

An Analysis of Factors Affecting Young Consumers Intention with Online Shopping in Malaysia

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Abstract

The advance of the technology has changed the consumer behavior of the buyers to online. This study is mainly designed to test the relationship between the predictors and the dependent variable of online consumer behavior of Generation Z (people born between 1995 to 2010) in Malaysia. There are still lack of study regarding social media factors and its effects on the online apparel shopping behavior in the context of Malaysia, especially Generation Z. A survey questionnaire is used for collecting the data and information. The research sample is 250 respondents and the data are collecting by non-probability sampling. The research data is analyzed by descriptive analysis, correlation analysis, and multiple linear regression model through SPSS Software version 23. The results show that the website characteristics, online perceived value, and brand reputation have a positive and highly significant relationship with online shopping intention. The obtained result provides an indication to marketers in Malaysia when targeting young consumers from Generation Z.

Keywords

Online shopping; Generation Z; Consumer; Intentions; Malaysia

1. Introduction

Today social media have become important part of life for the people around the world, including young people. This study is carried out to better understanding of marketers on young consumers in Malaysia, especially consumers from Generation Z who born between 1995 to 2010. The main purpose of this study is to determine the relationship between predictors and online shopping intention of Generation Z in Malaysia. This study assumes that Generation Z in Malaysia are preferred online shopping as they are born in an environment surrounded by technology. A study shows that half of Generation Z purchase goods and services from online at least once a month (Abramovich, 2019). The factors that may affect online shopping intention include a promotion, items delivery speed, attractive image, website layout, and others (Sweeney, 2018). However, due to the diversity of Generation Z, these factors are still insufficient to explain their online consumer behavior. The significant of the factors will be affected by the place and the period in which the research is conducted.

Generation Z is the latest generation, and it has different expectations, lifestyles, values, and consumer behavior (Williams & Page, 2011). Many researchers have stated that the studies of Generation Z start from the turn of the century (Vukić, 2019). The researches and studies concerning Generation Z are still in the beginning phase, and researchers are just started to study and understand the characteristics and nature of this population group (Schwieger & Ladwig, 2018). Generation Z will account for about 40% of all consumers in the year 2020 (Artemova, 2018). It is important for marketers to analyse the views and behaviors of Generation Z to forecast the future market.

The findings of the study will benefit marketers interested in targeting young consumers from Generation Z online. The recommended approaches in this study can provide marketers a guideline to be noticed while creating or modifying a marketing plan to target young consumers in Malaysia. From the results, the modifications can be made based on the predictors like changing the design of the website or providing a slogan that will bring out the emotional feeling of buyers.

2. Literature Review

The study on consumer behavior of Generation Z had just started at the beginning of the 2000s. Current studies on Generation Z in the World are insufficient and did not provided explain well on the age range of Generation Z. Generation Z has totally different beliefs and behaviours compared with other generations (Desjardins, 2019). Hence, the theories from previous researches on other generations may not be suitable to apply to Generation Z. Marketers must not ignore the study on Generation Z, even at present, the members of Generation Z have a low purchasing power. Generation Z is predicted to account for nearly 40 percent of all consumer' purchases in the next few years (Netzer, 2019). There are statistics that proven social media are getting more popularity per day. For instance, the average time spent on social networks each day in 2015 is 1.72 hours, and the average number of hours a youngster spends online each week in 2015 is 27 (McGillivray, 2015).

There are various terms that are used to define Generation Z in different studies. Bejtkovský (2016) stated that Generation Z, often referred to as post-millennials or Generation M. Vojvodic (2019), described Generation Z as "I" Generation, Pivotal, and Über Generation. Generation Z also well known as "Digital Natives" and "Generation N" (Ariker & Toksoy, 2017; Salleh et al., 2017). Most of the marketer also name Generation Z as net generation or hyper-connected generation (Haddouche & Salomone, 2018; Thomas et al., 2018). Some studies also defined Generation Z as "Generation Next" (Artemova, 2018). Williams and Page (2011) defined Generation Z as Tweens, Baby Boomers, Generation 9/11, and Generation XD.

Online shopping intention, also known as online purchase intention, is important in determining online consumer behavior (M. K. O. Lee et al., 2011). It refers to the strength of having the consumer to make specific purchase behavior through the Internet Chin (2017) defined online purchase intention as the willingness of the consumer to buy products by using online technology. Online shopping intention also the use of different virtual shopping cart as a means to highlight interesting products than may purchase in the future (Close & Kinney, 2010). Octavia and Tamerlane (2017) stated that online shopping intention is the desire and will of a person to take part in online transactions within a website. Online shopping intention also defined as an individual plan consciously to buy goods and services from an online store (J. Wu & Chang, 2016). According to Mansori, Liat, and Shan (2012), online shopping intention is an important factor that can be used to predict actual purchase behavior. It will reveal the willingness of people to complete a purchase. Thus, online shopping intention is the depended variable in this research.

A person's intention can be easily influenced by some factors and led to the change of the person's behavior (Wang et al., 2007). One of the factors that may affect online purchase intention is website characteristics. Mcknight, Choudhury, and Kacmar (2002) defined online shopping intention as an online purchase preference that occurs on a trustable website. Online shopping intention is the willingness and desire of buyers to make an online deal after evaluating the website quality (Octavia & Tamerlane, 2017). Besides that, perceived value is also one of the factors that affect customers' purchase decisions (Thomas et al., 2018).

Online shopping intention is the satisfaction that expected to be fulfilled when purchasing a product and aims to fulfill needs (utilitarian) or bring out positive emotion (hedonic) (Chung et al., 2017; Gan & Wang, 2017). Then, online shopping intention will affect product review and brand image. Online shopping intention is a way to measure the market performance of a product that is highly influenced by the product review (Constantinides & Holleschovsky, 2016; Elwalda & Lü, 2014; Fan & Miao, 2012). According to Liu et al. (2016), online shopping intention is the possibility of purchasing a product after considering product features and brand.

The conceptual framework of the study is made based on literature reviews and hypothesis in this chapter, as shown in Figure 1. The conceptual framework has shown the way to conduct this study. This study had chosen three important factors that are related to the online shopping intention of Generation Z after reviewing various researches. The chosen factors for this study are website characteristics, online perceived value, and product's review and image. Each chosen factor is supporting by two chosen subfactors.

3. Research Model and Hypotheses

The research framework of the study is made based on literature reviews and hypothesizes. After reviewing various researches, this study was chosen three important factors that are related to the online shopping intention of Generation Z. Figure 1 shows the research framework of the study.

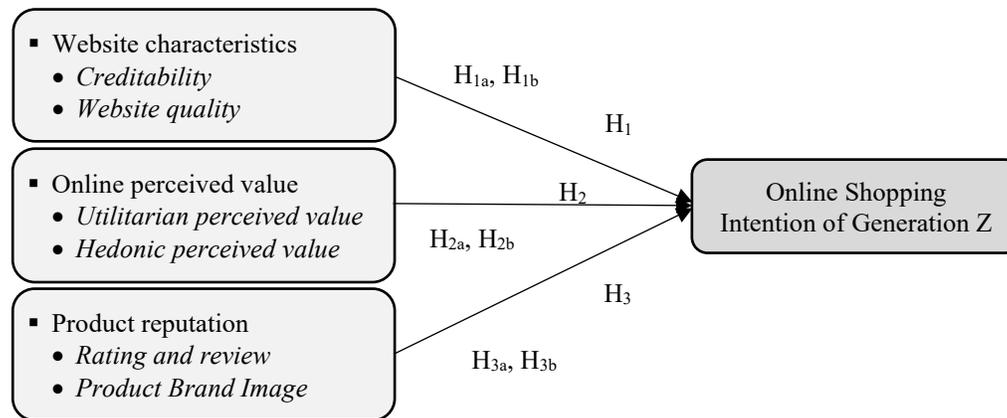


Figure 1. Proposed Conceptual Framework of the Study

The three main factors chosen in this study are website characteristics, online perceived intention, and brand reputation that named them as independent variables in this study. Each chosen factor is supporting by two chosen subfactors. The subfactors of website characteristics are website creditability and quality while the subfactors of online perceived value is utilitarian and hedonic perceived value. The subfactors of product reputation is an online customer review and product brand image. These factors are chosen because they had frequently mentioned and supported by previous studies. Each independent variable of this study is discussed along with the subfactors of the variables in the following.

3.1 Website characteristics

Website characteristics are one of the core factors that will influence a consumer's intention to purchase online. A website that well-developed can boost the rate of return by increase consumers' online purchase intention and satisfaction (Mansori et al., 2012). A website can provide a good virtual experience to visitors with high-rate website features (Wells et al., 2011). The creditability and quality of the website are two important aspects of website characteristics. The subfactors of website characteristics chosen in this study are the creditability and quality of the website. Aliyar and Mutambala (2015) stated that trust on a website is an important part of a company's success while doing online marketing. Hsu et al. (2012) proposed that the quality of the website will affect customer satisfaction directly, which can influence online shopping intention.

3.2 Online perceived value

Online perceived value refers to the perceived preference and online store attributes' evaluation that helps customers to achieve their goals and objective (J. Wu & Chang, 2016). Vieira, Santini, and Araujo (2018) define perceived value as the difference between evaluation between benefits and costs by the customers. Perceived values of consumers are always an important factor that influences purchase intention (Ramayah et al., 2018). Online perceived value can be categorised in two major dimensions, which is the utilitarian value and hedonic value (Kazakeviciute & Banyte, 2012).

Online perceived value can be differentiated into utilitarian and hedonic perceived value. Utilitarian and hedonic perceived value is important in determining online shopping intention (Gan & Wang, 2017). Although utilitarian and hedonic perceived value is a contrast to each other in theoretical definition, they are not mutually exclusive (Chen, Chang, & Chen, 2017). This situation is shown on Generation Z due to the influenced of globalization and diversity environment. Generation Z may make their purchase decision to meet a specific purpose and to receive hedonic values.

Lastly, the online shopping intention of Generation Z may also affect by the online review and product's brand image. Online ratings and reviews are normally being considered by consumers while making a purchase decision (Constantinides & Holleschovsky, 2016). A brand image of the product is one of the factors that will positively affect online shopping intention (Lien et al., 2015).

3.3 Brand Reputation

Customer reviews and brand images are useful in determining the reputation of a brand or product. Customer review of a product and its image will affect online shopping intention (Albari & Safitri, 2018; Constantinides & Holleschovsky, 2016; Liu et al., 2016; Tantrabundit, 2015). Customer reviews and brand image are positively correlated with the creditability of a product or brand (Aslam, Ham, & Farhat, 2018; Elwalda & Lü, 2014). The greater the trust in a product, the lower the customers' perceived risk in purchasing the product (Lien et al., 2015). Also, a good customer review and brand image, can create a good reputation of the brand or product and create a good relationship with customers (Elwalda & Lü, 2016; J. Lee & Lee, 2018).

The research hypotheses of the study are defined based on the independent factors. The six hypotheses are also determined based on the subfactors of independent variables as shown in Table 1.

Table 1. Summary of Hypotheses of the Study

H ₁ :	Website characteristics have a positive and significant relationship with the online shopping intention of Generation Z.
H _{1a} :	<i>Creditability on the website has a positive and significant relationship with the online shopping intention of Generation Z.</i>
H _{1b} :	<i>Website quality has a positive and significant relationship with the online shopping intention of Generation Z</i>
H ₂ :	Perceived value positively and significantly related to the online purchase intention of Generation Z.
H _{2a} :	<i>Utilitarian value positively and significantly related to the online purchase intention of Generation Z.</i>
H _{2b} :	<i>Hedonic value positively and significantly related to the online purchase intention of Generation Z.</i>
H ₃ :	Online shopping intention of Generation Z is significantly and positively influenced by the product review and image.
H _{3a} :	<i>Online shopping intention of Generation Z is significantly and positively influenced by the product's rating and review.</i>
H _{3b} :	<i>Online shopping intention of Generation Z is significantly and positively influenced by the product brand image.</i>

4. Research Methodology

This study is designed in an exploratory way to better understand the nature of online consumer behavior of the young people in Malaysia. Based on the nature of the study, this study applies a descriptive research method by discussing facts and information in the literature review without analyses it. The information and facts of Generation Z are provided to give a better image of their traits and attitudes. Besides that, the fundamental research method is used in this research to provide extensive analysis. This research method provided a general concept of Generation Z and online shopping intention and their significance and value to the society.

4.1 Survey questionnaire

The quantitative research approach using a survey in the form of online questionnaire was applied for this study. The survey questionnaire is designed based on developed research hypotheses of the study. A sampling plan is developed in order to determine the sampling method and sample size. The sample size for the study was limited to 250 respondents, and all respondents are the volunteer that willing to enter the link and fill the survey questionnaire. The problem of using convenience sampling is that the sample may not represent the population well; thus, a high sampling error may occur in the research.

The survey questionnaire was sent to 250 Malaysians Generation Z with age between 9 to 24 years old through online platforms such as Facebook, Instagram, and WhatsApp. The questions in the survey questionnaire are set based on the research hypotheses. A pilot test was conducted to analyse the validity of the survey questionnaire. The reliability of the data determines the validation of the survey question. The survey questionnaire is designed on a demographic and Likert scale to measure respondents' attitudes toward the independent variables. The five-point Likert scale in order to receive opinions of respondents through rating ranging from strongly disagree (1) to strongly agree (5). All the questions in the survey questionnaires are closed-ended in order to carry out quantitative research. Demographic survey questions are designed in two ways. First, multiple choice that can only select one response option (determinant choice). Second, the checklist question allows respondents to select more than one response option (checklist question). The determinant choice question is used in Section A to get the detail of the respondents, while the checklist question is used to collect their preference. The survey questionnaire was distributed to the target participant through social media. The survey questionnaire stopped collecting any respondents when the respondent number reach 250 people. In the demographic section in the survey, multiple-choice is used to collect gender and state of living of respondents, while the checklist question is used to collect the data of respondents' previous purchases from online.

After prepared the survey questionnaire, a pilot test of the survey had been conducted to ensure that all questions are not bias and easy to be understood by all respondents. The sample size of the pilot test is 50, and all the respondents are the university's students. After conducting a pilot test, some of the questions in the survey questionnaire had been removed and replaced with clearer questions. After receiving the feedback from the respondents of the pilot test, some adjustments had made to make sure that the questions are clear and covered all the problem areas of this study. Lastly, all the questions had sent and verified by the thesis advisor. The result shows that the items in the pilot test have a high internal consistency.

4.2 Data Analysis

This research applied both descriptive and inferential analysis in the data analysis process. In this research, the descriptive analysis methods are univariate analysis and bivariate correlation. Correlation analysis is used to determine the strength of the relationship represented by the correlation in a single value. This research applied statistical analysis in the data analysis process. There are two types of statistical analysis, which is descriptive and inferential analysis. In this research, all the data are interpreting and analyses by using SPSS Software version 23.

In this research, the descriptive analysis methods are univariate analysis and bivariate correlation. Multiple linear regression uses multiple independent variables to predict the results of a dependent variable (Kenton, 2019). Researchers use this analysis method to establish the linear relationship between the dependent variable and independent variables. Stepwise regression is conducted to choose the best predictor variables that are significant with the online shopping intention. In order to analyze the relationship between variables further this research conducted a multiple linear regression test to analyse the relationship between variables. As such, all the collected data were interpreting and analyses by using SPSS Software version 23.

5. Results and Discussion

For the purpose of this study, several data analysis methods such as descriptive analysis, correlation analysis, and multiple linear regression test was conducted. A multiple linear regression test was also conducted to analyse the relationship between variables. Besides, a reliability test is made before data analysis to measure the validation of the

sample collected for the study. Table 4 and Table 5 shows the descriptive statistics of all variables and their subfactors. Both tables have shown the mean value, median, variance, and standard deviation of each variable.

5.1 Descriptive Analysis

Descriptive statistics, reliability analysis, validity analysis, normality test, factor analysis and frequency are the different ways of examination and analyzation that are conducted on the data collected from the survey. The survey questionnaire was distributed to a total of 250 young adult through social media. The survey questionnaire stopped collecting any respondents when the respondent number reach 250 people. In the demographic section in the survey, multiple-choice is used to collect gender and state of living of respondents, while the checklist question is used to collect the data of respondents' previous purchases from online. Table 2 shows the summary of respondents' profile frequency and percentage.

Table 2. Summary of Respondents' Profile

Demographic	Frequency	Demographic	Frequency
Age of respondents		Gender of respondents	
9-16	0	Male	46%
16-24	72%	Female	54%
25 and above	28%		
Online products/services		Monthly Income Level	
Electronic Accessories	68%	< RM1,000	15%
Electronic Devices	12%	RM1000 - RM 3000	24%
Health & Beauty	7%	RM 3001 - RM 5000	34%
Fashion	5%	RM 5001 and above	34%
Sport & Lifestyle	3%		
Others	2%		

This study has collected the response from people that live in a different states and federal territories of Malaysia. When the survey questionnaire was distributed, an effort is made to ensure that this research received at least one response from each state in Malaysia. Among all respondents, there is 36 (14.4%) of respondents are from federal territories, which is Kuala Lumpur, Labuan, and Putrajaya. The other respondents are from other states in Malaysia such as Penang (11.2%), Johor (5.6%), and Negeri Sembilan (4.8%) respectively.

Among survey respondents, most of the respondents were from 16 to 24 years old with a total of 72 percent. There are only 28 percent were 25 years old and above. Moreover, majority of them were female with a total of 135 respondents (54%) and a total of 115 respondents (46%) were male which is lesser than female respondents. Out of the total of 250 young adult respondents, around 72 percent of respondents were between 16 to 24 while 28 percent respondents were 25 and above.

Regarding to the product(s) and service(s) that respondents brought from online, Figure 2 shows the categories of products and services that had brought by respondents in their previous online shopping. Based on the results, most of the respondents buy Fashion product (137), such as clothes, from online stores. It follows by health and beauty (85), Sport and lifestyle (79), and electronic accessories (78) respectively.

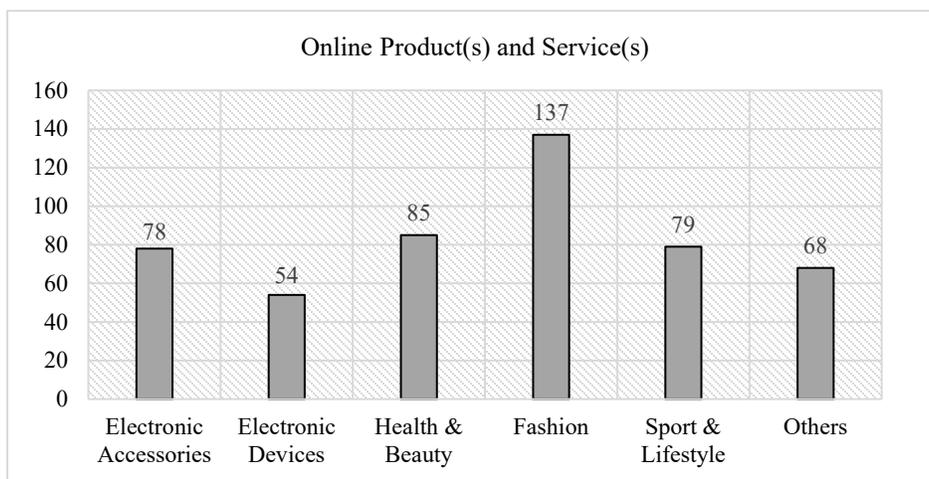


Figure 2. Respondents Online Shopping Experiences

5.2 Reliability Coefficient

A reliability analysis is used in analysing the validity of all variables. This analysis is also used to ensure the value of this research by determining the degree of a respondent's score reflects random measurement error. Cronbach's Alpha of all variables in the main study is 0.82. The results of data in this research are acceptable because it is higher than the standardising the items, which is 0.70. Thus, the research literature has good support by a high level of internal consistency reliability of the items. Table 3 shown the reliability level of the dependent variable and three independent variables.

Table 3. Results of Reliability Statistics of Independent Variables

Variables	Construct	Cronbach's Alpha	Items
Independent Variable - Main Factors	Online Shopping Intention	0.662	5
	Website Characteristics	0.865	6
	Online Perceived Value	0.725	6
	Product Reputation	0.847	7

The reliability of the collected data was tested to determine the stability of the measurement. There are 4 items describing independent variable. All variables are reliable, with Cronbach's Alpha value that greater than 0.6. The result shows that Website Characteristics has the highest Cronbach's Alpha with 0.865, while the lowest Cronbach's Alpha is Online Shopping Intention (0.662). Table 4 shows the results of reliability statistics of sub-factors of independent variables.

Based on the results, Cronbach's Alpha of website quality is 0.870, which is the highest among all subfactor of independent variables. Then follow by online customer reviews (0.824), product brand image (0.795), website creditability (0.720), utilitarian perceived value (0.669), and hedonic perceived value (0.659).

Table 4. Results of Reliability Statistics of Subfactors Of Independent Variables

Variables	Construct	Cronbach's Alpha	Items
Independent Variable - Subfactors	Website Creditability	0.720	3
	Website Quality	0.870	3
	Utilitarian Perceived Value	0.669	3
	Hedonic Perceived Value	0.659	3
	Online Customer Review	0.824	3
	Product Brand Image	0.795	4

5.3 Analysis of Regression Model (Multiple Regression Analysis)

For the purpose of this study, Multiple Regression Analysis was used to explain the relationship between students' online shopping intention in Malaysia. Online shopping intention is the dependent variable and used as the constant term in the model. The independent variables are used as the predictor variables which are fixed in the model's system.

Table 5 shows a summary of the model, which provides information about the ability of regression lines to explain the total variation in the dependent variables.

Table 5. Model Summary of Independent Variables

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.659 ^a	0.434	0.427	0.41098

a. Predictors: (Constant), Product Reputation, Online Perceived Value, Website Characteristics

b. Dependent Variable: Online Shopping Intention

The variation of the dependent variable can be measured by its variance. The multiple correlation coefficient (R) of the model is 0.65 by considering product reputation, online perceived value, and website characteristics. The coefficient of determination (R²) is 0.43. This shows that 43 percent change of the dependent variable is caused by the independent variable, while the remaining 57 percent of the dependent variable is unexplained. The adjusted R² of the model is 0.42, which showed that 42 percent of the changes in online shopping intention could be forecasted from the combination of three independent variables.

Table 6 is an analysis of variance (ANOVA) table showing how the regression equation explains the variability of the response variable. The result indicates that the relationship between the independent and dependent variable is highly significant. Thus, the regression model forecasts the outcome variables statistically. Table 6 shows the regression coefficients and collinearity statistics of the model.

As shown in the Table 6, the p-value (Sig.) of the model is 0.000, which is less than alpha value of 0.05, so it considered significant. Hence, the independent variables in this research can explain the variance of online apparel shopping behaviour (DV) significantly.

Table 6. ANOVA of Independent Variables

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	31.884	3	10.628	62.922	0.000 ^b
Residual	41.551	246	0.169	-	-
Total	73.434	249		-	-

a. Dependent Variable: Online Shopping Intention

b. Predictors: (Constant), Product Reputation, Online Perceived Value, Website Characteristics

Table 7 shows the results of coefficients for each independent variable in this research with the alpha value (0.05). Based on the results, the significant of explanation of each independent variable onto the dependent variable in the model can be indicated.

Table 7. Results of Coefficients of Independent Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 Constant	1.101	.214	-	5.147	.000
Website Characteristics	.275	.051	.328	5.403	.000
Online Perceived Value	.280	.055	.304	5.101	.000
Product Reputation	.160	.066	.167	2.429	.016

a. Dependent Variable: Online Shopping Intention

The gradient (β) is tested for significance, and it will be zero if there is no relationship. The coefficient of all independent variables is statistically significant with a sig value that lower than 0.05. Thus, there is significant evidence to suggest that the gradient is not zero. Hence, H1, H2, and H3 were supported. Unstandardised coefficients (B) are the value that used to predict the dependent variable by independent variables. The regression equation of this research is:

$$\text{Online Shopping Intention} = 1.101 + 0.275 (\text{Website Characteristics}) + 0.280 (\text{Online Perceived Value}) + 0.160 (\text{Product Reputation})$$

From the regression equation, it can conclude that when the website characteristics increase in the predictor by 1 unit, the online shopping intention will increase by 0.275. An increase of 1 unit in online perceived value will lead to an increase of 0.28 on the dependent variable. Besides that, 1 unit increase in product reputation, the online shopping intention is expected to increase approximately 0.16 points. Collinearity statistics are used to determine the existing of a multicollinearity problem. There is a multicollinearity problem when tolerance rate less than 0.1 and VIF higher than 5. From the coefficient table, the tolerance rate of all variables is higher than 0.1 and the VIF is lower than 5. There is no multicollinearity problem in the regression model.

The results of standardized coefficient (beta) show that website characteristics (beta = .328) are the most important variable that affects online shopping intention. After that follow by online perceived value with 0.304 beta and Product Reputation with 0.167 beta. The results also show that all subfactors of independent variables could explain 44.5 % of the variation in online shopping intention. It is confirmed that the subfactors of the independent variables are highly significant with online shopping intention. This suggests that there is at least one predictive variable that can be used to simulate online shopping intention. The results also show that four sub-factors that have a significant impact on

online shopping intention. These subfactors are website quality (sig value = .000), utilitarian perceived value (sig value = .013), hedonic perceived value (sig value = .000), and product brand image (sig value = .034). Thus, H1b, H2a, H2b, and H3b were supported by the model. Website creditability and online customer reviews have a sig value that greater than 0.5. This shows that both subfactors are not related to online shopping intention. Therefore, H1a and H3a were not supported by the model.

6. Discussion and Conclusion

This study was conducted in Malaysia and focused on the current online consumer behavior of Generation Z. The main objective of this research is to determine the factors that will influence the online shopping intention of Generation Z in Malaysia. From the inferential analysis result, three of the independent variables of this study have a positive effect on online shopping intention. The related independent variables are website characteristics reflected by H1, an online perceived value reflected by H2, and product reputation reflected by H3. Besides that, the correlation analysis had shown that all independent variables are highly correlated to the online shopping intention. The general objective can be supported by three specific research objectives which had mentioned in the introduction of the research.

The data analysis result had provided evidence to accept the H1 which stated that website characteristics have a positive and significant relationship with the online shopping intention of Generation Z. Thus, a website with good characteristics can increase the online shopping intention of Generation Z. Among the subfactors of website characteristics, website quality is the only one which significant to online shopping intention. Thus, the model rejects hypothesis H1a and accepted hypothesis H1b. It can conclude that marketers should put more effort on the design of the website and its customer services, rather than focus on website creditability, in order to increase online shopping intention of Generation Z in Malaysia.

The results show that there are a significance and positive relationship between online perceived value and online shopping intention. Generation Z in Malaysia will intent to purchase a product or service to fulfil their goals and objectives. Marketers can attract Generation Z by fulfilling their perceive value through advertising, product packaging, promotion, and social responsibility activities. In this study, online perceived value has two subfactors, which is utilitarian and hedonic perceived value. The results of the data analysis show that utilitarian and hedonic perceived value are significance to the online shopping intention of Generation Z in Malaysia. This suggests that during online shopping, Generation Z in Malaysia will look for the products and services that bring utilitarian value or emotional value or both. Product reputation has a positive and significant relationship with online shopping intention. Therefore, a good brand reputation will increase the purchase intention of Generation Z in Malaysia. From the research finding in Chapter 4, the impact of online customer review on online shopping intention is not significant. Generation Z in Malaysia would not consider review and rating as a reference that affects their online shopping intention. Furthermore, the model stated that product brand image has a positive and significant relationship with online shopping intention. In Malaysia, Generation Z tends to buy a product that has a good image. A good image can be built through CSR activities, after-sale services, and other activities.

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