

**THE EFFECT OF PERCEIVED RISK ON ONLINE SHOPPING AMONG INDIAN  
STUDENTS AT UTEM**

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**BACHELOR OF TECHNOLOGY MANAGEMENT (Hons) IN INNOVATION  
TECHNOLOGY  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA**



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**THE EFFECT OF PERCEIVED RISK ON ONLINE SHOPPING AMONG INDIAN  
STUDENTS AT UTEM**

**DANIEL SAGAYAM A/L VVAHAR**

**A report submitted  
in partial fulfillment of the requirements for the degree of  
Bachelor of Technology Management (Hons) in Innovation Technology**



**Faculty of Technology Management and Technopreneurship**

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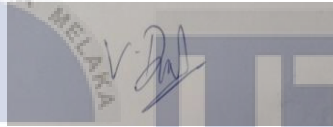
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## DECLARATION

I declare that this thesis entitled “THE EFFECT OF PERCEIVED RISK ON ONLINE SHOPPING AMONG INDIAN STUDENTS AT UTEM is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.

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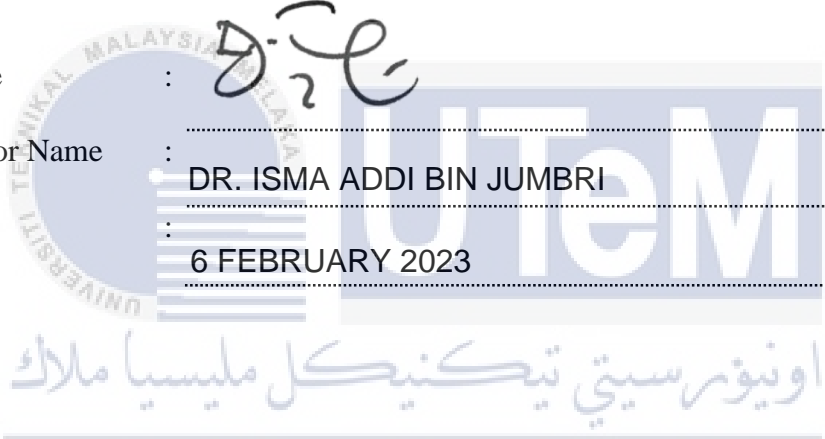
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## APPROVAL

I hereby declare that I have checked this report entitled “THE EFFECT OF PERCEIVED RISK ON ONLINE SHOPPING AMONG INDIAN STUDENTS AT UTEM” and in my opinion, this thesis it complies the partial fulfillment for awarding the award of the degree of Bachelor of Technology Management (Innovation) degree.

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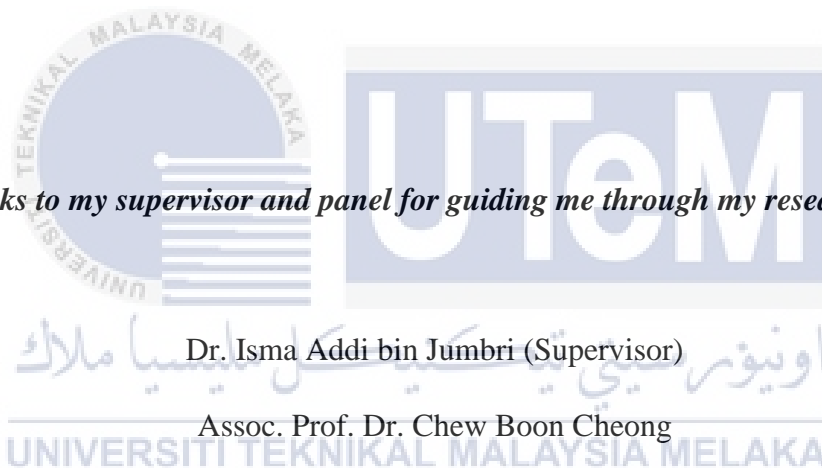
## DEDICATIONS

*I would like to dedication my gratitude to my dear parents, who have supported me through my journey during this study, both monetarily and spiritually.*

Vvahar a/l Kunjikannan

Merry a/p Arokiasamy

*Big thanks to my supervisor and panel for guiding me through my research study.*



Thank you so much for always being understanding, as well as to my friends who supported and assisted me, without their support and blessing, this study would be difficult to accomplish in the time allotted. Thank you very much!

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## ABSTRACT

Online shopping is a platform that is used frequently in this 21st century. During the pandemic hit the world in 2020, all the retail stores were closed, and people bought products according to their necessary online, which had no more options. The most popular online platforms in Malaysia are Lazada, Shopee and Mudah.my, from which Malaysians often buy products. This study is to identify the factors affecting online shopping behaviour, study the and determine the most significant factor of perceived risk factor and online shopping behaviour among UTeM Indian students. The independent variables for this research are financial risk, product quality risk, time risk, and social risk. This research uses quantitative analysis to obtain the necessary information by using primary data that distribute the form. The online survey questionnaire via Google form used as primary data and the secondary data from online research such as articles, journals and academic books used in this research. Besides, this study consists of reliability and validity to ensure that this research is reliable and accurate, while a cross-sectional study can obtain data from a period. The research design applied the questionnaires as the analysis method, and 278 respondents were configured as the sample size for this analysis. Data are obtained and interpreted using the Statistical Package for Social Science (SPSS) software for the questionnaire related to this research and multiple regression analysis to determine the nature of the connection between two variables.

## ***ABSTRAK***

Membeli-belah dalam talian adalah platform yang kerap digunakan pada abad ke-21 ini. Semasa wabak melanda dunia pada tahun 2020, semua kedai runcit ditutup, dan orang ramai membeli produk mengikut keperluan mereka dalam talian, kerana tidak mempunyai pilihan lagi. Platform dalam talian yang paling popular di Malaysia ialah Lazada, Shopee dan Mudah.my, yang mana rakyat Malaysia sering membeli produk. Kajian ini adalah untuk mengenal pasti faktor-faktor yang mempengaruhi tingkah laku membeli-belah dalam talian, mengkaji dan menentukan faktor yang paling signifikan bagi persepsi faktor risiko dan tingkah laku membeli-belah dalam talian dalam kalangan pelajar India di UTeM. Pembolehubah bebas untuk penyelidikan ini ialah risiko kewangan, risiko kualiti produk, risiko masa dan risiko sosial. Penyelidikan ini menggunakan analisis kuantitatif untuk mendapatkan maklumat yang diperlukan dengan menggunakan data primer yang mengedarkan borang. Soal selidik tinjauan dalam talian melalui borang Google digunakan sebagai data primer dan data sekunder daripada penyelidikan dalam talian seperti artikel, jurnal dan buku akademik yang digunakan dalam penyelidikan ini. Selain itu, kajian ini terdiri daripada kebolehpercayaan dan kesahan untuk memastikan penyelidikan ini boleh dipercayai dan tepat, manakala kajian keratan rentas boleh mendapatkan data daripada satu tempoh. Reka bentuk kajian adalah untuk menggunakan soal selidik sebagai kaedah analisis, dan 278 responden telah dikonfigurasi sebagai saiz sampel untuk analisis ini. Data diperoleh dan ditafsir menggunakan perisian Statistical Package for Social Science (SPSS) untuk soal selidik berkaitan penyelidikan ini dan analisis regresi berganda bagi menentukan sifat perkaitan antara dua pembolehubah.



## TABLE OF CONTENTS

	PAGE
DECLARATION	
APPROVAL	
DEDICATIONS	
ACKNOWLEDGEMENTS	iError! Bookmark not defined.
ABSTRACT	v
ABSTRAK	Error! Bookmark not defined.
TABLE OF CONTENTS	Error! Bookmark not defined.
LIST OF TABLES	x
LIST OF FIGURES	Error! Bookmark not defined.
LIST OF SYMBOLS AND ABBREVIATIONS	Error! Bookmark not defined.
LIST OF APPENDICES	Error! Bookmark not defined.
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>
	<b>1</b>
1.1	Introduction
	1
1.2	Background
	1
1.3	Problem Statement
	3
1.4	Research Questions
	6
1.5	Research Objectives
	6
1.6	Scope and Limitation
	6
1.6.1	Scope of Research
	6
1.7	Significant of study
	7
1.8	Summary
	7
<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>
	<b>9</b>

2.1	Introduction	9
2.2	Online Shopping	9
2.2.1	Online Shopping Behaviour (OSB)	9
2.3	Factors Influence Online Shopping Behaviour	11
2.3.1	Financial Risk	11
2.3.2	Product Quality Risk	12
2.3.3	Time Risk	13
2.3.4	Social Risk	13
2.4	Conceptual Framework	14
2.5	Hypothesis Testing	15
2.6	Summary	16
<b>CHAPTER 3</b>	<b>RESEARCH METHODOLOGY</b>	<b>17</b>
3.1	Introduction	17
3.2	Research Design	17
3.3	Research Methodology	18
3.4	Data Collection	18
3.4.1	Primary data Source and Secondary Data Sources	18
3.4.2	Research Strategy	19
3.4.3	Sampling Technique	19
3.4.4	Sampling Size	20
3.4.5	Research Location	21
3.4.6	Time Horizon	22
3.4.7	Gantt Chart	22
3.5	Questionnaire Development	22
3.5.1	Pilot Test	24
3.6	Data Analysis	24
3.6.1	Descriptive Statistics	25
3.6.2	Reliability Analysis	25
3.6.3	Pearson Correlation Analysis	26
3.6.4	Multiple Linear Regression Analysis	27
3.7	Summary	28
<b>CHAPTER 4</b>	<b>RESULTS AND DISCUSSIONS</b>	<b>29</b>

4.1	Introduction	29
4.2	Pilot test	29
4.2.1	Financial Risk (FR)	30
4.2.2	Product Quality Risk (PQR)	31
4.2.3	Time Risk (TR)	31
4.2.4	Social Risk	32
4.2.5	Online Shopping	33
4.3	Reliability Test	34
4.4	Descriptive Analysis of Demographic	36
4.4.1	Gender	36
4.4.2	Age	36
4.4.3	Educational Level	37
4.4.4	Frequency of Online Shopping	37
4.4.5	Platform Used for Online Shopping	38
4.5	Descriptive Analysis	39
4.6	Pearson Correlation Coefficient Analysis	40
4.7	Multiple Regression Analysis	41
4.8	Hypothesis Testing	42
4.9	Summary	46
<b>CHAPTER 5</b>	<b>CONCLUSIONS AND RECOMMENDATIONS</b>	<b>47</b>
5.6	Introduction	47
5.7	Discussion of Objectives	47
5.7.1	Objective 1: To identify the challenge factors affecting consumer's online shopping behaviour.	47
5.7.2	Objective 2: To determine the most significant factor affecting consumer's online shopping behaviour.	48
5.8	Limitation of study	49
5.9	Recommendations for Future Study	50

## LIST OF TABLES

Table 3.1	Determining sample size from given population	20
Table 3.2	Questionnaire structure	22
Table 3.3	Likert scale of agreement	22
Table 3.4	Rule of thumb on Cronbach Alpha	25
Table 4.1	Reliability statistics for pilot test of 30 respondents	28
Table 4.2	Reliability statistics for FR pilot test	29
Table 4.3	Item-statistics for FR pilot test	29
Table 4.4	Reliability statistics for PQR pilot test	30
Table 4.5	Item-statistics for PQR pilot test	30
Table 4.6	Reliability statistics for TR pilot test	31
Table 4.7	Item-statistics for TR pilot test	31
Table 4.8	Reliability statistics for SR pilot test	32
Table 4.9	Item-statistics for SR pilot test	32
Table 4.10	Reliability statistics for OS pilot test	33
Table 4.11	Item-statistics for OS pilot test	33
Table 4.12	Reliability statistics for 278 respondents	34
Table 4.13	Reliability statistics for each variable	34
Table 4.14	Frequency and percentage of gender	35
Table 4.15	Frequency and percentage of age	35
Table 4.16	Frequency and percentage of educational level	36
Table 4.17	Frequency and percentage of frequency of online shopping	37
Table 4.18	Frequency and percentage of platform used for online shopping	37

Table 4.19 Descriptive analysis	38
Table 4.20 Correlation between variables	40
Table 4.21 Model of summary of multiple regression	41
Table 4.22 Coefficient table	42
Table 4.23 Summary of hypothesis testing	44
Table 4.24 ANOVA table	45



## LIST OF FIGURES

Figure 2.1	Conceptual framework at The Effect of Perceive Risk on Online Shopping	13
Figure 3.1	Strength of correlation coefficient	26
Figure 4.1	Strength of correlation coefficient	39



## LIST OF SYMBOLS AND ABBREVIATIONS

FR	-	Financial Risk
PQR	-	Product Quality Risk
TR	-	Time Risk
SR	-	Social Risk
UTeM	-	Universiti Teknikal Malaysia Melaka
TMB/TMnet	-	Telekom Malaysia Berhad
S	-	Shopee
L	-	Lazada
M	-	Mudah.my
C2C	-	Consumer to consumer
CPI	-	Consumer Price Index
COD	-	Cash On Delivery
B2C	-	Business to consumer
SPSS	-	Statistical Package for Social Science



## LIST OF APPENDICES

APPENDIX A	54	
APPENDIX B	54	
APPENDIX C	GOOGLE FORM QUESTIONNAIRE	54





## **CHAPTER 1**

### **INTRODUCTION**

#### **1.1 Introduction**

This chapter introduces the scope of this study on the topic, which is the effect of perceived risk on online shopping among Indian students at UTeM. This introduction has divided into seven main sequences: research background, problem statement, research questions, research goals, scope, limitation of the research and the significance and contribution of the study. This study will focus on the perceive risk factors among consumers and measure their purchase decision. The chapter will also discuss the research objectives, which are factors affecting online shopping behaviour of UTeM Indian students and identify the most significant factor that affects online shopping behaviour of UTeM Indian students.

#### **1.2 Background**

Nowadays, the growth of online shopping is increasing. The main reason for the growth is the Internet, the advancement of technology used by millions worldwide. However, the secured transaction is much more critical (Tham et al., 2019). In Malaysia, the Internet has been growing steadily since the first internet provider launched, Joined Advanced Integrated Networking (JARING) in 1990. Later it renamed as Telekom Malaysia Berhad (TMB/TMnet) in 1996. Malaysia has developed as an e-commerce market with the highest (TheStarOnline, 2018) growth.

In this modern era, all e-commerce has an unchangeable marketing channel in business operations. In B2C transactions, online stores and services are essential sales channels. Product security, efficiency, variety, and services have developed quickly; the e-commerce industries also need to develop quickly to have constant progress in

meeting online consumers' expectations and changing needs. Studying online shopping behaviour has become essential research in the e-commerce industry to know consumers perceive risks. According to Tham et al.,(2019), even though Malaysia has constant growth in e-commerce, it is still vital to manage consumers' perceived risk to allow them to buy more. He also stated that the research had been done in a few unspecified locations in Malaysia.

Attitude and perceived risk have a considerable influence on online shopping behaviour. In a traditional economy, the theory claims that consumers are usually very rational and analyze information before purchasing (Balakrishnan, K, Verrecchia, R.E, Vashishtha, 2019). On the other hand, digital economy, time allocations, trustworthiness, and attention are limited. Making safe purchases will reduce the rational conflict and the dilemma between what is expected and what had received. In addition, the shopping of the Indian community also increases during post covid. Indian community prefer to buy groceries. Most of the time, Indians prefer to shop online to buy medium-value items such as electronic accessories, sports goods, and apparel. During covid, Indians shop online to buy grocery items, states (Balakumar, 2021).

According to Bach et al., (2020), it has been said that the greater the distance, the more significant number of disappointments on purchase. When a product is valuable and expensive to a person, the more the person will search for the product online and in-store. Customers' decision-making in their perceived risk is also related to previous experience and purchases. According to Ariffin et al., (2018), the consumer's perceived risk will reduce when they make more purchases and experience similar shopping. All purchases remain different and irreplaceable even though online purchasing reduces risks. The function of marketing, which is increasingly digital, is to improve the value customers perceive, particularly regarding online transactions and value development. The issue for merchants today is reducing consumers' risk when purchasing online. This research study will focus on Universiti Teknikal Malaysia Melaka (UTeM) Indian students' behaviour towards online shopping and the factors that affect their online shopping.

### 1.3 Problem Statement

So far, lots of researchers have found that studying online shopping is much more important. This is because since the curfew and movement control order for covid-19 has been announced, many people having difficulties purchasing items in stores. So, the online purchasing rate has increased. According to Sarah Moey, (2019), 91% of Malaysians has spent searching for products and services online, and 80% of overall Malaysians purchased product and services online. Hossein et al., (2017) argues that customers always predict perceived risks before purchasing any product or service online, such as financial, non-delivery, and product quality. Psychological issues such as trust, technological acceptance, and security are mostly related to website design. Here, trust is a part of the psychological factor of perceived risk for online shopping.

According to the Department of Statistics Malaysia DOSM (2022), the consumer price index has increased by 2.5% for 2021. The department also stated that transport contributed the highest rate, around 2.5% of CPI (11.0%). This shows that oil and gas play a significant role in Malaysia's economy. Thus, most of the product and service prices have increased in Malaysia. So, consumers will only buy products in retail stores if they need to fuel their car for travelling. In this case, consumers are more willing to buy products online. However, they will still look for free deliveries (Duvall, 2019)

This is because, according to Jenkins-Lyttle, (2021), reducing the barrier of cost perception is one thing, but pricing something at "\$0" has other results. All the advantages with no adverse consequences. The term for this is the zero-price effect. Even when the alternative has a high perceived value, it produces a disproportionate attraction towards the free option. Because of their exaggerated beliefs, online customers are naturally enticed by 'free' offerings. This influence is so strong that 85 per cent of buyers consider free delivery more significant than speedy shipment during the festive season. The issue for merchants is clear, either offer expedited shipping for a modest cost or offer free shipping.

The change in price makes the customer reduce their online purchasing. This becomes a risk when it comes to online purchasing. This can be called financial risk, whereby customers tend to think twice before purchasing anything. This is because a different platform has different prices. Thus, consumers always need clarification on whether to buy or not. Sometimes products or services in stores are cheaper than online. This makes the customer less believe in online pricing. Thus, customer purchasing behaviour strongly relates to financial and product performance risks.

The major global issue is supply-chain (demand & supply) and business downturns due to the Ukraine-Russia war in 2022. The war had a major effect on the import and exports of most countries. Covid-19 has already hit most countries' supply and demand chains; this war has stopped making raw materials and producing manufactured goods. So, China is, unfortunately, unable to meet global demands (Ordonez, 2022). Additionally, logistics also have been affected by the war. This is because Ordonez also stated that Airspace and road closures. The world community has decided not only to restrict the Ukrainian airspace where the combat is taking place but also to prohibit Russian planes from flying over its borders. There is no longer any commercial aircraft, and the roads are inaccessible. China is one of the top manufacturers, while Russia is the main supplier of oil and gas to Europe (40% of that is consumed in Europe). This battle has had a decisive effect on the price of gasoline, which raises the price of everything since it is unsustainable for many businesses to absorb the increase. It decreases consumption.

In that case, the delivery risk can be seen here, whereby most e-commerce business centres worldwide have stopped shipments and exports to Ukraine and Russia. Thus, when people purchase products from Russia-Ukraine, the deliveries can be late or even not happen. According to Steiner, (2022), while shipping is the most pressing worry for retailers, some rely on developers in conflict-affected nations to power their online storefronts and websites. This closed international shipping issue creates risk among consumers.

The covid-19 has changed many Malaysians' earnings, spending, and saving their money. During the pandemic, online shopping was among consumers' worst

buying habits. Therefore, increased vigilance is required when making online purchases. According to Muthusamy & Krishnan, (2022), Malaysians must revise their financial status and establish new positives. This is because Malaysians have faced the new issue of emotional stress whereby the lowest saving people struggle to have enough money to make ends meet. Emotional shopping has grown among Malaysians as they place high importance on their wealth status and material things.

The unstoppable growth of the Internet differs purchase intention of every customer in Malaysia. This new technological device allows firms to meet their customers' needs. However, the growth of technologies only sometimes meets customer needs. In online shopping, even though making purchases are made easily, it is hard to get the product, as seen on the screens. This product packaging failure and damaged items issues can be perceived as a risk in online shopping. However, this technology helps maintain customers' loyalty and trust by making them return items and claims. This is because customer interaction makes the customer's decision-making process easy. When the risks are reduced, the trust increases when purchasing online, supporting purchase decisions. Trust is related to weakness, hope and an individual's self-control.

Much research focuses on the same topic, but only 1 study has been conducted among university students in Malaysia (Ahmad, 2018). The study was conducted before the covid-19 pandemic. Since the research is about post-pandemic, there needs to be research on online shopping behaviour among university students. So, the research focus is research among university students, especially Indian students at UTeM. The researcher wants to know the perspective of Indians towards online shopping. This research focuses on the factors that influence customers' online shopping behaviour. Thus, this research works on the relationships between perceived risk and their behaviour towards online shopping. The ultimate purpose of this study is to identify the most significant factor of perceived risk factors and online shopping behaviour.

## **1.4 Research Questions**

1. What are the factors affecting online shopping behaviour of UTeM Indian students?
2. What is the most significant factor affecting online shopping behaviour of UTeM Indian students?

## **1.5 Research Objectives**

1. To identify the factors affecting online shopping behaviour of UTeM Indian students.
2. To determine the most significant factor affecting online shopping behaviour of UTeM Indian students.

## **1.6 Scope and Limitation**

### **1.6.1 Scope of Research**

The study evaluates challenging factors affecting online shopping behaviour among Indian students at UTeM. The researcher limits his research online to five online factors which not able to examine due to the limited extent of this paper. The factors that will be examined are financial risk, product quality risk, time risk, social risk, and online shopping. Various locations might lead to different data and findings. Furthermore, using the average has numerous risks, such as restricted findings and a single aspect of diverse statistics.

Furthermore, the sample size of this study is 278 respondents who have bought things online. These respondents are the users of online purchasers from e-commerce such as Shopee, Lazada, and Mudah.my sites. This study aims to recognise the significant factor that affects online shopping behaviour among the Indian community at UTeM.

## **1.7 Significant of study**

The findings of this study are the real factors that affect online shopping among the Indian community in UTeM. In the context of globalisation, there is much similar research with different generations and various categories of people. In Malaysia, the online purchase tendency was remarkably high in 2019 (Muller, 2021). This shows that various categories of people can be studied to get findings. There are many factors/risks affecting online purchases besides these four, financial, product quality, social, and online shopping behaviour. However, these four are the widespread problem everyone faces during online purchases. From these factors, we can know how risks can be reduced and increase online shopping for e-commerce businesses. This research would be better in understanding the factors that influence online buying behaviour. Thus, this research is essential in knowing the fact between the purchase behaviour of customers and the factors that change them to do so.

Individuals are more likely to get information online. This brings that all the reviews can be done online so others can see them. Through analysing some data using regression analysis, the study can analyse the relationship between financial, product quality, social and time risk and online shopping tendency and arbitration.

This study will deliver the current state of purchasing behaviour of customers in the Indian community online, especially during the post-pandemic. This study also can measure the strong connection between risk factors which affect the online purchase. This study also can contribute to other research to know the challenges that affect customers during the post-pandemic. It will show how significant the risk brings changes in online purchases.

## **1.8 Summary**

This chapter gives conclusions of the full research study. In this study, the current research identifies the current state of understanding of risks, particularly in research questions and the objectives of this Chapter 1 topic. The research brings

forward the following the objective of this study, scope, and limitations. In the next chapter, this information will be helpful.





## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter, the secondary review of data for perceived risk factors that affects consumers and the theory applied will be discussed. The chapter begins with a brief introduction on online shopping behaviour and history of online shopping in Malaysia. The next part will discuss about factors that influencing the consumers' online shopping behaviour to the suggested research framework and hypothesis testing.

#### **2.2 Online Shopping**

##### **2.2.1 Online Shopping Behaviour (OSB)**

Online shopping behaviour is buying products or services using the Internet. People who recognise the need for any product or service tend to search on the Internet to get the products or services. Even though consumers search for products or needs, they are attracted by the information that mostly relates to their potential needs. By this, they can assess and choose the best that satisfies them.

Online shopping is much easier as it is cost saving in terms of transportation, fuel, tolls, and parking fees. It is also very convenient because consumers do not need to queue in crowded places (Aziz & Wahid, 2018). Compared to online shopping, consumers need a phone or pc, click on items they want, pay for them online, and the items will be doorstep, even with free shipping.

Online shopping behaviours can see in many ways. It can see through practical ways such as the quality of the firm/product, cost-benefit, time value and accessibility. Another way we can see is a motivational view, such as how happy consumers are in

buying the product, how satisfied they are, the awakening they face and the distraction they have during this purchase (Katta & Patro, 2016). These dimensions can be the perceived risk, such as financial, product quality, conventional information, and other factors.

Potential consumers find risks in online shopping rather than in traditional shopping. This is because of the possibility of not getting what consumers want. They can even feel the uncertainty and has the highest possibility of a negative outcome in their online purchasing. Tham et al., (2019) says that the trust of online resources completely depends on order receipt, response in time and delivery time.

### 2.2.2 History of eCommerce in Malaysia

Muller, (2021) has published that e-commerce companies in Malaysia gained revenue of around RM 14.2 billion in the year 2017 and increased rapidly until the year 2020, which was RM 30.2 billion. This shows that the potential e-commerce business in this region is remarkably high.

The year 2008 until 2011 has been categorised as early years. During these years, Internet service was increasing, and the usage of computers was growing (Chew, 2018). A study from Multimedia University Malaysia has stated that online usage was potentially high by every year. Consumer-to-consumer (C2C) platforms allow the ability to sell products appropriately. The payment method was Cash on Delivery (COD) during this time. Sellers and buyers can meet face to face and make dealings.

From 2012 until 2014, it is categorised as the introduction and domination of the online marketplace. The growth of e-commerce has become the underpinning of online marketing. In 2012, a new eCommerce company entry made the game different: Lazada, Hemo, Zalora, Rakuten and 65daigou (renamed to Ezbuy today). According to Jeremy Chew (2018), Lazada has become the most successful company and has the largest market share. It also became Malaysia's most searched website.

From 2015 to 2017, this year recognized as eCommerce now stands at an inflexion point Chew, (2018). In the year 2016, the Malaysian government launched National Commerce Strategic Roadmap. An important strategy called a two-fold plan aimed to 'future-proof' small and medium-sized firms (SMEs) by providing them with appropriate internet marketing skills. In 2015, new companies entered the market, which is Shopee, GoShop and 11Street. Shopee becomes a close competitor within the fleeting period. By the end of the year 2017, Shopee had the highest ranking of shopping applications on iOS & Play Store.

Jeremy Chew (2018) also stated that from 2018 and beyond, it is also categorised as The Future of the Economy. Google stated that Malaysia has a good position in eCommerce and has a potential profit by 2025 (Chew, 2018). He also stated that Malaysia needs more eCommerce companies to increase the country's internet economy.

### **2.3 Factors Influence Online Shopping Behaviour**

Based on previous studies, users' behaviour towards online shopping can be affected by many factors. The research has suggested a new online shopping behaviour model which includes financial risk (FR), product quality risk (PQR), time risk (TR), and social risk (SR) to determine the online shopping behaviour of Indian students at UTeM among S, L, and M users.

#### **2.3.1 Financial Risk**

Financial is the most important part for every consumer. Every time they buy a product or service, they must plan everything. During B2C transactions, consumers are less worried as they physically see that seller. When it comes to online transactions in this short-term period, consumers start to worry about their online safety in using credit cards, Tham et al., (2019). Fear of credit card fraud shows the highest concern when buying online.

Rises in product prices also cause FR. Different sellers have different prices with different qualities. Sometimes, the prices on the website or the page make people not buy the products they want, leading consumers to FR. When consumers make purchases of foreign products, the price in that country might be high and even higher when it comes to transportation. Thus, the transportation factor also plays an important role in FR.

Consumers can detect insecurity with online credit card usage as it is the major barrier to purchasing online products. Moreover, consumers tend to worry about their finances as they assume there will be hidden maintenance costs when receiving a product because of product maintenance. When consumer's perceived risk is higher in financial, they are most likely to shop online lesser states (Tham, 2019).

### **2.3.2 Product Quality Risk**

Product quality risk (PQR) mostly relate to the quality of product consumer purchase through online. Poor performance of a product by sellers which does not meet consumer's expectation can increase the PQR. This is cause by the inadequacy in searching their product needs in good quality. Sometimes, the consumer's skills are insufficient to search deeply about their product due to the unavailability of physical inspection such as touch, colour selections, qualities, and inaccurate information in online sites results PQR (Tham, 2019).

Additionally, product shown in the computer screen, tablet and phones are always not the same as expected. Thus, it is very hard to consumers to examine those qualities (Ariff et al., 2014). Wan et al., (2019) has stated that the cause of product quality risk is the description and display of the product's quality, which significantly influences the consumer's capacity to perceive the product. Inability to study the product and insufficient product information presentation may increase buyer concerns. As the result, the products may not properly function as originally expected. Sellers also need to maintain the good marketing techniques as it can result to negative consequences. Consumers who buy certain electronic products such as phones, laptops and other high-cost products will be more likely to face PQR during purchasing.

### **2.3.3 Time Risk**

The main issues in this time risk (TR) are the navigation errors and delays in getting the product. The errors in sending the consumer's location might cause the delivery time to be late or maybe at the wrong location. Mostly the returnable items by sellers are late after the repairment. Other issues in TR are the process of online purchasing in long. The process of searching for items, purchasing them, confirming the place and date, and the transportation delays make it late to receive the product— additionally, transportation time delays when consumers make foreign products/companies such as Amazon.

Some consumers take more time in online shopping. They do not have enough time to search for products in an outlet since they are busy. So, people like them may prefer online shopping more. The problem they might face is the time they spend searching for one product. Not all the time, the product they search for is available at affordable prices; they must move to other online shopping sites to get the product.

Moreover, a consumer takes time when purchasing a product online as they compare the same products on different websites (Ariffin et al., 2018). In this case, consumers may not buy the products they search for. He also stated that the time taken for consumers to search for unfamiliar products and download high-pixel images on websites can decrease their intention to buy online. When consumers need a product quickly, they are more likely not to get the product as the delivery time is longer.

In this research, the time risk is highly related to online purchase behaviour. So, when returning items or cancelling them, it makes longer to receive the product. Thus, TR determines the consumer's purchase intention to buy online.

### **2.3.4 Social Risk**

Social acceptance plays an important role in every customer's buying behaviour. Society influences consumer purchasing decisions, states Ariffin (2018). Amirtha et al., (2021) has stated that shopping is considered a social activity in India

where they share shopping experiences, build relationships, and make a collective purchase decision. She also stated that social risk would become high when the peer group member does not accept the product or service they bought. This will affect the consumers psychologically.

Other than that, social risk can also be connected to fear of fraud in online transactions, which make their close ones, such as family and friends, blame them for making wrong decisions. This risk can affect consumers from buying products online (Ariff et al., 2014). He also stated that a social risk is a chance of perceived loss to one's social image or status because of the acquisition of a particular brand of goods or services using the Internet. Consumers typically look to their social groups for direction or approval to minimize the social risks associated with their purchases.

## 2.4 Conceptual Framework

A conceptual framework was constructed according to the research objectives to explain the relationship between the independent and dependent variables. The independent variables (IV) in this research will be FR, PQR, TR, and SR, while OSB is the study's dependent variable (DV).

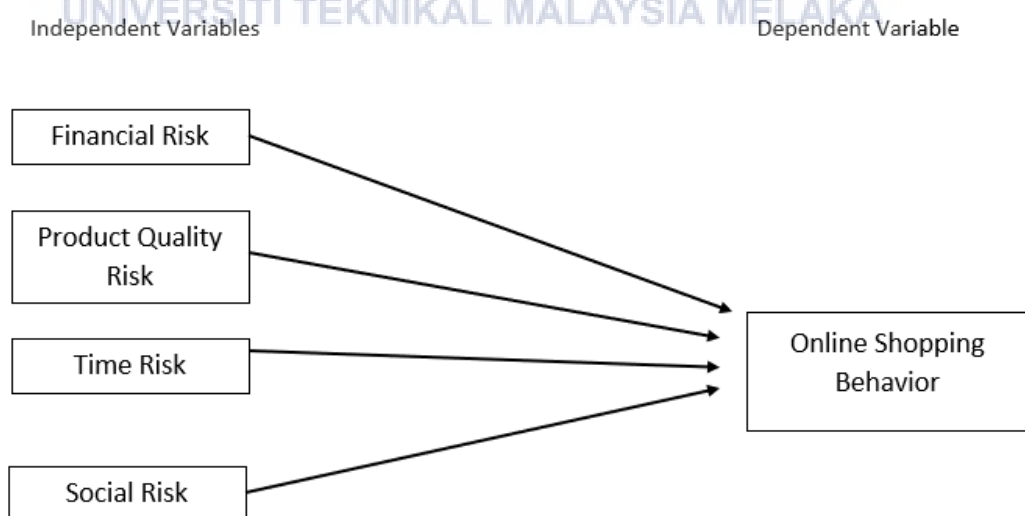


Figure 2.2: Conceptual Framework of The Effect of Perceived Risk On Online Shopping

## 2.5 Hypothesis Testing

For this study, there are few hypotheses have been conducted based on the conceptual framework.

### Financial risk

H<sub>0</sub>: Financial risk has no significant impact on online shopping behaviour among UTeM Indian students.

H<sub>1</sub>: Financial risk has significant impact on online shopping behaviour among UTeM Indian students.

### Product Quality Risk

H<sub>0</sub>: Product quality risk has no significant impact on online shopping behaviour among UTeM Indian students.

H<sub>1</sub>: Product quality risk has significant impact on online shopping behaviour among UTeM Indian students.

### Time Risk

H<sub>0</sub>: Time risk has no significant impact on online shopping behaviour among UTeM Indian students.

H<sub>1</sub>: Time risk has significant impact on online shopping behaviour among UTeM Indian students.

## **Social Risk**

H<sub>0</sub>: Social risk has no significant impact on online shopping behaviour among UTeM Indian students.

H<sub>1</sub>: Social risk has significant impact on online shopping behaviour among UTeM Indian students.

## **2.6 Summary**

In this chapter, the factors that influence online shopping behaviour among UTeM Indian students have been explored. The literature review collected for the study established factors that influence online purchase intention, such as FR, PQR, TR, and SR. It is important to identify the shopping behaviour factors so that the researcher can gain insight and more understanding of the research topic. A research framework has also been developed. A detailed summary of the research methods used will be figured out in the following chapter.





## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Introduction**

This chapter will go through the research methodology for this study in detail. To achieve the research objectives, many actions were taken throughout this study. The study design, research technique, data collecting, and data analysis have all been covered in this chapter. These approaches are used to describe how data is collected and processed.

#### **3.2 Research Design**

A research design will be done after the research topic and problem statement has been defined, goals have been set, concepts have been identified, and a hypothesis has been made. A good research design has three things: it is neutral, it is reliable, and it is valid. In this study, the researcher has chosen an explanation-based research design because of this.

Explanatory research describes the relationship between variables by studying a situation or problem (Saunders Mark N.K., 2019). It is also used to establish a causal relationship. The second objective of this research is to study the relationship between perceived risk factors and online shopping behaviour. Because the researcher may study the relationship between the independent variable and dependent variable, explanatory research was chosen. Consequently, using explanatory research, the researcher can investigate the relationship between perceived risk factors and online buying behaviour and how the variables are related.

### **3.3 Research Methodology**

According to Creswell & Creswell, (2018), he states that that quantitative, qualitative, and mixed technique are the three most popular forms of research approaches in quantitative research methodologies data are often presented numerically to explain the results the quantitative technique is used to characterize and investigate the connections between independent variables while for qualitative approaches the researcher may be involved in the research procedure to acquire an overall concept from the participants or to investigate phenomena in the mixed method quantitative and qualitative methodologies will be utilised to comprehend the entire phenomenon under research.

The quantitative technique was chosen in this study since it is founded on objective facts numerical data and statistics the findings will be more genuine, dependable, and trustworthy the researcher's major data sourcing this research will be the survey questionnaires the researcher will disseminate collect, analyse, and interpret questionnaire responses from various respondents the information will examine perceived risk factors and online shopping behaviour.

### **3.4 Data Collection**

#### **3.4.1 Primary data Source and Secondary Data Sources**

Primary and secondary data sources will be used to collect the data and information. Both data sources will be used in this research. Kumar, (2020) defined primary data sources as information or data acquired directly. This type of data is new and has never been gathered previously. Surveys, experiments, interviews, and observations constituted the primary data sources. This study's major data source is a survey, as this first-hand information will give the most credible insights into the respondents.

Published sources are where national organisations or official publications have published various types of statistical data. While for unpublished sources it is the

data kept inside the organizations and yet published to the public. The researcher will collect secondary data sources from published articles, journals, and books to collect the data. The researcher will achieve the first research objective, which is to determine the factors affecting consumers' online shopping behaviour using secondary data.

### **3.4.2 Research Strategy**

According to Saunderson Mark N.K., (2019), research strategy is the whole plan of research and the method by which the researcher responds to the research questions. Research strategy is essential as the researcher can find the direction and structure of the research. Case studies, surveys, action research, experiments, grounded theory, ethnography, and archival research are described as research strategies.

In this study, the research strategy used by the researcher is the survey method. It will be the source of primary data which in questionnaire format. Besides, the researcher can collect useful data from the target respondent in a cost-saving way and analyse the data using descriptive analysis. The questionnaire is distributed to 278 respondents who have been utilising the online shopping platform of Shopee, Lazada, and Mudah.my.

### **3.4.3 Sampling Technique**

Probability samples give each item a known chance of being in the sample. With non-probability samples, on the other hand, the researcher cannot figure out what this change is. Probability samples are based on simple random sampling, systematic sampling, stratified sampling, and cluster/area sampling. Non-probability samples are based on convenience sampling, judgment sampling, and quota sampling (Pillai, 2021).

Non-probability sampling, or convenience sampling, will be used in this study. Researchers can acquire data from respondents who are easy to reach by using convenience sampling. Researchers can survey by making it available online and having people fill it out. Researchers merely need to link the questionnaire to possible

responders through email or social media. After completing the survey, respondents can submit their answers directly online. This method is said to be rapid and convenient for data collection by researchers.

#### **3.4.4 Sampling Size**

Statistically, the sample size is the number of individual samples or observations. Larger samples need more time and resources to gather than smaller ones, which might lead to incorrect findings. In the collection of data, researchers must consider the trustworthiness of the data and their capacity to make mistakes (Zamboni, 2018).

Krejcie and Morgan's sampling method is the most common way to choose a sample size. Using the table from Krejcie and Morgan (1970), the researcher needs to study about 278 Indian students because UTeM has a larger sample size of 948 students. The sample size was taken through UTeM Indian Instagram page which consists of 948 followers. Thus, the researcher uses Instagram page followers as the sample size for this research. The researcher also had to deal with the COVID-19 pandemic, which made it harder to gather data. So, the researcher only picks 278 people randomly who have done the necessary research to fill out the survey. The size of the sample can help the researcher get rid of answers from respondents that are not reliable and give a smaller margin of error.

Table 3.1: Determining Sample Size from a Given Population  
(Source: Krejcie and Morgan, 1970)

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.  
*S* is sample size.

### 3.4.5 Research Location

UTeM served as the site of this study's fieldwork. Respondents who have made purchases using Google Drive will be sent a survey consisting of a questionnaire. This survey will be given to respondents who have shopped using either Shopee, Lazada or Mudah.my. Since this study is focused on online shoppers, the researcher will not mention any faculties in UTeM. However, if the respondent has ever made purchases online, they are eligible to answer the questionnaire. The questionnaire is distributed in UTeM Indian Telegram groups which consists of 378 members.

### 3.4.6 Time Horizon

UKessays, (2019)classified temporal horizons as longitudinal or cross-sectional research. Due to time constraints, cross-sectional studies are used to examine consumers' online buying behaviour. Utilising cross-sectional studies, the researcher may finish the study within the allocated period, which is January 2022 to December 2022 (Two semesters). Therefore, the researcher must have excellent time management and planning skills to finish the research from beginning to completion.

### 3.4.7 Gantt Chart

FYP 1	WEEK														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
FYP Talk						M									
Research Topic						I									
Idea Construction						D									
Research Objective & Research Question Construction						S									
First Meeting						E									
Personal Meeting With SV						M									
Minor Change on Topic						B									
Research the Journal						R									
Chapter 1						E									
Chapter 2						A									
Chapter 3						K									
Correct All Chapter															
PSM Presentation															
Submit Report															
End of Semester															

## 3.5 Questionnaire Development

The questionnaire offers a foundation for the questions that must be answered following the study's goals. The question will be drafted in English and Malay since the researcher anticipates that most respondents can readily comprehend and reply. In

addition, the questionnaire will include the study's aims and the researcher's contact information so that respondents will feel comfortable completing the questions.

The disseminated questionnaire is divided into sections designated Sections A, B, and C. In Section A, respondents' demographic information such as gender, age, level of education, the platform they used to shop, and frequency of online shopping will be collected. As illustrated in Table 3, part B of the questionnaire will consist of a Likert scale. The questions will be based on independent variables that influence online buying behaviour. The statement for the dependent variable, online purchasing behaviour, will also be queried using a Likert scale in section C. The questionnaires for both the pilot test and the real survey will be given online using Google Forms to those researchers in UTeM.

Table 3.2 Questionnaire Structure

Section	Questions
A	Demographic background <ul style="list-style-type: none"> <li>• Gender</li> <li>• Age</li> <li>• Education level</li> <li>• Platform used to shop</li> <li>• Frequency of shopping online</li> </ul>
B	Likert Scale (Independent Variable) <ul style="list-style-type: none"> <li>• Financial Risk</li> <li>• Product Quality Risk</li> <li>• Time Risk</li> <li>• Social Risk</li> </ul>
C	Likert Scale (Dependent Variable) <ul style="list-style-type: none"> <li>• Online Shopping Behaviour</li> </ul>

Table 3.3 Likert Scale of Agreement

1	2	3	4	5	6
Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree

### 3.5.1 Pilot Test

Before sending the survey to the public, a pilot test is required. A pilot test is conducted to ensure that survey takers understand the questions and have no difficulties answering them. The pilot test can be used to ensure that the research questions can be answered by the data received from respondents. The smaller-scale questionnaires will be done because researchers lack the resources or time to conduct large-scale field studies.

Researchers can learn if the questionnaires make sense through pilot tests. The questionnaire is then subjected to a pilot test with 30 participants. After receiving comments, the questionnaire was improved before sending it to the target audience. The quality heads who participated in the pilot test identified a few comments that may be used to improve the questionnaire's content.

Nevertheless, the quality heads did not remark on the questionnaire's correctness since all the comments concerned just needed to restate a few words considering the barriers in efforts to make the questions understandable to possible responders. As a result of these suggestions, a revised questionnaire was created and utilised in the survey.

### 3.6 Data Analysis

The process of systematically utilizing several different methodologies to find and tabulate the research's data is known as data analysis. In this investigation, the questionnaire results will be analysed and interpreted using the assistance of the Statistical Package for the Social Science (SPSS) software, version 28.0. SPSS can



manage vast amounts of data and perform various effect analyses on internal management to simplify the process of reviewing the data collection and tabulation. Using SPSS, researchers can acquire reliable, accurate, and valid data, particularly while testing the hypothesis and carrying out the questionnaire for this research.

The overview of descriptive statistics results will be presented in a table so that the researcher can answer the research question and achieve the research objective. In addition to descriptive statistics, data will also be analysed utilising Pearson correlation and linear regression.

### **3.6.1 Descriptive Statistics**

In descriptive statistics, most of the information shown is in the form of the mode, median, and mean. Also, descriptive statistics will make the data look easily understood and well organised. Central tendency and dispersion are two types of descriptive statistics. ("Descriptive Statistics - Examples, Types, Definition, Formulas") In this study, the central tendency measure will be used to determine a normal or related value for a given variable. This can give the researcher some ideas about what to look for.

### **3.6.2 Reliability Analysis**

Measuring a phenomenon can yield a stable and consistent result when reliability is present. Few methodologies are useful for measuring reliability. Typically, the Cronbach Alpha coefficient is used to assess the dependability of data. It is a statistic demonstrating the validity of tests and scales used for a research study. Cronbach alpha will be the most suitable for reliability in using Likert scales in the questionnaires.

In this study, Cronbach's Alpha will be utilised to determine the reliability of both independent and dependent variables. Typically, the alpha value range for coefficients is between 0 and 1. For more credible research, it is recommended that the alpha value be greater than 0.70 and preferably greater than 0.80.

Table 3.4: Rule of Thumb on Cronbach Alpha

(Source: (Zach, 2020))

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

### 3.6.3 Pearson Correlation Analysis

Karl Pearson first conceived of what would later be known as the Pearson correlation analysis to measure the linear relationship between the dependent and independent variables. As seen in Figure 3.1, the population is represented by the symbol 'p' for Pearson's correlation, and a sample is represented by the symbol 'r,' both of which have values ranging from -1 to 1, respectively. There is an inaccuracy in the correlation measurement if the number is either larger than 1.0 or less than -1.0.

Research objective number two can be achieved through Pearson Correlation Analysis. The second research objective is to study the relationship between perceived risk factors and online shopping behaviour. Hence, the researcher intends to use this method to determine the strength of correlation between the independent variables (FR, PQR, TR, and SR) and dependent variable (OSB) as the researcher wants to investigate the hypothesis between each variable.

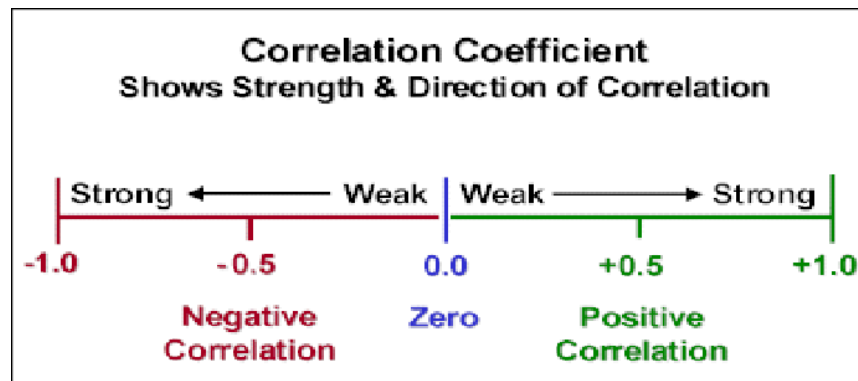


Figure 3.1: Strength of the Correlation Coefficient

(Source:(Gogtay & Thatte, 2017))

### 3.6.4 Multiple Linear Regression Analysis

The most common use of linear regression in statistical research is to find the optimal line to fit data and determine the nature of the connection between two variables. The researcher can identify how the dependent variable will change because of changes to one or more independent factors using linear regression, which may be used to anticipate the level of influence that independent variables would have on a dependent variable.

Multiple linear regression has been used to determine whether perceived risk factors are significant to buying behaviour. Multiple linear regression is selected since two or more independent variables are used to estimate the value of a dependent variable. ("Best Stat test 4 Flashcards | Quizlet") From this research, the four independent variables, FR, PQR, TR, and SR, are used to test the relationship with OSB. The third research objective, identifying the most significant factor of perceived risk and online shopping behaviour, can be achieved through Multiple Linear Regression Analysis. The researcher plans to use this method to determine which independent variables are the most important to the dependent variables. According to (StatisticHowTo, 2019), researchers can predict the model after having the regression equation.

### 3.7 Summary

It has been determined how the overall strategy for conducting research and collecting data for the study will be implemented. This chapter discussed exploratory research, quantitative research methodology, primary and secondary data sources, a non-probability sampling technique, a survey method, questionnaire design, pilot testing, and data analysis.



## CHAPTER 4

### RESULTS AND DISCUSSIONS

#### 4.1 Introduction

In Chapter 4, the researcher will analyze the outcome based on the questionnaire distributed to 278 respondents using Google Forms. The chapter will begin with Pilot Test, followed by Reliability Test, Descriptive Analysis, Pearson Correlation Coefficient Analysis, Multiple Regression Analysis, and Hypothesis Testing. All data gathered will be evaluated using SPSS version 28 to analyze the relationship between perceived risk and online shopping.

#### 4.2 Pilot test

A researcher has distributed thirty sets of pilot surveys. In addition to establishing whether the questionnaires make sense, pilot tests can be used to improve them. The SPSS software, version 28.0, will next be utilized to confirm the reliability and validity of the collected data. Cronbach's Alpha will determine the degree of positive correlation between variables. Typically, the coefficient alpha ranges from 0 to 1. According to Tavakol & Dennick, (2011), the alpha value must exceed 0.70. To acquire more acceptable research, the value must exceed 0.80.

Table 4.1 Reliability Statistic for Pilot Test of 30 respondents.

(Source: Output from SPSS)

#### Reliability Statistics

Cronbach's Alpha	N of Items
.925	25

According to Table 4.1, thirty survey items from thirty respondents are evaluated. As the number is more than 0.80, the Cronbach's Alpha of 0.947 is of excellent reliability. This finding suggests that surveys are accepted and dependable.

#### 4.2.1 Financial Risk (FR)

Referring to Table 4.2, the financial risk Cronbach's Alpha is 0.797, which is greater than 0.7. Therefore, it indicates that all respondents fully comprehend the questions asked.

Table 4.2 Reliability Statistic for FR Pilot Test

(Source: Output from SPSS)

Reliability Statistics	
Cronbach's Alpha	N of Items
.797	5

Table 4.3 Item-total Statistics for FR Pilot Test

(Source: Output from SPSS)

#### Item-total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
FR 1	18.97	20.934	.613	.613	.613
FR 2	19.09	16.797	.638	.638	.805
FR 3	18.97	16.741	.757	.757	.829
FR 4	19.22	19.854	.536	.536	.527
FR 5	18.13	24.565	.398	.398	.181

#### 4.2.2 Product Quality Risk (PQR)

Table 4.4 indicates that the Cronbach's Alpha for product quality risk is 0.817. The result is more than 0.7, indicating that the questionnaire statement is appropriate for this study.

Table 4.4 Reliability Statistic for PQR Pilot Test  
(Source: Output from SPSS)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.817	5

Table 4.5 Item-total Statistics for PQR Pilot Test  
(Source: Output from SPSS)

	<b>Item-total Statistics</b>				
	Scale Mean if Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PQR 1	19.22	15.467	.668	.555	.761
PQR 2	18.97	16.483	.633	.522	.773
PQR 3	19.16	17.684	.536	.369	.800
PQR 4	19.31	16.222	.621	.640	.776
PQR 5	19.47	16.515	.577	.624	.790

#### 4.2.3 Time Risk (TR)

By referring to Table 4.6, the Cronbach's Alpha for time risk is 0.729. This shows that researcher can proceed with this variable as the value is greater than 0.7.

Table 4.6 Reliability Statistic for TR Pilot Test

(Source: Output from SPSS)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.729	5

Table 4.7 Item-total Statistics for TR Pilot Test

(Source: Output from SPSS)

<b>Item-total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
TR 1	18.34	15.459	.422	.283	.708
TR 2	19.28	18.209	.095	.175	.831
TR 3	18.63	12.823	.679	.660	.602
TR 4	18.47	12.709	.694	.765	.595
TR 5	18.28	14.209	.687	.612	.617

#### 4.2.4 Social Risk

By referring to Table 4.8, the Cronbach's Alpha for Attitude towards social risk is 0.837 which is higher than 0.7. This proves that the questionnaires statement is reliable for this research.



Table 4.8 Reliability Statistic for SR Pilot Test  
(Source: Output from SPSS)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.837	5

Table 4.9 Item-total Statistics for SR Pilot Test  
(Source: Output from SPSS)

<b>Item-total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SR 1	18.06	17.802	.670	.752	.800
SR 2	17.94	17.544	.717	.780	.783
SR 3	17.06	21.222	.682	.561	.797
SR 4	16.75	22.774	.628	.693	.814
SR 5	17.06	21.480	.567	.602	.823

#### 4.2.5 Online Shopping

By referring to Table 4.10, the variable shows the highest Cronbach's Alpha among all variables, which has alpha value 0.878. This indicates that online shopping has a reliable variable.

Table 4.10 Reliability Statistic for OS Pilot Test

(Source: Output from SPSS)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.878	6

Table 4.11 Item-total Statistics for OS Pilot Test

(Source: Output from SPSS)

<b>Item-total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SR 1	20.34	19.394	.621	.433	.873
SR 2	20.22	17.789	.724	.663	.848
SR 3	19.81	18.480	.881	.840	.816
SR 4	19.91	18.797	.701	.730	.853
SR 5	20.22	19.531	.649	.728	.865

### 4.3 Reliability Test

In this study, testing for reliability enables researchers to obtain more consistent and dependable data. Cronbach's Alpha is utilised to illustrate the reliability and acceptance of study findings. The results will reveal whether the questionnaire was accurate, consistent, and acceptable. For more credible research, the alpha value should be more than 0.80 and greater than 0.70.

Both independent and dependent variables in this study had alpha values more than 0.70, as determined by the test. According to Table 4.13, the variable with the greatest alpha value is online shopping, with an alpha value of 0.845, indicating that it is the most dependable variable. PQR has the second-highest alpha value, 0.807, among all variables. The third greater alpha value is 0.806, which is SR. Next was FR, the variable having an alpha value of 0.791. The final was TR, which had an alpha value of 0.707.

Table 4.12 Reliability Statistic for 278 respondents  
(Source: Output from SPSS)

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.925	25

Table 4.13 Reliability Statistic for each variable  
(Source: Output from SPSS)

<b>Reliability Statistics</b>		
<b>All Variables</b>	<b>Cronbach's Alpha Value</b>	<b>N of items</b>
Financial Risk	.791	5
Product Quality Risk	.807	5
Time Risk	.707	5
Social Risk	.806	5
Online Shopping	.845	5

According to table 4.12, the alpha value of 0.925 shows that the questionnaires have high reliability in this research and all respondents can understand the questions well.

#### 4.4 Descriptive Analysis of Demographic

Using descriptive analysis, the demographic background of 278 respondents (N=278) is analyzed. Background information about respondents, including gender, age, level of education, frequency of online shopping, and platform utilized for online shopping.

##### 4.4.1 Gender

Table 4.14 Frequency and Percentage of Gender

(Source: Output from SPSS)

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	153	55.0	55.0	55.0
	Male	125	45.0	45.0	100.0
	Total	278	100.0	100.0	

Based on Table 4.14, the total of 278 respondents consists of 55% female which represent 153 respondents and 45% or 125 respondents were male. Findings showed female participants in this research were higher.

##### 4.4.2 Age

Table 4.15 Frequency and Percentage of Age

(Source: Output from SPSS)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-22	79	28.4	28.4	28.4
	23-27	82	29.5	29.5	57.9
	28-32	62	22.3	22.3	80.2
	33-37	23	8.3	8.3	88.5
	38	32	11.5	11.5	100.0
	Total	278	100.0	100.0	

According to Table 4.15, the age group is separated into five sections. Overall, most responders are between the ages of 18 and 22 with 79 responses (28.4 %). This is followed by 82 respondents (29.5 %) between the ages of 23 and 27, and 62 respondents (22.3 %) between the ages of 28 and 32. 23 respondents (8.3%) were between the ages of 33 and 37, and 32 respondents (11.5%) were aged 38 or older.

#### 4.4.3 Educational Level

Table 4.16 Frequency and Percentage of Educational Level

(Source: Output from SPSS)

Educational Level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma	94	33.8	33.8	33.8
	Degree	149	53.6	53.6	87.4
	Master	31	11.2	11.2	98.6
	PhD	4	1.4	1.4	100.0
	Total	2278	100.0	100.4	

From table 4.16, respondents are mostly with education level of Degree which from 149 respondents with 53.6%. The second position is respondents from Diploma level which made up of 94 respondents with 33.8%. The ranking is then followed by 31 respondents (11.2%) with Master level and 4 respondents (1.4%) are PhD level.

#### 4.4.4 Frequency of Online Shopping

Table 4.17 Frequency and Percentage of frequency of online shopping

(Source: Output from SPSS)

**Frequency of online shopping**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	At least a day	22	7.9	7.9	7.9
	At least a week	70	25.2	25.2	33.1
	At least a month	147	52.9	52.9	86.0
	At least a year	39	14.0	14.0	100.0
	Total	278	100.0	100.0	

Table 4.17 proved that the respondents mostly shop online at least a month which were 147 respondents with 52.9% from 278 respondents. The second position respondents shop online at least a week which involves 70 respondents with 25.2%. This is then followed by 39 respondents or 14% used to shop online at least a year and 22 respondents or 7.9% shop online at least a day.

**4.4.5 Platform Used for Online Shopping**

Table 4.18 Frequency and Percentage of platform used for online shopping.

(Source: Output from SPSS)

**Platform used for online shopping.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Shopee	156	56.1	56.1	56.1
	Lazada	98	35.3	35.3	91.4
	Mudah.my.my	19	6.8	6.8	98.2
	Others (Tiktok and Shein)	5	1.8	1.8	100.0
	Total	278	100.0	100.0	

By referring to Table 4.18, it showed that 156 respondents or 56.1% used Shopee as their online platform followed by 98 respondents or 35.3% uses Lazada.

Only 19 respondents (6.8%) use Mudah.my as their online shopping platform and finally 5 respondents (1.8%) use another online platform such as TikTok and Shein.

#### 4.5 Descriptive Analysis

Table 4.19 Descriptive Analysis  
(Source: Output from SPSS)

Descriptive Statistics					
	N	Mode	Median	Mean	Standard Deviation
Financial Risk	278	5.20	5.0000	4.6388	0.95347
Product Quality Risk	278	5.60	5.0000	4.7655	0.91452
Time Risk	278	3.80 <sup>a</sup> (3.80,4.80)	4.6000	4.4475	0.87288
Social Risk	278	5.40	4.6000	4.3554	1.06728
Online Shopping	278	5.60	5.2000	4.8856	0.95260

According to Yellapu, (2018), descriptive statistics organize data summaries by describing the connection between variables in a sample or population. The output of SPSS and descriptive statistics of independent and dependent variables are presented in Table 4.19. OS was the dependent variable, while the independent variables were FR, PQR, TR, and SR. Table 4.19 displays the SPSS output and descriptive statistics for the independent and dependent variables. OS was the dependent variable, while FR, PQR, TR, and SR were the independent variables.

The table above shows that PQR has the highest mean value, 4.8856. Most responders felt that the PQR variable has the largest impact on the OS. FR ranked second with a mean value of 4.6388, followed by TR with a mean value of 4.4475.

The mean value of SR is 4.3554, ranking it fourth. OS (dependent variable) has the highest mean value of all variables at 4.8856.

#### 4.6 Pearson Correlation Coefficient Analysis

The Pearson correlation analysis determines the linear relationship between dependent and independent variables. According to Gogtay & Thatte, (2017), the correlation measurement was flawed if the computed value is greater than 1.0 or less than -1.0. Pearson Correlation Analysis can be used to achieve the second research objective, which is to discover the most significant factor of perceived risk factors and online shopping behaviour.

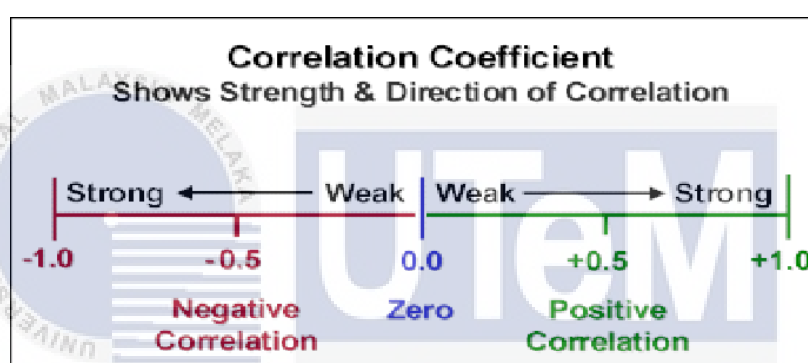


Figure 4.1: Strength of the Correlation Coefficient

(Source:(Gogtay & Thatte, 2017))

Table 4.20 below shows the correlations between variables. This method enables researchers to select an "excellent" variable. Greater coefficient values suggest greater reliability and a stronger association between correlated variables. Financial risk and online shopping have a moderate positive relationship with the  $r=0.624$  and  $p<0.001$ . The second was PQR and OS with  $r=0.548$  and  $p<0.001$ , followed by TR with OS, which also has a moderate positive relationship with an R-value of 0.538 and  $p<0.001$ . Findings show a low positive relationship between SR and OS with an R-value of 0.473 and a p-value of  $<0.001$ .

Although the correlation coefficient is low, the relationship between the variables is still significant. This suggests that many of the independent variables in



this study (FR, PQR, TR, and SR) significantly correlate with the dependent variable (OS). Moreover, the findings reveal a correlation between a few variables. OS and FR have a moderately significant correlation ( $r=0.624$ ,  $p=0.001$ ). PQR and OS have a moderately positive correlation, with  $p=0.548$  and  $r=0.001$ , respectively.

Table 4.20: Correlations between variables  
(Source: Output from SPSS)

Correlations		FR	PQR	TR	SR	DV
FR	Pearson Correlation	1	.588**	.483**	.604**	.624**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	278	278	278	278	278
PQR	Pearson Correlation	.588**	1	.657**	.563**	.548**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001
	N	278	278	278	278	278
TR	Pearson Correlation	.483**	.657**	1	.589**	.538**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001
	N	278	278	278	278	278
SR	Pearson Correlation	.604**	.563**	.589**	1	.473**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001
	N	278	278	278	278	278
OS	Pearson Correlation	.624**	.548**	.538**	.473**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	
	N	278	278	278	278	278

\*\*. Correlation is significant at the 0.01 level (2-tailed).

#### 4.7 Multiple Regression Analysis

Using multiple regression, the effects of the four independent factors on the dependent variable were investigated. It measures the influence of independent variables on a dependent variable. Multiple Regression Analysis can be used to fulfil the second purpose of this study, which is to determine the most significant factors between perceived risk and online shopping behaviour.

Table 4.21: Model Summary of Multiple Regression

(Source: Output from SPSS)

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Significant Change
1	.687 <sup>a</sup>	.471	.464	.69772	.471	60.837	4	273	<.001

. Predictors: (Constant), OS, PQR, FR, TR

Based on Table 4.21, the positive R value of 0.687 indicates that the relationship between independent variable and dependent variable in this study exists. Besides, the model summary shows that R square = 0.471, which suggests that 47.1% variance in the dependent variables (OS) can explained by the independent variables (PQR, FR, TR, and SR).

**4.8 Hypothesis Testing**

The validity of the hypothesis will be determined by regression analysis. If the t-value exceeds 1.96 and the p-value is less than 0.05, it is possible to accept the null hypothesis. If the p-value is larger than 0.05, demonstrate that independent variables had no significant effect on the dependent variable. This research will analyse all independent variables (FR, PQR, TR, and SR) and the dependent variable (OS). Table 4.24 displays the t-value and p-value for every variable.

Table 4.22: Coefficients Table  
(Source: Output from SPSS)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.052	.254		4.144	<.001
	FR	.427	0.60	.428	7.170	<.001
	PQR	.148	.067	.142	2.195	.029
	TR	.265	0.68	.243	3.899	<.001
	SR	-.007	.055	-.008	-.129	.898

Researcher has made four hypotheses to analyze which factors have the most influencing on online shopping as shown in below:

#### Hypothesis 1:

H<sub>0</sub>: Financial risk has no significant impact on consumer's online shopping behaviour.

H<sub>1</sub>: Financial risk has significant impact on consumer's online shopping behaviour.

Table 4.23 had presented the result of regression for financial risk as independent variables and online shopping as dependent variable. The t-value shows 7.170 shows the highest among other variables which shows that the main predictor of online shopping is financial risk with significant value of  $p < 0.001$ . The p value is lower than 0.05 indicates that it has significant relationship between financial risk on consumer's online shopping behaviour. Thus, the researcher rejected the null hypothesis and accepted the alternative hypothesis.

#### Hypothesis 2:

H<sub>0</sub>: Product quality risk has no significant impact on consumer's online shopping behaviour.

H<sub>1</sub>: Product quality risk has significant impact on consumer's online shopping behaviour.

The t-value product quality risk is 2.195 with significant level 0.029. The t-value show is more than 1.96 and the significant level is lower than 0.05 indicates that product quality risk has significant relationship between product quality risk in online shopping. Therefore, the alternative hypothesis was accepted, and null hypothesis was rejected.

### **Hypothesis 3:**

H<sub>0</sub>: Time risk has no significant impact on consumer's online shopping behaviour.

H<sub>1</sub>: Time risk has significant impact on consumer's online shopping behaviour.

The t-value of perceived risk is 3.899 with significant level  $p < 0.001$ .

T-value of perceived risk is higher than 1.96 and significant level  $p < 0.05$  shows that there is significant relationship between time risk in online shopping. Therefore, the alternative hypothesis was accepted and rejected the null hypothesis.

### **Hypothesis 4:**

H<sub>0</sub>: Social risk has no significant impact on consumer's online shopping behaviour.

H<sub>1</sub>: Social risk has significant impact on consumer's online shopping behaviour.

With the result shows in Table 4.23, the Beta value of social risk is -0.008 and t-value = -0.129 at significant level of  $p = 0.898$ . The t-value of social risk is lower than 1.96 with significant level of  $p > 0.05$  shows that the alternative hypothesis is rejected. So, accept the null hypothesis and conclude that social risk has no significant relationship to consumer's online shopping behaviour.

Table 4.23: Summary of Hypothesis testing

Hypothesis	Results
<b>Hypothesis 1:</b> H <sub>0</sub> : Financial risk has no significant impact on consumer's online shopping behaviour.  H <sub>1</sub> : Financial risk has significant impact on consumer's online shopping behaviour.	<b>H<sub>10</sub> is rejected.</b>  <b>H<sub>11</sub> is accepted.</b>
<b>Hypothesis 2:</b> H <sub>0</sub> : Product quality risk has no significant impact on consumer's online shopping behaviour.  H <sub>1</sub> : Product quality risk has significant impact on consumer's online shopping behaviour.	<b>H<sub>10</sub> is rejected.</b>  <b>H<sub>11</sub> is accepted.</b>
<b>Hypothesis 3:</b> H <sub>0</sub> : Time risk has no significant impact on consumer's online shopping behaviour.  H <sub>1</sub> : Time risk has significant impact on consumer's online shopping behaviour	<b>H<sub>10</sub> is rejected.</b>  <b>H<sub>11</sub> is accepted.</b>
<b>Hypothesis 4:</b> H <sub>0</sub> : Social risk has no significant impact on consumer's online shopping behaviour.  H <sub>1</sub> : Social risk has significant impact on consumer's online shopping behaviour.	<b>H<sub>10</sub> is accepted.</b>  <b>H<sub>11</sub> is rejected.</b>

Table 4.24: ANOVA Table  
(Source: Output from SPSS)

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.464	4	29.616	60.837	<.001 <sup>b</sup>
	Residual	132.898	273	.487		
	Total	251.362	277			

a. Dependent Variable: OS

b. Predictors: (Constant), SR, PQR, FR, TR

To find out if there is a difference between the groups, an ANOVA is utilized. It is unable to pinpoint which group is responsible for the disparity, though. The value of the F-test result was 60.837 with a significance p-value of 0.001b, which is less than 0.05 alpha levels, based on Table 4.22 above. Consequently, the difference between the dependent variable (OS) and the independent factors is statistically significant (FR, PQR, TR, and SR).

#### 4.9 Summary

In this chapter, Reliability Analysis, Descriptive Analysis, Pearson Correlation Analysis, and Multiple Regression Analysis were utilised to assess the 278 questionnaire-collected responses. The SPSS Software Version 28.0 was utilised, and the dependability of the evaluated questionnaires was deemed to be high. In addition, researchers discovered that financial risk is the most powerful element influencing online purchase behaviour. As all alternative hypotheses were accepted, the results of hypothesis testing demonstrate that SR has no meaningful link with the online buying behaviour of consumers, whereas FR, PQR, and TR do. This study's conclusion and recommendations will be presented in the following chapter.

## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

#### 5.6 Introduction

This chapter will provide a comprehensive overview and analysis of the research results. This chapter also includes the limitations of the studies and suggestions for future research. In addition, the study objectives will be effectively covered in this chapter.

#### 5.7 Discussion of Objectives

Given the popularity of online shopping in Malaysia. Consequently, this study aims to identify the important factor of perceived risk among online shoppers. The above-listed research objectives will be examined and explained below.

##### 5.7.1 Objective 1: To identify the challenge factors affecting consumer's online shopping behaviour.

The first research objective identifies the challenging factors affecting consumers' online shopping behaviour. In addition to reading a great deal of material, the researcher reviewed numerous research publications and academic papers to attain the initial target. Similar research has been conducted on "Perceived Risk Factors Affecting Consumers' Online Shopping Behaviour" (Tham et al., 2019). According to her research, the primary reason why customers do not shop online is because of product risk. Her research provides evidence that this model can describe the online purchase behaviour of consumers. PR and CR (convenience risk) have an immediate impact on OS. According to her research, the R-square values for RPR (return policy risk) and PR (product risk) indicate substantial differences.

Researchers have examined the "Effect of Financial Risk, Privacy Risk, and Product Risk on Online Shopping Behaviour" (Bhatti et al., 2019). Also studied in this article are financial risk, product risk, and privacy risk. The study shows a significant correlation between online shopping product risk and privacy risk. In this study, the researcher included financial risk privacies that substantially link with online shopping behaviour.

The research shows that all the risk does have a significant relationship except social risk. In most research, product risk is also significantly related to online shopping. This research also found that product quality risk influences Indian students' shopping behaviour. Quality of a product is really having vital role during online shopping for Indian students. Expecting quality of a product is highly risk when it comes to electronic devices rather than fashion items. This research has almost same ranking in R-value of perceived risk by (Emad Y. Masoud, 2013) entitled, "The Effect of Perceived Risk on Online Shopping in Jordan", using similar model studying of social risk, financial risk, product risk, and time risk that affects online shopping. The results indicate that financial and product risks influence consumers' online shopping behaviour. It directly impacts online shopping.

#### **5.7.2 Objective 2: To determine the most significant factor affecting consumer's online shopping behaviour.**

The research shows that financial risk has the greatest impact on the online shopping behaviour of consumers. Based on the results of Chapter 4's 4's coefficient analysis, the beta value of financial risk is 0.428, followed by TR (0.243), PQR (0.142), and SR (0.428). (-0.008). Multiple regression analyses have demonstrated that FR has the greatest effect on customer acceptance of OS. SR least influences OS.

The research results show that financial risk is the determinant of online shopping. Fear of losing credit card information has a significant role in financial risk. In research of Hossein et al., (2017), the results shows that financial risk has impact when consumer shop online. Moreover, the hidden cost during online shopping also influences financial risk. Taxes, shipping fees, and currency changes also play a vital



role in financial risk. Additionally, the research shows that the Indian student community prefers free shipping during shop online. This is to reduce the financial burden. In Shopee, the standard delivery cost for Malaysia shipping is RM 4.70, which means even though the product is RM 1, the customer still needs to pay to ship, which becomes RM 5 to 6. Thus, Indian students prefer free shipping during online shopping. The research result was almost the same as research on the topic: Influence of consumers' perceived risk on consumers' online purchase intention, which was done by (Ariffin et al., 2018) proved that financial risk has a significant effect on online purchase intention. The coefficient value of 0.25 shows a positive relationship between the independent and dependent variables. Research by Ariff et al., (2014) also shows that financial risk plays vital role in online shopping. Thus, online sellers need to be careful in analysing customer's spending pattern, charging rate for each product and safety of their credit card. When this financial risk is reduced, customers will willingly buy on online without any fear.

This research also shows that social risk has the lowest significance towards online shopping behaviour. This shows that socializing among Indian students does not affect online shopping. Social risk is the state of being blamed by the community and society for buyers due to fraud and wrong purchases. Moreover, this study confirms that the Indian community does not need the approval to buy products online. Peer pressure is not affecting at all to them. Indian students tend to make decisions independently and do not care what others think of them. Nevertheless, even though society does not affect their shopping, the result also shows that the mean value for the question "Feedback from reviewers influences me to shop online" has the highest mean value. This means that the Indian community always looks at past buyers' reviews and decides whether to buy the products.

## **5.8 Limitation of study**

In this study, the measurement of the concept is strictly quantitative. Consequently, respondents may only respond to the questions posed by the researcher. However, some individuals may hold divergent opinions regarding online shopping

behaviour. Therefore, it is advisable to incorporate qualitative research methodologies to achieve a more favourable outcome.

In addition, the researcher encountered an unanticipated circumstance, COVID-19, which constrained the researcher's mobility while conducting research. The researcher can only disseminate the questionnaire to 278 respondents who prefer online buying platforms. In addition, the study is done exclusively among Indian students at UTeM. During the data collection period, the researcher found it difficult to distribute questionnaires to people of other races at UTeM due to the limited time available.

## **5.9 Recommendations for Future Study**

The researcher has provided suggestions for further research based on the identified limitations. First, a 10-point Likert Scale is advised to allow respondents to express their opinions and improve the precision and accuracy of the research. In addition, closed- and open-ended questions were proposed so that respondents could provide feedback and answers regarding the obstacles of online shopping.

In addition, it is recommended that future research select a larger sample size from the public to make the conclusion more prevalent. It is advised that one thousand respondents be surveyed to examine the internet shopping habits of Indian students. In addition, it is suggested that the research be undertaken in multiple Malaysian universities so that the results are more reliable and unbiased.

Other than that, the researcher recommends including more risk factors such as security risk, non-delivery risk, and return policy risk to get an even broader viewpoint about online shopping improvisations. The TAM model can also be used as a guide for this research and additional studies in this area. Moderating variables can be used in subsequent research to obtain more specific conclusions regarding the shopping behaviour of people who buy online.

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## APPENDICES

### APPENDIX A      GANTT CHART FINAL YEAR PROJECT 1

FYP 1	WEEK														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
FYP Talk						M									
Research Topic						I									
Idea Construction						D									
Research Objective & Research Question Construction						S									
First Meeting						E									
Personal Meeting With SV						M									
Minor Change on Topic						B									
Research the Journal						R									
Chapter 1						E									
Chapter 2						A									
Chapter 3						K									
Correct All Chapter															
PSM Presentation															
Submit Report															
End of Semester															

### APPENDIX B      GANTT CHART FINAL YEAR PROJECT 2

BIL	ACTIVITY	WEEK														
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
1	Spread Questionnaire															
2	Pilot Testing															



## APPENDIX C GOOGLE FORM QUESTIONNAIRE

FACULTY OF TECHNOLOGY MANAGEMENT AND TECHNOPRENEURSHIP

### QUESTIONNAIRE ON THE EFFECT OF PERCEIVED RISK ON ONLINE SHOPPING AMONG INDIAN STUDENTS AT UTEM

I am a final year undergraduate student from University Teknikal Malaysia Melaka (UTeM). As be mentioned above, I am currently conducting my final year project to **‘The Effect of Perceived Risk on Online Shopping Among Indian Students at UTEM.’**

This survey is divided into **THREE (3)** parts which are Section A, Section B and Section C. Please answer all the questions and it should take you about 5 to 7 minutes to complete. The information required is strictly for academic purposes and any information provided would be treated with utmost confidence. It will be much appreciated if you could complete this questionnaire.

Thanking you in advance for your kind assistance.

**Daniel Sagayam a/l Vvahar**

Bachelor of Technology Management (Innovation)

Email:



### Section A: Demographic Profile

Please tick (✓) in the appropriate boxes.

*Sila tanda (✓) dalam kurungan yang disediakan.*

1. Gender : ☐ Male ☐ Female  
*Jantina* *Lelaki* *Perempuan*
2. Age : ☐ 18 – 22 ☐ 23–27 ☐ 28–32  
*Umur* ☐ 33 – 37 ☐ >38
3. Education : ☐ Diploma  
*Pelajaran* ☐ Degree/ Ijazah  
☐ Master / Sarjana  
☐ PhD / Doktor Falsafah
4. Frequency of shopping : ☐ At least once a day/ *Sekurang-kurangnya sekali sehari*  
☐ *Kekerapan membeli-belah* At least once a week/ *Sekurang-kurangnya sekali seminggu*  
☐ At least once a month/ *Sekurang-kurangnya sebulan sekali*  
☐ At least once a year / *Sekurang-kurangnya sekali setahun*
5. Platform used for Online Shopping: ☐ Shopee

Platform digunakan untuk Membeli-belah atas talian ☐ Lazada

☐ Mudah.my

☐ Other platforms

### Section B: The Effect of Perceived Risk Factors

Please specify your agreement or disagreement on the following statements by indicating your appropriate responses based on the following scale.

*Sila nyatakankan sama ada anda setuju atau tidak setuju dengan pernyataan di bawah dan menunjukkan tindak balas anda berdasarkan skala tersebut.*

1	2	3	4	5	6
Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
<i>Sangat Tidak Bersetuju</i>	<i>Tidak Bersetuju</i>	<i>Kurang Bersetuju</i>	<i>Agak Bersetuju</i>	<i>Bersetuju</i>	<i>Sangat Bersetuju</i>

#### 1. Financial Risk (FR)

Financial risk refers to the monetary loss connected with spending. It is money lost due to a poor purchase experience. (Bhatti et al., 2019)

*Risiko kewangan merujuk kepada kerugian kewangan yang berkaitan dengan perbelanjaan. Ia adalah wang yang hilang kerana pengalaman pembelian yang buruk. (Bhatti et al., 2019)*

a. The delivery cost for online shopping is too high. <i>Kos penghantaran lebih tinggi semasa membeli-belah di online.</i>	1	2	3	4	5	6
b. I will not buy anything online if I have to provide detail information of my credit or debit card.	1	2	3	4	5	6

<i>Saya tidak membeli apa-apa jika saya perlu memberikan butiran kad kredit atau debit saya di online.</i>						
c. I feel my credit card information seems to not be safe during online shopping. <i>Saya rasa maklumat kad kredit saya tidak selamat semasa pembelian online.</i>	1	2	3	4	5	6
d. I may not receive the product as I expected during online shopping. <i>Saya berkemungkinan tidak menerima produk yang seperti yang saya jangkakan semasa membeli-belah dalam talian.</i>	1	2	3	4	5	6
e. I prefer free delivery to save costs in online shopping. <i>Saya lebih suka penghantaran percuma untuk menjimatkan kos dalam membeli-belah dalam talian.</i>	1	2	3	4	5	6
<b>2. Product Quality Risk (PQR)</b> <p>Poor performance of products and reality does not meet expectations towards products ordered online causing the increase of risk in buying online. The unavailability of testing products physically and inaccurate information on online sites especially electronic products leads to PQR during purchasing (Shoki et al., 2017).</p> <p><i>Prestasi produk dan realiti yang lemah tidak menepati jangkaan terhadap produk yang dipesan secara dalam talian menyebabkan peningkatan risiko dalam pembelian dalam talian. Ketidakbolehan pengujian produk secara fizikal dan maklumat yang tidak tepat di laman web dalam talian terutamanya pada produk elektronik membawa kepada risiko kualiti produk(RKP) semasa pembelian (Shoki et al., 2017).</i></p>						
a. I find it difficult to evaluate a product's quality while shopping online. <i>Saya merasa sukar untuk menilai kualiti produk dalam talian.</i>	1	2	3	4	5	6

b. I find it difficult to touch and inspect items purchased via online. <i>Saya sukar untuk menyentuh dan memeriksa item yang dibeli secara online.</i>	1	2	3	4	5	6
c. I find difficult to find the right size of cloth if shopping online. <i>Saya sukar untuk mencari saiz pakaian yang sesuai secara online.</i>	1	2	3	4	5	6
d. I may receive the damaged product when shopping online. <i>Saya mungkin menerima produk dalam keadaan rosak.</i>	1	2	3	4	5	6
e. I may not get the product I bought online expected when shopping online. <i>Saya mungkin tidak mendapat produk yang saya beli dalam talian seperti yang diharapkan.</i>	1	2	3	4	5	6
<b>3. Time Risk (TR)</b> <p>The navigation issues during deliveries increase the time risk. Moreover, the time taken for the product arrives also long especially when purchasing products from overseas. Additionally, the time risk also occurs when returning an item when damaged. Other than that, the process of comparing products before purchasing influences the time risk (Ariffin et al., 2018).</p> <p><i>Isu navigasi semasa penghantaran meningkatkan risiko masa. Lebih-lebih lagi, masa yang diambil untuk produk tiba juga lama terutamanya apabila membeli produk dari luar negara. Selain itu, risiko masa juga berlaku apabila memulangkan item apabila rosak. Selain itu, proses membandingkan produk sebelum membeli mempengaruhi risiko masa (Ariffin et al., 2018).</i></p>						
a. I need long time to search the right product via online. <i>Saya memerlukan masa yang panjang untuk mencari produk yang sesuai melalui talian.</i>	1	2	3	4	5	6

b. I am satisfied with the delivery time when shopping online. <i>Saya berpuas hati dengan masa penghantaran apabila membeli-belah dalam talian.</i>	1	2	3	4	5	6
c. Communicating with online sellers requires a lot of time. <i>Berkomunikasi dengan penjual dalam talian memerlukan banyak masa.</i>	1	2	3	4	5	6
d. I find refund process for online shopping take long time. <i>Saya mendapati proses bayaran balik untuk membeli-belah dalam talian mengambil masa yang lama.</i>	1	2	3	4	5	6
e. Online shopping may inaccurate time received estimation. <i>Beli-belah dalam talian mungkin tidak tepat anggaran masa diterima.</i>	1	2	3	4	5	6
<b>4. Social Risk</b> <p>Social risk is the risk that occurs when society makes judgments when customers purchase a product. The dissatisfaction among family and friends about the product, and the self-reputation of the customer when buying an unrecognized product leads to customer effects psychologically. Thus, the purchase decision is sometimes decided by society (Ariff et al., 2014).</p> <p><i>Risiko sosial ialah risiko yang berlaku apabila masyarakat membuat pertimbangan apabila pelanggan membeli sesuatu produk. Ketidakpuasan hati di kalangan keluarga dan rakan tentang produk, dan reputasi diri pelanggan apabila membeli produk yang tidak diiktiraf membawa kepada kesan psikologi pelanggan. Justeru, keputusan pembelian kadangkala diputuskan oleh masyarakat (Ariff et al., 2014).</i></p>						
a. Online purchasing may result in disapproval by my family.	1	2	3	4	5	6

<i>Pembelian dalam talian mungkin mengakibatkan ketidaksutujuan oleh keluarga saya.</i>						
b. Online purchases might have an impact on how others perceive or evaluate me. <i>Pembelian dalam talian mungkin memberi kesan kepada cara orang lain melihat saya.</i>	1	2	3	4	5	6
c. Relatives or friends also have influence on me to shop online. <i>Saudara-mara atau rakan-rakan juga mempengaruhi saya untuk membeli-belah dalam talian.</i>	1	2	3	4	5	6
d. Feedback from reviewers influence me to shop online. <i>Maklum balas daripada pengulas mempengaruhi saya untuk membeli-belah dalam talian.</i>	1	2	3	4	5	6
e. I get opinions from my friends or colleagues before shopping online. <i>Saya mendapat pendapat daripada rakan atau rakan sekerja saya sebelum membeli-belah dalam talian.</i>	1	2	3	4	5	6

### Section C: Perceived Risk on Online Shopping

Please specify your agreement or disagreement on the following statements by indicating your appropriate responses based on the following scale.

*Sila nyatakan sama ada anda setuju atau tidak setuju dengan pernyataan di bawah dan menunjukkan tindak balas anda berdasarkan skala tersebut.*

1	2	3	4	5	6
Strongly Disagree	Disagree	Slightly Disagree	Slightly Agree	Agree	Strongly Agree
<i>Sangat Tidak Bersetuju</i>	<i>Tidak Bersetuju</i>	<i>Kurang Bersetuju</i>	<i>Agak Bersetuju</i>	<i>Bersetuju</i>	<i>Sangat Bersetuju</i>

#### Online Shopping

A process of buying products or services using Internet is called as online shopping. Online shopping is very easy to search products and no need to stand in queue in crowd places (Aziz & Wahid, 2018). Thus, online shopping easily fulfilling customers' needs and wants and involves the reaction and choice of their decision making.

*Proses membeli produk atau perkhidmatan menggunakan Internet dipanggil membeli-belah dalam talian. Membeli-belah dalam talian amat Mudah.my untuk mencari produk dan tidak perlu beratur di tempat orang ramai (Aziz & Wahid, 2018). Oleh itu, membeli-belah dalam talian dengan Mudah.my memenuhi keperluan dan kehendak pelanggan dan melibatkan reaksi dan pilihan dalam membuat keputusan mereka.*

a. I don't need to have leave the house to buy anything. <i>Saya tidak perlu keluar rumah pun untuk membeli apa-apa.</i>	1	2	3	4	5	6
b. I have a greater choice of brands and products when shopping online. <i>Saya mempunyai lebih banyak pilihan jenama dan produk semasa membeli dalam talian.</i>	1	2	3	4	5	6

c. With online shopping, I can buy products even if it's in another country. <i>Dengan membeli-belah dalam talian, saya boleh membeli produk walaupun ia di negara lain.</i>	1	2	3	4	5	6
d. I prefer to shop online when there are more sales and discounts available. <i>Saya lebih suka membeli-belah dalam talian apabila terdapat lebih banyak jualan dan diskaun,</i>	1	2	3	4	5	6
e. I shop online because I can get complete product information there. <i>Saya membeli dalam talian kerana saya boleh mendapatkan maklumat produk yang lengkap di sana.</i>	1	2	3	4	5	6

**- Thank you for participating -**

