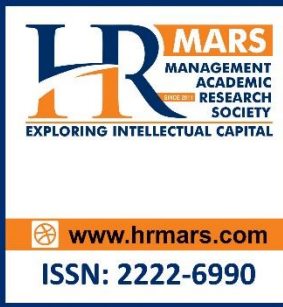




# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



## Factors Affecting Young Shoppers' Online Shopping Preference in Kelantan, Malaysia

Nazaria Binti Md. Aris, Ruziah A. Latif, Nurnais Safiy Binti Zainal, Khalisah Khairina Binti Razman, Razman Bin Anuar

To Link this Article: <http://dx.doi.org/10.6007/IJARBSS/v11-i14/9618>

DOI:10.6007/IJARBSS/v11-i14/9618

**Received:** 02 January 2021, **Revised:** 10 February 2021, **Accepted:** 28 February 2021

**Published Online:** 23 March 2021

**In-Text Citation:** (Aris et al., 2021)

**To Cite this Article:** Aris, N. B. M., Latif, R. A., Zainal, N. S. B., Razman, K. K. B., & Anuar, R. Bin. (2021). Factors Affecting Young Shoppers' Online Shopping Preference in Kelantan, Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 11(14), 417-430.

**Copyright:** © 2021 The Author(s)

Published by Human Resource Management Academic Research Society ([www.hrmars.com](http://www.hrmars.com))

This article is published under the Creative Commons Attribution (CC BY 4.0) license. Anyone may reproduce, distribute, translate and create derivative works of this article (for both commercial and non-commercial purposes), subject to full attribution to the original publication and authors. The full terms of this license may be seen

at: <http://creativecommons.org/licenses/by/4.0/legalcode>

**Special Issue: Contemporary Business and Humanities Landscape Towards Sustainability, 2021, Pg. 417 - 430**

<http://hrmars.com/index.php/pages/detail/IJARBSS>

JOURNAL HOMEPAGE

Full Terms & Conditions of access and use can be found at  
<http://hrmars.com/index.php/pages/detail/publication-ethics>



# INTERNATIONAL JOURNAL OF ACADEMIC RESEARCH IN BUSINESS & SOCIAL SCIENCES



## Factors Affecting Young Shoppers' Online Shopping Preference in Kelantan, Malaysia

Nazaria Binti Md. Aris<sup>1</sup>, Ruziah A. Latif<sup>2</sup>, Nurnais Safiy Binti Zainal<sup>3</sup>,  
Khalisah Khairina Binti Razman<sup>4</sup>, Razman Bin Anuar<sup>5</sup>

<sup>1, 4, 5</sup> Faculty of Economics and Business. Universiti Malaysia Sarawak, Kota Samarahan, Sarawak,

<sup>2, 3</sup> Faculty of Business Management. Universiti Teknologi MARA, Segamat, Johor

Email: manazaria@animas.my

### Abstract

The growth of online shopping is impressive. The presence of social media platforms accelerates the way companies connect directly with consumers. In other words, consumers use internet as shopping channel instead of physically walk into the traditional brick-and-mortar retail stores. Nowadays, majority of the young people are associated with technologies and digital media. Online shopping has become a significant part of their lifestyle. The objective of this study concerns to understand the demography and perceptions towards online shopping orientation of young Malaysian in Kelantan. Therefore, a sample of 101 young shoppers in Kota Bharu, Kelantan were asked for input and descriptive analysis was done to examine factors shaping their online shopping preference. Based on the result, the study highlighted three significant findings. Perceived ease of use, perceived usefulness and past online shopping experience are the key factors which influence online shopping orientation for young shoppers. Consequently, the finding is important for business developers to form their e-marketing strategies in creating a highly convenient e-store platform to fit the changing needs of young shoppers' lifestyles towards online shopping experience especially in Kelantan.

**Keywords:** Online Shopping, Young Shoppers, Shopping Perception, Shopping Preference.

### Introduction

Electronic commerce (e-commerce) has helped businesses and individuals to buy and sell products by providing cheaper and wider distribution channels using internet. With the advent of online shopping in Malaysia in this era of globalization, physical access to crowded stores are replaced with just a few clicks away i.e. online shopping. Online shopping refers to electronic businesses that allows consumers to bargain items or services from the merchant through web. E-commerce also known as internet traded, refers to the purchase and sale of merchandise or services using the internet and can also be described as any type of business transaction facilitated through the internet. E-commerce can give huge economic advantages for sellers and purchasers because of data and technology accessibility, new online services, access to different markets, lower transaction