to enhance their current service and website through Lazada app. With this study, Lazada can know the satisfaction of their customers towards Lazada's service. This research also to investigate their current performance. Other online seller can also use this research for their knowledge, especially about how to study consumers' behaviour when they shop online. Lazada target consumers accessing the Internet via desktop, smartphone or tablet and this research can help how they can acquire new customers and generate revenue while defending its position as a market leader.

1.8   DEFINITION OF OPERATIONAL TERMS

1.8.1   Online shopping

Online shopping is one of the commonly used mediums for convenient shopping. It is, in fact, a popular means of shopping among the Internet community (Bourlakis et al., 2008).

1.8.2   Consumer behaviour

Consumer behaviour can be described as the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Kuester, 2012).

1.9 SUMMARY

Overall, the first chapter explained the introduction and background of the research which give overview of the research. It also explained about problem statement that require solution based on the background of the research. Research objective and research questions also stated in this chapter. Scope of the research also explained in this chapter which the scope is specifically in Shah Alam, Selangor. Significance of the research briefly explained in this chapter to explain the values of the research. Lastly, definition of operational terms which define the concepts and terms.

CHAPTER 2

LITERATURE REVIEW

2.1   INTRODUCTION

This chapter focused on concept of dependant variable of this study which is consumers behaviour. This chapter also explain about literature review of independent variable which is select, secure and demographic.

2.2   CONCEPT

2.2.1   Consumers behaviour

Consumer behaviour can be described as the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Kuester, 2012). The consumers' behaviour towards online shopping are known as the main factor that affects e-shopping potential (Shwu-Ing, 2003). An extensive study by Xu (2009) has described six sociodemographic determinants that affect the online consumer behaviour. These determinants are age, gender, income and employment status, education, marital status and family composition and internet daily usage. It is important to understand sociodemographic determinants of online shopping behaviour because it can help the marketer and retailer

plan their marketing strategies and target the right segment of customer. According to study by Vijayasarathy (2003), there are three sociodemographic determinants that's affect online buyers' behaviour the most, gender, age and income.

Mrs. T. Sreerekha (2019) explains the relationship between consumer behaviour and marketing strategy. It stated that "strategy is about increasing the probability and frequency of buyer behaviour. Requirements for succeeding in doing this are to know the customer and understand the consumer's needs and wants." Katawetawaraks Chayapa (2011) explained when consumers want to buy product, they will look at the characteristic and the brand of product or service. Some products can be purchased and shipped easily online such as books or software but some products are hard to decide through online channel. Rahman Mohammad Anisur (2018) mentioned that choices, taste and preference are varying day-by-day regarding different factors such as the internet emergence but it need some more understanding related to the consumer's behaviour. Consumers behaviour research identifies a general model of buying behaviour that depicts the processes used by consumers in making a purchase decision. Those designs are paramount to the marketer as they can predict and explain consumers purchase behaviour.

2.3   LITERATURE REVIEW

2.3.1   Select

According to Sunitha, CK & Gnanadhas, Edwin (2014), how customers select goods and services in relation to factors like taste, preference and individual choices is called consumer preference. However, customers choices of preferred products or services does not influence by consumers income and price of goods. Saprikis Vaggelis, Chouliara Adamantia and Vlachopoulou Maro (2010) mentioned that good product selection, competitive prices and ease of use is why Internet users purchase online.

Stankevich, Alina (2017) stated process of individuals select goods and services in satisfaction of their needs and wants is called consumer buying behaviour. The most important point to help consumers decides what product they should select or what seller they should buy from are product assortment, sale services and information quality which is during purchasing stage (Katawetawaraks Chayapa & Wang Cheng Lu, 2011).

There is study conducted in correlation to above. Rahman, Mohammad Anisur (2018) undertaken a study in order to understand the behaviour of online shoppers through a self-constructed questionnaire of 160 respondents from Dhaka city. The survey shows that consumers select shop online to save time and for available varieties of products and services. According to Katawetawaraks Chayapa & Wang Cheng Lu (2011), 58% select to shop online to avoid crowds and waiting lines while and 58% select online shopping as they still could shop after-hours even after bricks and mortar stores are closed.

2.3.2 Secure

According to Bashir D, Mehboob I, Bhatti W (2019), in order to help customer, have more security regarding their identity, online companies will never use their customers' private information for any other purposes. Other than that, by building specially integrated mechanisms could avoid misuse of information and payments through credit card and will ensure safeguarding of personal information of the consumers. Schlemmer Gerhard, Balcen Lieve, Todoli Jose Luis, Hinds Michael W. (2019) stated it required secure, reliable and fast shipment of the desired product to its destination for customers to buy a product from their homes. A timely and reliable delivery plays a key role in creating consumers' satisfaction and meeting their expectations. Customer will feel dissatisfied if there are any delay in delivery. If consumers are dissatisfied with delayed and unsecured delivery, they will easily switch from one website to another. Consumers who trusts infrastructure and find it secure and reliable will be motivated to further trust online stores (Abu-Shamaa Rasha, Abu-Shanab Emad, 2015). Katawetawaraks

Chayapa & Wang Cheng Lu (2011) mentioned that unsecured payment, slow shipping, spam or virus, unwanted product, technology problem and bothersome emails are the major reason that impede consumers from online shopping. Companies should create their website not only secured, but also more attractive and more useful.

There are studies conducted related to the above. Mrs. T. Sreerekha, Mrs. R. Saranya & Mr. V. S. Prabhu undertaken a study about whether consumers felt secure buying books online through questionnaires which the sample size is 226 respondents from University of Kristiantad. The results to this study are 30.1% feels secure and thinks it is important to feel secure when purchasing books online. 29.6% is the category slightly more positive than "neither". The large number could come from respondents that not feel secure when purchase books online but feels that it's important to feel secure when they purchase books online.

2.3.3   Demographic

Baksih Swarna (2013) stated males and females have of obtaining and liking products as they both want the different products. The differences between men and women in terms of want, need, expectation and lifestyles are what reflects their consumption behaviour. Mohammad Bakher Naseri & Greg Elliott (2011) explained that men are more likely to purchase online goods and services than women. The effect of gender on willingness to shop online revealed that online transactions are more likely made by men than women. The reason that is most widely investigated is that women is more concern about risk associated with e-commerce than men and also more risk averse in other domain which included financial, medical and environmental matters. An extensive study by Xu (2009) has described six sociodemographic determinants that affect the online consumer behaviour. These determinants are age, gender, income and employment status, education, marital status and family composition and internet daily usage. It is important to understand sociodemographic determinants of online shopping behaviour because it can help the marketer and retailer plan their marketing strategies and target the right segment of customer. According to study by Vijayasarathy (2003),

there are three sociodemographic determinants that's affect online buyers' behaviour the most, gender, age and income. Mrs. T. Sreerekha, Mrs. R. Saranya & Mr. V. S. Prabhu (2019) stated when a person's demographic is being expressed and a description group of consumers' personal characteristic is called a lifestyle. The opinions and interests' consumers have for products, for what kind of reasons and which they have interest in the internet will be shown by their living patterns.

2.4   SUMMARY

Overall, this chapter explained more about the concept of dependant variable which is consumers behaviour towards online shopping and also explained about literature review of independent variable which is the processes they use to select and secure of products and services and also demographic which consist of male and female.

CHAPTER 3

METHODOLOGY

3.1   INTRODUCTION

The previous chapter has explained about concept and literature review. This chapter will explain briefly about the method use to collect data which include research design, data collection method, research instruments, sampling techniques and data analysis method. This study is conducted wholly descriptive and correlative using questionnaires. Questionnaires were distributed among consumers of Lazada application in Shah Alam, Selangor.

3.2   RESEARCH DESIGN

Research design is the framework of research methods and techniques chosen by a researcher. According to Federico Ferretti, S. Planzer, Therese Wilson & Mary Keyes (2014), research design will be the general plan on how to answer research question. Moreover, research design contains objectives derived from research question. The researchers used quantitative research design.

3.3 DATA COLLECTION METHODS

The researchers used both primary and secondary data. According to Federico Ferretti, S. Planzer, Therese Wilson & Mary Keyes (2014) primary data can be described as the data collected specifically for the research being undertaken. The research is conducted using quantitative method. The research was designed by organizing the collection of data in order to comply with the proposed objective.

The primary data were collected through a structured questionnaire addressed to consumers in Shah Alam, Selangor. Questionnaires were distributed to respondents through online using google form. The present study is descriptive in nature as it seeks to study the consumers behaviour towards online shopping in selecting, securing and differences between gender in select and secure products and services among consumer in Shah Alam, Selangor. Each question will be rated on a Likert scale of 1 to 5 which range in between of strongly agree to strongly disagree. The secondary data was also used by the researchers. The researchers got the data through journal article by past researchers.

3.4 RESEARCH INSTRUMENTS

Research instruments are measurement tools designed to collect, measure and analyse data on a topic of interest from research subjects. Research instruments can be tests, surveys, scale, questionnaires or checklist. The researchers used questionnaire for their research design. The questionnaires were distributed to online shopping consumers specifically Lazada consumers in Shah Alam, Selangor. These questionnaires are distributed to determine the consumers behaviour in selecting, securing and differences between gender in select and secure products and services.

Table 3.1: Questionnaire

Section	Question	Source
A	**Personal details** 1. Age 2. Gender 3. Ethnicity 4. Personal income	
B	**Select** 1. I can save more money by purchasing online than retail stores. 2. I can compare prices of products when purchasing online. 3. I think purchasing online saves time more than purchasing at retail store. 4. I can make purchases online at any time of the day. 5. I feel more convenient to select products online than retail stores. 6. Online shopping has wide variety of available products. 7. Lazada app provide sufficient information about available product. 8. Online advertisement attracts my attention to purchase online. 9. I will look at the brand and characteristic of product before making online purchase.	Sreerekha T. (2019) Saprikis Vaggelis, (2010)
C	**Secure** 1. I feel safe to purchase online.	Sreerekha T. (2019)

		2. I think it is important to feel secure when purchasing online.	Chong Hui Teing (2014)
		3. I trust the internet as the distribution channel.	
		4. I feel like my privacy is protected at Lazada app.	Nurdan Sevim (2014)
		5. I feel safe in my transactions with Lazada app.	
		6. I feel I can trust Lazada app.	
		7. The Lazada app has adequate security features.	
		8. The company behind the Lazada app is reputable.	
		9. I think that the Internet is safe enough and I do not have any reservations incident to shopping online.	
		10. I believe that my personal and financial information are protected by Lazada app.	
		11. The security and privacy offered to the customer in Lazada app influence me to make online purchases.	

3.5   SAMPLING TECHNIQUES

According to Federico Ferretti, S. Planzer, Therese Wilson & Mary Keyes (2014), sampling is the data collection process from an entire population. This entire population is the group that share some common set of characteristics.

3.5.1   Population

A population is the entire pool from which a statistical sample is drawn. A population may refer to an entire group of people, objects, events, hospital visits, or measurements. A population can thus be said to be an aggregate observation of subjects grouped together by a common feature (Will Kenton, 2020). In this research, the respondent that the researchers chose are Lazada consumers from Shah Alam, Selangor. The population of Shah Alam is 481,654.

3.5.2   Research sample

Sampling is a method that allows researchers to infer information about a population based on results from a subset of the population, without having to investigate every individual. Sampling is the process of selecting units (e.g., people, organizations) from a population of interest so that by studying the sample we may fairly generalize our results back to the population from which they were chosen. (Prof William M.K. Trochim, 2020). The researchers used simple random sampling method. In this case each individual is chosen entirely by chance and each member of the population has an equal chance, or probability of being selected. The sample size taken was 394 consumers that use Lazada application in Shah Alam, Selangor.

3.6   DATA ANALYSIS METHOD

This paragraph includes the data analysis method which is the process and evaluation of data using analytical and logical reasoning to examine of each components of the data provided. This form of analysis is just one of the steps that must be completed when conducting a research experiment. The data from various sources was gathered. The gathered data were reviewed and evaluated to the form for some sort of conclusion. The method that was selected for the data collection was performed using the questionnaires. The questionnaires were distributed to the sample respondent through online method which is using google form.

3.7   RELIABILITY PILOT TEST

Table 3.2: Reliability Coefficients for Each Variable (N=30)

Variables	No. of Items	Item Deleted	Cronbach's Alpha
Select	9	0	0.653
Secure	11	0	0.928

According to Tugrul U. Daim (2013). For the scientific studies, one of the most important criteria is the reliability of questions that is asked to the respondent, because it affects the results of the study. For this reason, before analysing the results, reliability of the questionnaire is tested. The reliability test (Cronbach's Alpha) was undertaken for the pilot test on Section B and Section C.

In Table 3.2 the reliability analysis of the construct groups is listed. To say that a data is reliable the Cronbach's Alpha (CA), a value should be more than 0.7. According to Azizul, Jamaludin; Albatat, Ahamad (2019) the result of Cronbach's Alpha value shown that is higher than 0.7 are considered acceptable and reliable results, we were trusted not to change the original means of the questions and this was proven with the tremendous of coefficient values because of the questionnaire is adopted based on previous studies, adapted process being implement, and a few amendment have been done on the wording of the items So we will be using these constructs separately in the analysis.

The reliability for consumers behaviour in selecting products and services (section B) is 65.3% while consumers behaviour in securing products and services (section C) is 92.8%. Since reliability for Section B is quite low which lies at 65.3%, the researchers will make a change for question 1 because it has the highest Cronbach Alpha if item deleted at 0.698. The researchers changed the question from "I can save more money by purchasing online rather than retail stores" to "I can save more money by shopping online than retail stores".

3.8   SUMMARY

This chapter discussed about the research design, data collection methods, research instruments, sampling techniques, data analysis method chosen by the researchers. The researchers used quantitative research design. The data that were collected are then were analysed and discussed and the result are displayed.

CHAPTER 4

FINDINGS

4.1 INTRODUCTION

This chapter contains the result of research objectives and research questions. This part explains the research carried out by the researches. It describes the response rate, respondents' demographic profile and research findings. Data gathered from respondents were analysed using Statistical Package for Social Science (SPSS). SPSS is a data management and analysis program which design to do statistical procedures like analysis, including descriptive statistics as well as sophisticated inferential statistical procedures. A frequency analysis was run and data were cleaned to ensure that data were correctly coded and entry. Descriptive statistics that consist of means, percentages and frequencies (Pallant, 2011).

4.2 RESPONSE RATE

A total of 394 questionnaires were given to respondents through simple random sampling, out of which, 394 were returned, representing 100% of the response rate. The majority of responses from the questionnaires were positive as respondents are in their 20s. There is also divisive feedback in terms of security where respondents are less confident about their online purchase.

4.3   DEMOGRAPHY PROFILE OF RESPONDANTS

The demographic profile of the respondents contains their personal information and questions related to their behaviour. The questions that are related to the respondents' behaviour are intended to assess their ability to recall the information (Bryman, 2012). This study also requested for the respondents' personal information such as age, gender, ethnicity and personal income. Table 4.1 shows the respondents' profile for this study.

Table 4.1: Profile of Respondents (N=394)

Demography		Frequency	Percentage
Gender	Male	91	23.1
	Female	303	76.9
Ethnicity	Malay	382	97.0
	Chinese	2	0.5
	Indian	3	0.8
	Other	7	1.8

Table 4.1 shows the gender, 394 respondents consisted of 91 (23.1%) male respondents and 303 (76.9%) female respondents. For ethnicity, the majority of the respondents is Malay 382 (97.0%) followed by other with 7 (1.8%), Indian with 3 (0.8) and Chinese with 2 (0.5%).

4.4 RESEARCH FINDINGS

4.4.1 Reliability and Normality Analysis

The reliability of each item in the instruments was measured using the Cronbach's Alpha Coefficient. Each dimension of the questionnaire was calculated separately to facilitate clear understanding. The reliability analysis is then conducted to derive the consistency of a measuring instrument in measuring whatever concept it is measuring. Reliability of measure is an indication of the stability and consistency with which the instrument the concept and helps to assess the "goodness" of a measure.

Table 4.2: Reliability Coefficients for Each Variable (N=394)

Variables	No. of Items	Item Deleted	Cronbach's Alpha
Select	9	-	0.807
Secure	11	-	0.933

As rules of thumb, values which were above 0.6 were considered acceptable and 0.8 is the most appropriate and acceptable stated by Pallant (2011). Based on the table 4.2, all variable that addressed in the questionnaire achieved reliability of above 0.8 to the fact that the items in the questionnaire is reliable because had already been used and tested by other researchers in the same field of study. More or less this result also showed that the questionnaire is understandable and align with the situation.

Table 4.3: The Assessment for Normality of Data Distribution (N=394)

Variables	Skewness	Kurtosis	Distribution Statues
Select	-0.326	-0.530	Normal
Secure	0.197	-0.548	Normal

Table 4.3 describes the results of the normality test for the constructs in the measurement model. The results of the main assumption in the Maximum Likelihood Estimation (MLE) method, which is based on skewness and kurtosis, show that the data sets of all constructs are normally distributed and have skewness and kurtosis of less than +/-2. The skewness ranged from -0.326 to 0.197, and the kurtosis ranged from -0.548 to -0.530.

4.4.2 Descriptive Statistics for Variable

The descriptive statistics were also calculated for each items and variable to investigate their level among the respondents. The three levels of categories according to the mean consist of low (1.00 – 2.33), medium (2.34 -3.67) and high (3.68 – 5.00) (Mohd Najib Abd Ghafar, 2003).

Table 4.4: Descriptive Statistics for Select (N=394, Mean=4.1904)

Items	Mean	SD	Level
1. I can save more money by purchasing online than retail stores.	3.72	1.058	High
2. I can compare prices of products when purchasing online.	4.52	0.631	High
3. I think purchasing online saves time more than purchasing at retail store.	4.26	0.888	High
4. I can make purchases at any time of the day.	4.55	0.691	High
5. I feel more convenient to select products online than retail stores.	3.87	0.984	High
6. online shopping has wide variety of available products.	4.27	0.772	High
7. Lazada app provide sufficient information about available product.	3.93	0.826	High
8. Online advertisement attracts my attention to purchase online.	4.12	0.816	High
9. I will look at the brand and characteristic of product before making online purchases.	4.48	0.685	High

Table 4.4 shows the descriptive statistics for the Select variable. Overall, the consumers behaviour in selecting online products and services is at a high level (Mean=4.19). The item that highest level of select online products and services is item on the "I can make purchases on any time of the day." (Mean=4.55) and lowest level item on "I can save more money by purchasing online than retail stores." (Mean=3.72).

Table 4.5: Descriptive Statistics for Secure (N=394, Mean=3.8057)

Items	Mean	SD	Level
1. I feel save to purchase online.	3.59	0.879	Medium
2. I think it is important to feel secure when purchasing online.	4.34	0.788	High
3. I trust the internet as the distribution channel.	3.84	0.795	High
4. I feel like my privacy is protected at Lazada app.	3.74	0.830	High
5. I feel safe in my transactions with Lazada app.	3.80	0.791	High
6. I feel I can trust Lazada app.	3.78	0.843	High
7. The Lazada app has adequate security features.	3.83	0.765	High
8. The company behind the Lazada app is reputable.	3.78	0.793	High
9. I think that the internet is safe enough and I do not have any reservations incident to shopping online.	3.68	0.887	High
10. I believe that my personal and financial information are protected by Lazada app.	3.73	0.854	High
11. The security and privacy offered to the customer in Lazada app influence me to make online purchases.	3.77	0.849	High

Table 4.5 shows the descriptive statistics for the Secure variable. Overall, the consumers behaviour in securing online products and services is at a high level (Mean=3.80). The item that has the highest perception is on "I think it is important to feel secure when purchasing online." (Mean=4.34) and lowest perception is on the "I feel save to purchase online." (Mean=3.59).

4.4.3   T-Test

A t-test is a type of inferential statistic used to determine if there is a significant difference between the means of two groups, which may be related in certain features. A t-test is used as a hypothesis testing tool, which allows testing of an assumption applicable to a population. An independent sample t-test was conducted to determine the differences between gender in selecting and securing online products and services.

Table 4.6: T-Test for Select (N=394, Sig=0.909)

	Gender	N	Mean	Std. Deviation
Select	Male	91	4.1368	.52249
	Female	303	4.2065	.51789

		F	Sig.	t	df	Sig. (2-tailed)
Select	Equal variances assumed	.013	.909	-1.124	392	.262

Ho: There is a significant difference between male and female in selecting online product and difference.

Table 4.6 shows the T-Test to compare differences between gender in selecting online products and services. There was no significant difference in male (M=4.1368, SD=0.52249) and female (M=4.2065, SD=0.51789) conditions: t (392) = -1.124, p=0.262. This result suggest that gender does not influence consumers when it comes to selecting online products and services.

Table 4.7: T-Test for Secure (N=394, Sig=0.416)

	Gender	N	Mean	Std. Deviation
Secure	Male	91	3.7383	.61177
	Female	303	3.8260	.64622

		F	Sig.	t	df	Sig. (2-tailed)
Secure	Equal variances assumed	.663	.416	-1.149	392	.251

Ho: There is a significant difference between male and female in securing online product and services.

Table 4.7 shows the T-Test to compare differences between gender in securing online products and services. There was no significant difference in male (M=3.7383, SD=0.6177) and female (M=3.8260, SD=0.64622) conditions: t (392) = -1.149, p=0.251. This result suggest that gender does not influence consumers when it comes to securing online products and services.

4.5   SUMMARY

Overall, the level of consumers behaviour towards selecting and securing online products and services is at high level. There is no significant difference between gender in selecting and securing online products and services

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1   INTRODUCTION

This chapter will be discussed about the discussion, conclusion, and recommendation of this research. It summarizes overall of the discussion and conclusion from Chapter 4. In this part, it will also provide recommendations for future research.

5.2   DISCUSSION

In this part, the research achieved the objectives successfully where the first objective was to determine the consumers' behaviour in selecting online products and services. The second objective was to determine the consumers' behaviour in securing online products and services. The last objective was to determine the differences between gender in selecting and securing online products and services. Hypothesis of there is a significant difference between male and female in select and secure online product and services were not accepted.

Based on the evidence above it shows the result of this research were relatable with the previous research which is online shopping has been shown to provide more satisfaction to modern consumers seeking convenience and speed (Yu and Wu, 2007). It also provides consumer more information and choices to compare product and price, more choice, convenience, easier to find anything online (Butler and Peppard, 1998).

On the other hand, some consumers still feel uncomfortable to buy online. Lack of trust, for instance, seems to be the major reason that impedes consumers to buy online. In terms of demographics this research shows that women are more likely to buy goods and services online than men because many respondents are from women rather than men, making one of the reasons online shopping is more popular with women than men. However, the study by Mohammad Bakher Naseri & Greg Elliott (2011) tends not to support the findings of the study. This is because in their research explained that men are more likely to purchase online goods and services than women. The effect of gender on willingness to shop online revealed that online transactions are more likely made by men than women.

5.3   CONCLUSION

To summarize, the main objective was to determine the consumers behaviour in selecting and securing online products and services and the differences between gender in selecting and securing online products and services. All the factors were relatable to the consumers' behaviour based on the statistical data. The factors were about consumers' demographic profile, selecting and securing online products and services. Although online shopping has various platform, Lazada still get attention nowadays. From the study, there is a lot of information can be used as a reference for future researchers to encourage them to make improvements in increasing consumer trust through online purchases

5.4   RECOMMENDATION

Overall, this study related to online purchases using the Lazada application can be considered as a reference to other applications because the management of Lazada makes customers satisfied in terms of purchasing goods, security and services. Efforts to promote the Lazada application can also be done with help such as the MIDA agency. This is because, the Lazada app has the potential to be developed and stakeholders need to maximize these benefits. In addition, the aspect of convenience and quality of service can be further enhanced through courses related to the online business industry. This is considered important because without the cooperation of these parties, the Lazada application will not be well success.

5.5   SUMMARY

Overall, this study shows that online purchases using the Lazada application have many facilities and use among the public. It also proves that the Lazada application also has an impact where people need to make sure online purchases are made more carefully. In addition, Lazada application has the ability to increase their market if they gain full trust from the customers.

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APPENDICES

APPENDIX A   **Project Registration Form**

APPENDIX B   **Project Gantt Chart**

APPENDIX C   **Questionnaire**

PROJECT REGISTRATION FORM

GROUP MEMBERS			
NAME	**REGISTRATION NUMBERS**	**CLASS**	**TEL.NO**
MOHAMAD LUQMAN BIN MOHAMAD ZIN	08DPI18F1031	DPI5A	011-10774534
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NURUL EFFA BINTI MOHD. BAKHRIN	08DPI18F1014	DPI5A	011-21423872

PROJECT INFORMATION		
A. PROPOSED TITLE		CONSUMERS BEHAVIOUR TOWARDS ONLINE SHOPPING ON LAZADA APPLICATIONS IN SHAH ALAM
B. PROJECT DETAILS	**B(i)**	PROBLEM STATEMENT: i. Consumers having a difficulty when it comes to selecting online products. ii. Consumers will not purchase or visit website that doesn't have a strong security. iii. The differences between men and women towards online shopping problems and concerns, men appear to feel that online shopping is an effective way to avoid the hassle of store shopping.
	B(ii)	PROJECT OBJECTIVE: i. To determine the consumers behaviour in selecting online products and services. ii. To determine the consumers behaviour in securing online products and services. iii. To determine the differences between gender in selecting and securing online products and services.
	B(iii)	PROJECT SCOPE: Shah Alam, Selangor
	B(iv)	ATTACHMENT OF PROJECT SKETCH & IMPLEMENTATION FLOW CHART (if necessary)

NAME OF SUPERVISOR		FATIMAH BINTI BAHARI
SUPERVISOR SIGNATURE		
DATE		23 NOVEMBER 2020

PROJECT GANTT CHART

SESSION : JUNE 2020

DEPARTMENT : COMMERCE DEPARTMENT

COURSE / CODE : DPB6043

WEEK/ PROJECT ACTIVITIES	STATUS	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10	W11	W12	W13	W14	W15	W16
CHAPTER 1 INTRODUCTION 1.1 Introduction 1.2 Research Background 1.3 Problem Statement 1.4 Research Objectives 1.5 Research Questions	P	■	■	■													
1.6 Scope of Research 1.7 Significance of Research 1.8 Definition of Operational Terms 1.9 Summary	I	■	■	■													
CHAPTER 2 LITERATURE REVIEW 2.1 Introduction	P		■	■	■												
2.2 Concept 2.3 Literature Review 2.4 Summary	I		■	■	■												

Task	P/I	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
CHAPTER 3 RESEARCH METHODOLOGY 3.1 Introduction 3.2 Research Design 3.3 Data Collection Method	P			█	█	█	█												
3.4 Research Instrument 3.5 Sampling Techniques 3.6 Data Analysis Method 3.7 Reliability Pilot Test 3.8 Summary	I			█	█	█	█												
CHAPTER 4 FINDINGS 4.1 Introduction 4.2 Response Rate 4.3 Demography Profile of Respondents	P							█	█	█	█	█	█						
4.4 Research Findings 4.5 Summary	I							█	█	█	█	█	█						
CHAPTER 5 DISCUSSION AND CONCLUSION 5.1 Introduction 5.2 Discussion	P													█	█	█	█		
5.3 Conclusion 5.4 Recommendation 5.5 Summary	I													█	█	█	█		
REFERENCES APPENDICES A. Gantt Chart B. Estimation of Cost	P															█	█		
C. Drawing/ Technical Drawing/ Building Drawing D. Logbook	I															█	█		
Declaration of Ownership and Copyright Acknowledgements Abstract	P															█	█		

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Note:
P: date planned
I: date implemented

QUESTIONNAIRE

CONSUMERS BEHAVIOUR TOWARDS ONLINE SHOPPING ON LAZADA APPLICATION IN SHAH ALAM.

Here are some questions on 'A study on Consumers behaviour towards online shopping on Lazada Application in Shah Alam'. Please note that all responses will be treated as PRIVATE AND CONFIDENTIAL. Thank you.

DEMOGRAPHIC

Age : _____

Gender : **Male/Female**

Ethnicity : **Malay/Chinese/Indian/Others**

Personal Income : _____

Description of Scale

1. Strongly disagree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Strongly agree

NO	STATEMENT	1	2	3	4	5
A	**SELECT**					
1	I can save more money by purchasing online than retail stores.					

2	I can compare prices of products when purchasing online.					
3	I think purchasing online saves time more than purchasing at retail store.					
4	I can make purchases online at any time of the day.					
5	I feel more convenient to select products online than retail stores.					
6	Online shopping has wide variety of available products.					
7	Lazada app provide sufficient information about available product.					
8	Online advertisement attracts my attention to purchase online.					
9	I will look at the brand and characteristic of product before making online purchase.					
B	**SECURE**					
10.	I feel safe to purchase online.					
11.	I think it is important to feel secure when purchasing online.					
12.	I trust the internet as the distribution channel.					
13.	I feel like my privacy is protected at Lazada app.					

14.	I feel safe in my transactions with Lazada app.					
15.	I feel I can trust Lazada app.					
16.	The Lazada app has adequate security features.					
17.	The company behind the Lazada app is reputable.					
18.	I think that the Internet is safe enough and I do not have any reservations incident to shopping online.					
19.	I believe that my personal and financial information are protected by Lazada app.					
20.	The security and privacy offered to the customer in Lazada app influence me to make online purchases.					