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**INFLUENCE OF WEBSITE ATTRIBUTES ON CONSUMER'S ONLINE  
PURCHASE INTENTION IN MALAYSIA**

**By**

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**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia, in  
Fulfilment of the Requirements for the Degree of Master of Science**

**June 2023**

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Master of Science

## **INFLUENCE OF WEBSITE ATTRIBUTES ON CONSUMER'S ONLINE PURCHASE INTENTION IN MALAYSIA**

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**OMOLOJU MARIAM ADEDOJA**

**June 2023**

**Chairman : Siti Rahayu binti Hussin**  
**School : Business and Economics**

Website user behaviour has been the subject of numerous studies since the inception of the interactive internet. Researchers have examined visitors' actions on a website, including where and what they click on, how they scroll down a page, pause interactions, or act, and where they eventually drop off the page and leave. With the growth of internet usage, website owners have attempted to create compelling and interactive sites that encourage user adoption. Specifically, e-commerce websites have gained popularity due to their impact on business revenues. This study focuses on e-commerce websites to interrogate the attributes that drive consumer behaviour. While the subject has been widely studied, the dynamic nature of e-commerce and user behaviour means that there are still unexplored aspects of consumer behaviour that require further examination. In addition, previous studies have assumed equal importance of e-commerce website attributes, whereas this study sought to interrogate the weight of one characteristic relative to the others.

This study was conducted to investigate the influence of e-commerce website attributes on consumer online purchase behaviour under four objectives. First, the study explored the influence of website convenience on consumer online purchase intention. Second, the researcher analysed the influence of website speed on consumer online purchase intention. Third, the study investigated the effect of website design on consumer online purchase intention and, finally, the influence of website security on the purchase intention of consumers. Prior to data collection, the researcher piloted 30 students to validate the survey instrument. Following instrument validation, the primary data were collected via a structured questionnaire distributed online using Google Forms. The survey targeted e-commerce platform users in Malaysia, and the researcher generated a contact list of users from various e-commerce platforms, social media, communities, and peer groups. The survey collected data from 384 online consumers, and the data were analysed using the Statistical Package for the Social Sciences v.25 software. Descriptive, correlation and regression analyses were conducted to analyse the data. The regression analysis revealed that website convenience, speed, design, and security positively

influenced consumer online purchase intention, thereby supporting all four hypotheses. However, website design emerged as the most influential factor among all four attributes, having the highest correlation. The study is unique in its ability to determine the weight of one website attribute relative to the other attributes in influencing the online purchase intention of consumers. In the correlational analysis, the P value was used to determine the weight of association among all attributes and identify the most significant one.

Both the regression and correlation results indicated that website design is the most significant attribute influencing consumer's intention to make purchases on a website. This finding implies that website managers should prioritise the interface of their website, including its structure and content. However, web developers should also ensure that the websites provide maximum convenience, with easy and fast clicks, as well as being well-secured websites for the safety and privacy of their users, as these website attributes were also found to positively influence the intention of consumers to purchase via a website.

Overall, the study has findings with implications of ecommerce websites for retailers in marketing to consumers and their influence on the consumer purchase decision-making process. Additionally, this study extends the research on the weighting of various factors in creating an impactful website, whereas previous studies mostly focused on critical attributes but did not make critical comparisons among them.

This research is limited to respondents from known platforms accessible to the researcher. Therefore, the study may not be representative of total users of e-commerce platforms in Malaysia.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Master Sains

**PENGARUH ATRIBUT LAMAN SESAWANG TERHADAP NIAT PEMBELIAN DALAM TALIAN PENGGUNA DI MALAYSIA**

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Tingkah laku pengguna laman sesawang telah menjadi subjek kajian sejak pengasasan internet interaktif. Penulis telah menyelidik 4ocus4ri yang diambil oleh pelawat di laman sesawang: di mana dan apa yang mereka tekan, cara mereka menatal ke bawah sesuatu halaman, menjeda interaksi / mengambil 4ocus4ri, dan tempat mereka akhirnya berhenti dan meninggalkan halaman. Tatkala penggunaan internet berkembang, pemilik laman sesawang cuba mewujudkan laman yang menarik dan interaktif untuk menggalakkan penggunaan. Khususnya, 4ocus4ritv laman sesawang e-dagang kian meningkat kerana kesannya terhadap hasil perniagaan. Kajian ini memfokus pada laman e-dagang untuk menyelidik atribut yang mendorong tingkah laku pengguna. Subjek telah menjadi 4ocus banyak kajian, tetapi sifat dinamik e-dagang dan tingkah laku pengguna menunjukkan masih ada aspek tingkah laku pengguna yang belum diterokai yang memerlukan penyelidikan. Tambahan pula, kajian terdahulu memberi kepentingan yang sama kepada atribut laman sesawang e-dagang, manakala kajian ini cuba untuk menyelidik tahap sesuatu ciri berbanding ciri yang lain.

Kajian ini dijalankan untuk menyasat pengaruh atribut laman sesawang terhadap tingkah laku pengguna sewaktu pembelian dalam talian di bawah empat objektif. Pertama, kajian ini meneroka pengaruh kemudahan laman sesawang terhadap niat pengguna dalam pembelian dalam talian. Kedua, pengkaji menganalisis pengaruh kelajuan laman sesawang terhadap niat pengguna dalam pembelian dalam talian. Ketiga, kajian ini menyasat kesan reka bentuk laman sesawang terhadap niat pengguna dalam pembelian dalam talian, dan akhirnya, pengaruh keselamatan laman sesawang terhadap niat pembelian pengguna. Sebelum mengumpul data, penyelidik menjalankan ujian rintis ke atas 30 orang pelajar untuk mengesahkan instrumen tinjauan. Selepas pengesahan instrumen, penyelidik mengumpul data utama melalui borang soal selidik berstruktur yang diedarkan melalui tinjauan dalam talian menggunakan *Google Form*. Tinjauan itu menyasarkan pengguna platform e-dagang di Malaysia. Senarai kontak pengguna dijana daripada pelbagai platform e-dagang, media sosial, komuniti dan kumpulan rakan sebaya. Tinjauan itu mengumpul data daripada 384 pengguna dalam talian dan

menganalisisnya menggunakan perisian *Statistical Package for the Social Sciences v.25*. Analisis deskriptif, korelasi dan regresi digunakan untuk menganalisis data. Analisis regresi menunjukkan bahawa kemudahan kelajuan, reka bentuk dan keselamatan laman sesawang mempengaruhi secara positif niat pengguna dalam pembelian dalam talian, dengan itu menyokong keempat-empat hipotesis. Walau bagaimanapun, reka bentuk laman sesawang muncul sebagai faktor paling berpengaruh di antara keempat-empat atribut, dengan korelasi yang tertinggi. Kajian ini berbeza daripada kajian lepas kerana mengambil kira tahap satu atribut laman sesawang berbanding atribut-atribut yang lain dalam mempengaruhi niat pengguna dalam pembelian dalam talian. Dalam analisis korelasi, nilai P digunakan untuk menentukan tahap perkaitan semua atribut dan membezakan yang mana satu yang paling signifikan.

Kedua-dua keputusan regresi dan korelasi menunjukkan bahawa reka bentuk laman sesawang adalah atribut paling penting yang mempengaruhi niat pengguna untuk membeli melalui satu laman sesawang. Keputusan ini menunjukkan bahawa pengurus laman sesawang harus mengutamakan antara muka laman mereka, termasuk struktur dan kandungannya. Setelah mengutamakan reka bentuk laman sesawang, pembangun web tidak patut mengabaikan kepentingan memastikan laman sesawang tersebut memberikan kemudahan maksimum kepada penggunanya, klik yang cepat dan mudah, dan juga laman sesawang yang selamat bagi menjamin keselamatan dan privasi pengguna terjamin; kerana atribut ini juga didapati mengaruhi secara positif niat pengguna untuk membeli melalui satu laman sesawang.

Secara keseluruhan, penemuan kajian ini menunjukkan implikasi laman sesawang e-dagang terhadap peruncit dalam pemasaran produk kepada pengguna dan pengaruhnya terhadap proses membuat keputusan pembelian oleh pengguna. Kajian ini juga mencakupi pemberatan pelbagai faktor dalam membangunkan laman sesawang yang berimpak sedangkan penyelidik lain kebanyakannya mengkaji atribut-atribut kritikal tanpa perbandingan kritikal di antara attribute tersebut.

Kajian ini terhad kepada responden dari platform yang diketahui yang boleh diakses oleh penyelidik. Oleh itu, kajian ini tidak semestinya mewakili semua pengguna platform e-dagang di Malaysia.

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This thesis was submitted to the Senate of Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Master of Science. The members of the Supervisory Committee were as follows:

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Date: 10 August 2023



## Declaration by the Graduate Student

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## LIST OF ABBREVIATIONS

NCCC	National Consumer Complaint Center
SEJ	Search Engine Journal
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action



# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

A website is an online presence of an entity or person defined by a domain name with the prefix WWW, denoting the worldwide web. The study specifically focuses on e-commerce types of websites that are an aggregation of several product portfolios or companies trading their online services or products. A website is a collection of web pages that are accessed through the internet using a web browser. It is a location on the internet that is identified by a unique domain name and the content such as text, images, videos, and other media are organised and presented in a specific way. Websites can serve various purposes, including providing information, conducting e-commerce transactions, and enabling communication and collaboration among users. They can be designed for personal, organisational, or commercial use, and can range in complexity from simple static pages to complex dynamic applications. Websites have enabled a global digital community where people converge to transact and interact. There are several types of websites, including e-commerce, business, portfolio, personal, and membership websites. E-commerce websites are becoming increasingly popular because they provide a platform for multiple online sellers and buyers on the internet. According to Yuan et al. (2021), several developments define breakthroughs in information and communication technology (ICT), which is critical in e-commerce. In the realm of e-commerce, a seller's shopping website serves as both a mirror and a terminal. It effectively communicates its presence to all users, exhibits its products, and furnishes pertinent and comprehensive information to all potential consumers (Lowry et al., 2014).

E-commerce has taken over the retail business because it is easier for both buyers and sellers has surpassed the retail industry due to its convenience to consumers and sellers. There is some evidence to suggest that e-commerce has experienced significant growth in recent years and has become a significant competitor to traditional brick-and-mortar retail stores. According to the U.S. Census Bureau, e-commerce sales in the United States increased by 14.9% in 2020, while total retail sales only increased by 0.6% over the same period. Additionally, e-commerce sales represented 14% of total retail sales in 2020, up from 11% in 2019, according to Digital Commerce 360. There are several reasons why e-commerce has become increasingly popular, including its convenience for consumers, the ability to easily compare prices and products, the availability of a wider range of products, and the ability to shop from anywhere with an internet connection. E-commerce has also provided opportunities for small businesses and entrepreneurs to start online stores and reach a global customer base.

The internet has been a defining factor in determining the growth of the e-commerce sector. Notably, online retail shops have made accessing products cheaper and less complex for customers (Abdul Hamid et al., 2019). Customers can make commercial transactions electronically, thus easing the purchasing process. The study conducted by Widiandita and Ketut (2020) has demonstrated that e-commerce has facilitated a

reduction in the geographical gap between producers and consumers, as the latter can now directly procure goods from the former. Despite the potential need for intermediaries in the online retail model, their involvement is less labor-intensive, resulting in decreased overall costs. Various intermediaries are present in the realm of online business, such as electronic payment systems, network providers, and payment authentication services.

Websites play a critical role in enabling online shopping by providing a platform for customers to browse, select, purchase, and receive products or services. It typically works this way:

1. A business creates a website to showcase its products or services.
2. Customers visit the website and browse through the available products or services.
3. Customers select the products or services they wish to purchase and add them to their online shopping cart.
4. Customers proceed to checkout where they enter their payment and shipping information.
5. The website processes the payment and sends an order confirmation to the customer.
6. The business receives the order and prepares the products or services for delivery.
7. The products or services are shipped or delivered to the customer.

Websites used for online shopping can vary in complexity, from simple e-commerce platforms that handle basic transactions, to more sophisticated systems that offer features such as personalised product recommendations, customer reviews, and loyalty programmes. Additionally, many websites also use secure encryption technology to protect sensitive customer information, such as credit card numbers and shipping addresses.

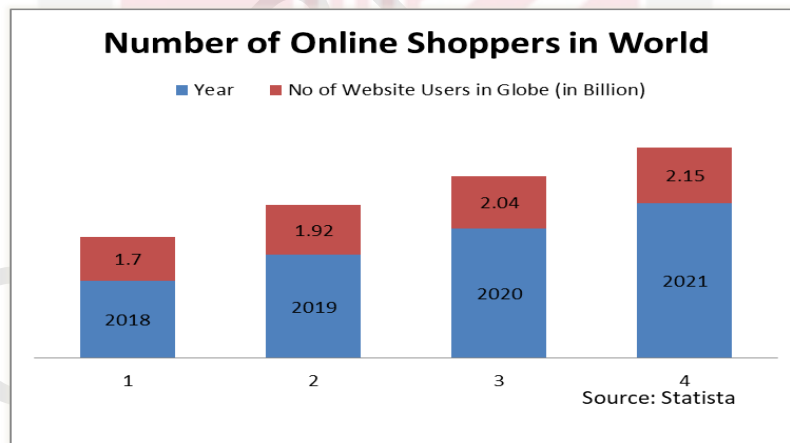
Overall, websites are essential in facilitating online shopping by providing a user-friendly interface for customers to browse and purchase products or services, and by handling the payment and delivery processes on the back end.

Conversely, the global outbreak of COVID-19 in 2019-2020 has presented challenges for conducting business operations worldwide. The implementation of social distancing measures led to significant and compulsory alterations in consumer behavior, resulting in immediate consequences (Adel Al-maaitah et al., 2021). Sakhbieva et al. (2021) conducted a study on online shoppers in the top 10 countries and found that the COVID-



19 pandemic resulted in a sudden surge in the number of online shoppers in the selected countries. According to Al-maaitah et al. (2021), a study conducted by Business Insider Intelligence and E-Marketer analysts in March 2020 revealed that a significant proportion of consumers in different countries exhibit a preference for online shopping. In particular, the study found that 76 percent of people in the UK, 50 percent of people in China, and 82 percent of people in the USA prefer to buy things from online stores and websites instead of going to physical markets or stores.

Prior research has indicated a rise in the quantity of individuals who engage in online purchasing via e-commerce platforms during and following the COVID-19 pandemic as a result of social distancing constraints (Sakhbieva et al., 2021). The study conducted by Owen and Melissa (2020) examined the response of e-commerce users in the wake of the COVID-19 pandemic. The findings revealed a notable surge in the number of online buyers during and post the pandemic. The majority of consumers who engage in online shopping tend to utilize e-commerce website platforms for their purchases. As a result, research studies have been conducted to examine the behaviour of online consumers in relation to their usage of e-commerce websites. In a recent study, Al-maaitah et al. (2021) examined the effects of the COVID-19 pandemic on the online purchasing behavior of consumers in Saudi Arabia. The findings of the study revealed a significant increase in the number of active online purchasers as compared to the preceding years. The graph presented below illustrates that the global population of online shoppers experienced an increase from 1.9 billion to 2.04 billion in 2020 amidst the COVID-19 pandemic (Statista, 2022).



**Figure 1.1: Number of Online Shoppers in the World**

The year 2020 has presented a formidable set of obstacles for the Malaysian economy, as the nation grapples with the COVID-19 pandemic that has permeated throughout the country. The nation's gross domestic product experienced a decline of -5.6% due to worldwide economic challenges and the implementation of border restrictions. The Malaysian government has taken significant measures in response to the situation,

including the introduction of the "My Digital initiative" and the Malaysian Digital Economy Plan (Enduring, 2021).

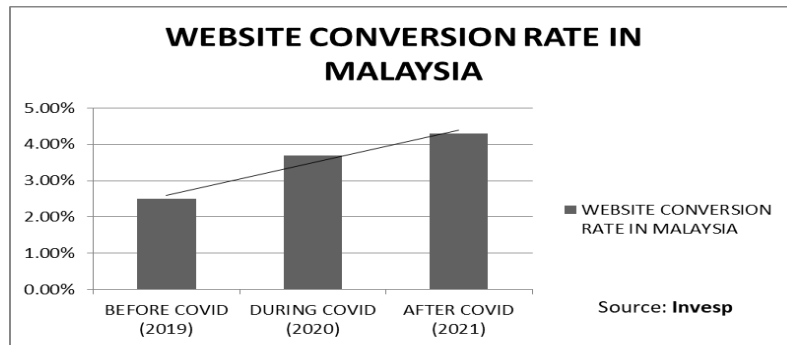
Morgan (2019) explained that in Malaysia, mobile users accounted for 57% of e-commerce transactions in 2019. Cho et al. (2022) also identified that 91% of Malaysian consumers prefer to buy online via websites rather than physically visiting markets. According to Sudhashini and Ming (2022), in Asia, Malaysia is one of the fastest developing e-commerce markets due to rising Internet and smartphone usage and a growing middle-class population. According to Chan et al. (2022), the fear of spreading COVID-19 through physical visits further enhanced e-commerce growth. The COVID-19 pandemic disrupted shopping activities in Malaysia, prompting consumers to shift gradually from offline to online purchases. In addition, with physical stores closed due to lockdown and social distancing measures, consumers turned to various websites in Malaysia to shop. According to Shariff and Nur Hayani (2021), when the COVID-19 pandemic hit the world in 2019, online platforms became the primary medium for shopping. Most online traders use e-commerce platforms to sell their merchandise, which cater to all businesses, including individual, micro, small, medium, and corporate enterprises. The versatility of these platforms has made them popular among both traders and online buyers, leading to an increase in usage.

According to Digital Malaysia (2020), nearly half of the Malaysian populace constitutes active online shoppers. Moreover, a significant proportion of mobile users, i.e., 82.9%, resorted to online shopping via diverse e-commerce platforms in Malaysia following the outbreak of COVID-19 in 2020. The graph below demonstrates the number of online shoppers in Malaysia, including those who prefer to buy from different e-commerce websites in Malaysia. Consumers can make online purchases through different channels, such as social media, company websites, or aggregated e-commerce platforms. Regardless of the platform used, the buyer has to go through a specific customer journey, including information search, browsing various sites, and eventually making the purchase.



**Figure 1.2: Number of Online Shoppers in Malaysia**

Below is a graph comparing the percentage of visitors who converted on various Malaysian websites before, during, and after COVID-19. The conversion rate indicates what percentage of site visitors become paying customers. Conversion rates on Malaysian websites increased before, during, and after the COVID-19 pandemic, as shown by a graphical analysis of these data. The rising trend in the conversion rate is evidence that Malaysian websites are functioning effectively.



**Figure 1.3: Website Conversion Rate in Malaysia**

Boon et al. (2021) assert that Shopee is the preeminent e-commerce platform in Malaysia, with a substantial user base that engages in daily online purchasing activities. The graphical representation presented herein validates the escalation in the count of monthly online visits on Shopee in Malaysia, commencing from Q1 2019 to Q1 2021. The graph exhibits a positive trend, which corroborates the rise in the volume of visitors to Shopee in Malaysia throughout the COVID-19 pandemic and its aftermath. Boon et al. (2021) have corroborated that the COVID-19 pandemic has resulted in a preference among online consumers in Malaysia to purchase goods from a range of online shopping platforms, such as Shopee, Lazada, and Carousell. The data obtained from graphical analysis indicates that Malaysian consumers exhibit a preference for purchasing products through various online platforms as opposed to other modes of purchase, both during and post the pandemic period.



**Figure 1.4: Number of Visits on Shopee in Malaysia (Statista, 2022)**

The landscape of e-commerce is undergoing swift transformations, which are being catalyzed by the COVID-19 outbreak (Koch et al., 2020). In order to remain abreast of evolving market conditions, it is advisable for firms to implement and fine-tune their marketing tactics. Therefore, it is crucial for corporations to comprehend the evolving consumer intentions in reaction to various stimuli. The present exercise holds significant relevance and exigency in the Malaysian milieu, where the domain of e-commerce is expanding at an accelerated pace and garnering widespread acceptance, thereby exhibiting a promising potential for exponential proliferation (Muda et al., 2016).

## 1.2 Problem Statement

Over the past few years, the global business landscape has been disrupted and transformed by e-commerce, a booming online market. The internet has played a pivotal role in the evolution of this phenomenon, which has altered the dynamics of interaction between producers, retailers, and customers. Therefore, it is crucial to learn how customers evaluate a website's features before making a purchase. With no restrictions on time or location, online shopping can provide unparalleled access to a vast selection of products. Businesses are responding to the rising tide of competition among online merchants by offering an ever-expanding selection of goods and services. These online traders use various aspects, such as free delivery, product tracking, and online payment options, to attract buyers.

Currently, there are more than 5 billion internet users, accounting for 63.1% of the world's population (Statista, 2022). In the digital space, users take a micro-second to change over from one site to the next, with thousands of businesses competing for their attention to establish successful online enterprises. Human-computer interaction (HCI) studies reveal that the human response to specific psychological prompts while using computers and gadgets is complex and dynamic (Wang et al., 2021). Website developers grapple with creating sites that have the highest impact on user experience. Website attributes such as convenience, aesthetic design, and security are pertinent to user experiences.

The enhancement of website attributes primarily impacts website owners and developers. Website owners are business owners that leverage online platforms to market on their sites. On the other hand, website developers specialise in building websites for businesses, including e-commerce websites. Typically, website owners provide web developers with a list of attributes deemed critical for users. These attributes are generated from the many user experience (UX) surveys carried out during website development or, in some cases, businesses carrying out their UX surveys. However, in many instances, organisations and web developers assume equal importance of attributes. Since every website is unique and a website attribute that is critical for one website may not hold equal importance for another website, web developers need information on the criticality of a particular attribute of the website they are developing.

Website attributes impact web owners and users in different ways. For web owners, these attributes determine the website's success in achieving desired traffic and conversion rates. Meanwhile, for users, these attributes enhance their browsing experience, making them more compelled to sustain their digital user habits. Having important features on a website can be good for both the website owner and the people who visit it. Before making an online purchase, consumers would think about how easy it is to use a website. Because website attributes are so important, there is a need for research to look at the gaps between business and academia. E-commerce is based on how easy it is to use a website. This is a big reason why online shopping has grown so quickly in recent years (Smart Insights, 2020). Website design, on the other hand, is how customers see the information on a website (Nur Azureen et al., 2012). In the past, companies used more traditional forms of advertising that didn't take into account the interactive features of websites (Weng et al., 2020).

An oft-cited apprehension regarding e-commerce is the safety of monetary transactions executed during the process of purchasing a product through online platforms. Various techniques are employed by websites to collect data pertaining to their users. Nonetheless, a considerable number of consumers have raised apprehensions regarding the possible exploitation of their personal data and confidentiality. Consumers tend to be reluctant to provide personal information (Tran & Nguyen, 2022). Therefore, the ability to pay for services and products online is a valuable online transaction attribute but poses a liability if customers perceive the site to be unsafe.

Several studies have been conducted to examine website attributes from a user's perspective, but most of them focus on each attribute independently (Almarashdeh, et al., 2019; Busalla et al., 2021; Zheng et al., 2020). There is typically an assumption that specific website attributes such as convenience and design carry equal weight. However, website owners must distinguish the importance that users attach to each attribute for them to prioritise aspects under each. Therefore, this research sought to determine the influence of convenience, design, speed, and security on consumer's intention and assess the significance of each variable. The outcome of the research can help businesses prioritise website features that result in online user patronage. In addition, as the internet user experience is constantly evolving, it is important to have the most current information on the importance of specific website attributes in relation to others.

### **1.3 Research Questions**

Research questions were derived from the below research objectives to complete the findings of the study. The specific research questions were as follows:

1. What is the influence of website convenience on online purchase intention among consumers in Malaysia?
2. What is the influence of website speed of use on online purchase intention among consumers in Malaysia?

3. What is the influence of website design features on online purchase intention among consumers in Malaysia?
4. What is the influence of website security on online purchase intention among consumers in Malaysia?

#### **1.4 Research Objectives**

The specific objectives include the following:

1. To determine the influence of website convenience on online purchase intention among consumers in Malaysia
2. To determine the influence of website speed on online purchase intention among consumers in Malaysia
3. To determine the influence of website design on online purchase intention among consumers in Malaysia
4. To determine the influence of website security on online purchase intention among consumers in Malaysia

#### **1.5 Significance of the Study**

The study contributes to human-computer interaction studies by providing valuable insights into the critical factors of website success, and it will be beneficial for the following parties:

##### **1.5.1 Web Developers/Designers**

Web developers and designers grapple with designing the most impactful website that achieves high online traffic and results in conversions. Web development is a meticulous process in which designers invest time in each outcome. Web designers would benefit from the study findings by discerning the attributes they should give priority for creating the most compelling features for web users.

##### **1.5.2 Digital/Online Enterprises**

Many enterprises are now converting their businesses to enable online trading and other establishing digital businesses from the start. The results of this study can provide valuable insights into the relative importance of different website attributes, allowing businesses to make informed decisions on how to allocate their resources effectively.

Creating a successful website requires a significant investment of funds and manpower, and it is crucial for businesses to prioritise and allocate their resources appropriately. By understanding which website attributes are most important for success, businesses can ensure that they are making the most effective use of their resources and maximising their chances of success in the online marketplace.

### 1.5.3 Academicians/Scholars

As the world continues to transform into a digital community and advancements in technology take place, the subject piques interest for more scholars. For example, the field of human computer interaction studies has gained traction over the years due to the dynamism of human digital behaviour. This study presents an additional body of knowledge in the field that academicians can further study.

### 1.6 Scope of the Study

This research focused on e-commerce types of websites such as e-commerce, business, portfolio, personal, and membership websites. These types of websites were selected due to the rapid growth of e-commerce platforms and their significance in the digital space. The study focused on the users of e-commerce platforms in Malaysia, and respondents were selected based on their use of the platforms, regardless of their country of origin. However, it is expected that most e-commerce platform users in Malaysia are Malaysians.

### 1.7 Definitions of Terms

This section presents the conceptual definitions of the terms based on the literature adapted for this specific study.

**Online Purchase Intention:** The concept of online purchase intention refers to the extent to which a consumer is inclined to make a purchase of a product via an e-commerce platform. (Pavlou, 2006)

**E-commerce:** E-commerce refers to the utilization of computer technology, the Internet, and collaborative software to transmit and receive various forms of data, including product specifications, drawings, bids, purchase orders, invoices, and other relevant information that necessitates communication with customers, suppliers, employees, or the general public. (Khurana, 2015).

**TAM:** A model that explains how users tend to accept or adopt and implement the use of new technology in their everyday experience.

**Perceived Usefulness:** The subjective perception of users who believe that utilising particular technologies can enhance their work performance (Davis, 1986).

**Perceived Ease of Use:** The degree to which an individual assumes that the use of a particular system would be effortless (Davis, 1986).

**Website Convenience:** The ability to use self-service technology that can reduce customer time consumption (Saleh et al., 2012).

**Website Speed:** The time needed for loading a website in the browser window, including loading speed, page load speed, page load time, response time, speed of data display or download delay (Bartuskova et al., 2016).

**Website Design:** The way in which the content is arranged or displayed on the website (Ranganathan & Grandon, 2012).

**Website Security:** The protection of personal and organisational public-facing websites from cyber-attacks (System, 2018).

**Online Purchase:** The activity or action of buying products or services over the internet.

## 1.8 Organization of the Thesis

The thesis is organised into five chapters. Chapter one provides the background of the study, objectives, statement of the problem, and scope of work. Chapter two presents a comprehensive literature review that examines theories and empirical studies on the same subject. This chapter concludes with the development of the study hypotheses. Chapter three describes the methodology used in carrying out the survey. Chapter four presents an analysis of the study findings using the approaches outlined in chapter three. Chapter five is the final chapter that presents the conclusions of the study, answering the research objectives and outlining the focus for future research.

## 1.9 Chapter Summary

The introduction chapter provides the background of the study and sets the pace for the succeeding chapters. The objectives and scope of work define the research focus and serve as a guide throughout the study that enables the researcher to develop this research to a logical conclusion.



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