THE SUCCESS OF SHOPEE AS THE LEADING ONLINE SHOPPING PLATFORM AMONG CONSUMERS IN MALAYSIA

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Abstract

The purpose of this study is to investigate the success of Shopee as the leading online shopping platform among consumers in Malaysia. During the Movement Control Order (MCO), it was quite difficult for consumers to physically purchase products or services such as shopping for clothing, electronics, cosmetics, food and beverages e.t.c. This greatly impacted a lot of consumers and business organisations. Consumers had to switch to using online platforms such as Shopee. It became imperative to study and understand factors that affect the new online purchasing behaviour of customers using the Shopee platform. The study focused on Shopee users between the ages of 18-30 years in Kuala Lumpur, Malaysia. The research employed the quantitative approach and a sample size of 94 users participated in the study. The findings of the study indicated that Shopee's success was heavily impacted by its ease of use among consumers in Malaysia.

Keywords: *Ease of Use, Social Influence, Perceived Usefulness, Online Purchasing Behaviour, Shopee*

1.0 Introduction

The Coronavirus pandemic forced drastic adjustments within Malaysia as there were significant changes in normal day-to-day lifestyle. The government regulated the Movement Control Order (MCO) to control the rapid growth of the coronavirus on 18th March 2020 (Ganasegaran. K, 2020). The MCO restrictions included places of worship, private and public schools and mass movement. Businesses except for supermarkets, convenience stores and sundry were forced to shut down to limit the free movement of individuals and control the rapid spread of coronavirus ("Restriction of Movement Control Order", 2020). Due to the endorsed Movement Control Order, consumers could not purchase products or services as before such as shopping for clothing, electronics, cosmetics, food and beverages, and more as they are

forced to perform self-isolation, social distancing as well as travel restrictions. Moreover, only a limited number of individuals were allowed in a closed area such as a shopping mall.

All organizations were severely impacted by this pandemic and the professional and personal lives of employees were impacted (KPMG, 2021). This caused the unemployment rate in Malaysia to increase, leaving many individuals losing their jobs and finding an alternative way to make a living. In May 2021, the unemployment rate in Malaysia was 4.5% and the number quickly rose to 4.8% in June 2021 (768,700) which proves the severity of the situation during the pandemic in Malaysia (Idris. A. N, 2021).

Electronic commerce also known as E-commerce is the buying and selling of goods and services and the transfer of monetary value and date over a complete transaction online. E-commerce allows consumers to complete their buying and selling through any device that has excess to the internet where consumers can press a few buttons and complete the purchasing transaction with ease. At today's rate of technological advancement, people can do traditional business over the internet, for example, B2B, B2C, D2C, C2C, and C2B (Zande, J.V, 2020). Hence, physical stores are not a necessity anymore for online business owners. During the pandemic, physical stores were forced to stop. The closure of physical stores and the practice of social distancing led consumers to perform the purchasing of goods and services through online platforms.

Based on data from Global Data (2020) Ecommerce Analytics, it is found that E-commerce in Malaysia grew rapidly by 24.7% in the year 2020 whereas the market value of e-commerce in Malaysia in the previous year was MYR 24.2 billion which quickly grew to MYR 30.2 billion in 2020 (COVID-19 accelerates e-commerce growth in Malaysia, 2020). Consumers started to shift into online purchasing rather than physical shopping. Consumers also have figured out that online purchasing is easier and cheaper where they do not have to drive around to find a physical shop as they can perform those tasks with a device and a click of a button (Thakur. M, 2020). In September 2020, a survey made by Standard Chartered estimated over 73% of Malaysian citizens are positive about online shopping after the Covid- 19 outbreak though they are precautious of possible risks (Jaafar. S. S, 2020).

The pandemic has opened people's eyes to online shopping where they can get things done more efficiently and effectively compared to physical shopping. The availability of e-commerce has helped many people during the pandemic and has eased their suffering during tough times. One of the many available e-commerce sites in Malaysia is Shopee. Shopee is an e-commerce website that was first introduced in Malaysia back in 2015 where buyers and sellers can go to sell and purchase goods and services. According to Shopee, Shopee is the leading e-commerce platform in Southeast Asia and Taiwan today. Products and services are diverse in Shopee where consumers can buy services such as gaming services to purchase infant items such as clothing or infant milk (Shopee, 2021). Shopee is the most visited e-commerce website in Malaysia as of 27th October 2021 with over 55.1 million visits in total making Shopee the most popular landing site for e-commerce in Malaysia (SimilarWeb, 2021).

The Covid-19 pandemic has affected many lives and businesses which forced drastic changes within an organization or an individual's lifestyle. For example, particular businesses such as clothing retail shops, saloons, and food services were forced to shut down. Moreover, citizens in Malaysia had to be regulated strictly where they had to stay home most of the time, practice social isolation, social distancing and travel restrictions. Some companies were forced to let go of their employees as the economy of the current situation was too critical and companies could not afford to pay their employees. This caused an increase in the unemployment rate in Malaysia. Due to so many restrictions, consumers had to find other ways to attain their essential needs. E-commerce became the help they needed during those tough periods and consumers utilised it to purchase their necessities such as household items, clothes, cosmetics, entertainment, food and many more. Shopee is one of the many e-commerce sites that was utilised by consumers in Malaysia and they were very quick to adapt to the technology. Many more consumers in Malaysia quickly got to know about the e-commerce site of Shopee and it quickly grew to be the largest e-commerce visit site in Malaysia which helped grow their company as well as made consumers' lives easier.

2.0 Literature Review

2.1 Online Purchasing Behaviour

The rapid change in consumers' online purchasing behaviour has been greatly impacted by the Covid-19 pandemic. This new form of purchasing behaviour is a transition from pestle-and-mortar shopping to online shopping. To understand this new transition, marketers need to understand online purchasing behaviour. Online purchasing behaviour is the understanding of how consumers make decisions on purchasing a certain product or service over the internet (Wenzi. M, 2021). For example, any given individual experience on online purchasing may result in different perceived interactions with online purchasing behaviour. Individuals that may have a bad experience such as fraudulent products over online purchasing may perceive online purchasing as negative and the opposite for individuals that go through positive interaction with online purchasing. Online purchasing behaviour, however, can be associated with many variables. Online purchasing is reported to be strongly associated with personal characteristics such as ease of use, social influence or perceived usefulness being the decision-making traits of online purchasing behaviour (Li and Zhang, 2002).

Ease of use is the basic concept of how easy a consumer can use a certain product or service (Ease of Use, 2021). For example, Shopee is an E-commerce platform which is a service that can be utilised by consumers to purchase products or services over the internet (Zande. J. V and Shopee, 2021). According to the expectancy-value theory, choices are motivated by a combined expectation of success and the subjective task value of people in particular domains. Success expectation and task value is a combination of goals, beliefs, previous experience, expectations, self-concept, child characteristics and environmental influences. Task value is varied into 4 key components in this theory which are attainment value, intrinsic value, utility value and cost (Leaper. C, 2011). Attainment value is an individual's importance in succeeding in a specific task, the intrinsic value being an individual enjoyment in completing the task, the

utility value is perceived usefulness for future goals and cost is the perceived negative expectation an individual has engaging in a specific task (Dietrich. J, et al., 2017). Hence this theory can be related to consumers' online purchasing behaviour as the aspects of online purchasing behaviour involves important elements from the expectancy-value theory.

2.2 Ease of Use

Ease of use is defined as the ability of a user to utilise or perform a task with a product or service with minimum effort. For example, users that can use a product or service without the need for guidance, instruction manual or explanation indicate the product or service has reached an optimal level of ease of use (Privitera, 2002.). Privitera (2002) argues that simplicity, obviousness, clarity, and time are factors that accurately describe the ease of use. Simplicity can be measured by breaking down the parts and identifying how many steps are there in all scenarios. Obviousness explains what all users see, recognise and understand whereas if any of the statements require explanation to complete the task, it is not obvious. Clarity is where the user's expectation, understanding and perception are clear when using the service. Time is obvious, where the shorter the time it takes to use a device, the more it proves the ease of use of the device.

An investigation made by Gefen and Straub (2000), investigating the impact of perceived ease of use, has identified that the online shopping behaviour of 202 MBA students was indirectly influenced by perceived ease of use. Indirect influence includes website design features. Studies from Zhang, Von Dron, Small and Barcellos (2000) identified that website design, which is regarded as a hygiene and motivator factor, is a contributor to user satisfaction and dissatisfaction with utilising any given product or service. Hygiene factors are factors that make the core of a website functional and serviceable such as navigation, Technicality, Security and Privacy. The absence of the function leads to user dissatisfaction. Motivator factors are elements that add value to any given website that lifts the overall productivity of a website and contributes to user satisfaction. Motivator factors can be divided into 5 categories which are Visual Appearance, Organisation of Information, User Empowerment, Cognitive Outcome and Credibility (Li. N and Zhang. P, 2000).

H1: *There is a relationship between ease of use and online purchasing behaviour of Shopee consumers in Malaysia.*

2.3 Social Influence

Social influence is an activity that happens when an individual's trust, belief, attitude or behaviour changes or is modified by other people's opinions, choices, actions or advice (Mcleod. S, 2021). Social influence phenomenon often occurs within three scenarios which are categorised as; compliance, conformity, and obedience (Burger. J. M, 2001). Compliance is when an individual agrees to something in a group of people but privately does not comply with it. Individuals that may have disagreements with the idea of e-commerce may comply with it by peer pressure or to avoid being an outcast amongst their peer circle (Mcleod. S,

2021). Conformity on the other hand is affected by variables such as religion, culture, age, gender, or size of the group. Conformity is motivated by an individual's desire to obtain accuracy, which is known as informational influence or the need for social approval (Burger. J. M, 2001).

A psychological study conducted by Ash. S (1950) found that actual participants were influenced by 6 actors in a vision test even when the influenced answers by the actors were incorrect (Cherry, 2020). This phenomenon can be seen in online purchasing behaviour as well. For instance, advice from peers, families or advertisements leads consumers to believe that online shopping is the best alternative during the pandemic. Finally, obedience is when an individual follows orders from another person who is an authority figure for the individual. For example, Cristiano Ronaldo is a huge figure globally and is a role model to many around the world. The statement can be proven when Shopee scored Cristiano Ronaldo in 2019, its advertising campaign reached 19 million people around the world which increased the awareness of Shopee tremendously (Chen, 2020).

H2: *There is a relationship between social influence and online purchasing behaviour of Shopee consumers in Malaysia.*

2.4 Perceived Usefulness

Davies (1980) defines perceived usefulness as the subjective perception of an individual on their beliefs on how beneficial using a certain technology is to them (Tahar. R et al., 2020). Hu et al. (2009) & Lai and Wang (2012) further stated that perceived usefulness is the extent to which consumers feel online websites add value and efficiency when performing online shopping. A website's effectiveness of technical characteristics such as personal service, search engines, and product structure or other service providers plays a vital role in most perceived usefulness phenomena. A study conducted in Spain by Hernandez et al. (2011) found that perceived usefulness had a major impact on online shopping behaviour but Aghdaie et al. (2011) argued that perceived usefulness does not have a significant impact on online purchasing behaviour. This difference may be caused by different stand-point of respondents.

Product-related concerns such as price, quality and features may be the driving factor in developed countries such as Spain while the concerns may vary for developing countries such as Iran (Lim. Y. J et al., 2016). A study conducted in Malaysia by Ndubisi & Jantan (2003) identifies that the perceived usefulness of any specific system or feature has a significant impact on the system usage by users. Enrique et al. (2008), Kim & Song (2010) and Xie et al. (2011), further agreed that perceived usefulness has an impact on the intention of users to purchase over the Internet.

H3: *There is a relationship between perceived usefulness and online purchasing behaviour of Shopee consumers in Malaysia.*

The following research framework was developed for this study (Figure 1):

Figure 1: The Research Framework
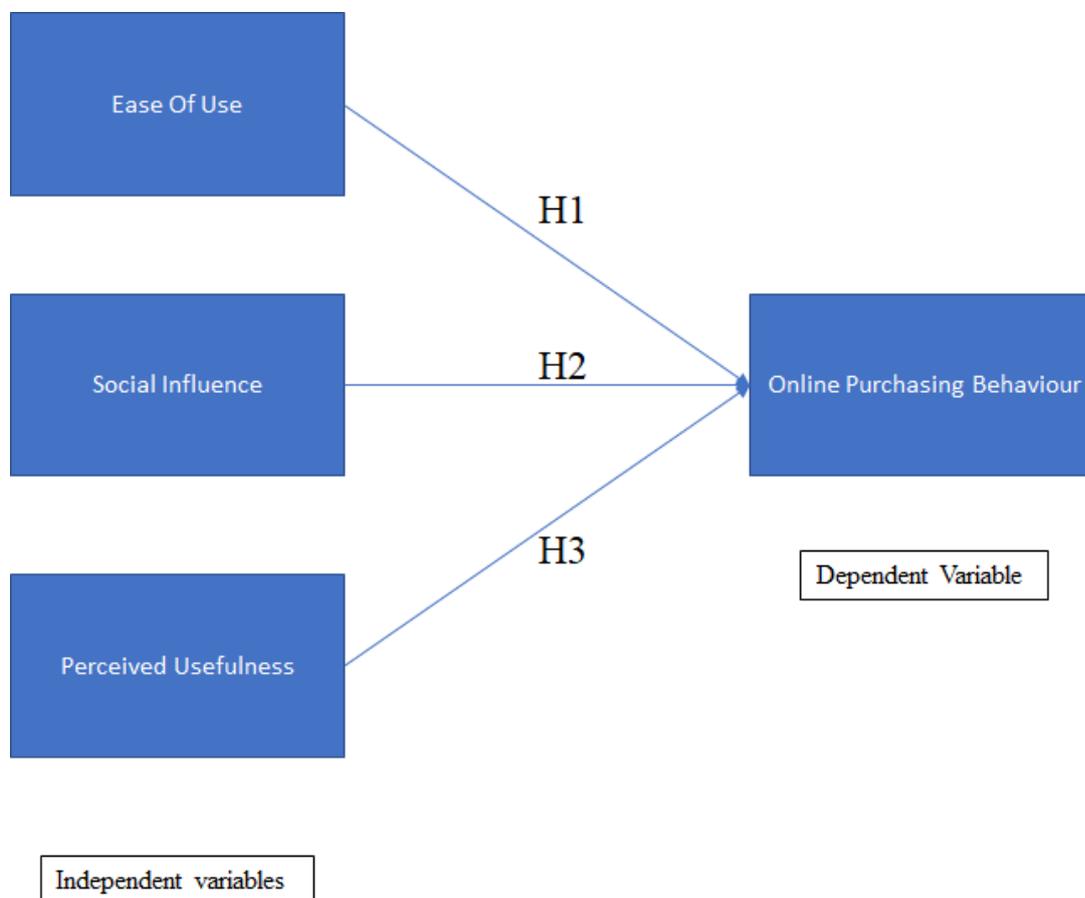
3.0 Methodology

3.1 Research Design

Research philosophy is the belief of how data about a phenomenon should be collected, analysed and used. Positivism is used out of the five major philosophies. According to Saunders (2016), positivism methods are typically large samples, measurements, structured and often used in quantitative research methods. Positivism is applied in this research using the quantitative research method. Quantitative research is analysed in a numerical format which interprets best with positivism philosophy. In terms of approach, the deductive approach is applied in this research. The deductive approach is used to identify the accuracy of the hypothesis in this research. The deductive approach becomes the first choice as it is relevant to the study of factors which affects online purchasing behaviour and how it affects the success of Shopee as the leading online shopping platform among consumers in Malaysia. The survey strategy is used in this research. This strategy is chosen for the research as this research utilizes

a quantitative design where a questionnaire is the main source of data collection in this research. Thus, survey strategy is used to identify the success of Shopee as the leading online shopping platform among consumers in Malaysia.

3.2 Target Population, Sampling, and Data Collection

In this research, a specific group of people are chosen. The targeted population for this research were Shopee users aged 18-30 years in Kuala Lumpur. According to the Tabachnick and Fidell (2013) formula, the sample size is 50 + 8m(m being the number of variables) which sums up to 74 which is the minimum sample size required. Although the minimum is 74, an approximate measure of 90 samples is targeted to be achieved in this questionnaire. Non-probability sampling is used in this research. Non-probability sampling is the probability of each case being selected from the target population is unknown. Convenience sampling was used in this research as it is the most effective and efficient method to be used in collecting data from respondents.

4.0 Results

4.1 Demographic Profiles of the Respondents

A total of 100 questionnaires were distributed to active Shopee users between the age of 18-30 years in Malaysia. However, out of the 100 questionnaires, 6 responses were answered incorrectly which forced the researcher to reject the responses. This leaves the response to accumulate to a total of 94 responses. However, the 94 responses follow the appropriate sample calculation size. It is found that the 94 responses are valid and qualified for use in this study. The study had a majority of males with 61.7% (58 respondents) whereas a total percentage of 38.3% (36 respondents) are females. Thus, based on the collected data above, the majority of respondents who participated in this questionnaire are males rather than females. The data indicated that the majority of respondents come from the age group above 30 years old with 72.3% (68 respondents). 13.8% (13 respondents) aged 22-25 years old participated in the study, while 9.6% (9 respondents) aged 18-21 years old and only 4% (4 respondents) belonged to the age group 25-30 years old.

4.2 Reliability Testing

Cronbach's Alpha was used to test the reliability of the independent variables and dependent variable in this study. The value is expressed as a number between 0 and 1 with 0 being low consistency and 1 being high consistency (Tavakol and Dennick, 2011). The Cronbach's Alpha test is also used to test the reliability of multiple questions such as Likert scale question surveys. The Cronbach's Alpha test result in Table 1 shows independent variables: - Ease of Use α= 0.791, Social Influence α= 0.818, Perceived Usefulness α= 0.750, and Dependent variable: - Online Purchasing Behaviour α= 0.698, ranging between 0.698- 0.818. Tavakol and Dennick (2011) stated that an acceptable value of alpha should range from 0.70 – 0.90. Thus, the results show that independent and dependent variables are reliable.

Independent Variable		
Ease of Use	.791	5
Social Influence	.818	4
Perceived Usefulness	.750	4
Dependent Variable		
Online Purchasing Behaviour	.698	4

Table 1: Reliability Testing

4.3 Normality Testing

A normality test otherwise known as Gaussian distribution or bell-shaped curve is used to identify whether a study, test or survey is a normal distribution. A normal distribution has a symmetrical continuous distribution which is defined by the mean and standard deviation value of a particular data. The measures of skewness and kurtosis are used to determine whether indicators meet normality assumptions (Kline, 2005). According to Griffin. M. M and Steinbrecher. T. D (2013), the acceptable value of skewness ranges between -3 to +3. An acceptable value for kurtosis on the other hand ranges between -3 to +3 (Kallner. A, 2018).

Based on the results, Ease of Use (IV 1) has a skewness statistic of -0.507 and kurtosis statistic of 0.354, Social Influence (IV 2) has a skewness statistic of -0.187 and kurtosis statistic of -0.332 and Perceived Usefulness (IV 3) has a skewness statistic of -0.234 and kurtosis of 0.174. Online Purchasing Behaviour (DV) on the other hand have a skewness statistic of -0.747 and kurtosis of 0.493. The results show that the variables range between -0.187 – 1.620 which indicates that the variables of this study are normal.

	N	Minimum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Ease of Use (IV)	94	1.80	3.8766	.68036	-.507	.249	.354	.493
Social Influence (IV)	94	1.00	3.4548	.82547	-.187	.249	-.332	.493

Perceived Usefulness (IV)	94	2.00	3.7420	.68338	-.234	.249	.174	.493
Online Purchasing Behaviour (DV)	94	1.00	3.6622	.71439	-.747	.249	1.620	.493

Table 2: Kurtosis and Skewness

4.4 Pearson Correlation Test

Correlation analysis is the study to identify the strength of the linear relationship between two different variables (Nickolas. S, 2021). In this study, correlation analysis is used to analyse the significance of the linear relation between the independent variable and dependent variable. A bivariate Pearson correlation is used to analyse the relationship between variables. Bivariate Pearson Correlation produces a sample correlation coefficient, r, that measures the significance and direction of the linear relationship between variables. Coefficient value +1 indicates a perfect positive relationship, -1 indicates a perfect negative relationship and 0 indicates no relationship between variables.

Table 3 shows a strong linear relationship between each independent variable and dependent variable where the relationship between Ease of use and Online Purchasing Behaviour have the strongest Pearson Correlation with (.785**) and a significance of .000. Second strongest Pearson Correlation is the relationship between Perceived Usefulness and Online Purchasing Behaviour with (.776**) and a significance of .000. The weakest relationship, however, is the relationship between Social Influence and Online Purchasing Behaviour with a Pearson Correlation of (.628**) and a significance of .000.

Correlations		IV 1	IV 2	IV 3	DV
IV 1	Pearson Correlation	1	.588**	.781**	.785**
	Sig. (2-tailed)		.000	.000	.000
	N	94	94	94	94
IV 2	Pearson Correlation	.588**	1	.615**	.628**
	Sig. (2-tailed)	.000		.000	.000
	N	94	94	94	94
IV 3	Pearson Correlation	.781**	.615**	1	.776**
	Sig. (2-tailed)	.000	.000		.000
	N	94	94	94	94
DV	Pearson Correlation	.785**	.628**	.776**	1
	Sig. (2-tailed)	.000	.000	.000	

	N	94	94	94	94

Table 3: Pearson Correlation Coefficient

4.5 Multiple Regression Test and Model Fit Summary

Multiple regression analysis is a statistical tactic used to analyse the relationship between the dependent variable and independent variables. The key objective of using multiple regression analysis is using independent variables whose values are known to predict the value of a single dependent value (Moore. A. W, et. Al, 2006). Table 4 shows the model summary of this study. The model summary table reports the strength of the relationships between the independent variable and the dependent variable (IBM, 2021). R is the linear correlation between observed and predicted values of the dependent variable. 0.838a indicates a strong relationship. R square is the squared value of the multiple correlation coefficient. The value of 0.702 indicates 70.2% of variation contributes to online purchasing behaviour amongst consumers in Malaysia.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.838a	.702	.692	.39656
a. Predictors: (Constant), Perceived Usefulness, Social Influence, Ease of Use				
b. Dependent Variable: Online Purchasing Behaviour				

Table 4: Model Fit Summary

Table 5 shows the regression coefficient analysis of all independent variables on the dependent variable. The results indicate that the independent variable, Ease of Use has the highest beta value of $\beta = .411$ with a significance of $p = .000$ which indicates Ease of Use has the greatest effect on the online purchasing behaviour amongst consumers in Malaysia. Furthermore, Perceived Usefulness has the second-highest contribution with a beta value of $\beta = .351$ and a significance of $p = .000$. Lastly, Social Influence has the least contribution with a beta value of $\beta = .171$ and a significance of $p = .025$. The p-value of this study is especially important as it indicates whether the independent variables contribute to the prediction of the dependent variable. From the report above, all three independent variables have a significance below 0.05 where: Ease of Use $p = .000$. Social Influence $p = .025$ and Perceived Usefulness $p = .000$ which concludes that they have a significant contribution to online purchasing behaviour.

Coefficients[a]							
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.108	.248		.436	.664		
	Ease of Use	.432	.099	.411	4.353	.000	.372	2.690
	Social Influence	.148	.065	.171	2.279	.025	.592	1.690
	Perceived Usefulness	.366	.101	.351	3.620	.000	.353	2.831
a. Dependent Variable: Online Purchasing Behaviour								

Table 5: Coefficients

4.6 Summarised Results of Hypothesis Testing

Table 6 shows the report of the hypothesis testing of this study. The results indicate that the first variable, Ease of Use, has a significance of .000, Social Influence has a significance of .025, and Perceived Usefulness has a significance of .000. From this report, all three hypotheses, H1, H2 and H3 are accepted. Thus, there is a relationship between Ease of Use and Online Purchasing Behaviour, there is a relationship between Social Influence and Online Purchasing Behaviour and there is a relationship between Perceived Usefulness and Online Purchasing Behaviour.

Hypothesis	Significance	Findings	Results
H1: *Is there a relationship between Ease of Use and Online Purchasing Behaviour?*	.000	P<0.05	Hypothesis **Accepted**
H2: *Is there a relationship between Social Influence and Online Purchasing Behaviour*	.025	P<0.05	Hypothesis **Accepted**
H3: *Is there a relationship between Perceived Usefulness and Online Purchasing Behaviour*	.000	P<0.05	Hypothesis **Accepted**

Table 6: Hypothesis Testing

5.0 Findings and Discussion

5.1 Discussion

H1: *There is a relationship between ease of use and online purchasing behaviour of Shopee consumers in Malaysia.*

The findings of this study indicate that Ease of Use has a significant relationship with Online Purchasing Behaviour. This statement can be proven by the various test conducted. One of which is the Pearson Correlation Coefficient Analysis which shows that Ease of Use has the strongest linear relationship with Online purchasing Behaviour with a Pearson Correlation of .776** and a significance of .000. Moreover, it is identified that Ease of Use has the highest beta value of $\beta = .411$ and a significance of $p = .000$ which indicates Ease of Use has a significant relationship with Online Purchasing Behaviour. The findings can be supported by previous studies. A study made by Reny, Guritno. S and Siringoringo. H (2013) identified that ease of use can be measured by 5 indicators which are transaction, searching, booking procedures, booking and payment procedures. The researchers identified that these 5 indicators have a significant contribution to each other in building perceived ease of use. The findings from the past studies are consistent with most of the findings indicating that there is a positive relationship between ease of use and online purchasing behaviour. This shows that consumers care about the factors that affect the ease of use which indirectly influence their online purchasing behaviour. Thus, it can be justified that Ease of Use has a significant relationship with Online Purchasing Behaviour.

H2: *There is a relationship between social influence and online purchasing behaviour of Shopee consumers in Malaysia.*

The findings of this study indicate that Social Influence has a significant relationship with Online Purchasing Behaviour. The analysis identified that Social Influence has the third strongest linear relationship with Online Purchasing Behaviour with a Pearson Correlation of .628** and a significance of .000. Moreover, Social Influence comes third in terms of contribution towards Online Purchasing Behaviour with a beta value of $\beta = .171$ and a significance of $p = .025$ which indicates that there is a significant relationship between Social Influence and Online Purchasing Behaviour. According to the study by Burger. J. M (2001), Social Influence has a significant influence on Online Purchasing Behaviour. The study has revealed that Social Influence phenomenon often occurs when three scenarios: - compliance, conformity and obedience are involved. The study from Mcleod. S (2021) says that compliance is when an individual agrees to something when they are in a group, however, they do not agree in a private setting. The findings from the past studies are consistent with most of the findings in this study which indicates that there is a positive relationship between Social Influence and Online Purchasing Behaviour. Most of the respondents agreed that friends, family, celebrities or role models influence their online purchasing behaviour. Moreover, most of the respondents also agree that Social Influence affected their online shopping behaviour on a large scale. Thus, it can be justified that Social Influence has a significant relationship with Online Purchasing Behaviour.

H3: *There is a relationship between perceived usefulness and online purchasing behaviour of Shopee consumers in Malaysia.*

The results from this study indicate that there is a significant relationship between Perceived Usefulness and Online Purchasing Behaviour. In this analysis, it is identified that Perceived Usefulness has the second-highest linear relationship with Online Purchasing Behaviour with a Pearson Correlation of .776** and a significance of .000. Moreover, regression of coefficient analysis identified that Perceived Usefulness has the second-highest contribution toward Online Purchasing Behaviour with a beta value of $\beta = .351$ and a significance of p =.000 which indicates that there is a significant relationship between Perceived Usefulness and Online Purchasing Behaviour.

Hu et al. (2009) & Lai and Wang (2012) stated that perceived usefulness refers to the extent to which consumers feel online purchasing or online websites add value and efficiency to their online shopping. These values and efficiency are supported by factors such as personal service, search engines, product structure or other service providers. A study conducted by Hernandez et al. (2011) in Spain identified that perceived usefulness has a major impact on online shopping behaviour. However, research conducted by Aghdaie et al. (2011) argued that Perceived Usefulness does not have any significant impact on online purchasing behaviour in Iran.

However, in this study, which is conducted in Malaysia, perceived usefulness has a significant relationship with Online Purchasing Behaviour. Thus, the findings from past studies above are consistent with most of the findings in this study which indicates that there is a significant relationship between Perceived Usefulness and Online Purchasing Behaviour. Moreover, most of the respondents in this study also agreed that the factor that affected their shopping behaviour to change from pestle-and-mortar shopping to online shopping is Perceived Usefulness and they believe that Perceived Usefulness affected their online shopping behaviour on a large scale.

5.3 Implications

The pandemic has influenced the online purchasing behaviour of consumers in Malaysia. There are available past studies and literature reviews on the factors influencing the online purchase intention of Shopee consumers' in Malaysia but there is a lack of studies on the success of Shopee as the leading online shopping platform among consumers in Malaysia. It is also identified that there is a gap that has been left unnoticed, thus focus on the subject is left unknown in any academic research. From a practical stand point, This study allows marketers to understand how the pandemic can affect the growth of online shopping business. Hence, marketers can use the findings of this research and implement marketing strategies to improve the growth of their own businesses. This research also allows marketers to generate new ideas for marketing campaigns during the pandemic. Thus, benefiting the growth of marketer's businesses during the pandemic. Marketers can also use this as a turning point on their business to pay more attention to building e-commerce instead of improving their physical stores as based on this study, the majority of respondents agree that online shopping has a better advantage compared to pestle-and-mortar shopping in terms of Ease of Use, Social Influence and Perceived Usefulness. In addition, this study will help governments to understand and

reflect on how online shopping can benefit the country's current economic state more than physical shopping due to the pandemic. As a result, this study will provide the government to understand the impact online shopping could have on the economy of the country. The reason to this circumstance is because Ease of Use has the highest contribution on Online Purchasing Behaviour. Thus, the government and organisation can develop innovative strategies that motivates people in Malaysia to utilise online shopping platforms such as Shopee.

5.4 Recommendation for Future Research

The first recommendation for future research, researchers should focus on variables other than ease of use, social influence and perceived usefulness that affect online purchasing behaviour. This is because, there are many other variables that possibly have a greater impact towards online purchasing behaviour. Thus, researcher should conduct more studies towards these other variables as it is very general as of now. Moreover, the study on these variables are based on a small sample group of respondents where there is an opportunity for future research to increase the diversity of respondent to strengthen the study on this topic. Secondly, during the distribution of questionnaire, it is recommended that the researcher should have more control over respondents when answering the questionnaire to avoid inaccurate data later in the study. In this study, majority of the respondents are consistently answering neutral which impacts the result of this study. Thus, researcher can improve this part of the study by conducting a physical survey instead of an online survey. Thirdly, this study was only limited to a group of 94 respondents in total. It is recommended for future researchers to collect a total of 100 respondents or more to achieve results that is far more accurate than this study. With more respondents in a study, the result of the study can be narrowed down which gives a much more accurate result on this topic, thus, achieving a strong hypothesis and conclusion on this topic.

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