

# Antecedent of Online Shopping Adoption among Users in Malaysia: The Moderating Effect of Gender

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## Abstract

Online shopping is a critical activity when the covid19 pandemic strikes. It is due to the use of information technology can reduce the risk of being infected by the covid19 virus. The use of information technology is an important medium to support social distancing. However, the rejection of the use of information technology during pandemics will hamper government efforts to curb the covid19 pandemic. Therefore, this study aims to identify the role of gender in moderates the relationship between behavioural intention and online shopping adoption during the movement control order (MCO). This study is a quantitative study and data were collected using a questionnaire instrument. The total number of respondents for this study is 280 respondents. The results of the study found that gender does not play a significant role as a moderator of the relationship between perceived behavioral control and the intention to use online shopping.

**Keywords:** Antecedent, Shopping, Gender, Malaysia

## Introduction

Research related to the use of online shopping behaviour became increasingly important during the covid19 pandemic. Studies focusing on the acceptance of online shopping behaviour are becoming more significant because the use of information technology can reduce the risk of covid19 virus transmission. Currently, scientists believe that the risk of transmission will be reduced with the method of social distancing (Chu et al., 2020). The main problem in the use of information technology is when there is a rejection in its use (Bhattacharjee, 2001). Previous studies have proven that in the event of a rejection of technology, then those who invest for the development of such technology will face losses (Bhattacharjee, 2001). In fact, the situation will get worse when the rejection of the use of information technology occurs when the government requires social distancing. This is due to the fact that the only way to communicate is through the use of information technology. According to (Saleh & Rosli, 2020), communication through online is increasingly important, especially during MCO in Malaysia. There are several studies related to online shopping behaviour that have been conducted in several countries. These studies however do not focus on studies during the MCO season. Therefore, this study tries to fill the space and knowledge gap left by previous researchers by using TAM in explaining the use of online shopping among

consumers in Malaysia. Therefore, this study will identify the role of gender in the relationship between perceived behavioural control and online shopping adoption.

## Literature Review

### *Online Shopping Adoption*

Information technology acceptance studies have been conducted in various contexts. The study conducted by (Gao et al., 2015) has used the Theory acceptance model in the field of healthcare. There are also other studies that use various theories of information technology acceptance in other fields such as digital technology in education (Scherer et al., 2019) energy research (Chen et al., 2017) wearable technology (Jacobs et al., 2019)

Although these studies have different perspectives, but all studies share the same significance that if information technology is not completely used, information technology providers such as the government would suffer the loss. This study became increasingly important as the covid19 epidemic later took place. Society is generally aware of the importance of social incarceration during outbreaks. Studies in medicine have found that social imprisonment is one of the important mechanisms to prevent the spread of disease from occurring. Therefore, in the context of the use of information technology, users will be able to continue to maintain personal safety through the optimal use of information technology. Daily activities such as shopping can be done online. The use of online shopping in turn will support government policies in ensuring its citizens remain safe during the outbreak.

### *Theory of Planned Behavior*

Theory of planned behaviour was first introduced by (Ajzen, 1991). TPB is commonly used by researchers to describe human behaviour or, more precisely, to address questions about the causes that lead people to behave in such a way. TPB has been widely used in studies such as health care, technology use, the purchasing of green goods, and many more.

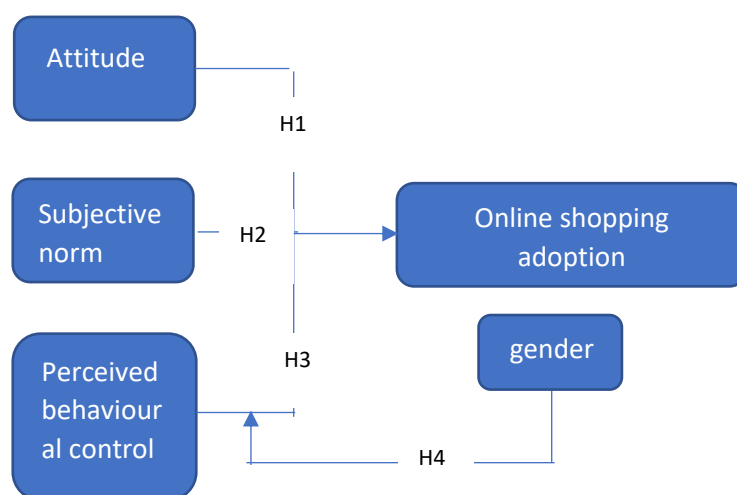


Figure 1: Research model

## Methodology

The objective of this study is to identify the role of gender in moderating the relationship between behaviour control and online shopping adoption. This study is a quantitative study

that uses a questionnaire instrument to collect data. The scale used in the measurement is a 5-point Likert scale ranging from strongly disagree to Strongly Agree. All study items have been borrowed from study items that have been identified as validity and reliability of data collection bulbs using non-probability sampling or more specifically convenient sampling. Researchers have managed to obtain a total of 180 respondents. Based on the analysis of the total sample size, the researchers found that the sample size required for this study was only 80 respondents. Since this study was conducted during the MCO season, researchers have been using online platforms to collect data. Although there are many criticisms of the online survey methodology, researchers have taken steps to reduce the dangers posed by online surveys. Among the steps that have been taken by the researcher is to tell the respondents that this study is for academic purposes only. This practice is to encourage respondents to answer questions honestly (Podsakoff et al., 2003)

### Data Analysis

The findings of the study have shown that gender does not play a role in moderating the relationship between behavior and online shopping behavior. However, subjective norms directly have a positive relationship with online shopping behavior. This situation is similar for perceived behavioral control which is found to have a positive relationship with online shopping behavior. after gender was included in the study model, we found that gender also did not play a significant role as an independent variable in explaining online shopping behavior. The next step in building an interaction model is to include the effect of interaction between the sexes with passive behavioral control and then in the analysis of its influence on the dependent variable of online shopping behavior. We found that these interactions also did not play a significant role in explaining online shopping behavior

Table 1

#### *Direct relationship*

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Attitude	.268	.055	.267	4.865	.000
Subjective norm	.414	.073	.286	5.690	.000
Perceived behavioural control	.257	.048	.300	5.366	.000

Table 2

#### *Moderator as independent moderator*

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Attitude	.275	.055	.274	5.006	.000
Subjective norm	.419	.073	.289	5.779	.000
Perceived behavioural control	.249	.048	.290	5.198	.000
Gender	-.449	.238	-.085	-1.883	.061

Table 3

*Model with Interaction Term*

	Unstandardized		Standardized	t	Sig.
	Coefficients		Coefficients		
	B	Std. Error	Beta		
Attitude	.282	.055	.281	5.109	.000
Subjective norm	.415	.073	.287	5.721	.000
Perceived behavioural control	.100	.134	.117	.749	.455
Gender	-2.459	1.707	-.467	-1.441	.151
Interaction of gender and perceived behavioural control	.093	.078	.413	1.189	.235

**Discussion**

As discussed in the literature review section, the study conducted to explain the use of information technology is still lacking when this cabinet pandemic outbreak occurs. Therefore, this study will try to fill the knowledge space left by past educators by testing the influence of gender in simplifying the relationship of behavior with online shopping behavior. The findings of the study prove that gender does not play a role as a moderating variable in this study. However, the direct relationship between subjective norms and perceived behavioral control is significant in explaining online shopping behavior. This finding also explains that the two original variables in the theory of planned behavior have proven to be valid, that is, by being able to explain the use of online shopping. This study also provides important information to relevant parties such as the government and also to the information technology provider. These findings will help the relevant parties to provide appropriate training as well as do even greater promotions. From a different perspective, the findings however, have proven that gender does not play a significant role. This means, these findings at once tell us that technology is no longer something that is only monopolized by a particular gender, even technology can be used by anyone regardless of gender. The modern era has proven that men and women have no difference in terms of the acceptance of information technology. This findings actually contradict the initial findings pioneered by (Venkatesh et al., 2003). Venkatesh et al (2003) found that the relationship between the perceived ease of use and intention to use e-government is significantly different based on gender. Current study however needs to be interpreted with caution as this study uses non-probability sampling. The disadvantage of non-probability sampling is due to it's inability to generalize. Future studies need to examine the acceptance of information technology in more depth through a qualitative approach. Among the advantages of the qualitative approach is that the ability of this approach to explore new information related to the acceptance of a technology.

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