



**A STUDY OF THE FACTORS INFLUENCING  
PURCHASING BEHAVIOUR OF ONLINE CONSUMERS  
IN KLANG VALLEY, MALAYSIA**

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**Abstract:**

This study aims to analyse and discuss the factors influencing purchasing behaviours of online consumers in Klang Valley, Malaysia. In the past few years, the world has been evolving at light speed, and consumers must keep up with this fast-paced development. The technological era has changed purchasing habits so much that consumers have turned to online shopping, and vendors have explored the digitalization of product search and sales. With the impact of the pandemic, the digital age has taken over the world at a glance more than ever before. Online shopping offers consumers convenience, ease, comfort, time savings, hassle-free delivery, better price options, vast vendors, and many other obvious benefits. Since consumers are no longer restricted to a particular location or time for their purchases, this study seeks to understand factors that affect customers' online purchasing behaviour in Klang Valley, Malaysia. This study focuses on five components: perceived benefits, perceived risks, hedonic motivation, website design, and psychological dimensions. These five components have been chosen as the independent variables, with online purchase behaviour as the dependent variable. For data collection, self-administered questionnaires were distributed through social media. A total of 387 responses were collected. Findings obtained from this study indicated that perceived benefits, perceived risks, hedonic motivation, and website design are significant for consumers' online purchasing behaviour. In contrast, this study discovered that psychological dimensions are insignificant to consumers' online purchasing behaviour.

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## 1. Introduction

Internet use has increased exponentially since the early 1980s. The internet's unique characteristics have led to its rapid growth, both in terms of applications and users, because of its flexibility, interactivity, convenience, and personalization. Because of this, it is widely recognized as a valuable tool for communication, security, media usage, job reporting, education, investment, entertainment, and electronic commerce (Chouhan, 2017). The enormous changes brought about by computers, the internet, and information technologies in the past few years have profoundly affected how consumers live and conduct their everyday lives. Covid-19, not to mention its radical contribution towards the urgent transition into the era of digitalization, has a huge role to play, and Covid-19 has seen the new world adopt online purchasing as their daily norm. In addition, the time people spend browsing and buying online has dramatically increased (Wen et al., 2020). Consumers increasingly prefer online shopping owing to the higher quality of products, customer service, ease of purchase, and more payment options (Kim et al., 2018). Malaysia's eCommerce sector is projected to grow to USD 4.46 billion by 2022, spurred on by recent events in 2021, implying accelerated growth. Keeping up with technological advances and having adequate access to targeted consumers are essential for offline shops wanting to break into e-commerce (Chossin & Ghaffari, 2017). By enabling a hassle-free online purchasing process, vendors provide consumers with incredible opportunities to connect with millions of goods and services available at their fingertips, allowing them to indulge in their needs (Sahu et al., 2020).

The Internet now provides consumers with a wide selection of products and services from businesses worldwide, thereby reducing their shopping effort and time (Bandara et al., 2019). Malaysia's internet users are expected to expand by 6% between 2019 and 2020 and 17.8% between 2020 and 2024. This will result in an estimated 2.53 million internet users by 2022. The Malaysian eCommerce industry is anticipated to grow to USD 4.46 billion by 2021. The Internet has revolutionized how companies operate on the business side of things. With this technology, shops can deliver endless products and services 24/7 at any time and from anywhere. Online retailers are increasingly offering various offers, which has increased website traffic. Amazon, Flipkart, AliExpress, and many online giants offer huge discounts and offer to lure customers into shopping on their websites or platforms (Koch et al., 2020). A study by (Pratsiwi & Fitria, 2021) argues that the most influential factors affecting online shopping are availability, low prices, promotions, comparisons, customer service, user-friendliness, timeliness, and variety.

Hence, this study examines structural relationships between perceived advantages, perceived risks, hedonic motivation, website design, and psychological

dimensions. The research seeks to govern and identify the factors influencing consumers' decisions, choices, and exploration of online purchasing behaviour in Klang Valley. Key factors that impact a consumer's purchase decision and what would happen if the criteria were not met.

### 1.1 Research Problem Statements

Millions of people around the globe use the internet for various purposes, making it a polarising medium. Regardless of experience, investment, or industry size, the internet has become a vital business platform for all enterprises. Bandara et al. (2019) argue that the internet is a typical, communal, and self-sustaining service currently serving a growing population worldwide. However, the issue of privacy and security remains among the major concerns (Alraja et al., 2019). When it comes to online participation, privacy has always been a concern since there are highly unforeseeable trails left behind, and users' security is intentionally at risk. While many measures have been implemented, online scams and privacy breaches remain top concerns for consumers (Bandara et al., 2019). Malaysians will be the victims of 68% of commercial fraud in 2022. No one is likely to purchase from a business that does not differentiate itself from the competition by building cyber security measures and appearing trustworthy (Yuchong & Qinghui, 2021). Malaysia is still among the countries with the least cybersecurity worldwide. It was found that 1,557 compromised computer systems and 900 malware-hosting websites had been identified in a study by a UK-based firm, Reboot Digital PR Services. This results in an overall cyber danger score of 79.9 out of 100 (Kanapathipillai & Mahbob, 2021).

Although internet sales have risen in recent years, there is evidence of a widespread phenomenon called "purchase abandonment," where buyers do not complete transactions. It implies that consumers only sometimes convert their internet searches into purchases. Furthermore, there are exogenous factors such as psychological dimensions, trust in online shopping, perceived benefits, and past online shopping experiences (Wen et al., 2020). Approximately 72 percent of transactions added to carts but still need to be completed are abandoned by Malaysian consumers. This means that consumers' search on the internet only sometimes leads to an actual purchase (Kanapathipillai & Kumaran, 2022). 61 percent of customers in Malaysia feel uncomfortable when making an online purchase from an online store that does not present itself in a professional manner. Furthermore, poor customer experience is detrimental to the user experience and the business experience (Xu et al., 2020).

There is a lack of progress in Malaysia regarding digital marketing. 89.6% of the population in the nation with the highest internet penetration level has access to the web (Müller, 2021). Approximately 26 million out of Malaysia's 32.16 million population are active media users (Statista, 2020). Despite the advancement in internet technology, digital marketing remains a relatively incipient business segment in Malaysia, which has resulted in Malaysian marketers' reluctance to invest in it. Based on a (GetCraft, 2020) survey of 50 marketers across different industries, two out of five said they hesitated due to not fully understanding the implications of digital marketing and how to utilize digital

strategies. This was also corroborated by a research conducted by (Kanapathipillai & Kumaran, 2022). With the slow rate of digitization development among Malaysians compared to other neighbouring countries, the lack of awareness of digitalization among Malaysians has kept them within their comfort zone, whether for business or day-to-day interactions (Kanapathipillai & Kumaran, 2022; Martin & Bush, 2000). Moreover, only a few comprehensive researches study online purchasing behaviour in Malaysia. Research on online purchasing behaviour has been evident in many publications. However, little has been done to identify the factors influencing consumers' drive, and influence leads to online purchasing behaviour (Kanapathipillai & Kumaran, 2022).

Many studies have been done on the acceptance and adoption of online shopping, and there are a few studies on the post-adoption of online retailing (Hernandez et al., 2009; Taylor & Strutton, 2010) (Liu & Forsythe, 2010). The use of the online channel after its adoption is dynamic and multidimensional in many ways. A key research issue in the field of information systems (IS) is the continuous use of information technologies (IT). Considering the significant impact of continued use on the long-term viability and profitability of an IT enterprise such as online retailing, it is imperative to study the factors that influence individuals' post-adoption behaviour and attitudes (Khalifa & Limayem, 2003; Thong et al., 2006; Chea & Luo, 2007).

## 1.2 Research Question

**RQ1:** Is there a statistically significant relationship between perceived benefits and purchasing behaviour of online consumers in Klang Valley?

**RQ2:** Is there a statistically significant relationship between perceived risks and purchasing behaviour of online consumers in Klang Valley?

**RQ3:** Is there a statistically significant relationship between hedonic motivation and purchasing behaviour of online consumers in Klang Valley?

**RQ4:** Is there a statistically significant relationship between psychological dimensions and purchasing behaviour of online consumers in Klang Valley?

**RQ5:** Is there a statistically significant relationship between website design and purchasing behaviour of online consumers in Klang Valley?

## 1.3 Research Objectives

**RO1:** To examine if there is a statistically significant relationship between perceived benefits and purchasing behaviour of online consumers in Klang Valley.

**RO2:** To scrutinize if there is a statistically significant relationship between perceived risks and purchasing behaviour of online consumers in Klang Valley.

**RO3:** To assess if there is a statistically significant relationship between hedonic motivation and purchasing behaviour of online consumers in Klang Valley.

**RO4:** To study if there is a statistically significant relationship between psychological dimensions and purchasing behaviour of online consumers in Klang Valley.

**RO5:** To investigate if there is a statistically significant relationship between website design and purchasing behaviour of online consumers in Klang Valley.

## 2. Literature Review and Hypothesis Development

The following sub-sections focus on the underpinning theory, literature, and hypothesis developed regarding perceived advantages, perceived risks, hedonic motivation, website design, and psychological dimensions. The research seeks to examine the factors that influence online purchasing behaviour in Klang Valley.

### 2.1 Underpinning Theory: Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) is central to this research as it is the theoretical perspective tested for understanding customers' online purchasing behaviour. In this regard, the TPB is an 'extension' of the Theory of Reasoned Action (TRA), which was developed by (Ajzen & Fishbein, 1980) and based on the assumption that attitude was linked to human behaviour. TPB was developed by (Ajzen, 1991) because TRA could not adequately account for behaviours over which individuals did not have complete control (Ilham & Mat, 2012). According to (Ajzen, 1991) intentions to perform behaviours of different kinds can be predicted with high accuracy from attitudes toward the behaviour, subjective norms, and perceived behavioural control, and these intentions, together with perceptions of behavioural control, account for considerable variance in actual behaviour. Moreover, according to TPB, an individual's motivation for engaging in certain conduct is influenced by their attitudes toward the act, perceptual norms of participation in the activity, and beliefs about the individual's willingness to engage in the desired behaviours efficiently (Ajzen, 1991). TPB considers the individual's attitude and social norms and the individual's perceived control as accurate predictors of behavioural intentions, which is highly crucial to our study of purchase behaviour. TPB is the underpinning support of this research to predict behaviours in which individuals have incomplete voluntary control of influences. Hence TPB is used in this study in support of the record that the TPB has been used successfully to predict and explain a wide range of online purchasing behaviours (Khalifa & Limayem, 2003; Thong et al., 2006; Chea & Luo, 2007); Blery et al., 2009; Hernandez et al., 2009; Hannah & Lybecker, 2010; Hernandez et al., 2011; Lee et al., 2011).

### 2.2 Online Purchasing Behaviour

A key variable in this study is online shopping behaviour which is the dependent variable. Purchasing behaviour in the e-commerce world, otherwise known as online purchasing behaviour, refers to how willing, determined, and likely a customer is to acquire a given product or service due to shopping online (Hapzi, 2019). It is also imperative to note that online purchasing behaviour is still heavily dependent on the consumer's willingness to receive a particular product or service offered on the internet (Kanapathipillai & Kumaran, 2022). The purpose of a consumer's online purchasing behaviour reaches well beyond the mere act of purchasing; it also includes the desire to buy, complete the purchase successfully, and enjoy the goods or services over a long period or by repeat purchasing (Hapzi, 2022). Moreover, the purpose of a consumer's

online buying behaviour does not end with the purchase process; it takes into account the desire to buy and the satisfaction of making the purchase and continuing to enjoy the product or service regularly (Wang & Tadisina, 2008).

Prior studies have indicated that behaviour and attitude are multidimensional constructs that can be characterized in various ways. This is because they represent a vast area to be explored and cannot be summarized in a few words. These needs could be classified as daily necessities, luxury, and medical needs.

Online shopping trends are influenced by many multidisciplinary and multidimensional factors that affect consumer behaviour (Saravanan et al., 2023; Kanapathipillai & Mahbob, 2021; Zhang, 2002). Subjective factors, like online consumer attitude and individual demands, and online buyers' objective factors, like web trust, product price, and quality, have contributed significantly to online buying behaviour. Previous purchases also have a significant effect on the recurrent purchase behaviour of online consumers. Consumers prefer online shopping when conventional shopping cannot satisfy their demands. Online stores can meet consumer needs and demands around the clock (Kanapathipillai & Kumaran, 2022).

On top of that, buyer attitudes influence their buying decisions and behaviours as well. On extroverts' online customer base, many factors may affect far more than buyer attitudes. It is also found that low-price products cause frequent purchases, and significant amounts of products are being purchased, resulting in strong and significant relationships. Low price advantage is not only gained by direct price reduction but also through gifts and free delivery. The current study indicates that online purchasing behaviour cannot be viewed as a single factor. Instead, it is supported by a variety of other factors that may influence Malaysian consumers as a whole. A consumer's online purchasing behaviour is likely to increase if the service platform is a trustable site, user-friendly, and offers a high standard (Kanapathipillai & Kumaran, 2022). This is a natural occurrence in which customers are willing to pay for goods and services that give them a sense of worth and acceptance (Chung & Al-Khaled, 2021; Hapzi, 2022).

### **2.3 Relationship between Perceived Benefits and Online Purchasing Behaviour**

Perception of the benefits associated with a specific shopping behaviour that was deemed to provide satisfaction to the individual. The functional or utilitarian perceptions of shopping on the internet are based on how effective the internet as a shopping medium is at assisting consumers in accomplishing the tasks they need to accomplish and how easy it is to navigate the internet as a shopping device (Saravanan et al., 2023; Overby & Lee, 2006; Nili, Delavari, Tavassoli & Barati, 2013). Regarding the reasons for the widespread perception of benefits, the most popular ones are related to ease of use, accessibility, and the convenience of time and energy. Consumers perceive convenience when shopping online as the time and effort they save by not having to physically visit the store (Monuwe et al., 2004). In line with previous findings, a study by (Fatema & Siddiqui, 2021; Krisnanda & Rulirianto, 2019; Ma'munillah & Widarko, 2018) derived a similar conclusion affirming that a customer's concept of convenience plays an influential

role in influencing their behaviour when it comes to making an online purchase; thus, ease of use is likely to have a significant impact on their behaviour when it comes to making an online purchase.

Over the years, online shopping has gained wider popularity among Malaysians as it offers several hassle-free, convenient, time-saving methods of running errands and purchasing services and goods, along with its simplicity (Saravanan et al., 2023; Kanapathipillai & Kumaran, 2022; Arora & Aggarwal, 2018). Moreover, the pandemic has also expedited the adaptation of online shopping. It made it a new norm as people regarded shopping online as a safer and more reasonable option for them, leading to a massive transition from traditional shopping to online-based purchases (Wen et al., 2020). Additionally, the community has raised several concerns regarding internet shopping during Covid-19. When people do their shopping, they want to save as much time as possible, and customers tend to prefer online sites since stepping outside during this period seems hazardous. Most people with a sense of time compare physical and online shop time (Fatema & Siddiqui, 2021). Nevertheless, consumers needed more convenience in hand-picking tangible goods, such as fresh vegetables, and products with shorter life spans, such as loaves of bread and liquid canned foods (Swaminathan et al., 1999).

With consumers becoming more familiar with online shopping, many companies are transitioning from traditional sales efforts to online sales, as they see a lucrative opportunity there. This gives consumers a more diverse variety of options, including more luxury when selecting from an online channel that is not limited to Malaysia but also around the world (Prastiwi & Fitria, 2021). The loss of sensory shopping or the loss of social benefits associated with shopping are examples of the loss of social bonds between consumers and the loss of a typical physical activity associated with shopping (Vijayasarathy & Jones, 2000). According to (Swaminathan et al., 1999), their research found that consumers who prefer to deal with people or treat shopping as a social activity are more likely to avoid online purchases because of the lack of social interaction. Based on the literature above, there are gaps. Thus, hypothesis H1 was formulated to examine the gap as follows:

**H1:** There is a significant relationship between perceived benefits and purchasing behaviour of online consumers in Klang Valley.

#### **2.4 Relationship between Perceived Risk and Online Purchasing Behaviour**

Plenty of research is available to support the idea that consumers continue to believe that using the internet for shopping is risky (Kanapathipillai & Mahbob, 2021; Li & Huang, 2009). The perceived risk refers to the uncertainty associated with the buyer's context and buying behaviour. This uncertainty can have an impact on his or her purchasing decisions. The perceptions of a person, whether or not they decide to make an online purchase, can have a significant and inverse relationship with the attitude and intention of that person. Consumers' propensity to order online was observed to grow at an average pace. However, the spread of the COVID-19 pandemic, on the other hand, has

compelled many customers to shop online (Habib & Hamadneh 2021). The fear of the unknown is the main factor that prevents customers from purchasing via the Internet. A study by (Li & Huang, 2009) found that consumers' purchase intention is directly affected by the uncertainty about the product they will receive in the future. In general, consumers are often apprehensive when shopping online as there is a feeling of fear associated with a consumers' perception of the risk of the unknown. A study conducted previously by (Fatema & Siddiqui, 2021), which examined the relationship between perceived risks and online purchasing decisions, found that risk perceptions have a positive and significant impact on the likelihood of a consumer not purchasing online. This ultimately shows that online shoppers make decisions based on minimalizing the risks involved in online purchases.

According to (Saravanan et al., 2023), financial loss, security, and privacy are examples of factors that could highly influence the purchasing behaviour of online shoppers. Since their credit and debit cards are at risk of theft and abuse in this situation, customers are worried about the security of their information and data. Uncertainty is also connected to the risk of getting spammed or cheated in terms of payment transactions during the purchasing or after the purchasing process (Chopdar et al., 2018). In accordance with (Chopdar et al., 2018), different dimensions of perceived risk have negatively impacted consumers' intentions to shop online, such as the source risk of e-retailers, the cost and timing of purchasing processes, the delivery risk, the financial risk, the performance risk, the asymmetrical information risk, and the failure risk that follows. Moreover, Malaysians are the victims of 68% of commercial fraud in the year in southeast Asia in 2021, which is exceptionally alarming for any consumers to actively engage in online purchasing in Klang Valley (Kanapathipillai & Mahbob, 2021). Svatoová (2020) points out that many online buyers are worried about not receiving their ordered products, receiving a fake product, receiving a damaged product without any return assistance, or receiving substandard products that are different from the displayed or promised products, as well as the trouble of returning the product and getting a more honest one. Meanwhile, contrary to previous research, awareness of the COVID-19 pandemic and marketing policies had no significant impact on online shopping despite creating awareness. According to previous research, perceived risk plays a significant role in consumer behaviour. Hence, consumer purchase intention and behaviour can be considered an example of risk-taking (Habib & Hamadneh 2021). This is based on the fact that any action taken by consumers will have consequences that they cannot predict with any degree of certainty, at least some of which are likely to be unpleasant. Based on the literature above, there are gaps. Thus, hypothesis H2 was formulated to examine the gap as follows:

**H2:** There is a significant relationship between perceived risks and purchasing behaviour of online consumers in Klang Valley.

## **2.5 Relationship between Hedonic Motivation and Online Purchasing Behaviour**

Consumers feel pleasure and joy whenever they can experience new things, such as shopping on the internet, which is hedonic motivation. In psychology, hedonism is a popular theory that argues that humans primarily seek happiness while avoiding pain or, more accurately, displeasure by doing what makes them happy (Lavuri, 2020). Basically, hedonic motivation is a study of the joy of shopping and how to discover those feelings and purchase decisions when you are out shopping (Ozen & Engizek, 2013; Blake et al., 2005).

Aside from that, hedonic motivation has been viewed as an extension of utilitarian motivation. This factor has become vital to maintaining competitive advantages over smaller companies (Babin et al., 1994). A consumer's primary shopping motivation is the stimulation of their senses and the freedom they have to choose what they want to buy. These are the primary factors that motivate them to purchase products. Several studies have examined the experiential value of online shopping, which includes enjoyment and aesthetics, often referred to as hedonic value. This is considered to be a component of the intrinsic experiential value of online shopping. It has been pointed out in many studies that consumers who shop online do not only do so to gather information and to purchase products, but they also do it to satisfy the needs for experience and emotion that they have (Chandon et al., 2000). Researchers have argued that customers motivated by hedonic values would be driven to browse products online for purely experiential reasons, such as for aesthetic purposes and pleasure, which may not initiate their purchase intentions (Kim & Shim, 2012).

Hedonic motivation plays a significant role in customers' online purchases, and they typically treat these purchases as self-gifts, a phase of enjoyment and desire to own. Part of the reason is that a consumer has a more personalized experience when shopping online instead of in a traditional shopping setting. This is because online transactions cater to their particular needs. Other similar studies conducted by (Lavuri, 2020) similarly highlighted the fact that online shoppers tend to spend more time shopping on virtual networks and websites as a result of hedonistic factors like entertainment and pleasure. In this manner, especially during pandemic times, e-retailers realized that a positive attitude towards a brand or product could be enhanced by leveraging entertainment factors. Prastiwi & Fitria (2021) point out that researchers have observed that many factors, such as hedonic motivation, heavily influence consumers' search intentions on the internet, as well as their repeated purchases and frequent online transactions. It has been shown that hedonic and utilitarian influences mainly influence consumers' online search intentions as they acquire a more comprehensive number of digital experiences. Meanwhile, (Chakraborty & Soodan, 2019) pointed out that hedonic motivation as a factor may have contradicting relevance to online shopping decisions on the geographical boundary. While certain countries may agree to accept hedonic motivation as a mediating factor for an online purchasing decision, the decision could not be generalized to other countries. Based on the literature above, there are gaps. Thus, hypothesis H3 was formulated to examine the gap as follows:

**H3:** There is a significant relationship between hedonic motivation and purchasing behaviour of online consumers in Klang Valley.

## **2.6 Relationship between Psychological Dimensions and Online Purchasing Behaviour**

In conjunction with this study, a theory proposed by (Brehm, 1966) was referred to, which is widely based on psychological reactance theory (PRT). The psychological metaphor of psychological reactance to reinstate freedom suggests that when a person's freedom, choices, and actions are restricted or endangered, they usually feel motivated to recover their liberty. Considering the context of this pandemic, the study carried out by (Akhtar et al., 2020) utilized PRT as a theoretical approach to explore what consumers were thinking about when making their purchasing choices in the light of Covid-19. According to the study, trimming customers' freedom of choice resulted in a marked increase in their psychological reaction towards that. In turn, offline retailers have the opportunity to increase consumers' reactions to the COVID-19 pandemic by shifting from their traditional offline business to online shopping, as it could motivate consumers to make convenient choices in order to avoid the hassles of online shopping (Kanapathipillai & Kumaran, 2022; Ismail et al., 2022).

According to psychological studies, online shoppers' buying inclinations will be heavily influenced by psychological dimensions such as privacy concerns, financial details concerns, and concerns about data security. Singh et al. (2019) accentuated that psychological dimensions are related to an individual's attitude, motivation, perception, personality, and perception of value, all of which can influence their decision to purchase online. As many details are communicated during a typical buying process, the primary concern related to privacy risk is the shopper's fear of losing their privacy. Information collected is primarily personal information, including home address, availability of people at the delivery address, payment details, and banking information. According to (Pena-Garcia et al., 2020), these factors make the shopper's point vulnerable.

In this case, for instance, several variables have been studied by (Nazir et al., 2012) to explain how online shopping habits influenced Pakistani consumers. According to the research study, there were several significant issues that were most prevalent among online buyers. These psychological dimensions were trust, security, privacy, and problems related to buying on the internet. Researchers found that consumers believe there is high uncertainty around the transaction and payment process when shopping online, among other factors that discourage them from shopping online (Nazir et al., 2012). Additionally, another study by (Neger & Uddin, 2020) found that risk perception, professionalism, confidentiality, integrity, and disposition to trust will determine trustworthiness toward E-vendors.

Furthermore, previous studies by (Kucuk & Arslan, 2001) pointed out that psychological traits may differ from one country to another, whereby based on their study, Turkish customers' online shopping habits and preferences differ significantly from the US customers' online shopping habits. It has been found that Turkish consumers

were more concerned about technological issues such as security, privacy, and technology in internet shopping than American consumers, who were concerned about psychological dimensions. Security and privacy issues on the internet were cited as one of the most significant concerns by Turkish participants compared to American respondents. Because Turkish consumers are more concerned about online security and privacy, Turkish culture is more risk-averse than other cultures (Kucuk & Arslan, 2001). Hence, online shopping decisions differed significantly between countries. According to the authors, there is a discrepancy regarding psychological influences. Due to Malaysia's high number of online scams and the growth of online purchasing hype, it has become vital to analyse the effects that this factor holds against Malaysian consumers. Measuring them will provide insights into ways to tackle the relationship between psychological dimensions and online purchasing behaviour. Based on the literature above, there are gaps. Thus, hypothesis H4 was formulated to examine the gap as follows:

**H4:** There is a significant relationship between psychology dimensions and purchasing behaviour of online consumers in Klang Valley.

### **2.7 Relationship between Website Design and Online Purchasing Behaviour**

Based on (Rita et al., 2019), a website's design is evaluated on three dimensions: aesthetics, content, and stage show. Aesthetics, as defined by (Rita et al., 2019) refers to the technical aspects of the website that make it visually pleasing. According to the e-Commerce Foundation, consumers research products online or in-store before making an online or in-store purchase. As a result, website today is increasingly relevant for businesses of all sizes and types, owing to the changing buying behaviour (Aznor et al., 2021). For any online store to attract customers, the quality of website design is extremely significant. Cho & Park (2001) found that in their study of customer satisfaction in e-commerce, website design has a positive influence on customer satisfaction. According to (Lee & Lin, 2005), the quality of website design significantly impacts the perception of service quality and overall customer satisfaction. The user can use the internet in a way that is as easy as possible, according to (Park & Kim, 2000). The research outcome by (Rita et al., 2019) pointed out that there has been an increased interest in buying from an online store where the website design has been improved. In simple terms, the higher the quality of the website design, the higher the likelihood that a consumer will make a purchase decision through the online store.

A consumer's intention to shop online is significantly influenced by whether or not they are comfortable with a given website and whether or not they trust a particular merchant. Previous studies have analysed the relationship between website design and consumer purchasing behaviour. They have found that a well-designed website can significantly influence a consumer's online shopping decision. It is critical that a user-friendly website is created as a favourable impression on shoppers from the beginning, and online shoppers prefer a site that is easy to use (Prastiwi & Fitria, 2021). According to (Prashar et al., 2017), technological acceptability characteristics and trust were strongly

correlated with intention toward various products and services and anticipated shopping behaviour.

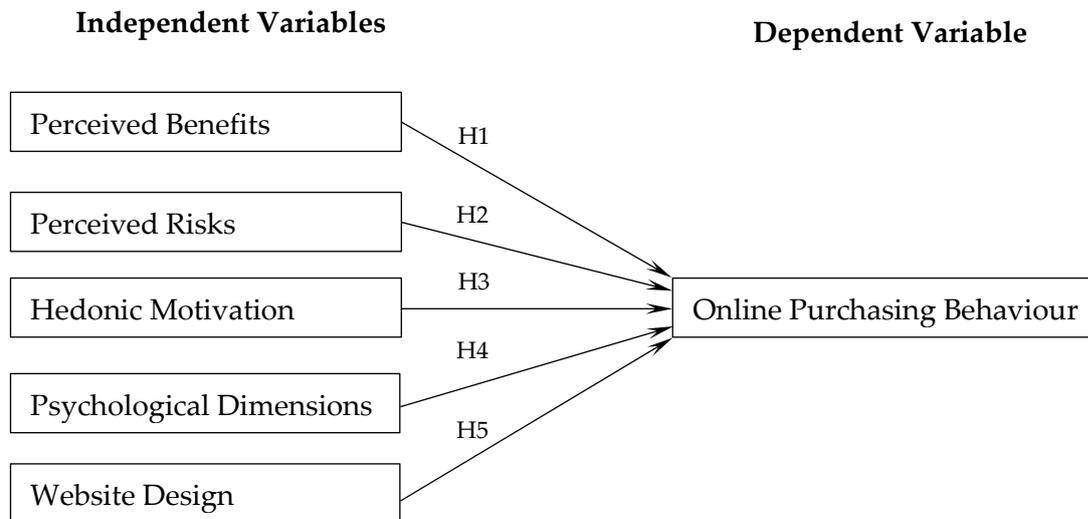
According to (Akram et al., 2018), website design positively influences users' intentions to make online purchases. Ideally, good websites offer accurate information, rapid page loading, and easy connection to online purchases. Additionally, 74 percent of those surveyed would be willing to buy from an attractive, high-quality website design. However, 87 percent would buy from a safe and easy-to-use website design. Legal websites are licensed, eliminating almost half of the judgments made by shoppers, as a spammed site can eventually be traced back, and their transactions will be handled much more safely (Rahi et al., 2017).

On the flip side, scholars also argue that poorly designed websites can cause mistrust between a business and its customers (Park & Kim, 2000). Customers may be confused, bounce rates may be high, and a digital presence may not be effective if the website gives off the wrong impression as, most times, customers tend to associate any service or product offered by the business with the quality of the website (Yoon, 1999). While an appealing website design is critical to engage with customers, as there is a correlation between an attractive website design and high click-through rates, that does not necessarily mean it would increase the conversion rate (Lee & Turban, 2001). Statistics on Databox highlighted that, on average, a business only has an 11.45% conversion rate, even if their business website is appealing and of high quality (Memon, 2022). This shows that more than generalizing the quality of website design alone would be needed to determine the online purchasing behaviour of the customers as they might be attracted to the website. However, it does not necessarily mean they would make the necessary steps to purchase the item. Based on the literature above, there are gaps. Thus, hypothesis H5 was formulated to examine the gap as follows:

**H5:** There is a significant relationship between website design and purchasing behaviour of online consumers in Klang Valley.

## 2.8 Proposed Conceptual Framework

The study is based on a research framework. Because of the initial literature review, five independent variables with specific hypotheses are developed to design the research framework. These independent variables are perceived benefits, perceived risks, hedonic motivation, website design, and psychological dimensions that influence the dependent variable, which is online purchasing behaviour.



**Figure 1:** Proposed Conceptual Framework

### 3. Methodology

The following section provides the reliability analysis, population, sampling, and measurements used in this research.

#### 3.2 Population, Sampling and Measurements

The selected population for this research was those residing in Klang Valley, Malaysia. They are more relevant to this study, given the anthropometric characteristics of the population. The chosen populace is also more significant due to the diversity of the population in terms of gender, age, and income level. According to the data presented by (World Population Review, 2022), the population of Malaysia as of 2022 totals 32.37 million people. A total of 384 sample responses is adequate based on (Krejcie & Morgan, 1970). Therefore, 387 responses were collected from respondents in Klang Valley.

In this research, the convenience sampling method has been used to select a sample of a non-probability sample. This sampling method is partially due to its ease and expediency in obtaining respondents. In addition, convenience sampling assists the researcher in identifying respondents that are suitable for the study. This sampling does not require a sampling frame.

The questionnaires for this study were distributed through Google Forms and multiple social media channels such as Facebook, WhatsApp, and Messenger. People who shop online would have convenient access to the survey as they could use the online platform to access the survey. The questionnaire aimed to analyse the factors affecting the online purchasing behaviour of Klang Valley consumers.

## 4. Findings and Interpretation

The following session discusses the research findings by analysing the data collected. The findings include a demographic profile, descriptive analysis, reliability, correlation coefficient, and regression analysis.

### 4.1 Demographic Analysis

The table below displays the summary of the demographic of 387 respondents who have participated in this survey.

**Table 4.1: Demographic Profile of Online Consumers (N = 387)**

Demographics	Category	Frequency	Percentage
Gender	Male	112	28.9%
	Female	275	71.1%
State of Birth	Kuala Lumpur	253	65.4%
	Selangor	134	34.6%
Age	Under 21	79	20.4%
	21 to 29	179	46.3%
	30 to 39	92	23.8%
	40 to 49	27	7.0%
	50 and above	10	2.6%
Period of Using Internet for Shopping	Less than 3 months	32	8.3%
	3 to 6 months	54	14%
	6 to 12 months	79	20.4%
	1 to 2 years	75	19.4%
	2 to 3 years	67	17.3%
	3 to 5 years	23	5.9%
	More than 5 years	57	14.7%
Online Expenditure in the Past 6 Months	0 to 2000	270	69.8%
	2000 to 4000	67	17.3%
	4000 to 6000	34	8.8%
	6000 to 8000	11	2.8%
	8000 and above	5	1.3%
Shopping Preference	Shopee	126	32.6%
	Lazada	124	32.0%
	Corousell	28	7.2%
	Mudah.my	49	12.7%
	eBay	15	3.9%
	Amazon	22	5.7%
	Zalora	11	2.8%
	Sephora	10	2.6%
Prestomall	2	0.5%	

Table 4.1, Demographic Profile of Online Consumers, shows that the majority of respondents for the survey comprises 71.1% of females while male respondents are 28.9% from Kuala Lumpur and Selangor. The survey exhibits that the majority of the

respondents fall in the age group of 21 to 29, which amounts to almost half of the total respondents at 46.3%. The information in the table signifies that most of the respondents have been using the internet for shopping for 6 to 12 months, 1 to 2 years, and 2 to 3 years, amounting to a total of 57.1%. The survey data shows that most respondents had spent an estimated amount of RM0 to RM2000 in 6 months, with 69.8%. Also, most respondents have opted for Shopee and Lazada as their preferred online shopping platforms, with a total of 64.6%.

#### 4.2 Mean and Standard Deviation Analysis

**Table 4.2:** Descriptive Statistics (N = 387)

Factors	Mean	SD	Skewness	Kurtosis	Min	Max
Perceived Benefits	4.192	1.082	-1.812	1.713	1	5
Perceived Risks	4.195	0.930	-1.561	1.202	1	5
Hedonic Motivation	4.191	1.131	-1.729	1.566	1	5
Psychological Dimensions	3.818	0.996	-0.924	-0.325	1	5
Website Design	4.171	1.115	-1.697	1.422	1	5
Online Purchasing Behaviour	4.172	1.099	-1.747	1.573	1	5

From Table 4.2, Descriptive Statistics displays that the factor perceived risk shows the highest mean value of  $4.195 \pm 0.930$ . The lowest mean value is psychological dimensions,  $3.818 \pm 0.996$ . Additionally, the normality test in Table 4.2 indicates that the skewness and kurtosis values have a threshold of  $\pm 2$  therefore the data are distributed normal, as cited by (Chinna & Yuen, 2015; Gravetter & Wallnau, 2014).

#### 4.3 Reliability Analysis

**Table 4.3:** Reliability Analysis (N = 387)

Variables	Cronbach's Alpha	N of Items
Perceived Benefits	0.972	7
Perceived Risks	0.927	6
Hedonic Motivation	0.961	4
Psychological dimensions	0.890	4
Website Design	0.958	4
Online Purchasing Behaviour	0.971	6

The reliability of the variables is measured using Cronbach's Alpha, whereby the rule of thumb for Cronbach's alpha implies that the items are highly reliable when the coefficient value is closer to the alpha value of 1.0. A value below 0.6 is considered less reliable. Referring to Table 4.3, Reliability Analysis, above, all 6 variables have an alpha value closer to 1.0, indicating that they are highly reliable and have high internal consistency. Hence, the reliability analysis expresses that the research is free from random error.

#### 4.5 Pearson's Correlation Coefficient Analysis

**Table 4.5:** Pearson's Correlation Matrix (N = 387)

Factors	1	2	3	4	5	6
1. Online Purchasing Behaviour	1.000					
2. Perceived Benefits	0.967	1.000				
3. Perceived Risks	0.933	0.937	1.000			
4. Hedonic Motivation	0.962	0.963	0.927	1.000		
5. Psychological dimensions	0.767	0.759	0.744	0.760	1.000	
6. Website Design	0.966	0.962	0.928	0.959	0.764	1.000

Table 4.5, Pearson Correlation Matrix, indicates a positive association between all the independent variables (perceived benefits, perceived risks, hedonic motivation, psychological dimensions, and website design) and the dependent variable (online purchasing behaviour). The association between perceived benefits, perceived risks, hedonic motivation, and website design has a very high and significant relationship with online purchasing behaviour ( $r = 0.967$ ;  $p < 0.001$ ), ( $r = 0.933$ ;  $p < 0.001$ ), ( $r = 0.962$ ;  $p < 0.001$ ) and ( $r = 0.966$ ;  $p < 0.001$ ) respectively. However, the association between psychological dimensions and online purchasing behaviour shows a high correlation ( $r = 0.767$ ;  $p < 0.001$ ).

#### 4.6 Multiple Regression Analysis

**Table 4.6.1:** Model Summary

R	R Square	Adjusted R Square	Std. Error Est.	Change Statistics			
				F Change	df1	df2	Sig.
0.978 <sup>a</sup>	0.957	0.957	0.228	1713.563	5	381	0.001

a. Predictors: (Constant), WebDesign, PsyDimensions, PerRisks, HMotivation, PerBenefits

Table 4.6.1, Model Summary displays the multiple correlation coefficient of  $R = 0.978$ , indicating a high degree of predictive accuracy. Additionally, the  $R$  square = 0.957. This indicates that 95.7% of the dependent variable (online purchasing behaviour) variation can be explained by the independent variables (perceived benefits, perceived risks, hedonic motivation, psychological dimensions, and website design).

**Table 4.6.2:** ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	445.990	5	89.198	1713.563	0.001 <sup>b</sup>
	Residual	19.833	381	0.052		
	Total	465.823	386			

a. Dependent Variable: OPBehaviour  
b. Predictors: (Constant), WebDesign, PsyDimensions, PerRisks, HMotivation, PerBenefits

Table 4.6.2, ANOVA, shows that the independent factors statistically and substantially forecast the dependent variable, ( $F = 1713.563$ ,  $p < 0.001$ ). Therefore, the regression model fit is good. Hence, the independent variables (perceived benefits, perceived risks, hedonic motivation, psychological dimensions, and website design) will be able to project the dependent variable (online purchasing behaviour).

**Table 4.6.3: Coefficient**

Model 1	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	-0.059	0.058		-1.031	0.303	-0.172	0.054
PerBenefits	0.312	0.049	0.307	6.432	0.001	0.217	0.408
PerRisks	0.111	0.038	0.094	2.930	0.004	0.037	0.186
HMotivation	0.222	0.043	0.229	5.177	0.001	0.138	0.307
PsyDimensions	0.030	0.018	0.027	1.631	0.104	-0.006	0.066
WebDesign	0.338	0.043	0.343	7.793	0.001	0.253	0.423

a. Dependent Variable: Online Purchasing Behaviour

Table 4.6.3, Coefficients, discloses that, perceived benefits ( $\beta = 0.312$ ;  $p < 0.05$ ), perceived risks ( $\beta = 0.111$ ;  $p < 0.05$ ), hedonic motivation ( $\beta = 0.222$ ;  $p < 0.05$ ), and website design ( $\beta = 0.338$ ;  $p < 0.05$ ) are statistically significant. However, psychological dimensions ( $\beta = 0.030$ ;  $p > 0.05$ ) are insignificant.

Thus, this reveals a significant relationship between the predictor variables (perceived benefits, perceived risks, hedonic motivation, and website design) and the dependent variable (online purchasing behaviour).

#### 4.6.1 Linear Regression Equation

$$OPB = -0.059 + 0.312 (PB) + 0.111 (PR) + 0.222 (HM) + 0.338 (WD)$$

Where,

OPB = Online Purchasing Behaviour;

PB = Perceived Benefits;

PR = Perceived Risks;

HM = Hedonic Motivation;

WD = Website Design;

-0.059 is the constant or the y-intercept.

The outcome of the coefficients indicates that a one-unit increase in perceived benefits, perceived risks, hedonic motivation, and website design lead to an increase in online purchasing behaviour (OPB) by 0.312, 0.111, 0.222, and 0.338, respectively. Moreover, a higher or stronger standardization coefficient signifies that the influence of

predictor variables on the customers' purchasing behaviour is stronger. Website design with a standard coefficient (Beta = 0.343) indicates that the variable contributes the most in terms of variance to online purchasing behaviour, followed by perceived benefits (Beta = 0.307), hedonic motivation (Beta = 0.229), and lastly, perceived risks (Beta = 0.094).

#### 4.7 Summary of Hypothesis Test

**Table 4.6.4: Summary of Hypothesis Test**

No	Hypothesis	P-value	Result
H1	There is a significant relationship between perceived benefits and purchasing behaviour of online consumers in Klang Valley.	0.001	Accepted
H2	There is a significant relationship between perceived risks and purchasing behaviour of online consumers in Klang Valley.	0.004	Accepted
H3	There is a significant relationship between hedonic motivation and purchasing behaviour of online consumers in Klang Valley.	0.001	Accepted
H4	There is a significant relationship between psychological dimensions and purchasing behaviour of online consumers in Klang Valley.	0.104	Not Accepted
H5	There is a significant relationship between website design and purchasing behaviour of online consumers in Klang Valley.	0.001	Accepted

From Table 4.7, Summary of Hypothesis Test, the first hypothesis (H1) is to examine if there is a significant relationship between perceived benefits and purchasing behaviour of online consumers in Klang Valley. The p-value of perceived benefits is 0.001, which is less than 0.05. Consequently, indicating a statistically significant impact of perceived benefits on the purchasing behaviour of online consumers in the Klang Valley.

The second hypothesis (H2) is to scrutinize if there is a significant relationship between perceived risks and purchasing behaviour of online consumers in Klang Valley. The p-value of perceived risks is 0.004, which is less than 0.05. Therefore, denoting a statistically significant influence of perceived risks on the purchasing behaviour of online consumers in the Klang Valley.

The third hypothesis (H3) is to assess if there is a significant relationship between hedonic motivation and purchasing behaviour of online consumers in Klang Valley. The p-value of hedonic motivation is 0.001, which is less than 0.05. Hence, this indicates a statistically significant stimulus of hedonic motivation on the purchasing behaviour of online consumers in the Klang Valley.

The fourth hypothesis (H4) is to study if there is a significant relationship between psychological dimensions and purchasing behaviour of online consumers in Klang Valley. The p-value of psychological dimensions is 0.104, which is more than 0.05. Hence, this infers a statistically insignificant impact of psychological dimensions on the purchasing behaviour of online consumers in the Klang Valley.

Finally, the fifth hypothesis (H5) is to investigate if there is a significant relationship between website design and purchasing behaviour of online consumers in

Klang Valley. The p-value of website design is 0.001, which is less than 0.05. As a result, website design has a statistically significant effect on the purchasing behaviour of online consumers in the Klang Valley.

## 5. Discussion

This study sought to determine whether there is a statistically significant relationship between perceived benefits and the online purchasing behaviour of consumers in Klang Valley and tested hypothesis H1.

A previous study by (Swaminathan et al. 1999) found that consumers who engage in social activities such as shopping are more likely to avoid making online purchases because of the lack of social interaction. However, the study's outcome contradicts previous literature due to advancing technology and the fast passed lifestyle. In this modern era, many socializing means have been adapted, and shopping is seen as something other than a significant socializing activity. On the flip side, (Fatema & Siddiqui, 2021; Krisnanda & Rulirianto, 2019; Ma'munillah & Widarko, 2018) came to a different conclusion suggesting that a customer's concept of convenience plays a significant role in influencing their behaviour when they make a purchase online. Consequently, this study answered the first research question and narrowed the literature gap by proving that perceived benefit significantly impacts purchasing behaviour.

Secondly, the study sought to determine whether there is a statistically significant relationship between perceived risks and the online purchasing behaviour of consumers in Klang Valley and also tested the hypothesis, H2.

Previous literature by (Li & Huang, 2009) corroborates the current study as it states that consumers' purchase intentions directly relate to the future uncertainty of the product they will receive. However, (Habib & Hamadneh, 2021) argues that perceptions of risk play a significant role in consumer behaviour, so consumer purchase intentions and behaviour can be considered examples of risk-taking. Though, (Habib & Hamadneh, 2021) study contradicts the current outcome. By answering the second research question, this study has narrowed the literature gap and addressed the research question as technology has advanced far. The norm of purchasing online has grown with more consumer experience.

Thirdly, the research pursued to determine the statistical significance of the relationship between hedonic motivation and online purchasing behaviour of consumers in Klang Valley and also tested the hypothesis, H3.

The current study is validated based on a previous study by (Chandon et al., 2000), in which it was accentuated that online shoppers are not only searching for information and purchasing products but also satisfying their need for experience and emotion. Researchers argue that customers motivated by hedonistic values may browse online products solely for experiential factors, such as pleasure and aesthetics, which does not necessarily mean to have purchasing intentions (Kim & Shim, 2012). However, (Ozen &

Engizek, 2013) stated that hedonic motivation influences the buyers' purchase decision. Therefore, this study answered the third research question and narrowed the literature gap.

Next, the study sought to determine whether there is a statistically significant relationship between psychological dimensions and the online purchasing behaviour of consumers in Klang Valley and tested hypothesis H4.

According to psychological studies by (Pena-Garcia et al., 2020), psychological dimensions such as privacy and financial factors will significantly influence online shoppers' purchasing decisions. The study by Pena-Garcia overturns the result of the current study. However, (Singh et al., 2019) emphasize that psychological dimensions are related to an individual's attitude, motivation, perception, personality, and perception of value, all of which can influence their decision to purchase online. The scholars argued that psychological dimensions alone would not influence shoppers' purchasing decisions as multiple measures could address consumer data and privacy concerns wisely. This study has narrowed the literature gap and addressed the research question by answering the fourth research question.

Lastly, the study also focuses on determining whether there is a statistically significant relationship between website design and the online purchasing behaviour of consumers in Klang Valley and tested hypothesis H5.

Likewise, to the outcome of the study, the findings of (Lee & Lin, 2005) stated that there is a significant impact on the perception of service quality and overall customer satisfaction, both of which are directly related to the quality of the website. However, (Lee & Turban, 2001) presented a conflicting statement where the researcher emphasized a correlation between an attractive web design and high click-through rates. They discovered there is no guarantee that it will result in an increased conversion rate. Hence, this study answered the third research question and narrowed the literature gap.

## 6. Conclusion

In conclusion, this research accomplished its primary purpose of determining the variables that impact the online purchasing behaviour of Malaysians. This research identifies and examines five independent variables: Perceived Benefits, Perceived Risk, Hedonic Motivation, Psychological dimensions, and Website Design.

The first objective of this research is to examine if there is a statistically significant relationship between perceived benefits and purchasing behaviour of online consumers in Klang Valley. The outcome of the study proved the significance between both independent and dependent variables in which the current study is complemented by the research conducted by (Wen et al., 2020), whereby the scholars expressed how the pandemic had shifted the preconception of online shopping as a safer and more convenient method of shopping, and that led to the transition from traditional shopping to online-based purchases. Similarly, other scholars such as (Saravanan et al., 2023; Kanapathipillai & Kumaran, 2022; Fatema & Siddiqui, 2021; Overby & Lee, 2006; Nili et

al., 2013; Arora & Aggarwal, 2018) accentuated that when customers make an online purchase, convenience becomes a significant factor that influences their behaviour. In accordance with the Theory of Planned Behaviour (Ajzen & Fishbein, 1980), an individual's motivation for engaging in a particular behaviour can be influenced by the individual's attitude toward the act (Ajzen, 1991). In conjunction with this study, online purchasing behaviour of the customers was highly influenced by the attitude one ought to gain from shopping online.

The second objective of this research is to scrutinize if there is a statistically significant relationship between perceived risks and purchasing behaviour of online consumers in Klang Valley. This study also proved the significant relationship between perceived risks and online purchasing behaviour which goes in line with previous studies by (Kanapathipillai & Mahbob, 2021; Fatema & Siddiqui, 2021; Lim et al., 2018; Chopdar et al., 2018; Svatoová, 2020) commonly agreed with the fact that perceived risks do has a certain degree of influence towards purchasing behaviour of online customers. It is believed that consumers' purchase intentions are directly influenced by their uncertainty regarding the products they will receive in the future. The perception of the risk of the unknown causes consumers to be apprehensive when they shop online. Per the Theory of Planned Behaviour (Ajzen & Fishbein, 1980), various factors influence an individual's motivation to engage in a particular behaviour, including the individual's attitude toward the act (Ajzen, 1991). This study shows that what a person perceives as a risk from shopping online significantly influences the attitude toward normative belief, which affects the online purchasing behaviour of customers.

The third objective of this research is to assess if there is a statistically significant relationship between hedonic motivation and purchasing behaviour of online consumers in Klang Valley. The outcome of the study showed that there is a significant relationship between hedonic motivation and online purchasing behaviour, which shares a similar viewpoint with previous studies by (Blake et al., 2005; Babin et al., 1994; Chung & Al-Khaled, 2021; Chakraborty & Soodan, 2019; Koch et al., 2020; Lavuri, 2021; Prastiwi & Fitria, 2021). This study demonstrated that hedonic motivation is a significant factor in customers' online purchase decisions. These purchases are generally viewed as self-gifts and a phase of pleasure and desire to own. According to the Theory of Planned Behaviour (Ajzen & Fishbein, 1980), an individual's motivation for engaging in a particular behaviour is influenced by several factors, including the individual's attitude towards the act. Consumers' online search intentions, frequent online transactions, and repetition of purchases are heavily influenced by many factors, including hedonic motivation, which is associated with TPB, in which consumers' intentions generally form a favourable attitude when online shopping is seen favourably.

The fourth objective of this research is to study if there is a statistically significant relationship between psychological dimensions and purchasing behaviour of online consumers in Klang Valley. In contrast to other factors, psychological dimensions have revealed that it has an insignificant influence on the purchasing behaviour of online customers in Klang Valley. The outcome of this study, however, contradicts previous

studies by (Nazir et al., 2012; Neger & Uddin, 2020; Akhtar et al., 2020) in which they highlighted the fact that psychological dimensions such as privacy concerns, financial details concerns, and data security concerns will heavily influence online shoppers' buying inclinations. However, (Kucuk & Arslan, 2001) presented an opposing argument stating that when positive impressions of online shopping outweigh perceived risks, potential internet shoppers are more likely to purchase products and services online. It is likely that when online shoppers perceive online shopping to be valuable and easy to use, they will also develop a positive attitude about it, influencing their intention to return to the site and their decision to purchase online. A vital aspect of the Theory of Planned Behaviour (Ajzen & Fishbein, 1980) is that it calculates behavioural intentions based on variables such as attitudes, social norms, and the individual's perceived control over the situation. The theory states that there are many different 'psychological dimensions that influence an individual's attitude toward online purchasing. However, this contradicts the study since the outcome showed that psychological dimensions do not influence online purchasing behaviour. Partly the reason for having an opposing outcome is because psychological predilections may differ from one person to another. As the current and previous studies mainly accentuated the downsides of online purchases and their association with psychological dimensions, psychological dimensions are likely to play a much smaller role when the customer has a more favourable experience with an online purchase than when they had a less favourable experience.

The fifth and last objective of this research is to investigate if there is a statistically significant relationship between website design and purchasing behaviour of online consumers in Klang Valley. The study also demonstrated a significant relationship between website design and purchasing behaviour of online customers in Klang Valley. Hence, this study supports the previous research by (Aznor et al., 2021; Cho & Park, 2001; Rita et al., 2019; Prashar et al., 2017; Prastiwi & Fitria, 2021; Akram et al., 2018; Rahi et al., 2017), who have agreed upon the significant influence of website design towards online purchasing behaviour. According to scholars, it has been shown that consumers' comfort and trust in the merchant greatly affected their intention to shop online. A person's motivation to engage in a particular behaviour, following the Theory of Planned Behaviour (Ajzen & Fishbein, 1980), is influenced by how they see the act, how they perceive how it is supposed to be, and whether they believe the individual will do the desired behaviours effectively. A good website design plays a significant role in promoting the perception of service quality and overall customer satisfaction. The positive effects of such a design can lead to consumers having a more positive attitude toward purchasing decisions in the future.

## **7. Limitations and Further Research**

Although the research objectives were achieved, the methodology used to conduct the research had some things that needed to be improved. To begin with, the time constraint does not allow for a comprehensive survey to be conducted promptly. The researchers

needed more access to rural areas, making it challenging to analyze purchasing intent outside of metropolitan areas. The research also covered a small representation of Malaysia, and many urban states needed to be accounted for to achieve more in-depth results.

Additionally, this research was done based on consumers' perception of online purchasing and how it shapes their purchasing behaviour. However, there is a lack of evidence from the vendor's perspective of the struggles in producing top-notch online services. Identifying the significance and drawbacks of online consumers in the eyes of e-vendors could give a much more in-depth understanding of why online products and services are built and sold in specific ways.

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### **Conflict of Interest Statement**

As far as the authors are concerned, there is no conflict of interest linked with this study, and there has been no sponsorship regarding this study, authorship, and publication that could have influenced its outcomes. As the researchers of this study, the authors confirm its originality and that has not been published anywhere, affirming that it is not presently being considered for publication elsewhere.

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