

# The Relationship between Purchase Experience and Online Purchase Behaviour among Private University Students in Klang Valley: The Role of E-Commerce Platform

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## Abstract

This study investigates the impact of delivery, packaging, and customer support on online purchase behavior among private university students in Klang Valley. The research uses a quantitative design and a structured survey to understand how these factors influence consumer decisions on e-commerce platforms. The findings reveal that delivery, packaging, and customer support significantly influence online purchase behavior among these students, shaping consumer satisfaction and trust in e-commerce platforms. The study provides valuable insights for e-commerce platforms, suggesting that improvements in delivery reliability, thoughtful packaging, and robust customer support can enhance consumer trust and satisfaction, leading to higher retention rates and a competitive edge in the market. Businesses targeting university students can use these findings to tailor their services to meet the expectations of this tech-savvy demographic. This research contributes to the growing body of knowledge on e-commerce consumer behavior by focusing on private university students in Klang Valley and examining the roles of delivery, packaging, and customer support in shaping online purchase behavior. The findings offer actionable recommendations for e-commerce platforms to optimize user experience and foster stronger customer relationships.

**Keywords:** Purchase Experience, Online Purchase Behavior, Private University Students, Klang Valley, E-commerce Consumer Behavior.

## Introduction

The internet's and technology's quick development has completely changed how consumers engage with companies and shop (Kumar et al. 2021). E-commerce has established itself as a major force in the global retail scene, offering a level of accessibility and ease never before possible. A new wave of consumer behavior is being driven in Malaysia by the growth of mobile applications and online shopping platforms, particularly among the younger demographic (Hassan et al. 2022). Students at private universities are among the most active

users in online purchasing since they are digital natives. Kumar, V., & Dhiman, A. (2024) found that online platforms are widely used by students to buy everything from meal delivery and educational materials to clothing and gadgets. They become an interesting population to study considering that they use technology extensively and engage in a variety of online transactions. Discovering how their past purchases affect their current online buying habits will help us better understand the complexities of customer behavior in the digital era.

According to Ma et al. (2023), purchase experience is a multidimensional construct comprising a variety of factors such as website usability, product quality, transaction security, and post-purchase support. A good purchase experience assures customer satisfaction, trust, and loyalty that are very important for long-term development in e-commerce (Hossain et al. 2024). On the other hand, negative experiences such as delays in delivery, poor product description, or bad customer care might discourage students from making further purchases online (Gupta et al. 2021). Purchase experience, therefore, plays a major role in shaping online purchase behavior in a highly competitive digital marketplace where customer retention is as crucial as customer acquisition.

Private university students in Klang Valley, who are budget-conscious and tech-savvy, are influenced by both tangible and intangible aspects of their online purchase experiences (Soo, 2024). Tangible aspects include measurable elements like product quality, pricing, delivery speed, and promotional offers, which budget-conscious students prioritize. The tangible reliability of a platform, such as accurate product descriptions and timely delivery, plays a critical role in shaping their online purchase behavior. Intangible aspects, such as website usability, ease of navigation, customer service quality, trustworthiness, and overall brand reputation, are experiential and emotional factors that tech-savvy students value. In essence, these students' online purchase decisions are shaped by a blend of practical needs (tangible) and subjective preferences (intangible), making both aspects crucial to understanding their behavior. The increasing trend of online reviews and ratings influences them in their decisions, as students quite depend on peer reviews to determine product credibility and service quality (Fileri et al. 2021). Social media presence and influence endorsement equally play an important part, as they aid in the perceived reliability and trustworthiness of a brand. Therefore, e-commerce websites need to balance both the functional and emotional aspects of the online shopping experience if they are to prosper in attracting and retaining private university students in Klang Valley. Gaining insight into such associations will be of benefit in helping an e-commerce platform tailor its strategy to effectively meet the needs and preferences of this demographic.

This study examined the relationship between purchase experience and online purchase behavior of private university students in Klang Valley with the aim of identifying factors that drove or hindered their participation in virtual shopping. The study advanced the understanding of how young, well-educated consumers engaged with online shopping environments by concentrating on this particular demographic. For e-commerce companies, digital marketers, and legislators looking to improve their online purchasing experience, the findings offered useful implications. Given the growing significance of digital ecosystems in human modern lifestyle, the study offered an outline for future investigations into the changing characteristics of Malaysian online buying habits. In light of their particular preferences and difficulties, it provided important insights into how this group viewed

internet buying. These results underlined the necessity of customized approaches that fit the expectations and habits of tech-savvy, frugal customers.

This study examines the relationships and mediation effects among conscientiousness, perceived behavioral control, purchase intention, and purchase behavior towards sustainable-labeled products. Using a cross-sectional survey design with self-reported data, the research employs statistical methods to analyze these relationships. The findings validate hypotheses H1 through H7, revealing significant direct and mediation effects among the studied variables. The results highlight that conscientiousness positively influences purchase behavior through the mediating roles of perceived behavioral control and purchase intention. From a practical perspective, marketers and policymakers can enhance sustainable purchasing behavior by fostering consumer conscientiousness and perceived behavioral control through targeted education, transparent communication, and improved accessibility to sustainable products. This study offers valuable insights into the multi-step process through which conscientiousness drives sustainable purchasing behavior, emphasizing the pivotal roles of perceived behavioral control and purchase intention.

The importance of studying sustainable purchasing behavior lies in its significant impact on environmental conservation, corporate responsibility, and long-term economic stability. As global challenges such as climate change, resource depletion, and waste management continue to intensify, understanding the psychological and behavioral factors influencing sustainable consumption is more critical than ever. Consumers play a central role in driving demand for environmentally friendly products, and their purchasing behavior directly contributes to reducing environmental footprints. This study addresses a crucial gap by exploring how personal traits, such as conscientiousness, combined with perceived behavioral control and purchase intention, guide sustainable consumption choices. The research offers practical insights for stakeholders to create strategies that support environmentally conscious buying practices and match with consumer values by concentrating on these dynamics.

The study holds significant relevance in the context of emerging economies, where rapid urbanization and economic development often outpace sustainable practices. Malaysia, as a developing nation, is experiencing increased consumer awareness regarding sustainability. However, challenges such as limited availability, higher costs of sustainable products, and lack of transparent information persist. This gap may be closed by comprehending the behavioural pathways that affect Malaysian consumers' sustainable purchasing behaviour. The study's conclusions can help companies, legislators, and educators create focused campaigns to encourage sustainable purchasing habits. As a result, this study advances both academic understanding and real-world solutions by highlighting how crucial it is to promote conscientiousness and perceived behavioural control in order to promote significant behavioural change in the direction of sustainability.

### **Literature Review**

This chapter explored the key concepts and definitions related to this study. It provides an in-depth and comprehensive review of the literature, including definitions, theories, and concepts that pertain to the relationship between purchase experience and online purchase behavior among private university students in Klang Valley. The researcher has compiled a

wide range of expertise and information for this study from various sources, such as journals, books, conference proceedings, previous research studies, and other scholarly literature. Through this extensive review, the study aims to address the research questions and provide insights into the factors that influence the online purchasing behavior of private university students in Klang Valley.

### *Online Shopping*

E-commerce, popularly known as online shopping, involves the purchasing of commodities or services over the internet through various platforms including websites and mobile applications. Over the years, online shopping has transformed from a niche activity into a mainstream way of conducting transactions, particularly in developed and developing economies. With the advancement of the internet and digital technologies, it has become easier for buyers to shop from any place and at any time, which ultimately altered consumer behavior. On the basis of the research study conducted by Hossain, M. A., et al. (2024), online shopping is developing due to access to the internet, the development of mobile phones, and increased trust in online payment systems. All these factors together have led to a dissociation of conventional models of retailing, with many customers finding online purchases far easier and handier.

The trend of online shopping has been exceptionally evident in the case of the younger generation, like university students, who are more familiar with technology and habituated to using digital platforms for various purposes. Online shopping has been part of everyday life for private university students in Klang Valley, fueled by factors such as the availability of student discounts, ease of access through mobile devices, and the gradual integration of e-commerce into social media platforms, according to Hashim et al. (2023). Previous studies have shown this demographic tends to favor price, convenience, and delivery speed as the main drivers for buying online, and at the same time, they are very susceptible to what others may say and recommend on social media. Online shopping has been further accelerated in the region by the growing presence of e-commerce websites like Lazada, Shopee, and Zalora. This access offers a huge array of choices and products that suit their tastes and needs.

### *Online Purchase Behaviour*

Online purchase behavior refers to the decision-making process and actions that a consumer follows when making a purchase via the internet. The rise in e-commerce has significantly transformed the way consumers interact with brands and products. As technology and internet access have become ubiquitous, understanding the factors that influence consumer purchase decisions online has gained prominence in both academic research and practical applications. Online shopping behavior encompasses a range of activities, from the initial search for a product to post-purchase evaluations. Several factors influence online purchase behavior, including convenience, website design, product information, payment security, delivery options, packaging, and customer support (Musa et al., 2020).

A key factor influencing online purchase behavior is the convenience that online shopping provides. Studies indicate that consumers prefer online shopping for its ease of use, time-saving aspects, and the ability to shop from the comfort of their own homes (Özmen & Sancar, 2021). The availability of a wide range of products and the ability to compare prices across different platforms without the physical constraints of a traditional store makes online

shopping attractive to consumers. According to Hossain, M. A., et al. (2024), convenience in terms of easy navigation on websites and smooth transactional processes plays a crucial role in influencing consumer satisfaction and purchase decisions.

### *Online Purchase Experience*

The online purchase experience refers to the totality of the consumer's interaction with an e-commerce platform, from the initial visit to the website or app to the completion of the purchase and post-purchase activities (Darboe, 2022). This experience encompasses various touchpoints, including website design, product discovery, payment processes, delivery methods, customer support, and packaging. A seamless and satisfying online shopping experience is critical for retaining customers and generating repeat business in an increasingly competitive market (Susiang et al. 2023). As technology advances, consumers' expectations regarding convenience, personalization, and efficiency in the online purchase journey have significantly increased. Ok, (2024) found that creating an engaging, easy-to-navigate, and enjoyable online purchase experience is vital for both attracting and retaining customers.

The user interface (UI) design and the overall user experience (UX) are crucial in ensuring that consumers can quickly find what they are looking for. A well-designed website with intuitive navigation and a clear layout encourages consumers to browse more products and make quicker purchase decisions. Research by Jiang et al. (2022) suggests that a user-friendly site design contributes significantly to a positive online shopping experience, while poor site functionality can lead to frustration, abandoned carts, and lost sales. Factors such as easy product searches, efficient filters, clear categorization, and an organized checkout process improve the overall experience and reduce the likelihood of consumer frustration.

Since online consumers cannot physically touch or examine products, they rely heavily on detailed product descriptions, high-quality images, and videos. Clear, accurate, and informative product content helps consumers make informed purchase decisions. A study by Uzir et al. (2021) emphasized that the quality of product information, including specifications, dimensions, and reviews, significantly impacts consumers' perceived trustworthiness and their likelihood of making a purchase. Product images from multiple angles and high-definition visuals allow shoppers to get a better understanding of the product, while videos showcasing the product in use or demonstrating its features can further enhance the shopping experience.

### *The Relationship between Purchase Experience and Online Purchase Behaviour*

The relationship between the purchase experience and online purchase behavior is crucial in understanding how consumers interact with e-commerce platforms and make decisions about whether to complete a purchase. In the digital age, where physical interaction with products is absent, the entire purchase experience, ranging from website navigation to post-purchase support, becomes integral to shaping consumer attitudes and behaviors. This is aligned with the findings of Gulfranz et al. (2022) which online purchase behavior is largely influenced by the consumer's experiences throughout the entire buying journey. Factors such as website usability, product information, payment security, delivery reliability, customer support, and packaging not only determine the success of a transaction but also influence whether the consumer will return for future purchases.

Engelvuori (2021) emphasizes that each phase of the customer journey plays a critical role in shaping the consumer's perception and ultimately influencing their purchasing decisions. The awareness and consideration stages are often driven by factors such as brand reputation and product reviews, while the decision-making process is heavily influenced by website usability and the ease of navigation. Moreover, post-purchase experiences, such as delivery speed, customer support quality, and product satisfaction, are crucial in fostering customer loyalty and encouraging repeat purchases, thereby completing the holistic online shopping experience.

Aw et al. (2021) indicated that online purchase behavior is shaped by a variety of factors beyond just the product itself, such as the overall shopping experience, which includes website design, user interface, and ease of navigation. The study highlights the importance of factors like secure payment options, delivery reliability, and customer service, all of which contribute to the consumer's overall satisfaction. The consumers' emotional responses during the shopping process, including how they perceive the website's aesthetics and functionality, can significantly impact their purchase decisions. Positive experiences, including efficient order fulfillment and responsive customer support, increase the likelihood of repeat purchases and positive word-of-mouth. In contrast, a poor shopping experience can lead to cart abandonment, dissatisfaction, and a reluctance to engage in future transactions.

### **Research Methods**

This chapter outlines the research methodology used to examine the relationship between purchase experience and online purchase behavior among private university students in Klang Valley, focusing on the role of e-commerce platforms. It covers the research design, sampling method, research instruments, data collection, and data analysis employed in the study to address the research objectives.

#### *Research Design*

A deterministic research design is adopted for this study, focusing on describing observable phenomena within the study's scope. The design incorporates both descriptive and quantitative research methods. Descriptive research provides a detailed and accurate depiction of the study, allowing for an exploration of new data that might challenge existing information. It helps categorize and clarify aspects related to the research problem. The data are collected from respondents, private university students in Klang Valley, familiar with online shopping experiences and analyzed using SPSS software. The aim is to offer statistical insights into online purchase behavior, providing a deeper understanding of how purchase experiences influence students' behavior on e-commerce platforms.

#### *Sampling Method*

The selection of the sample is crucial to ensuring the reliability and validity of the research. Simple random sampling will be employed to select participants from the target population, which consists of private university students in Klang Valley. With an estimated population size of 50,000 students, as recommended by Krejcie and Morgan (1970), a sample size of 384 respondents is deemed sufficient. The respondents will be randomly selected without any specific stratification or criteria. To gather data, an online questionnaire will be distributed through social media platforms to reach a broad and representative sample of students from various universities in Klang Valley.

### *Research Instrument*

The research instrument chosen for this study is a structured questionnaire, a common tool in quantitative research. The questionnaire comprises three sections: Section A focuses on the demographic background of the respondents, Section B addresses online purchase behavior and Section C assesses the experience dimensions related to online shopping, such as delivery, packaging, customer support, and the return/exchange process. These sections help to gather detailed data on students' online shopping habits and their experiences with e-commerce platforms.

### *Measurement Scale of Questionnaire*

The questionnaire incorporated a mix of dichotomous, multiple-choice, and Likert scale questions. Dichotomous questions are used in Section A to gather basic demographic information. Section B included the Likert scale questions, where respondents will be asked to rate their level of agreement with various statements on a scale from 1 (strongly disagree) to 5 (strongly agree). This scale helps to assess students' opinions and attitudes toward online shopping behaviors and their experiences with e-commerce platforms.

### **Data Collection**

Data collection is the process of gathering information relevant to research problems. In this study, both primary and secondary data will be collected.

#### *Primary Data Collection*

Primary data refers to original information gathered specifically for the study. For this research, primary data are collected through an online questionnaire distributed via Google Forms. The link to the survey will be shared on social media platforms to ensure broad access among private university students in Klang Valley. This method allows for the collection of fresh data directly from the target population, helping to investigate the relationship between purchase experience and online shopping behavior.

#### *Secondary Data Collection*

Secondary data refers to information that was previously collected by other researchers or institutions and is used to supplement the study. Secondary data sources for this study include books, academic articles, and previous research on e-commerce platforms, online purchase behaviors, and consumer experience. These sources will provide background information and context for interpreting the primary data and help refine the study's theoretical framework.

#### *Data Analysis*

Data analysis is crucial for interpreting the collected information and determining whether the research objectives have been met. Descriptive analysis and correlation analysis will be used to process and examine the data.

#### *Descriptive Analysis*

Descriptive analyses are used to summarize the data and provide a clear picture of students' online purchase behavior and experiences with e-commerce platforms. This method will help identify trends and patterns in the responses, such as preferred online shopping platforms, frequency of purchases, and factors influencing purchase decisions. SPSS software is

employed to analyze the data, enabling the researcher to present the results in tables and graphical formats for clearer interpretation.

### *Correlation Analysis*

Correlation analyses are conducted to explore the relationships between different variables, such as students' online shopping behaviors and their experiences with e-commerce platforms. The study investigates the influence of e-commerce platforms on students' purchase decisions by examining the correlation between purchase experience and behavior.

### **Data Analysis and Results**

This chapter presents the data and findings obtained from the research, which utilized questionnaires distributed via Google Forms to collect responses from the participants. The data analysis was performed using the Statistical Package for the Social Sciences (SPSS), in line with the research objectives. The analytical process involved several key steps, beginning with reliability analysis to assess the consistency and internal reliability of the measurement tools used in the study. Demographic analysis was conducted to provide a deeper understanding of the characteristics and composition of the respondents. A descriptive analysis was then performed to offer a comprehensive summary of the data, including measures of central tendency and distribution. Inferential analysis was used to derive meaningful conclusions and insights from the dataset, allowing the researcher to make evidence-based interpretations in relation to the research questions and objectives.

### *Demographic Analysis*

The demographics provided in the table offer important information on the composition of the sample population, which aids in an understanding of the distribution and diversity of research participants.

Demographic Characteristics		Frequency	Percent (%)
Gender	Male	126	31.7
	Female	272	68.3
Age	18 – 21 years	222	55.8
	22 – 25 years	96	24.1
	26 – 29 years	32	8.0
	30 – 35 years	34	8.5
	Above 35 years	14	3.5
Race	Chinese	10	2.5
	Malay	270	67.8
	Indian	6	1.5
	Others	112	28.1
Education level	Foundation	88	22.1
	Diploma	274	68.8
	Bachelor	36	9.0
Year of study	Year-1	130	32.7
	Year-2	162	40.7
	Year-3	2	0.5
	Year-4	104	26.1
<i>Total</i>		<i>398</i>	<i>100.0</i>



The gender distribution of the sample shows that the majority of participants are female, with 272 females (68.3%) compared to 126 males (31.7%). This suggests a clear gender skew in the sample, with female students making up a significantly larger proportion of the population. The overrepresentation of female students may reflect the gender distribution in the specific university or course of study being researched, although it is important to consider this when interpreting findings related to gender-specific behaviors or attitudes.

The majority of participants fall within the age range of 18 – 21 years, comprising 222 students (55.8%), which aligns with the typical age range for university undergraduates. This is followed by the 22 – 25 years group, with 96 students (24.1%), indicating a significant portion of students who may have taken gap years or are continuing their studies post-18. There is a sharp drop in the number of participants in the 26 – 29 years (32 students, 8.0%) and 30 – 35 years (34 students, 8.5%) groups, which may indicate that younger age groups dominate the undergraduate population, as expected. The Above 35 years category is the smallest, with only 14 participants (3.5%), showing that mature students are less common in the sample, further confirming the prevalence of traditional age groups for undergraduate students.

The racial composition is heavily dominated by Malay students, who make up the largest group at 270 students (67.8%). This is followed by Indian students, with 112 students (28.1%), while Chinese students represent a smaller proportion at only 10 students (2.5%). The relatively low number of Chinese students could reflect broader demographic trends within Malaysian universities or may be specific to the institution from which the data was gathered. The category labeled Others includes 6 participants (1.5%), which might refer to students of different ethnic backgrounds or foreign students. This racial distribution aligns with Malaysia's general population but is specific to this sample and should be taken into account when considering cultural influences on the results.

A majority of the participants are pursuing a Diploma (274 students, 68.8%), followed by Foundation students (88 students, 22.1%) and Bachelor students (36 students, 9.0%). The high number of diploma students shows that the sample may consist of a large proportion of first-year or second-year students, as many students in Malaysia pursue diploma programs before progressing to degree-level courses. The smaller number of bachelor students indicates that this sample may not represent the more senior undergraduate years to the same extent.

The Year-2 students dominate the sample, with 162 participants (40.7%), indicating that this group forms the largest segment of the study population. This could suggest that second-year students are more likely to be engaged in research or surveys compared to other years. Year-1 students make up 130 participants (32.7%), which also reflects a significant portion of the population, especially since first-year students are typically adjusting to university life. The Year-4 students represent 26.1% of the sample (104 students), which is relatively high, indicating that upper-year students are adequately represented. However, there are only 2 participants (0.5%) from Year-3, which is unusual and may suggest a gap or underrepresentation of third-year students in the sample.

**Alpha Co-efficient of Internal Reliability**

Table 4.2

*Alpha Co-efficient of Internal Reliability (according to sections from instrument)*

Overall Alpha Co-efficient of internal reliability	
Alpha Coefficient	0.975
Number of Items	29
Alpha Co-efficient of internal reliability by sections from instrument	
Section B1: Delivery (D)	
Alpha Coefficient	0.950
Number of Items	5
Section B2: Packaging (P)	
Alpha Coefficient	0.954
Number of Items	5
Section B3: Customer Support (CS)	
Alpha Coefficient	0.954
Number of Items	7
Section C : Customer Online Purchase Behavior	
Alpha Coefficient	0.959
Number of Items	6

*Note: N = 398, Notes: Item PS6 deleted*

The Alpha Coefficient, also known as Cronbach's Alpha, is a widely used measure to assess the internal consistency or reliability of a set of items within a scale or instrument. This statistic helps determine whether the items within a particular section of a survey or questionnaire are closely related and measure the same underlying construct. The general rule of thumb for interpreting Cronbach's Alpha is that a coefficient above 0.70 is considered acceptable, while a coefficient closer to 1.00 indicates excellent reliability. The Alpha Coefficient provides a crucial gauge of how consistently the responses to the items align with each other, ensuring that the instrument is reliable enough for drawing valid conclusions. In this study, the overall Alpha Coefficient and the coefficients for individual sections of the instrument have been calculated to ensure the reliability of the measurements being used to assess various dimensions of online purchase behavior among private university students in Klang Valley.

Looking at the overall Alpha Coefficient of 0.975, which is derived from a total of 29 items, it is clear that the instrument exhibits outstanding internal reliability. This very high value suggests that the overall instrument is highly consistent in measuring the target construct, which in this case includes multiple aspects of online shopping behavior such as delivery, packaging, customer support, and online purchase behavior. The exceptional Alpha coefficient indicates that the set of 29 items is well-designed and effectively assesses the various dimensions related to the online shopping experience. This strong overall reliability assures that the instrument can be trusted to yield consistent results across respondents, providing a solid foundation for analyzing how purchase experience influences online purchase behavior.

Delivery (D), which stands at 0.950 with 5 items, the reliability of this section is also remarkably high. This suggests that the items within the this section are consistently related

to each other and reliably measure the students' experiences with delivery during online shopping. Delivery is a critical aspect of online shopping, influencing customer satisfaction and their likelihood of returning to a platform. Given the high reliability score of 0.950, it can be concluded that the five items in this section are successful in capturing various facets of the delivery experience, whether it be speed, accuracy, or overall satisfaction with the delivery process. This high level of internal consistency implies that respondents' answers regarding delivery-related experiences are aligned and trustworthy, making this section a reliable measure of delivery satisfaction in the context of online shopping behavior.

Packaging (P), also demonstrates excellent reliability with an Alpha Coefficient of 0.954 for its five items. Packaging is an important element in the online shopping experience, as it can impact customer perceptions of product safety, presentation, and overall quality. With an Alpha coefficient of 0.954, the packaging-related items are highly correlated and are effective in measuring the various dimensions of packaging satisfaction. This level of internal consistency suggests that the items used in this section accurately reflect students' experiences with the packaging of products purchased online. As packaging can influence not only the physical condition of the products upon arrival but also the overall customer experience, the high Alpha coefficient reflects the strong reliability of the measurement in assessing this critical aspect of online shopping.

While Customer Support (CS), which is 0.954 across 7 items, further reinforces the overall high reliability of the instrument. Customer support is another crucial dimension of online shopping behavior, as it directly affects customer loyalty, satisfaction, and trust in e-commerce platforms. A strong, consistent customer support experience can significantly enhance customer retention, while poor service can drive customers away. The high reliability of this section indicates that the 7 items measuring customer support are highly consistent and effectively capture students' perceptions and experiences with the customer service they receive from online platforms. Whether it pertains to communication, issue resolution, or responsiveness, the internal consistency across these items ensures that the data collected on customer support will be reliable, offering valuable insights into how this aspect influences overall online purchase behavior.

Online Purchase Behavior, which stands at an impressive 0.959 for its 6 items, highlights the strong internal consistency of the section focused on students' actual online purchasing behaviors. Online purchase behavior includes a variety of actions, from product selection to payment methods and frequency of online shopping. The Alpha coefficient of 0.959 suggests that the six items in this section are highly reliable and consistently measure the underlying construct of online purchase behavior among the target population. This level of reliability provides confidence in the instrument's ability to accurately capture and reflect students' online shopping habits and tendencies, ensuring that the study can draw valid conclusions regarding the factors that influence students' behavior in the e-commerce environment.

*Descriptive Analysis*

Delivery	Mean	SD
1. I am using online platform as it is easy to track package order during transit.	4.1307	0.80491
2. I am using online platform because it delivers the product to me on time.	4.0352	0.83002
3. I am using online platform because I am getting what I ordered.	4.0050	0.87793
4. I am using online platform because it provides flexible delivery/pick up options.	4.2060	0.82332
5. I am using online platforms because it provides real-time updates on delivery status.	4.0905	0.83492
Packaging	Mean	SD
1. I am using online platform because the product labelling gives me with variety of information.	3.9497	0.86783
2. I am using online platform because the packaging material could provide for good preservation.	3.8744	0.92505
3. I am using online platform for shopping because the package was exquisite.	3.8693	0.88253
4. I am using online platforms because the packaging ensures the product is well protected during transit.	3.8342	0.89647
5. I am using online platforms because the packaging design is eco-friendly and sustainable.	3.8392	0.90019
Customer Support	Mean	SD
1. I am using online platform for shopping because it makes me easy to talk with sales representative.	3.8643	0.84976
2. I am using online platform for shopping because the customer representative answered my questions professionally.	3.7688	0.90163
3. I am using online platform because the customer representative has a good service attitude.	3.7839	0.88568
4. I am using online platform for shopping because the conflict resolution time was reasonable.	3.8191	0.92947
5. I am using online platforms for shopping because the customer support is available 24/7.	3.8342	0.90764
6. I am using online platforms because the customer support provides clear and helpful guidance.	3.9950	0.84279
7. I am using online platforms because the customer support offers multiple communication channels.	3.9548	0.85348
Customer Online Purchase Behaviour	Mean	SD
1. I will continue to use online platform for shopping in future.	4.0603	0.81323
2. I think using online platform for shopping is good..	4.0402	0.82675
3. I will use online platform for shopping in future.	4.1457	0.78645
4. I will make an effort to use online platform for shopping in future.	4.1203	0.80021
5. I prefer using online platforms over physical stores for shopping.	4.1156	0.83483
6. I feel more confident in purchasing products online due to customer reviews and ratings.	4.0251	0.83039

The descriptive analysis reveals that delivery reliability, packaging quality, and customer support are significant factors influencing Customer Online Purchase Behavior among private university students in Klang Valley. Students highly value the convenience and reliability of delivery services, such as flexible options, ease of tracking package orders, and receiving timely deliveries. The ability to track orders and receive real-time updates contributes significantly to their positive attitudes towards online shopping.

Packaging quality is also a critical factor for students, with a moderately favorable view of the packaging used by online platforms. Students value informative product labeling, preservation quality, eco-friendly and sustainable packaging design, and product protection during transit. However, there is room for improvement in areas such as professionalism, service attitude, and reasonable conflict resolution time.

Customer Online Purchase Behavior is strongly influenced by students' intention to use online platforms for future purchases. The highest mean score for most items in this section is 4.1457, reflecting students' intention to use online platforms for future purchases. Other items, such as preference for online platforms over physical stores and confidence in purchasing products online due to customer reviews and ratings, also indicate a positive outlook on online shopping. The data suggests that students are highly inclined toward online shopping and are likely to continue using online platforms in the future.

The descriptive analysis highlights the importance of delivery reliability, packaging quality, and customer support in shaping students' online purchasing habits. While students express satisfaction with these factors, improvements in customer support services and packaging quality could enhance the overall customer experience.

### Multiple Regression

*Auto-correlation: Durbin Watson*

Table 4.6.3

*Model Summary<sup>b</sup>*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.809 <sup>a</sup>	.654	.651	.56590	1.805

a. Predictors: (Constant), Delivery, Packaging, Customer support

b. Dependent Variable: Online Purchase Behaviour

The Durbin-Watson statistic is used to detect the presence of auto-correlation in the residuals (errors) of a regression model. Auto-correlation occurs when the residuals are not independent of each other, which can lead to biased estimates and affect the validity of the results. The Durbin-Watson statistic helps assess whether the residuals from a regression model exhibit any systematic patterns or correlations.

From Table 4.6.3 (Model Summary), the Durbin-Watson value is 1.805, which falls within the range of 1.5 to 2.5. Generally, a Durbin-Watson value close to 2 suggests that there is no significant auto-correlation in the residuals, implying that the residuals are independent of one another. A value closer to 0 indicates positive auto-correlation, while a value closer to 4 suggests negative auto-correlation.

The Durbin-Watson statistic of 1.805 suggests that there is no major issue with auto-correlation in the regression model. The value indicates that the residuals are reasonably independent, which means the regression results are likely reliable and not affected by serial correlation. This adds confidence to the validity of the model's findings.

*Correlation Analysis*

Model	R	R Square	Model Summary <sup>b</sup>		
			Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.809 <sup>a</sup>	.654	.651	.56590	1.805

a. Predictors: (Constant), Delivery, Packaging, Customer Support

b. Dependent Variable: Customer Online Purchase Behaviour

The R value of 0.809 indicates a strong positive relationship between the predictors (Delivery, Packaging, Customer Support) and the dependent variable (Customer Online Purchase Behavior). This suggests that as these factors improve or change, customer purchase behavior is likely to follow a similar trend, and the model explains a substantial portion of the variance in purchase behavior.

The R Square value of 0.654 indicates that approximately 65.4% of the variation in Customer Online Purchase Behavior can be explained by the three independent variables: Delivery, Packaging, and Customer Support. This is a strong level of explanatory power for the model, meaning that these factors significantly influence customer purchase behavior.

The Adjusted R Square value of 0.651 is very close to the R Square value, which is typical when there is a relatively small number of predictors. This indicates that the model fits the data well and that the predictors provide a substantial explanation for the variation in customer purchase behavior, even after accounting for the number of predictors in the model.

The Standard Error of the Estimate is 0.56590, which represents the average distance that the observed values fall from the regression line. A smaller value for this statistic indicates that the model's predictions are relatively close to the actual observed data. In this case, the relatively small standard error suggests that the model is reasonably accurate in predicting customer purchase behavior.

Therefore, the Model Summary indicates that the regression model explains a significant portion (65.4%) of the variation in Customer Purchase Behavior. The strong correlation between the predictors and the dependent variable, as well as the acceptable Durbin-Watson value, suggests that the model is robust and reliable. These results imply that Delivery, Packaging, and Customer Support are critical factors influencing consumer purchase behavior, and the model's predictions are accurate and well-founded.

*Model Fit*

Model		ANOVA <sup>a</sup>				
		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	238.023	4	59.506	185.815	.000 <sup>b</sup>
	Residual	125.855	393	.320		
	Total	363.878	397			

a. Dependent Variable: Customer Online Purchase Behavior

b. Predictors: (Constant), Delivery, Packaging, Customer Support.

The results of the ANOVA test indicate that the regression model is highly significant. The large F-value and the p-value of 0.000 suggest that Delivery, Packaging, and Customer Support are collectively important predictors of Customer Online Purchase Behavior. This supports the validity of the regression model and reinforces the idea that these factors play a critical role in shaping online consumer behavior.

### *Regression Analysis*

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.493	.299		4.994	.000
Delivery	.530	.057	.472	9.284	.000
Packaging	.296	.058	.268	5.093	.000
Customer support	-.034	.007	-.191	-4.520	.000

The regression analysis table presents the coefficients for each independent variable (Delivery, Packaging, and Customer Support) in the regression model, representing the relationship between each predictor and the dependent variable, Customer Online Purchase Behavior. The table includes both unstandardized and standardized coefficients, as well as t-values and significance levels (p-values), to help understand the significance of each predictor.

Unstandardized coefficients (B) represent the intercept of the regression equation, with Delivery having the strongest positive influence on Customer Online Purchase Behavior. Packaging has a moderate positive influence, while Customer Support has a negative effect, though its effect is weaker than that of Delivery and Packaging.

Standardized Beta coefficients measure the relative importance of each predictor in the model, with Delivery having the highest standardized Beta value of 0.472, Packaging having a moderate positive influence, and Customer Support having a negative standardized Beta value of -0.191. T-values are used to test the null hypothesis that the coefficient for each predictor is zero, with Delivery having a highly significant t-value of 9.284, Packaging having a significant t-value of 5.093, and Customer Support having a statistically significant negative t-value of -4.520.

The p-values for all predictors (Delivery, Packaging, and Customer Support) are 0.000, less than the typical significance threshold of 0.05, indicating that all three predictors have a statistically significant effect on Customer Online Purchase Behavior. Specifically, Delivery has a significant positive effect, Packaging has a positive effect, but it is weaker than Delivery, and Customer Support has a negative effect, suggesting that higher levels of customer support may not be positively impacting purchase behavior or that the effect might be more nuanced.

### *Summary of Hypothesis Testing*

The hypotheses testing results, as shown in Table 4.7, provide valuable insights into the factors that influence consumer online purchase behavior among private university students in Klang Valley. The analysis of the three hypotheses was carried out to determine the

relationship between different elements of the purchase experience (delivery, packaging, and customer support) and consumer behavior in the context of online shopping.

Table 4.7

*Hypotheses Testing Result*

Code	Hypothesis	Result
H <sub>1</sub>	Delivery significantly influences consumer's online purchase behavior.	Accepted
H <sub>2</sub>	Packaging significantly influences consumer's online purchase behavior.	Accepted
H <sub>3</sub>	Customer support significantly influences consumer's online purchase behavior.	Accepted

The result of H1 was Accepted, indicating that delivery plays a significant role in shaping consumer online purchase behavior. This outcome suggests that factors related to delivery, such as speed, accuracy, and reliability, have a substantial impact on whether consumers choose to complete their online purchases. It reflects the importance of having an efficient and dependable delivery system, as it influences customer satisfaction and the likelihood of repeat purchases. Given the increasing importance of timely and safe delivery in e-commerce, this finding underscores how crucial delivery-related experiences are in shaping overall consumer behavior in the online shopping environment.

H2 was also Accepted, confirming that packaging is a significant factor influencing online purchase behavior. This result highlights that packaging goes beyond being a mere protective element for the product. It also impacts customer perceptions of product quality, brand image, and satisfaction. Well-designed, secure, and attractive packaging can enhance the consumer experience, whereas poor or damaged packaging can detract from it. The finding emphasizes that packaging is not just about functionality but also serves as an important touchpoint in shaping consumers' decisions to continue shopping with a particular online platform.

The result for H3 was also Accepted, demonstrating that customer support is a key factor influencing online purchase behavior. This result aligns with existing literature, which underscores the importance of responsive and helpful customer service in building customer trust and loyalty in e-commerce settings. The availability of efficient communication channels, the ability to resolve issues quickly, and overall support quality directly affect consumer satisfaction and their likelihood of engaging in future transactions. In an online environment where physical interaction is limited, exceptional customer support becomes a critical differentiator for e-commerce platforms looking to enhance customer online purchase experience.

**Conclusion**

The study aimed to understand the factors influencing online purchase behavior among private university students in Klang Valley, focusing on delivery, packaging, and customer support. The findings revealed that delivery is a crucial factor, with students placing high value on timely, reliable, and flexible options. Efficient delivery services contribute significantly to



customer satisfaction and are a key determinant in whether students will choose to complete their online purchases.

Packaging is also a significant factor, as students appreciate well-designed packaging that protects the product, provides useful information, ensures product safety during transit, and supports sustainability. However, there is room for improvement in terms of aesthetic appeal and overall presentation. The design, eco-friendliness, and functionality of packaging all play roles in shaping students' decisions to purchase from a particular platform.

Customer support is another critical factor in shaping online purchase decisions. Students highly value responsive, helpful customer service that can resolve issues efficiently and provide clear guidance. The availability of 24/7 support and multiple communication channels was particularly important to students. The quality of customer support influences students' satisfaction and their likelihood of returning for future purchases, highlighting its role as a key differentiator for online platforms.

In terms of customer online purchase behavior, the study revealed a strong positive inclination toward online shopping, with most students expressed their intention to continue using online platforms for future purchases. Delivery, packaging, and customer support collectively explain a substantial portion (65.4%) of the variation in online purchase behavior. Retailers who focus on enhancing these areas can expect to improve customer satisfaction, increase loyalty, and drive repeat purchases, ultimately shaping positive consumer behavior in the online shopping environment.

### **Limitations**

Although the study provides significant insight into the factors that influence online purchase behavior among private university students in Klang Valley, there are some notable limitations which must be put into consideration. One of the key limitations has to do with sample size and structure. The survey was limited to students from private universities in Klang Valley alone, hence limiting the generalizability of the findings. Thus, the preference, behavior, and attitude of students from other regions in Malaysia or attending public universities might be different, and this would lead to results that do not represent the broader population in the country or even internationally. This is a demographic limitation in trying to generalize these findings across all consumers, as there is great consideration of cultural, regional, and economic factors that may have strong influences on shopping behaviors.

Another main limitation arises with the nature of data collection, which is based on self-reported responses. While convenient, self-reporting runs the risk of biases in reporting, from conditions such as social desirability bias, where participants could be motivated to provide responses that they perceive to be socially acceptable or what is expected from them as opposed to, necessarily, their true behaviors and attitudes. Besides, recall bias might affect the accuracy of responses because the participants may not remember certain situations involving online shopping experiences or might have provided a biased view of their behaviors. Since this study focuses on subjective measures like packaging, customer support, and delivery, these biases might have affected the findings, which would make it difficult to capture a fully accurate picture of purchase behavior online.

Another limitation is that the study design is cross-sectional in nature; data is collected at one point in time. In this way, observing changes over a long period of factors that contribute to consumer behavior is not possible. E-commerce trends and consumer preferences keep fluctuating with time due to continuous changes in the technological environment, societal influence, or economic fluctuations. Therefore, there was more suitability for a longitudinal study in the analysis of the variations over time and giving a wide explanation of how consumer behavior shifts. More so, the study focused on three critical factors, namely delivery, packaging, and customer support, which have their very crucial nature but still constitute only a portion of the total factors that could affect online shopping behavior. Other factors that might impact, like product quality, price, payment methods, website usability, and promotional offers, were excluded; thus, vital dimensions of online shopping would alter consumer behavior considerably.

The region-specific focus of the study, coupled with the relatively narrow scope regarding the studied factors, reduces the comprehensiveness of its findings. Given the nature of the research, targeting private university students within the Klang Valley, the results may not broadly represent the attitude and behavior of online shoppers in other parts of Malaysia or in different global contexts. The variations among consumers in responding to some elements of the shopping experience due to cultural, technological, and economic considerations were beyond the scope of this study. The given picture is further complicated by the subjective nature of some factors, such as customer support and packaging, which may differ broadly between individual tastes and preferences. The study did not account for recent technological innovations, such as mobile apps, augmented reality, or AI in customer service, which is increasingly significant in shaping modern online shopping behavior. Future research might take a wider approach to encompass these factors and examine how changes in e-commerce technologies may affect consumer choices, therefore providing a better picture of the dynamics associated with online shopping.

### **Future Research**

Future research could build on this study by expanding the sample size and demographic scope to enhance the generalizability of the findings. While this study focused on private university students in Klang Valley, a more comprehensive approach could involve students from public universities, consumers from rural and urban areas across Malaysia, and even international respondents to capture a more diverse range of consumer behaviors. This broader demographic focus could provide deeper insights into how different consumer segments perceive and engage with online shopping. Additionally, exploring the impact of regional cultural differences, income levels, and technological accessibility could further enrich our understanding of how these variables influence online purchase behavior. Future research could provide a more comprehensive understanding of online shopping habits, enabling businesses to develop more effective strategies based on specific consumer needs, by including a diverse range of participants.

Another potential area for future research is the inclusion of additional variables that may affect consumer online purchase behavior beyond delivery, packaging, and customer support. While these factors were significant in the current study, online shopping behavior is influenced by a multitude of other elements, such as product quality, price sensitivity, website usability, trust in the e-commerce platform, and security concerns. Investigating how these

factors interact with delivery, packaging, and customer support would provide a more holistic view of the online shopping experience. The role of digital marketing, personalized recommendations, and user-generated content like reviews and ratings could be explored in more detail, as these aspects have become increasingly important in shaping consumer behavior in the online space. Incorporating these additional variables into future studies would offer a more comprehensive framework for understanding consumer decisions and could assist e-commerce platforms in improving their overall service offerings.

The future research could adopt a longitudinal approach to track the evolution of online purchase behavior over time. The current study's cross-sectional design provides a snapshot of consumer attitudes at a specific moment, but consumer behavior in e-commerce is dynamic and constantly evolving. A longitudinal study could track changes in consumer preferences, habits, and perceptions as they are influenced by new technologies, shifts in economic conditions, or changes in consumer expectations. It would also allow researchers to assess how the impact of delivery, packaging, and customer support evolves over time, and how new factors, such as the rise of mobile shopping, AI-driven customer service, and the integration of virtual or augmented reality, affect online purchase behavior. This type of research would provide valuable insights into the long-term trends shaping the online retail industry, helping businesses to adapt and innovate in line with evolving consumer needs and preferences.

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