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RESEARCH ARTICLE

DETERMINANT SUCCESS FACTORS ON CUSTOMER PURCHASING BEHAVIOR TOWARDS CONSUMER PURCHASING INTENTION: A STUDY ON STUDENT PERSPECTIVE IN PUBLIC INSTITUTIONS

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ABSTRACT

E-shopping is a form of electronic commerce used for business (B2B) and business (B2C) transactions. In Malaysia, it can be considered as infant and far from reaching its full potential. Millennials are the largest e-commerce buyers, with the age group consuming 54 percent of their goods online. Full time students recorded the highest smartphone users with 95.5%. Data collection was done by distributing self-designed questionnaires to 216 respondents. 95% of the questions are coming from the previous researchers done the similar topic and the raw data are being analyzed using IBM SPSS Statistics Subscription. The findings revealed that the perceived benefit is the most significant factors that influence the students toward online shopping. In details, there is relationship between perceived benefit, ambassador, price offered and ease of use with the online purchasing behavior except for trust on the seller. In conclusion, e-commerce or e-shopping has become convenience and reliable option for the students to get particular needs. 90% of the respondents had experienced online shopping beforehand. The benefit from online shopping is it enable everyone to conduct the transaction with the access of the internet and mobile phone. It is recommended for future researcher to conduct physical distribution of questionnaire directly to the potential students to get more convincing audience and population. Last but not least, as a result, vendors have found a new approach to create value for customers and build relationships with them towards marketing mix strategy and obtain more customer with the advance strategy and approach.

KEYWORDS


Online Purchasing Behavior, Perceived Benefit, Students, Theory Planned Behavior.

1. INTRODUCTION

Online shopping is becoming even more popular for various reasons. External factors such as higher gas prices, difficulties in reaching conventional shops, and hassles with shopping malls and other traditional stores contribute to increased interest in online shopping. An online commerce evokes the actual image of purchasing goods or services at a mortar supermarket or shopping center. Transition from brick-and-mortar store into virtual store started in the late 90's and early 20's. Internet usage is limited to concentrated areas like the center city only. Thus, many people are unaware of the existence of virtual stores, and unable to explore the facilities offered. However, the world changed into industrial revolution 4.0. Fourth Industrial Revolution, also known as industry 4.0, is the era of digitization (Erboz, 2020). Furthermore, millennials are the largest e-commerce buyers, with the age group consuming 54 percent of their goods online (Gilpin, 2019). Nasdaq has expected 18 percent of UK sales online this year (Gilpin, 2019). Companies take advantage of online purchases to tap into markets they previously couldn't enter. The impact of electronic commerce had reached into Malaysia since 1996 when the government initiated Multimedia Super Corridor (Sulaiman et al., 2001). The MSC offers low telecom prices, no internet censorship, plus a well-developed fibre optic IT infrastructure cabled.

E-commerce is an Internet business space. It is used for the description of a potential transaction between a corporation with external parties (Che Omar et al, 2014). The idea of Internet of Things basically is an idea triggered by Kevin Ashton, the Executive Director of Auto-ID Labs at MIT during a presentation for Procter & Gamble in 1999. Kevin Ashton viewed the Radio Frequency Identification (RFID) as a necessary condition for the Internet of things. In Malaysia, it all began in 2013 when Malaysian Communication and Multimedia Commission (MCMC) introduced Digital Lifestyle Malaysia initiative to enforce the development of IoT. In July 2015, the industry needed a new and holistic IoT regulatory framework in order to complement Strategic National IoT Roadmap. IoT's basic concept is to equip all everyday objects identifiers and wireless connectivity in order for these objects to communicate among themselves and be controlled by a computer (Sivakumar, et al., 2017). Later on, the Internet of Things is the important element in Industrial Revolution 4.0 towards smart technology.

The aim of this study is to tap into the younger generation especially students on their tendency on applying online shopping in daily activities. Since they are the millennials that contributed the most in this segment, this study believes that they have less commitment such as house and car loan. Thus, there are huge probabilities that most of them will spend on online streams and the researcher is eager to identify the factors that are taken into consideration before they dive into the online platform.

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Smartphones are mobile gadgets that can be used for calling, messaging and surfing the internet. Manufacturers are eager to produce new models every year to gain competitive advantages. In 2017, the users of smartphones increased by 2.1% from 75.9% in 2017 into 78% in 2018 (Commission, 2018). This is evidence that Malaysia is having rapid technology adoption among the users and becoming a trend to be equipped with smartphones for daily use. Therefore, this study will look into the scope of students in public institutions. It will investigate what are the factors that might influence these students to do online shopping.

2. LITERATURE REVIEW

2.1 Background of Literature Review

The internet is increasingly affecting the everyday life of humans. Growing interest in the web as a browsing and shopping medium fascinates both professionals and scholars. Its quick growth raises fascinating study questions. Consumer behavior was one of the most significant issues attracting marketing experts in recent decades. The internet influenced every area of life across the world, including finance, networking, international relations. Ecommerce is one such product of Internet and IT growth. Company interactions have gone from conventional mode with personal communications to cyber mode where both sides trade, discuss electronically, and do not come into physical contact with each other. Dawn of the 21st century witnessed a wild and fast growth of e-commerce, and many businesses of Western countries achieved success (Ansari, 2018).

According to Malaysian Communication and Multimedia Commission (MCMC), the survey conducted in 2018 shows that 87.4% from 31.53 million are using the internet in daily activities (MCMC, 2018). % Likewise, the proportion of online shoppers among internet users has risen from 48.8% in 2016 to 53.3% in 2018. The e-commerce industry in Malaysia is a promising development. In 2017, gross value added for the gross domestic product (GDP) of the country was 6.3%, a steady rise of 4.6% in 2010. In addition, e-commerce value added in 2017 grew to RM85.8 billion, from RM75.0 billion in 2016 (MCMC, 2018). The use of electronic and mobile wallets has led to the rising number of shoppers and bankers. Moreover, the growing number of Internet users and confidence in the growth of a wider digital ecosystem, including e-Commerce, Fintech and various digital services is a catalyst for online ba

E-commerce is currently driving all retail and business growth over the world, including Malaysia. The usage of internet is significantly increasing compared to early adoption of internet in early 2000s. But again, the time constraint for shopping through the physical store pushed them to convert into a new medium of purchasing goods which is online shopping. From the customer's perspective, it is very difficult to make a buying decision nowadays due to so many choices available which are too similar to each other. Because of that, many variables play an important role in taking customers into the final decision before purchase the goods (Khaniwale, 2015). On the other hand, business owners find it very difficult to learn what consumers spend their time, commitment, resources and money in. Thus, emphasizing the customer behavior will allow retailers to position their goods on the market in such a way that consumption is increased.

2.2 The View of Case Study

This paper highlights the importance of customer buying behavior in the marketing field and explores the theoretical implications and the factors that affect consumer purchasing behavior. This paper also examines the relationship between customer purchasing behavior and the factors influencing the purchase process and buying decisions of the customer. It also classifies the variables into various categories. The independent variables are perceived benefit, ambassador, price offer, trust on the seller and ease of use as the investigating factors in this study. The dependent variable is online customer behavior from the perspective of the students.

According to The Millennial Shopping Report 2019, 60% of the younger generation prefer to buy goods through online stores in the United States of America (Follow, 2019). This shows how significantly the young generation can contribute to e-commerce and in nation Gross Domestic Product as a whole. Young generations become a dominant force in striving the economic growth in recent years. Therefore, it is crucial to analyse the pattern of purchasing intention and behaviors among the gen-y especially the students. The outcomes may benefit several parties and enable the country to boost their revenue and enable them to become more competitive in local and international market.

2.3 Perceived Benefit and Online Purchasing Behavior

Instead of using perceived usefulness, this current study; however, used the word "perceived benefits" which refers to the advantages of looking for information online before creating an online purchase (Nurul Nadia Abd Aziz, 2018). The perceived benefit of online shopping can be determined by the degree of user satisfaction and the benefit of online retail. Kumar and Reinartz described perceived value as a customer net evaluation of the perceived benefits from a supply based on the costs to be paid by their customers' (Kumar, 2016). Some studies have found that perceived benefit is a significant market factor in choosing online stores and can have a positive effect on the decision of consumers to shop online (Aldhmour, 2016). According to Nadia, perceived benefits have a significant effect on online purchase intention (Nurul Nadia Abd Aziz, 2018). At the same time, the usefulness of a product and specific product details is attributes used to encourage e-commerce revisits (Sam, 2015).

However, some of the previous studies manage to show that there is no relationship between perceived benefit affecting consumer online buying behavior. In the case in Pakistan, the early hypothesis drafted that there is a significant as well as positive relationship exists in perceived benefits and online buying behavior of consumers. However, this is not supported by the result of the study (Zahid et al., 2017). This result supported by there is no positive correlations were found between individual factors influencing the level of online sales which are (advertising platforms, perceived benefit, offerings and prices, reference groups and personalization) (Leljak, 2019). According to Trisna, the research conducted on the impact of perceived risk and perceived benefit to improve online intention among generation Y in Malaysia shows that product selection and enjoyment under perceived benefit has negative correlation for improving online intention among the millennials (Trisna et al., 2015).

2.4 Ambassador and Online Purchasing Behavior

A group of references comprises people or groups that affect our values, opinions, behaviors and behavior (Grimsley, 2016). They are also our models and inspiration. Based on the Social Learning Theory by Bandura in 1963, he mentioned that people learn by observing, imitating, and modelling from each other. Theory is often called a connexion between behavioral and cognitive learning theories because it includes attention, memory and motivation. This theory is based, according to Nabavi on the idea that we learn from our own interactions in a social context with others. According to her study, the result shows that customer review and recommendation is one of the influential factors that help people shopping online during festive seasons (Khanna, 2015). Besides that, one of the studies has demonstrated that the recommendation of the reference group has a significant impact on consumers' online shopping action (Bai et al., 2015). Other than that, the study conducted by (Le-Hoang, 2020) shows that the opinion of the reference circle or group positively effect on consumer's intention to shop online. In contrast, based on the study on the impact factors on the behavior of millennials in online buying, she got the result of no positive relationship between group recommendation and online shopping behavior of millennials consumers (Leljak, 2019).

2.5 Price Offered and Online Purchasing Behavior

Service is dependent on the relationship between its supply and demand (Banton, 2020). The principle of the price assumes that the benefit obtained by those who claim the company meets the marginal costs of the retailer for that product or service the best-selling price. Price is one of the major components in marketing mix strategy (Lasi and Tan, 2020). Based on the previous study, product availability, pricing, easy to navigate, adequate return policy and quality are important in online purchasing (Sivanesan, 2017). In the theoretical part of the paper the lower price, the substitute product, lack of time, wider choice as well as faster and simpler shopping are the key factors for online shopping in Lithuania (Zivile Bauboniene, 2015).

The price factor explained the largest part of the data variance and has a significant impact on consumer purchasing behavior (Jozef Bucko, 2018). For university students we believe that the price is particularly significant, as they are often not working, and so their financial budget is small. Pricing is the second biggest determinant of online shopping (Nebojsa vasic, 2019). According to (Leljak, 2019), there is a negative relationship between offering and price with the behavior of online buying among the millennials. This result was supported by where it examined factors, such as age, gender or occupation, that were discouraged (Nachar, 2019). consumers from online shopping, as well as other factors like quick delivery, security and comparable rates, cheaper prices, convenience, and wider choice.

2.6 Trust on The Seller and Online Purchasing Behavior

Trust is the key component in sustainable transactions. The trustor trusts the trustees in the principle of trust. In e-commerce, the trustor is the buyer and the trustee is the seller and the intermediary. Intermediaries provide the web-based infrastructure for buyers and sellers to transact. Trust is the judgment of the buyer and consists of two distinct concepts; the trustee has faith and distrust (Suk-Joo Lee, 2018). Trust is one of the factors that has an important influence on the intention of consumers to buy online (Yunos, and Abdul Lasi, 2020). One of the main reasons for preventing consumers from shopping online is the lack of trust (Yadav and Mahara, 2017). This study was well supported by (Le-Hoang, 2020) where he found that consumer trust has a positive correlation on online buying intention in Ho Chi Minh City. (Vahid Mohseni Roudposhti, 2018) manage to extract the result similar to Le-Hoang where trust positively influences purchase intention. In addition, the study on privacy concerns and online purchasing behavior: towards an integrated model shows that there is positive impact between trust and the intention to use electronic commerce (Nuno Fortes, 2016). However, the findings in online shopping behavior among university students: case of Must university shows that most of the respondents give neutral response to the trust variables as the factors on web shopping. However, neutral responses on privacy policies show that the respondents trust in the policies of the web store (Farah, 2018). These findings are well supported by which are that all the psychographic factors consist of attitude, trust and situational factors do not affect their online shopping decision (Ahmad and Lasi, 2020). These psychographic factors therefore have no effect on the customer's online shopping decision (Ansari, 2016).

2.7 Ease of Use and Online Purchasing Behavior

Perceived ease of use can be defined indicating how simple it is to use a specific device. By referring to Wang and Ha-Brookshire, ease of use is as far as the consumer believes it would be easy to use particular technology and hazelnut-free (Ha-Brookshire, 2018). Ease of use is how convenient a consumer feels to use a program recommender free from effort (Vahid Mohseni Roudposhti, 2018). The study conducted by him is eager to investigate the factors that influence customer purchase intention in e-commerce recommender systems and what are the relationship among the factors of customer purchase intention of e-commerce recommender systems. The final result shows that there is a positive relationship between ease of use and satisfaction of consumers in the e-commerce recommender system. The findings similar to where ease of use were distinguished as one of the crucial factors for shopping online (Zivile Bauboniene, 2015). According to a study, ease of use is identical with convenience where it indicates that it can stimulate the demand for online shopping especially among the professional students intends to investigate factors affecting online shopping intention among young consumers (Nisha Singla, 2016; Mohammed, 2014). The findings showed that the impact on perceived utility, perceived risk and trust influences the intention to purchase online. Interestingly, the findings could not display any statistically significant effects for perceived ease of use and online experience, and these are not very crucial in online shopping intention.

3. METHODS

Quantitative research method was used in this study consist of an open ended questions using five point likert scale been distributed via google form specifically for students at UiTM Puncak Alam, Selangor. The population refers to the entire community of individuals, events or things of interest the researcher wants to analyze (Bougie, 2014). As part of the university requirement, 200 number of responded is needed, at least, to hold unbiased result for the study. The range of the respondent must be between age of youth from 15- 30 years old as per National Youth Development Policy 1997. However, there are new amendments in 2019 when YB Syed Saddiq, Minister of Youth and Sport manage to lower the age of youth from 40 to 30 years old through the Parliament in order to reduce generation gap, accelerate youth maturity and reduce risk behavior in youth groups. The sampling used are random sampling but the respondent needed an experienced in online purchase at least once in lifetime.

3.1 Methodology

The survey in a form of questionnaire were divided into two main components, demographic and 30 open-ended questions measured using a 5-point Likert scale. Participants are requested to show a level of understanding (from strongly disagree to strongly agree with the declaration given on a metric level and the founder is American Social scientist Rensis Likert in 1932. Total number of 200 respondents are needed and the questionnaire is based on google form and distributed via

whatsapp and telegram channel. Deductive approach is used in order for the researcher attempts to figure out the theory first and then moving on from the theory by testing the data collected, as a result of consumer purchase behavior theories and the factors that might influence online consumer behavior were first discussed and, as a result, the data was collected and explained in a questionnaire.

The underlying theory that been used is Theory of Planned Behavior, the extension of Theory of Reasoned Action. TRA explained the intention of individuals to engage in particular behavior under volitional control. However, this theory is less effective in explaining when the action is not under volitional control. It received criticism from other authors on the concept (Ogden, 2003). Then, an extension of the existing theory is called as Theory of Planned Behavior is being introduced to explain the action that is not under willful of the respective persons. The TPB differs from TRA from the perceived behavior control that people's perception of the ease or difficulty of behavior (AJZEN, 1991). Ajzen modified the theory of reasoned action in 1988 to reflect behaviors that were not fully controlled by the individual. Therefore, multiple regression analysis is the most appropriate quantitative statistical analysis for two or more independent variables and the objective of the analysis is to predict the relation to dependent variables (Brayman, 2016). Therefore, it was undertaken to test if there any significant relationship between factors that influence online shopping and purchasing behavior from a student's perspective.

3.2 Data Analysis

The questionnaire was distributed by email and via WhatsApp via Google form. The pandemic's effects restricted the movement of Malaysian citizens, which resulted in no physical assessment being provided to respondents. A total of 216 usable previous questionnaires were collected and all of the responses can be used in this study and there is no missing data recorded in the system. The main goal of descriptive analysis is to learn about a respondent's profile.

3.3 Descriptive Analysis-Frequencies Statistics

| Table 1: Demographic Data Statistics on the respondent | | | |
|--|-------------------------|-----------|------------|
| Description | Variables | Frequency | Percentage |
| Gender | Male | 134 | 62% |
| | Female | 82 | 38% |
| Status | Single | 168 | 77.8% |
| | Married | 48 | 22.2% |
| Age | Below 20 years old | 7 | 3.2% |
| | 20-24years old | 151 | 69.9% |
| | 25-29years old | 54 | 25% |
| | 30 and above | 4 | 1.9% |
| Highest Level of Education | SPM | 2 | 0.9% |
| | STPM | 21 | 9.7% |
| | Diploma | 90 | 41.7% |
| | Bachelor Degree | 94 | 43.5% |
| | Master Degree | 8 | 3.7% |
| | PhD | 1 | 0.5% |
| Monthly Income | Less than RM1,000 | 98 | 45.4% |
| | RM1,000-2,000 | 66 | 30.6% |
| | More than RM2,000 | 52 | 24.4% |
| Source of Income | Family Members | 39 | 18.1% |
| | PTPTN | 82 | 38.0% |
| | Personal Loan | 6 | 2.8% |
| | Scholarship | 17 | 7.8% |
| | Part Time/Full Time Job | 72 | 33.3% |

Demographic analysis shows that 62% of the respondent are male and the majority of the respondents are single with 168 from total 216 respondents. The survey also recorded 151 of the respondent aged between 20-24 years old and 43.5% of the respondents has bachelor degree as highest level of education. In additions, 98 respondents declared on monthly income less than RM1,000 and most of the respondents are using PTPTN loan as their main source of income with 38% to fund their expenses at the campus.

4. RESULTS

4.1 Reliability Analysis

Reliability test was performed based on the data collected from 216 respondents. Questionnaire which includes 25 items on the scale, was tested for reliability using Cronbach's Alpha. Statistical Package for Social Science (SPSS) Statistics Subscription was used for this purpose. The Cronbach's Alpha value was shown below. The analysis of this questionnaire in this study has Cronbach's Alpha value of more than 0.7 for all 25 items in the scale. In fact, the scale had a value of 0.843. Hence, the research instrument was deemed to be reliable based on the alpha statistic. The general rule of thumb is that a value above 0.7 is good

4.2 Multiple Regression Analysis

The regression results are shown in three tables, but we limit our interest in coefficient table and summary table. This also provides information on the model's ability to predict the dependent variable's total variation. Regression models only explain a limited amount of variation for the dependent variable. Variance can be measured. By standard deviation, we can infer that some of the variance is accounted for by the line, in this case. The standard deviation is calculated using the square root of the sum of squared differences. By dividing total variance by explained variance, we derive the percentage of explanatory variance to the total variance. R2 ranges from 0 to 1 and is marked by r2. (R Square). See Table IV: Out of the total variance in the scores, model 5 indicates 17.8 percent has been explained and recorded the highest value out of five model.

Table 2: Correlation Coefficient Table Summary

| IV1 VS DV | IV2 VS DV | IV3 VS DV | IV4 VS DV | IV5 VS DV | | | | | |
|------------------|-----------------|------------------|-------------------|-------------------|-------------|-------------|-------------|-------------|--------------|
| Coeff. | Coeff. Value | Coeff. | Coeff. Value | Coeff. | Coeff Value | Coeff. | Coeff Value | Coeff. | Coeff. Value |
| β_0 | 0.647795 | β_0 | 0.989512 | β_0 | 1.068355 | β_0 | 0.916255 | β_0 | 0.941962 |
| | (0.0372)** | | (0.0007)*** | | (0.0033)*** | | (0.1184) | | (0.0322)** |
| $\beta_{pb,opb}$ | 0.842380 | | | | | | | | |
| | (0.0000)*** | | | | | | | | |
| | $\beta_{a,opb}$ | 0.087949 | | | | | | | |
| | | (0.0000)*** | | | | | | | |
| | | $\beta_{po,opb}$ | 0.725015 | | | | | | |
| | | | (0.0000)*** | | | | | | |
| | | | $\beta_{tos,opb}$ | 0.114949 | | | | | |
| | | | | (0.4671) | | | | | |
| | | | | $\beta_{eou,opb}$ | 0.696365 | | | | |
| | | | | | (0.0395)** | | | | |
| Adjusted R2 | 0.592209 | Adjusted R2 | 0.164339 | Adjusted R2 | 0.490536 | Adjusted R2 | -0.20690 | Adjusted R2 | 0.446410 |

Perceived Benefit in Online Shopping has p=0.8423 with Online Purchasing Behavior. It means there is high positive linear relationship between Perceived Benefit and Online Purchasing Behavior. Ambassador in Online Shopping has p=0.0879 with Online Purchasing Behavior. It means there is positive linear relationship between Ambassador and Online Purchasing Behavior. Price Offered in Online Shopping has p=0.7250 with Online Purchasing Behavior. It means there is high positive linear relationship between Price Offered and Online Purchasing Behavior. Trust on The Seller in Online Shopping has p=0.1149 with Online Purchasing Behavior. It means there is no linear relationship between Trust on The Seller and Online Purchasing Behavior. Ease of Use in Online Shopping has p=0.6963 with Online Purchasing Behavior. It means there is high positive linear relationship between Ease of Use and Online Purchasing Behavior.

4.3 Hypothesis Testing

The survey findings revealed that the p values of all the correlation results are less than 0.05 except for independent variable 4 which is trust on the seller where the p value recorder at 0.4671. Therefore, all the five variables are accepted and has significant relationship with student online purchasing behaviour except for trust on the seller.

5. DISCUSSIONS

| Table 3: Previous Research on Variables | | |
|---|--------------------|--|
| Independent Variable | Hypothesis Testing | Previous Research |
| Perceived Benefit | Supported | (Aldhmour, 2016), (Nurul Nadia Abd Aziz, 2018) |
| Ambassador | Supported | (Khanna, 2015), (Bai et.al, 2015), (Le-Hoang, 2020) |
| Price Offered | Supported | (Sivanesan, 2017), (Agyapong, 2018), (Jozef Bucko, 2018) |
| Trust on The Seller | Rejected | (Ansari, 2016), (Farah, 2018). |
| Ease of Use | Supported | (Zivile Bauboniene, 2015) (Vahid, 2018) |

The above result shows that all the independent variables has positive relationship with the dependent variable except for trust on the seller that has no significant relationship with online purchasing behavior. In addition, out of four variables, perceived benefit has recorded the highest value of adjusted r square with 0.59 and considered the most influential factor that encourage the students to go for online shopping. This result is consistent with the previous study that indicates that perceived benefit is a significant market factor in choosing online stores and can have a positive effect on the decision of consumers to shop online (Aldhmour, 2016). (Nurul Nadia Abd Aziz, 2018) said that perceived benefits have a significant effect on online purchase intention.

5.1 Theory Planned Behavior

In the current study, TPB served as a beneficial foundation for helping explain Internet purchasing, even though the model used here vary from TPB traditions by not including intentions. The relationship between attitudes towards online purchasing and the actual behavior was strong and positive, even though it was not mediated by intention. The direct relationship in TPB between perceived benefit and online purchase was supported here, and the relationship between self efficacy and Perceived Behavior Control was strong. Typically, in TPB models, the effects of subjective norms on behavior would also be mediated by intention instead of the direct relationship posited here.

6. CONCLUSION

Specially understanding customer's need for online selling has become challenge for marketers. Internet has fundamentally changed the consumers' ideas on convenience, speed, price, product and service information. Vendors have found a new approach to create value for customers and build relationships with them towards marketing mix strategy and obtain more customer with the advance strategy and approach. The study focused mainly on the research questions, what are the factors that influence online shopping among the students and what is the most significant factors that attract the students to buy online. In conclusion, perceived benefit is the biggest factor that influence the student towards online purchasing behavior and ambassador, price offered and ease of use has significant relationship with the online purchasing behavior. Meanwhile trust on the seller shows no significant relationship towards online purchasing behavior among the students at public institutions.

7. LIMITATIONS AND FUTURE STUDIES

Based on the study data, there are also specific ways to increase online purchase frequency in each group. This indicates insights related to successful internet marketing strategies. This is important for marketers because they need to know the purchasing power of younger generations, generations and how the millennials use online shopping. Today, marketers are doing marketing online through smartphones and other mobile devices. Research (United States Millennial, 2016) have an ambition to buy online with their smartphones. This research shows that mobile phone has a growing role in micro business activities of undergraduates and postgraduates. It is advised for the researcher to do constant reminder to all candidates who are filling in the questionnaires. To be able to collect useful data, the researcher should prepare hard copy questionnaire and provide to interviewees. Some may have access to product or service, but not both. Part of candidate's experience includes products and services. This issue may warrant further exploration. Future studies need to be careful and cautious when attempting to relate the constructs within the twin study. Several limitations had occurred along the completion process of this study.

7.1 Population and Sample Size

Online shopping is not new things in either in our routine or in education field. Although it still significant to test the population among the student, however, in future it is suggested to open the respondents on public and private institutions in Malaysia.

7.2 Distribution Mode of Survey

This study had used e-questionnaire via google form to get the data from the respondents. During the process of completing of this study, physical contact is disallowed. The inability to conduct hand distribution of questionnaire cause the slower rate of response. If in future there is no Covid19 cases or minimum cases that been reported, it is important to conduct two mode of questionnaire distribution to get faster response.

7.3 Type of Sampling

In order to get an adequate response from the students, there is no specific sampling that been used in this study. The limitation from the Movement Control Order (MCO) by the government has cause the study to use random sampling to gather the data. As result, the distribution of questionnaires is not balanced between undergraduate and post-graduate students and the result is more favor for the undergraduate students rather than the whole population of UiTM students.

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