

Students Behavior Towards Online Shopping—Study Reference to Kelantanies, Malaysia

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Abstract

The study aimed to examine the behavior of students towards online shopping in Kelantan, Malaysia. A quantitative research method was employed, and data were collected through a self-administered questionnaire from a sample of 122 students from various higher education institutions in Kelantan. The results showed that the students in Kelantan have a positive attitude towards online shopping and perceive it as convenient and timesaving. They also showed a high intention to shop online in the future. The study found that the factors that influenced the behavior of students towards online shopping were perceived usefulness, perceived ease of use, perceived risk, and trust in online sellers. The findings of this study can be used by online retailers and marketers to develop effective strategies to target the student market in Kelantan, Malaysia.

Keywords: Marketings, customer behavior, digital marketing, purchase behavior, COVID-19 epidemic

INTRODUCTION

The horrific COVID-19 epidemic's rapid spread over the entire planet frightened everyone. According to the World Health Organization's (WHO) most recent figures, 3,459,996 individuals have died globally with COVID-19, and it is anticipated that 166,860,081 people have received a diagnosis of it as of May 24, 2020. This simultaneously exploded the crisis and global economic downturn in all nations. The Malaysian movement control order (MCO) negatively affects the small company sector [1]. The MCO, which went into effect in March 2020, has caused a change in the way that consumers utilize e-commerce platforms to stop the COVID-19 outbreak from spreading. In Malaysia, 51.2% of people utilize e-commerce platforms to buy and sell goods online, according to the Malaysian Communications and Multimedia Commission. This condition results from the different consumer attraction techniques online retailers employ, including discount coupons, cash rebates, and other alluring incentives. When the nation began enforcing the MCO in March 2020, online buying and selling operations saw a rise of 28.9% in April 2020 [2]. The Regional Managing Director of Shopee, Ian Ho, stated that 2020 had seen significant growth in e-commerce when Malaysians were encouraged to prioritize online spending for

various purchases, including branded and premium items, according to the article source for Sinar Harian. The director reportedly observed their purchasing patterns and discovered that, in contrast to the popular belief that consumer spending has decreased, Shopee discovered that demand has increased across all categories on its platform, with the middle- and upper-segment brands and retailers recording the most notable changes claims that as customer security and privacy have become crucial, the online buying model relies heavily on consumer confidence. Because consumer participation is non-existent, it is crucial to understand customer

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behavior during transactions. As a result, this study aims to investigate how people behave when purchasing online near Higher Education Institutions in Kelantan.

PROBLEM STATEMENT

Problems such as ordering the incorrect item, receiving the incorrect one, and returning the incorrect one is frequently essential factors influencing a prospect's decision to purchase items online. Although this is one of the most common problems associated with online purchasing, it only occurs occasionally for most online customers. Therefore, there is a potential of ordering and purchasing the incorrect item [3]. This can occur when a consumer uses a website to make a purchase and clicks on the incorrect item or when a customer calls customer service to make a purchase and provides the incorrect product number. According to the article Shopping issues by Hasli Ayob, even if the buyer selects the correct goods and enters the product number correctly, errors might still occur while completing an order, mainly if the product contains alternatives such as size or color. When the incorrect goods are delivered, this issue can be highly aggravating and challenging, as the buyer would feel disappointed. Prof. Datuk Dr N. Marimuthu, president of the Federation of Malaysian Consumer Associations, stated in Utusan Online (2015) that 51.8% of consumers become victims of online purchases when they receive goods that are not identical to those displayed on the website and must wait longer to receive the goods. Due to the aforementioned issues, the researcher wants to investigate what factors influence consumer trust in online purchases. Due to the abovementioned issues, the researcher wants to investigate humans' behavior in shopping online on people around Universiti Malaysia Kelantan [4].

RESEARCH QUESTION

- Because many people are now shopping, the demographic of people around the Universities in Kelantan also doing the same thing.
- What is the behavior of people when shopping online, especially for people around Universities in Kelantan.
- Is there trust in shopping due to the level of convenience provided, the popularity and safety of the product or due to the experience of online shopping among people around Universities in Kelantan.

RESEARCH OBJECTIVE

- Researching demographics by looking at how many people in Universiti Malaysia Kelantan shop online.
- Identify people's behavior when shopping online among people around Universiti Malaysia Kelantan.
- Identify the experience, level of popularity, and safety of the products purchased as well as the facilities available when shopping online among people around Universiti Malaysia Kelantan.

RESEARCH OBJECTIVES

- To identify the factors that influence students' behavior towards online shopping in Kelantan Figure 1.
- To examine the attitudes of students towards online shopping and their intention to shop online in the future. To determine the level of trust students have in online sellers in Kelantan.
- To analyze the impact of perceived usefulness, perceived ease of use, perceived risk, and trust in online sellers on students' behavior towards online shopping in Kelantan.
- To provide recommendations for online retailers and marketers on effective strategies to target the student market in Kelantan, Malaysia.

RESEARCH DESIGN

The framework of the researcher's chosen research methods and techniques is referred to as research design. The researcher used these to ensure that proper approaches were used to successfully complete the study. The research design is used in quantitative research. This is because it is intended to provide

data summaries that support generalizations about the phenomenon under investigation, as well as to understand the relationship between the independent variables (convenience, popularity and safety, experience) and the dependent variable (customer’s shopping behavior). For this study, the primary data were gathered. All the original data for this study was gathered in this manner. Researchers use questionnaires and observations as data sources because they allow them to gather information from a large audience while also immediately verifying the accuracy of the observations.

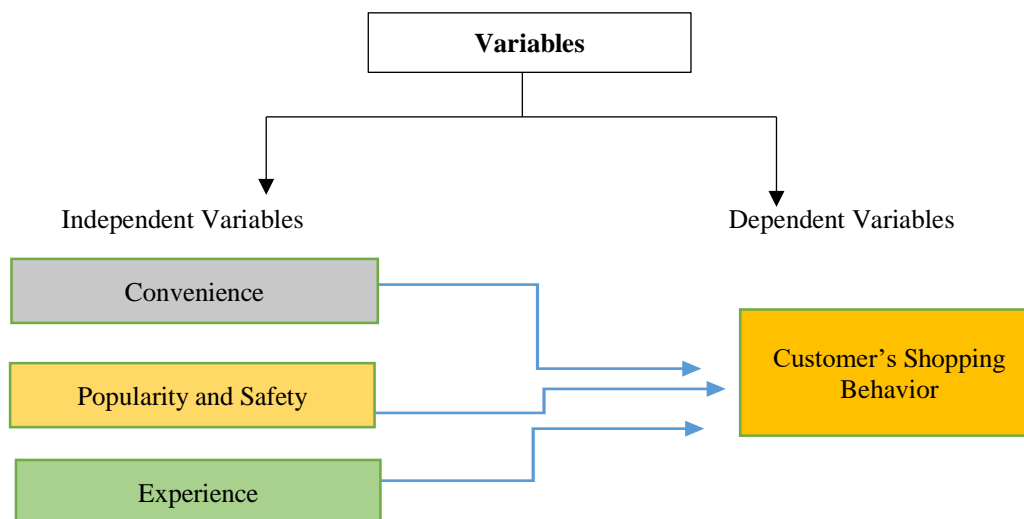


Figure 1. Independent variables and dependencies.

METHODS AND SOURCES

Research Instrument: The term “research instrument” refers to a tool used to conduct research in connection with a study, which includes data collection, measurement, and analytic procedures. This questionnaire instrument was designed and modified based on previous research conducted by experienced authors to assist researchers in collecting appropriate responses from respondents. In this study, we used three questionnaire components: Part A, Part B, and Part C. Part A contains information about the respondents’ gender, age, program, and year of study. Part B is concerned with customer’s behavior when it comes to online shopping. Part C is concerned with the convenience of online shopping, the popularity and safety of online shopping, and the experience of online shopping. We use two types of forms for this questionnaire’s details: open and closed form details.

Sampling: Population according to the University Malaysia Kelantan database, nearly 2,200 undergraduate students use an online shopping platform. N is the total number of respondents before being reduced to sample size, and the population size is the total number of elements in the population. As a result, the study’s population size was 2,200 students.

Analysis plan: This plan’s analysis will identify the data to be collected, the purpose, and how to analyze the data obtained. This analysis ensures that all necessary data is collected and used to complete the study. The use of appropriate research methods and statistical tools will assist us in obtaining accurate and reliable results. The objectives and types of data analysis methods used in this research study are listed below.

- *Descriptive statistic:* In this part, the research will review some responses from the respondent to ensure the objective of this research achieve.
- *Reliability test:* In this study, their alpha reliability established the variable size of the independent variable and its dependent variable internal accuracy. According to research, the acceptable alpha co-efficient should therefore be equal to or greater than 0.7 on.
- *Pearson correlation:* In this research, Pearson correlation co-efficient will be applied to verify the people’s behavior toward online shopping among University Malaysia Kelantan student.

Research Testing Tools

A research instrument is a device that collects, measures, and analyses data from subjects related to the research topic. Basically, this study will use pre-testing and online questionnaire to analyze each data.

Pre-testing of the instrument: This study began with pre-testing questionnaires before they were used to collect data in the actual study. This is to ensure that the tools used to collect the data do not make any mistakes and cause problems for the entire study. This pre-testing is performed on a small group of respondents, so the responses obtained from them are representative of the answers obtained from the general population. As a result, we used pre-testing of the questionnaire in this study to reduce the uncertainty of the results obtained. The questionnaire was circulated to respondents via various online platforms for us to obtain the necessary information from them.

Hypothesis Statement:

- The greater the convenience, the greater the customer's shopping behavior.
- The greater the popularity and safety, the greater the customer's shopping behavior.
- The greater the experience, the greater the customer's shopping behavior.

Data analysis: This chapter analyze the results of the data analysis that the procedures have been reported in the previous chapter. The analysis tools that we used on the data collected are known as Statistical Package for Social Science. Descriptive analysis was used to analyze data of respondents other than demographic profile which is find the dependent variable and independent variables. Cronbach's alpha method was used to analyze the reliability analysis and the normality test. Last, we used Pearson's correlation to measure the significant relationship between the convenience, popularity with safety and experience with dependent variable, which is the behavior of people towards shopping online among the citizens of University Malaysia Kelantan.

Demographic profile of respondents: Demographic profile is a data collecting method to give a better understanding about our respondents. Their customer types of information that can be calculated such as gender, age, program, and year of study.

Table 1 According to the aforementioned table, it represents the percentage of respondents' gender who participated in this research study out of 122 respondents. There are 62 female respondents and 60 male respondents who are willing to participate in this survey. The percentages of female and male respondents to the questionnaire are 50.8% and 49.2%, respectively.

Table 1. Gender group of respondents.

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Male	60	49.2	49.2	49.2
	Female	62	50.8	50.8	100.0
	Total	122	100.0	100.0	

There are 122 valid respondents that were collected from all students at the University in Kelantan. The table in 4.1 explained age, which is that the majority of the respondents are 21 years old until 22 years old, with 122 persons and about 38.5% of the total number of respondents. Meanwhile, there are 28 people from 19 years old until 20 years old, with 23%. The balance for the 23- to 24-year-olds is 24 persons with 19.7%, and last, 23 persons from 25 years old and above with 18.9% (see Table 2).

Out of 122 respondents, 51 are third-year students, with 41.8% from 100% respondents. Second place is from second-year respondents, with 23.8% consisting of 29 students. Fourth-year respondents are in third place with 17 respondents and 13.9%. Meanwhile, the five-year age group has 15 respondents with (12.3%). With 10 respondents and 8.2%, first-year students make up the majority. This situation is because of the difficulties in obtaining and meeting with the first-year students (see Table 3).

Table 2. Age group of respondents.

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	19–20 Years old	28	23.0	23.0	23.0
	21–22 Years old	47	38.5	38.5	61.5
	23–24 Years old	24	19.7	19.7	81.1
	25 Years old and above	23	18.9	18.9	100.0
	Total	122	100.0	100.0	

Table 3. Year of study of respondents.

		Frequency	Percentage	Valid percentage	Cumulative percentage
Valid	Year 1	10	8.2	8.2	8.2
	Year 2	29	23.8	23.8	32.0
	Year 3	51	41.8	41.8	73.8
	Year 4	17	13.9	13.9	87.7
	Year 5	15	12.3	12.3	100.0
	Total	122	100.0	100.0	

Descriptive Analysis

Descriptive statistics are short informative coefficients that describe a specific data collection, which might represent the complete population or a subset of a population. The mean is examples of measurements of central tendency, whereas standard deviation is examples of measures of variability.

Descriptive Analysis for Dependent Variable

Table 4 showed the descriptive analysis of behavior people towards shopping online that also consists of three questions. It shows the mean of respondent's response on the behavior people towards shopping online variable according to 5-point Likert-type scale. The average mean for this was 2.24 in Table 4. To elaborate, the mean for Question 1 where the respondents have ever shopped online was 1.03 (SD = 0.179). Next, the mean for Question 2 where the respondents much do spend on online shopping online every month was 1.97 (SD = 1.075). Then, the mean for Question 3 was 3.72 (SD = 1.581), where the respondents have a reason for online shopping.

Table 4. Descriptive statistics of behavior people towards shopping online.

	N	Mean	Standard deviation
Have you ever shopping online?	122	1.03	.179
How much do you spend on online shopping every month?	122	1.97	1.075
What is your reason for online shopping?	122	3.72	1.581
Valid N (listwise)	122		

Descriptive Analysis for Independent Variable

Based on Table 5, descriptive analysis of convenience consists of five questions. It shows the mean of respondent's response on the convenience factor variable according to 5-point Likert-type scale ranging from 3.76 to 2.93. The average mean for convenience factor from Table 5 was 2.89. To elaborate, the mean for Question 4 where the highest mean, the respondents acquired shopping online makes it easier for to find the desired item was 3.76 (SD = 1.426). The mean for Question 2 where the respondents satisfied with the delivery service from the e-commerce platform satisfactory was 3.66 (SD = 1.486). Next, the mean of the Question 5, where is social media a place for sellers and buyers in business was 3.52 (SD = 1.467). Mean for Question 1 where the respondents are that the e-commerce platform easy for users to use during purchase was 3.22 (SD = 1.352). Last, the mean for Question 3 that satisfy with the product that you buy online which is have little mean 2.93 (SD = 1.165).

Based on Table 6, descriptive analysis of popularity and safety consists of five questions. It shows the mean of respondent's response on the popularity and safety variables according to 5-point Likert-type scale ranging from 3.99 to 2.93. The average mean for popularity and safety from Table 7 was 3.642. To elaborate, the mean of Question 1 where is that the viral product a trusted product was 2.93 (SD = 1.165). Then, the mean of Question 2 where the online store's ability to control and maintain the security of data transactions needs to be taken care of properly was 3.76 (SD = 1.426). Next, the mean of Question 3 most people will buy the viral product when their safety and quality of the product are guaranteed to be completely safe was 3.74 (SD = 1.448). Mean for Question 4 where the sellers need to have experience evaluating the quality and price of goods while doing business was 3.79 (SD = 1.450). Last, the highest mean was question 5, where the investigate and compare other businesses first before proceeding with a purchase was 3.99 (SD = 1.440).

Table 5. Descriptive analysis of convenience.

	N	Mean	Standard deviation
Is the e-commerce platform easy for users to use during purchase?	122	3.22	1.352
Is the delivery service from the e-commerce platform satisfactory?	122	3.66	1.486
Do you satisfy with the product that you buy online?	122	2.93	1.165
Shopping online makes it easier for you to find the desired item?	122	3.76	1.426
Is social media a place for sellers and buyers in business?	122	3.52	1.467
Valid N (listwise)	122		

Table 6. Descriptive statistics of popularity and safety.

	N	Mean	Standard deviation
Is a viral product a trusted product?	122	2.93	1.165
The online store's ability to control and maintain the security of data transactions needs to be taken care of properly?	122	3.76	1.426
Most people will buy the viral product when their safety and quality of the product are guaranteed to be completely safe.	122	3.74	1.448
Sellers need to have experience evaluating the quality and price of goods while doing business?	122	3.79	1.450
Investigate and compare other businesses first before proceeding with a purchase?	122	3.99	1.440
Valid N (listwise)	122		

Table 7. Descriptive statistics of experience.

	N	Mean	Standard deviation
Have you ever been involved in online purchase fraud?	122	4.45	1.193
Online shopping is in line with today's lifestyle and is not unfamiliar among consumers.	122	3.76	1.426
Every customer must be alert when they want to shopping online so that they can't be scam by fake seller.	122	3.52	1.467
I am satisfied with the entire purchase experience.	122	2.93	1.165
Valid N (listwise)	122		

Based on Table 7, descriptive analysis of experience consists of four questions. It shows the mean of respondent's response on the experience variable according to a 5-point Likert-type scale ranging from 4.45 to 2.93. The average mean for experience factor was 3.665. To elaborate, the mean of Question 1

where the highest mean which is have you ever been involved in online purchase fraud was 4.45 (SD = 1.193). Then, the mean of Question 2 where online shopping is in line with today's lifestyle and is not unfamiliar among consumers was 3.76 (SD = 1.426). Next, the mean of Question 3 where every customer must be alert when they want to shop online so that they can't be scam by fake seller was 3.52 (SD = 1.467). Meanwhile, mean for Question 4 where the people who are satisfied with the entire purchase experience was 2.93 (SD = 1.165).

Actual Reliability Test

Once the pilot test's reliability was established, the questionnaire's true dependability could be evaluated. From the data in the table, we can conclude that all three of the independent variables, attitudes towards online shopping, level of education, and income, all fell within the acceptable range of 0.6 to 0.8 among University of Malaysia, Kelantan residents. An alpha value of 0.790 for usefulness is excellent. There is a positive correlation between likeability and both security and experience, as measured by a 0.734 and 0.694 coefficient of determination, respectively. In addition, a problematic but still acceptable coefficient value was found in a study of student attitudes about online purchasing conducted at universities in Kelantan Table 8.

Table 8. Reliability coefficient for each section of questionnaires.

Section C		
	Number of items	Cronbach's Alpha
Convenience	5	0.790
Popularity and safety	5	0.734
Experience	4	0.694

Table 9. Tests of normality.

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Behavior	.161	122	.000	.952	122	.000
Convenience	.109	122	.001	.936	122	.000
Popularity safety	.126	122	.000	.933	122	.000
Experience	.104	122	.002	.947	122	.000

Lilliefors Significance Correction; df, degrees of freedom.

Normality Test

Results from the Kolmogorov-Smirnov test and the Shapiro-Wilk test, two of the most widely used tests for gauging distributional assumptions, are shown in Table 9 of the Statistical Package for Social Science output. A value of 0.05 or less for the Shapiro-Wilk test indicates that the data does not follow a normal distribution; this applies to all of the variables tested, including behavior, convenience, popularity, safety, and experience. We shall therefore reject the null hypothesis. Data diverges significantly from a normal distribution if the significance level of the Kolmogorov-Smirnov test for all variables is less than 0.05. Data is not normally distributed, as suggested by the null hypothesis for the all-variables test, which we will reject at 5% significance if the p-value of the test is less than 0.05.

TESTING OF HYPOTHESIS

Relationship between the convenience and the greater of customer's shopping behavior.

- *H0*: There is no relationship between convenience and the greater of customer's shopping behavior among the citizens of Universiti Malaysia Kelantan.
- *H1*: There is a relationship between convenience and the greater of customer's shopping behavior among the citizens of University Malaysia Kelantan.

Because of the p-value of 0.034, which is less than 0.05, it can be seen that there is a statistically significant relationship between convenience and greater customer's shopping behavior among University Malaysia Kelantan students. However, the Pearson correlation coefficient value of 0.192 explains the negligible relationship between convenience and greater customer shopping behavior among citizens of University Malaysia Kelantan. As a result, both the H_0 and the H_1 are rejected by the research (see Table 10).

Table 10. Correlations.

		Behavior	Convenience	Popularity safety	Experience
Behavior	Pearson correlation	1	.192*	.193*	.185*
	Sig. (2-tailed)		.034	.034	.041
	N	122	122	122	122
Convenience	Pearson correlation	.192*	1	.753**	.923**
	Sig. (2-tailed)	.034		.000	.000
	N	122	122	122	122
Popularity safety	Pearson correlation	.193*	.753**	1	.824**
	Sig. (2-tailed)	.034	.000		.000
	N	122	122	122	122
Experience	Pearson correlation	.185*	.923**	.824**	1
	Sig. (2-tailed)	.041	.000	.000	
	N	122	122	122	122

*Correlation is significant at the 0.05 level (2-tailed).

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

Relationship between the popularity and safety, the greater of customer's shopping behavior.

- H_0 : There is no relationship between popularity with safety and the greater of customer's shopping behavior among the citizens of University Malaysia Kelantan.
- H_2 : There is a relationship between popularity with safety and the greater of customer's shopping behavior among the citizens of University Malaysia Kelantan.

With respect to the citizens of University Malaysia Kelantan students, it can be seen there is a statistically significant relationship between popularity and safety and the greater of customer's shopping behavior because the p-value is 0.034, which is less than 0.05, while the Pearson correlation coefficient value of 0.193 explains the negligible relationship between popularity with safety and the greater of customer's shopping behavior among of the citizens of University Malaysia Kelantan. As a result, both the H_0 and the H_2 are rejected by the research.

Relationship between the experience, the greater of customer's shopping behavior.

- H_0 : There is no relationship between experience and the greater of customer's shopping behavior among the citizens of University Malaysia Kelantan.
- H_3 : There is a relationship between experience and the greater of customer's shopping behavior among the citizens of University Malaysia Kelantan.

Based on the p-value of 0.041, which is less than 0.05, it can be seen from that there is a statistically significant relationship between experience and the greater of customers' shopping behavior among the University students, while the Pearson Correlation Coefficient value of 0.185 explains the negligible relationship between experience and the greater of customers' shopping behavior among these students. As a result, both the H_0 and the H_3 are also rejected by the research.

PRACTICAL IMPLICATION

This study seeks to provide a thorough understanding of the factors that affect consumers' online shopping decisions. As customers get past their first learning curve and realize the benefits of making

purchases online while utilizing a variety of application platforms, this will change how users behave while making purchases in every way. Managers should provide a risk reduction strategy with regard to the dangers that consumers will experience in order to foster a favorable perception of their website among users. This is because the reduction of this risk is very important to make it easier for users to carry out purchasing transactions. The results will also help the sales company as they can attract more customers as they reduce risk. The more customers that can be attracted, the easier it is for the selling company to become more successful. The study's conclusions suggest that retail businesses should take the following actions to reduce risk concerns and foster confidence in this marketing strategy. Additionally, measures that can enhance privacy and security should be implemented by retailers to attract customers to make online purchases due to the lack of secure transactions. They should be worried about losing their bank information and credit card information. Websites should be secured with the SSL protocol for payments to keep information private. When the selling business protects the customer's information, the consumer will feel completely confident in the selling business.

In light of the findings of this study, online merchants operating in Malaysian stores should make an effort to build a solid reputation by collaborating with reputable partners and by offering satisfactory and sufficient transactions. Offering buyers information on their rights as consumers, security approval insignia, money-back guarantees, communicating with customers about high security standards, and protecting their personal information are all ways to reduce risk. The use of word-of-mouth marketing by online businesses to promote their websites is recommended since subjective norms also have an impact on online shopping behavior. One of the best advertising strategies is this one, according to experts.

Customers are the fundamental resource for managers and business owners who make money. Managers and business owners should focus on a virtual store's capacity to offer clients a simple and effective platform for purchasing, particularly compatibility with customers' lifestyles and employment, quality goods and services, and the worth of each item. Retailers should offer affordable, high-quality products and services. It will not only draw in more customers but also encourage them to stay loyal to the supplier and make purchases from them.

Based on the study's findings, online sellers who are currently selling goods on the Internet in Malaysia should think about acting. They could concentrate on the advantages of online purchasing, and one benefit of this is that the seller will attract potential customers. According to the study's findings, having cheap costs is regarded as a significant advantage. Online merchants should therefore promise the best deals and the lowest costs, as well as other incentives like discounts and coupons. Online sellers should implement tactics that are advantageous to consumers, such simple payment methods or information that is tailored to the individual based on previous behavior. Customer assistance for Internet businesses will continue unabated because to things like these.

CONTRIBUTION TO KNOWLEDGE

The purpose of this research is to identify issues with Internet shopping that customers experience. Most respondents have mixed feelings about online purchasing. Using an e-Commerce platform is not without its share of troubles. Fear of bank transactions and lack of trust, traditional shopping being easier than online shopping, reputation and services provided, experience, insecurity and information inadequate products, and lack of trust are just some of the six factors identified by the study as preventing consumers from making purchases on online websites [5].

Online merchants could use the findings of this study to better anticipate their clients' wants and implement methods to win their loyalty. One of the research indicates a substantial connection between brand reputation and consumer satisfaction, which in turn is associated with brand loyalty. Customers are more likely to stick with a well-established online store rather than try anything new. Customers favor online stores that ask for less personal information rather than those that want it all [6].

Those who are on the fence about making online purchases can be won over by several tactics available to online merchants. To convert sceptics and casual browsers into loyal customers, brick-and-mortar stores must identify and address the issues that keep their online customers from making repeat purchases. Retailers selling items online must pay close attention to the standard of their goods. The next step for merchants to win back customers' faith is to raise the bar on product quality. As a result, they can give buyers a full picture of the vendor and their dealings with them, which should inspire more confidence in their services [7].

In addition, they can make use of marketing strategies like providing a safe and simple to navigate website for their clients, which will encourage repeat business and increase conversions. Customers can make more informed purchases when they have access to in-depth information about the products and services, they are considering. Adding more visual content like photos, movies, and 3D models to help people see products and make choices can improve the user experience. People are more likely to use an e-commerce platform if it offers convenient payment methods like cash-on-delivery, refund and exchange facilities based on consumer needs, quick and fast delivery, and so on [8]. According to multiple sources, consumers are hesitant to provide their credit card information into any online service. Providing many payment options like cash on delivery, delivery after inspection, Google Pay, Paytm, or other payment gateways is a great method for online merchants to gain their customers' trust and increase sales. Customers are more likely to feel comfortable making purchases on the Internet if stores provide them with clear security policies, privacy protections, and transactional servers.

The vendor must provide immediate, critical support, such as answering all the buyer's questions within a 24-hour service window. It is possible that the site visitors will be satisfied with what they find. In a successful sale, the buyer will feel even more connected to the seller. Because of the increased comfort level and openness to communication, the buyer will have an easier time negotiating with the seller. If the buyer and seller negotiate well, the buyer will come to trust the vendor completely [9].

Merchants also have an obligation to ensure their wares are suitable for online consumption. Easy return and exchange policies are one way in which retailers may leverage the power of their customers. Moreover, sellers might provide after-sale services like those provided by conventional buyers in order to entice more customers and provide a unique purchasing experience. As part of the "after-sales service," the seller may provide a new unit if the client receives one that arrives damaged. The possibility that a client won't trust the seller is also reduced if the money is returned to the buyer if their product is lost or destroyed. Having access to and making consistent use of such services will lead to a more loyal and trusted customer base [10].

CONCLUSION

This study is useful for both academics and professionals in the field of online commerce since it defines the relationship between customer knowledge and trust. Trust, perceived honesty, and the effect of trust on e-commerce are also explored in this study. Empirical research shows that when people have a positive impression of a website's reliability, they are more likely to make purchases from that site. This suggests that consumers' trust in online retailers has a major impact on their propensity to shop there. However, the survey results show that credibility has no bearing on confidence in making purchases online. A person's propensity to believe has a major role in shaping their first beliefs. When consumers have shopped on the Internet before, their trust in online vendors is an important element.

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