

Online Shopping Behaviour in Youth: A Systematic Review of The Factors Influencing Online Shopping in Young Adults

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Abstract

This is a conceptual paper. The goal of this conceptual study is to investigate the internet buying habits of young adults. Online shopping has evolved into a global phenomenon. We always buy products online rather than in stores since it is more convenient. This demonstrates how easy access to the internet can help people locate the best goods and services at the best prices, options, and deals via their electronic devices. A lot of causes are driving the growth of internet purchases. This is because of the lower prices; people are beginning to utilise the internet to shop. It is less expensive and easier to research products and services online before making a purchase. Also, online cashless transactions allow us to shop from home and have products delivered by courier, saving our time and effort. Five factors influencing young individuals' decision to shop online and their behaviour were investigated. In this study, a systematic review was used as the research method. This conceptual article examined and compiled data from 15 research works on the topic of young adult online purchasing behaviour. Online shopping is frequently simple and allows young adults to find several items that they would not be able to get at the nearest physical store, which is the most obvious convenience aspect that drives them to do so. Furthermore, it has been demonstrated that young people's engagement in internet shopping. Empirical research may also be utilised to find similarities and differences in the views, attitudes, and purchasing behaviours of internet shoppers from foreign countries.

Keywords: Online Shopping, Buying Habits, Consumer's Behaviour, Internet, Young Adults

Introduction

Today's society is digital. The Internet was formerly used to share information, but now it's essential. Business, social connection, and shopping are all tied to the Internet. Online shopping has gained popularity with digital culture and COVID-19. Online shopping has become a worldwide phenomenon. As mentioned by Lufkin (2020), despite being available

for years, online shopping has just lately become ubiquitous. We always buy things online instead of in real stores because of convenience. This illustrates that accessible internet access helps individuals find the finest goods and services with better prices, selections, and offers. Abd Aziz and Abd Wahid (2018) say shoppers may undertake a cost-benefit analysis and shop via their mobile devices.

Online buying can be classified as purchasing products and/or services utilising a tablet, laptop, or smartphone. For instance, Shopee, Lazada, Grab, Zalora, etc. Next, we can buy most of the stuff anytime, anywhere. Hence, it is significant for businesses to emphasise client preferences and influencing variables. Online purchasing's ease has changed our shopping habits. To increase online shopping, focus on customers' tastes and prior experiences. Businesses must analyse consumers' online buying behaviour and prior experiences to decide if they repurchase. Rozita et al (2021) found that online businesses are more likely to acquire and keep customers if they acknowledge user opinions.

Nowadays, online shopping is flexible for all generations as long as they have an internet connection and a credit card. People may now complete their chores much more easily thanks to online technologies. People nowadays are more likely to do their work on the internet. The majority of people's time is spent on internet technology and social media applications. People's lives have been transformed by the Internet. People are most interested in online education, online employment, and online shopping. Previously, individuals had to go to physical stores to buy stuff. Online stores have mostly replaced brick-and-mortar stores.

Due to its ease, many individuals prefer online shopping. All this is on a single platform. Physical retail shoppers must enter one shop after another. Online shopping allows people to buy everything from home. Therefore, it's unclear which generation will use it more. Based on research by James Melton, Millennials in 2019 make 60% of their purchases online, a survey of 1,002 millennials (consumers ages 22 to 37) found. This is because most young consumers, university students, particularly those in the 18–30 age group, are heavily targeted among online shoppers.

Problem Statement

Shopping preferences in today's culture are influenced by accessible purchasing alternatives and shopping motivations. Shopping reasons are a customer's requirements and goals as they pertain to selecting a store from which to purchase a certain item. Functional demands, such as accessibility and product availability at the selected store, are another category under which shopping motivations fall. From the standpoint of a consumer, Chang et al (2004); Zho et al (2004) give a comprehensive picture of the factors that contribute to the adoption of online purchasing. A collection of choices that customers have to fulfil their buying goals for a certain class of goods or services are referred to as shopping options. The way society reacts to internet buying may also be influenced by these elements.

However, internet shoppers are seen as having a lesser level of social orientation. Typically, they choose to stay in so that they may avoid interacting with the crowd. The younger generation is recognised for being active spenders and prefers internet shopping for its convenience. While a more social culture favours outdoor buying, a less social society favours internet purchasing (Rajamma et.al., 2009).

Online shopping allows merchants the chance to analyse consumer behaviour to see how customers look for, buy, use, evaluate, and discard goods and services they anticipate will meet their requirements. Retailers need to consider Internet users together with traditional customers. They carry out the same purchasing-related duties as a typical store to make a purchase. Customers need to use the Internet and manage their own processes. Due to the nature of the internet economy, retailers must comprehend the needs and concerns of their customers. Retailers should thus modify their online products to acquire a competitive edge. To get customers to try out online shopping and make more than one purchase there, they must provide the correct product or service that is distinctive. Consequently, this will encourage more consumer internet buying (Rudansky & Kloppers, 2006).

The expansion of internet purchasing is fuelled by a variety of factors. People are starting to use internet shopping because of the decreased pricing. It is more affordable and simpler to study products and services online before making a purchase. Online technology, search engine optimization, and user experience are the additional factors that contribute to lower search costs, which in turn increase online buying.

The availability of more buying possibilities online than through time-consuming traditional methods is another reason that influences people to favour online shopping. This study aims to investigate the variables that motivate today's generation to engage in internet buying. Furthermore, this study investigates the impacts of social elements on buyers' purchase intentions in online shopping, as well as the behaviour of shoppers' purchase intentions in online shopping.

Research Objectives

- To classify consumers' preferences online shopping
- To interpret e-retailers conducting online shopping
 - To analyse the elements that encourage customers to purchase online shopping
- To determine the undeveloped field of characteristics research involving online customers in online shopping
- To investigate various factors influence customers' decision on online shopping

Literature Review

Online Shopping

The term "online shopping" can refer to a variety of different activities that include making a purchase using the internet. According to Jusoh and Ling (2012), online shopping is defined as the act of a customer acquiring goods or services over the internet at web stores from the comfort of their own homes using only electronic devices such as personal computers and smartphones. Customers have another option to purchase the items they need without having to travel to the actual location of the retailer. Online cashless transactions let clients buy things from home and have them delivered by courier. Besides, shoppers may now make their purchases and peruse catalogues online rather than going to a physical store and waiting in line to make their purchases.

Due to the COVID-19 pandemic and lockdown, online shopping has grown popular among young adults and most businesses have gone digital. Individuals' altered lifestyles have transferred them from conventional to digital methods, including online purchasing. Wong

(2014) found that 54% of Malaysian Internet users shop online at least once a month, and 26% shop online at least once a week, totaling 91% of Malaysian Internet users. Online buying is increasingly popular worldwide, say researchers (Al-Maghrabi et al., 2011). In the past two decades, internet users have increasingly made online purchases since it's more convenient, helpful, and less burdensome than conventional shopping. So, it is important to analyse aspects that make customers hesitant to shop online and impact buying intentions, especially newbies.

Online Shopping Behaviours among Young Adults

In psychology, behaviour is how our activities impact our thinking. "Intention" refers to the purposeful effort an individual takes to support their behaviour, according to (Ajzen, 1991). Online purchase intention" as the likelihood that a website visitor would buy an item or service online. Customers who shop online must explore the product or service they wish to buy. Other than that, social media can impact customer behaviour after purchase. Herpen (2016) said that after getting product specifications, buyers compare it to other options, choose it based on specs and transaction needs, and acquire experience after purchase.

Information search behaviour affects customer purchase decisions, according to (Malmarugan, 2008; Topaloglu, 2012). Consumer behaviour is also studied by academics. Consumer views toward utilitarian motivations are first, according to (Gozukara et al., 2014). (convenience, variety seeking, and the quality of merchandise, cost benefit, and time effectiveness). Hedonic motivation follows perceived ease of use and usefulness (happiness, fantasy, escapism, awakening, sensuality, and enjoyment). Perceived risk affects online shoppers' behaviour. As customers prefer to shop online, thus it is crucial for a business or marketer to study their tendency to make purchases in this method.

Edmunds et al (2010) found that university students aged 18–30 are most inclined to shop online, even if they don't have enough money. In addition, younger generations still dominate online, even as older generations become increasingly tech-savvy. Current university students are termed Net Generation because they are tech-savvy and shop online (Valentine & Powers, 2013). One survey found that young people enjoy purchasing online since it's easy, efficient, and cheap (Norzaidi and Mohamed, 2016). This is because young adults are too busy developing professions and supporting themselves to shop the traditional way. They prefer online purchasing since they can evaluate product performance and cost benefit on several sites. Young adults are avid Internet users with digital media dominance and E-Commerce knowledge (Liat & Wuan, 2014). Lester et al (2006) observed that millennials are active in online activities such as online buying and e-commerce. Due to their attitude to making online purchases is different from prior generations.

The perceived usefulness consumers, e-loyalty on consumers' online behaviour, e-satisfaction consumers on their purchase, convenience, and pricing in online buying are five independent factors that had a substantial influence on online shopping behaviour among young people (Uzun & Poturak, 2014).

Perceived Usefulness for Online Shopping

Nornazurah et al (2016) found a link between "usefulness" and "intention" in the Technology Acceptance model (TAM) theory. Perceived usefulness shows how people regard online buying on the website to provide value and efficiency. Perceived usefulness is application effectiveness that can convince users the software is beneficial for them to shop online.

Indirectly, perceived usefulness encourages internet purchase among young individuals. Perceived usefulness helps young individuals evaluate their environment, according to (Edward et al., 2021). The perceived usefulness of an online shopping platform is, thus, the advantage of buying there rather than conventional shopping. However, Bagozzi (2007) stated that TAM may not fully explain use behaviour owing to perceived usefulness and convenience. Hence, online shopping platforms' helpful services can impact users' purchases because it is an important factor in determining adaptation of innovations.

E-Loyalty Consumers' Online Behaviour

E-loyalty focuses on consumers' online behaviour and is a development of brand loyalty. E-loyalty is driven by quality customer service, on-time delivery, clear product information, reasonable shipping, and open online privacy legislation. Oliver (1999) defines "customer loyalty" as a buyer's pledge to buy again. Loyalty is a psychologically biased and brand-favourable buying process. Customer loyalty is an attitude that may be impacted by customer involvement (Uncles et al., 2003). E-loyalty is clientsatisfaction with an e-commerce website that keeps them buying. "E-loyalty" is when clients return to e-commerce sites based on previous pleasant experiences and expected requirements, according to (Adderson & Ponnawolu, 2002). Young people spend more on the internet, but they're less loyal. This is because Millennials have mixed brand loyalty when they purchase online. E-loyalty, on the other hand, results in increased income for the online store. In particular, Van-Riel et al (2001) indicate that repeat online consumers have a higher average order value and spend more money than new customers. Customer loyalty is evaluated by buy rate and repurchase potential, according to (Cunningham, 1966; Kuehn, 1962).

E-Satisfaction Consumers with Online Shopping

Satisfaction defined as customers' impression of pleasant transaction fulfilment. A study by Oliver (1997) revealed that e-satisfaction was constructed based on the total of pleasure on each purchase and consumption experience with an item or service over time. If a customer likes the company's products and services, they are more inclined to remain with it. So, it's important to make sure customers are happy with the service they get. Verhoef et al (2002) also say that customers who are happy with a product are more likely to buy it again and are more likely to tell their contacts about it than customers who are not happy. There are different ways to measure how happy a customer is. For example, how happy they are with the market's product choices, product details, and the quality of the seller's and service provider's products. So, a survey of people who shop online found that 76% of them were very happy with the number of products they could choose from (Jayasubramanian et al., 2015). InfoQuest also found that people who are "completely satisfied" buy 3 to 10 times more than people who are "slightly satisfied," (2022). It showed that customer satisfaction affects things like repeat purchases, customer loyalty, word-of-mouth recommendations, and which companies choose to work with.

Convenience

Convenience is something that can reduce someone's burden and saves time. This can be shown with the existence of online shopping. People do not have to go somewhere or spend a lot of time shopping. With a few easy steps, online shopping allows them to buy from anywhere with an internet connection. Another convenience of shopping online is the availability of many delivery and payment options (cash, transfer, e-wallet, reward points). Consumers are motivated to purchase online by the time savings and ease it provides (Kanupriya, 2016). When consumers shop online, they don't have to leave their homes and travel to obtain things they desire in a real store. Instead, they may browse to get what they need without facing any traffic, and hard-to-find products. According to data by Commentator (2020), 52% of customers responded that half or more of their purchases are influenced by convenience. Since, shoppers cannot spend hours buying food or a day shopping via online shops hence they value convenience more than price and quality. This can save time, cut travel expenses, avoid crowds, acquire items they couldn't get locally, use less energy, and shop at any hour.

Price of Online Shopping

Price undoubtedly one of the most influential factors in consumers' decision-making even though consumers' pricing knowledge is imprecise. Price is what people are willing to pay for a commodity's qualities. From that, checking the price is the first thing that the vast majority of consumers do before making a purchase, whether they have done their shopping traditionally or online. On the other hand, when a person purchases online, it is much simpler to perform a comparison of price levels since we can just browse the items and select the one with the best deals. Price is a major factor in consumers' purchasing decisions, as proven by research mentioned in (Lin & Sun, 2009; Rihn et al., 2018). In addition, most companies now conduct business entirely online, pricing has often been seen as a crucial factor in the buying behaviour, as consumers often go for the most budget models. Also, most students typically buy for the most affordable option available and inexpensive goods are more likely to catch their eye. If two items are identical, they will select the cheaper one. Even for the same goods, they compare each store's price policy and promotion. Therefore, low prices in online retailers are one of the factors that attract consumers to use e-retailing and make purchases there. Shanthi & Kannaiah (2015); Choudhury & Dey (2014) found that price was the most compelling aspect in online shopping.

Theory of Planned Behaviour

The theory of planned behaviour (TPB; Ajzen, 1991, 2012) has been empirically tested in over 4,200 publications that have been cited in the Web of Science bibliographic database as of April 2020, making it one of the most applied theories in the social and behavioural sciences. The TPB asserts that three different types of considerations influence human behaviour: behavioural beliefs, normative beliefs, and beliefs about the existence of factors that may help or hinder the performance of the behaviour. Behavioural beliefs are beliefs about the likely consequences of the behaviour (control beliefs).

In its respective aggregates, behavioural beliefs result in an attitude toward the conduct that is either positive or unfavourable, normative beliefs provide a sense of societal pressure or a subjective standard, and control beliefs produce a sense of behavioural control or self-efficacy. Perception of behavioural control mediates the effects of attitude toward the activity

and subjective norm on intention. In general, the stronger a person's purpose to engage in the desired activity should be, the more positive the attitude and subjective norm, as well as the higher the perceived control.

According to TPB, three factors which are personal attitudes, subjective norms, and perceived behavioural control determine intents. Personal attitudes are how we feel about a specific conduct. When we think about conduct, the total of all our information, attitudes, and prejudices either good and negative thought comes to mind. Subjective norms take into account how we see other people's perceptions of a particular activity. We judge the attitudes of others, not what other people think.

The amount to which we feel we can regulate our conduct is referred to as perceived behavioural control. This is determined by how we perceive internal elements such as our own talent and determination, as well as external factors such as the resources and assistance accessible to us. According to the hypothesis, our impression of behavioural control has two impacts. First, it influences our intentions to behave in a particular manner; that is, the more control we believe we have over our conduct, the greater our intention to do the behaviour. It also has a direct impact on our conduct; if we believe we have a high amount of control, we will strive harder and for a longer period of time to succeed.

However, the current understanding of perceived behavioural control is most compatible with Bandura's (1977, 1982) idea of perceived self-efficacy, which is concerned with evaluations of how effectively one can execute courses of action necessary to deal with a potential scenario (Bandura, 1982, p. 122).

Research Methodology

A systematic review was chosen as the study approach in this research work. We studied and gathered data from 15 scholarly papers relating to the issue of young adult internet buying behaviour. A comprehensive assessment of the scientific literature in a particular field is critical for identifying research problems and supporting future study in that area. A review is an overview of previous research on a certain issue.

The research methods used in a systematic review are aimed to remove bias, which distinguishes it from other types of reviews. The methods are repeatable, and the approach is formal and systematic, beginning with the formulation of a research question, followed by the development of a protocol, the search for all relevant studies, the application of the selection criteria, the extraction of data, the synthesis of data, and the writing and publication of a report.

Although there are other sets of criteria, the Cochrane Handbook for Systematic Reviews is one of the most extensively used. It includes extensive instructions for completing each phase of the systematic review procedure. Systematic reviews are most typically employed in medical and public health research, although they may be found in a variety of other fields. Systematic reviews often respond to their research issue by synthesising all available evidence and assessing its quality. Synthesising is the process of combining disparate pieces of information to tell a single, coherent story. The synthesis may be qualitative, quantitative, or both (Turney, 2022).

Conclusion

Online shopping is often straightforward and enables young adults to locate numerous things that they would not be able to get at the closest physical store, which is the most evident convenience factor that encourages them to do so. Additionally, it has been shown that young people's participation in internet purchasing has been greatly affected by convenience. Convenience is one of the most important influencing elements, accounting for the largest percentage of online purchasing motivating factors. Because of their busy schedules and chaotic lifestyles, young adults prefer to make purchases online, therefore the government should offer them access to inexpensive and high-speed access.

Additionally, young adults increasingly dominate the online buying market and use it as their preferred method of making purchases. This is due to the fact that they are frequent Internet users. In other words, using the Internet is something they do without thinking. Additionally, it has been demonstrated that one of the most important trading strategies used globally is internet buying. Since online shopping saves time and enables quick purchases without visiting a real store, it is perfect for people with busy schedules like young adults. However, due to the unreliability of online goods, inadequate security measures, and subpar services provided by online web retailers, not all young adults love shopping online.

Since it is the most important component among the four independent variables, the price level has the most influence on young people's online buying behaviour. To draw clients and nudge them toward making a purchase, online shops need to offer a wider selection of goods at more affordable pricing. Additionally, it has been discovered that website quality has no discernible effect on online buying, it has no effect on anybody who is computer literate and purchases online. This is in accordance with other research showing that the most compelling element in online product purchases is the price (Shanthi & Kannaiah, 2015; Choudhury & Dey, 2014; James & Akhbar, 2014). This is due to the speed with which individuals may embrace digital platforms, which gradually replace choice with necessity. Adoption of new technologies will encourage increased online buying among consumers.

Finding out how young adults shop online is also crucial because it can benefit marketers and online merchants in a number of ways, including boosting e-trust, generating income through customer networks and advertising, building brands, exchanging ideas to increase e-loyalty, and perceived usefulness. Next, it's suggested for marketers and merchants to employ a variety of tactics, including member benefits, cash rebates, and discount coupons, to draw in online customers. Huseynov & Yildirim (2016) assert that for businesses to grasp positive and alluring consumer thinking, they must understand the bad customer attitudes and behaviour that may discourage online purchase. It is because it enables marketers to anticipate their clients' behaviour and needs, it is crucial to understand how young people purchase online. To promote online commerce and economic progress, the governments should also take action to protect consumers' security.

Empirical research may also be used to analyse the perceptions, attitudes, and purchasing patterns of online buyers from other nations in order to identify commonalities and variations. Future studies might compare the views of young people about internet purchasing with those of adults based on variations in age. Future research should compare young adults to young adults in other nations, particularly in Europe, as they share diverse cultural values.

This will make it easier to look at the extent to which cultural issues affect young adults' decisions about which internet platforms to use.

Contribution

Consumers are reported to be positively encouraged to shop online by the ease of buying, the wide selection of products, and the convenience of online shopping. On the other side, key obstacles in the way of online shoppers include product risk and financial risk. On the other hand, consumer perceptions of the advantages and disadvantages of online shopping influence their decision to shop there or offline. It is advised that online retailers work on creating marketing tactics to address the trustworthiness, dependability, and quality of the products in order to increase customer purchase intents. Buying online can also help to save time and save energy. It can make people's life easier and save a lot of money.

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