

Online Sellers' Website Quality Influencing Online Buyers' Purchase Intention

Tan Shea Lee¹, Mohd Shoki Md Ariff^{1*}, Norhayati Zakuan¹, Zuraidah Sulaiman¹
and Muhamad Zameri Mat Saman²

¹ Department of Business Administration, Faculty of Management,
Universiti Teknologi Malaysia (UTM), Skudai, Johor, Malaysia

² Faculty of Mechanical,
Universiti Teknologi Malaysia, 81310 UTM Skudai, Johor, Malaysia

E-mail: m-shoki@utm.my

Abstract. The increase adoption of Internet among young users in Malaysia provides high prospect for online seller. Young users aged between 18 and 25 years old are important to online sellers because they are actively involved in online purchasing and this group of online buyers is expected to dominate future online market. Therefore, examining online sellers' website quality and online buyers' purchase intention is crucial. Based on the Theory of planned behavior (TPB), a conceptual model of online sellers' website quality and purchase intention of online buyers was developed. E-tailQ instrument was adapted in this study which composed of website design, reliability/fulfillment, security, privacy & trust, and customer service. Using online questionnaire and convenience sampling procedure, primary data were obtained from 240 online buyers aged between 18 to 25 years old. It was discovered that website design, website reliability/fulfillment, website security, privacy & trust, and website customer service positively and significantly influence intention of online buyers to continuously purchase via online channels. This study concludes that online sellers' website quality is important in predicting online buyers' purchase intention. Recommendation and implication of this study were discussed focusing on how online sellers should improve their website quality to stay competitive in online business.

Keywords: Website Quality, Purchase Intention, Online Shopping, eTailQ, TPB

1.0 Introduction

According to Malaysia Crush 2010, Malaysia's online purchasing market size was RM 1.8 billion in the year of 2010, and it is estimated to increase to RM 5 billion in the year of 2014. Furthermore, 45% or RM 825 million out of RM 1.8 billion was spent on local online sellers' websites. Online purchasing is a technology breakthrough as it has just started to assault the retailing sector with online shopping services in Malaysia [1]. Online buyers who use Internet as a shopping approach are increasingly in line with the changing habits of purchase among the young generation [2]. Online



shopping is very convenient for people as they can gain access to different types of products from different suppliers by just a click. There are more than 8 million of Malaysians have actually experience the online purchase [3]. In addition, a study by International Data Corporation (IDC) Asia-Pacific indicates that the future forecast for online purchasing in Malaysia is very promising [4]. The major implication of all these data and forecasts to the local online sellers are: (i) they should have a good understanding on the quality of their websites from online buyers' perspective to ensure continuous online purchase; and (ii). This aids online sellers to have better understanding on what their online buyers' expectation in the usage of their website. Online buyers' purchase intention and factors affecting their intention to continuously purchase online is important to research. This should facilitate online sellers to know their positioning and targeting groups well to stay competitive in online market. In fact, the importance of enhancing quality of online websites to ensure sustainability of online shopping has been well addressed in the evolution of e-commerce.

From the internet users' perspective, it can be seen that young consumers are dominating the usage of internet. In Malaysia, most internet users are youths (15-20 years old; 50 percent) and young adults (20 - 29 years old; 39 percent), as reported by Haque and Khatibi [1,5]. These groups of users consist of those between 15 – 29 years of age, and they play an important role in online shopping. They are active online buyers and it is expected that they will dominate online shopping market segment, thus providing huge online market for online retailers [1,5]. Therefore, to ensure online buyers' intention to continuously purchase online, online sellers need to examine how well their websites fulfil requirements of online buyers.

It was observed that most studies of websites quality of online sellers were carried out to examine their effect on purchasing behaviour among young users, for examples in New Zealand [6] and India [7]. However, studies addressing online purchase intention and repeat purchase are less emphasize, particularly among young consumers in Malaysia. Therefore, it is vital to investigate quality of online sellers' website that may affect continuance of online buyers to purchase online in the Malaysian context. Such study will enriches current literature of website quality and purchase intention especially in different countries and group of online buyers. In addition, it will help online sellers to have better understanding of behavioural intention of online buyers, thus creating a long term profitable relationship with the buyers. Therefore, this research is carried out to answer to the research question of how local online sellers' website quality affecting intention of young online buyers to continuously purchase online?

2.0 Literature Review

Internet Technology permits buyers to purchase online and online shopping is increasingly adopted as a convenience way of buying product [8], especially among young consumers. Online shopping is a process of buying products through Internet and it involves online buyers accessing online sellers' websites to search, select, purchase, use, and dispose of goods and services, in satisfying their needs and wants [5]. Companies need to catch-up on e-commerce to avert losing out on the growing online shopping market, and e-commerce is considered as an unstoppable force [9]. Online sellers need to design quality websites in order to increase the companies' visibility online, thus increase the possibility for online buyers to access and buy products online. Quality of Online sellers' websites must be enhanced in order to be truly successful online retailers.

There are various methods or modes for customers to purchase products and services online. The most common mode is buying from the online catalogues at fixed prices. The process starts with online buyers entering to an e-shop, and register as a member. Then, it will bring the buyers into an online catalogue or the buyer's account. Online catalogue is a list of products or services with the description or provide relevant information and price in the online sellers' website. Therefore, most of the online stores have provided search navigation tools for buyers to search and find their product easily and conveniently. At this point, the design of online sellers' websites is important to allow buyers browsing the information required smoothly and easily.

Price is one of the considerations factor when a buyer makes online purchase. Therefore, a buyer will spent time on comparing the prices. In the websites, the online sellers will provide comparisons of prices and products with competing vendors. If the buyer satisfied with the price, then he or she will continue to shop and select the item and place it in a shopping cart. Shopping cart is an electronic commerce tool for buyers to place products inside a "shopping basket" in order to shop at online environment. When the shopping is completed, the buyer goes to a checkout page and selects a shipment and payment options. Online buyers can choose payment options, for example by credit card, PayPal or other online payment methods. Then, there is a requirement for the buyers to check all the details in order to ensure all purchasing data are correct and accurate. After checking all the details, the buyer needs to submit the order. To this point, reliability and security of online sellers' websites are important. In addition, trust of online buyers towards online sellers is also vital because it allows buyers to perform the online transaction with less security and privacy concerned.

There is a post purchase activities in the online shopping. The online seller ships the items that a buyer ordered. Then, the buyer need to wait for the items delivered. In this stage, both the online seller and the buyer might check the shipping status and the seller needs to measure that the item is successfully delivered to buyer. If the buyer satisfied with the item, this transaction is done. However, if the buyer is not satisfied with the item, then the buyer might return back the item to seller and it is money back guarantee. At this stage, website customer service is important to permit online buyers handling the online purchase problems encountered.

Table 1 presents different scales to measure websites quality of online sellers based on the four major e-SQ instruments – e-SERVQUAL, WebQual, e-TailQ and SiteQual [10,11, 12, 13, 14,15]. E-SERVQUAL deals with customer's interactions with a website, the extent to which the website promotes effective shopping, efficient purchasing and delivery [10,11]. The scale contains core scale (E-S-QUAL) which embraced efficiency, fulfilment, reliability and privacy and recovery scale (E-RecSQUAL) which constituted of responsiveness, compensation and contact. WEBQUAL [12,13] composed of 3 dimensions which are information quality, quality of interactivity, and usability of site/usability and design. E-tailQ [14] consists of website design, reliability, security and customer service. SITEQUAL [15] contained four dimensions involved ease of use, aesthetic design, processing speed, and security. All these dimensions are compared and listed as shown Table 1.

Table 1: A review of website quality dimensions based on major e-SQ instruments

Dimensions of website quality	e-SERVQUAL	WebQual	SiteQual	e-TailQ
Efficiency	√			
Reliability	√			√
fulfilment	√			
System availability	√			
Privacy/or security	√		√	√
Responsiveness	√			
Compensation	√			
Contact	√			
Usefulness		√		
Ease of use		√	√	
Entertainment		√		
Complimentary relationship		√		
Aesthetic design			√	
Processing speed			√	
Web design				√
Customer service				√

E-tailQ was developed by adopting focus group and large population of respondents. Each of the E-tailQ factors, variables and items indicate high level of inter-item reliability and validity [5,6,14]. Website design [16,17,18], website reliability/fulfilment [19,20,21], website security and privacy [16,21,22] and Website customer service [6,23] were widely used in determining quality of

website for online retailing. As mentioned by Durkan [24], customer trust on website is important prior to the development of favourable attitude of online buyers. Customer trust is linked with security and privacy. This is supported by Djahantighi [25], who stressed that online trust is the obstacle to online retailers to succeed in online business.

Theory of Planned Behaviour [26] is used to forecast a person's intention towards online shopping. The intention is to explain factors that influencing a person's behaviour. Intention is assumed to capture the motivational variables that influence an individual behaviour. In TPB, attitude, subjective norms and perceived behavioural control influence the behaviour intentions of consumers. In online shopping setting, the motivational variables that influence an individual behaviour include how a person perceives quality of online sellers' website. Based on the TPB and assessment of the different scales of website quality, a conceptual model of this study is proposed, as depicted in Figure 1.

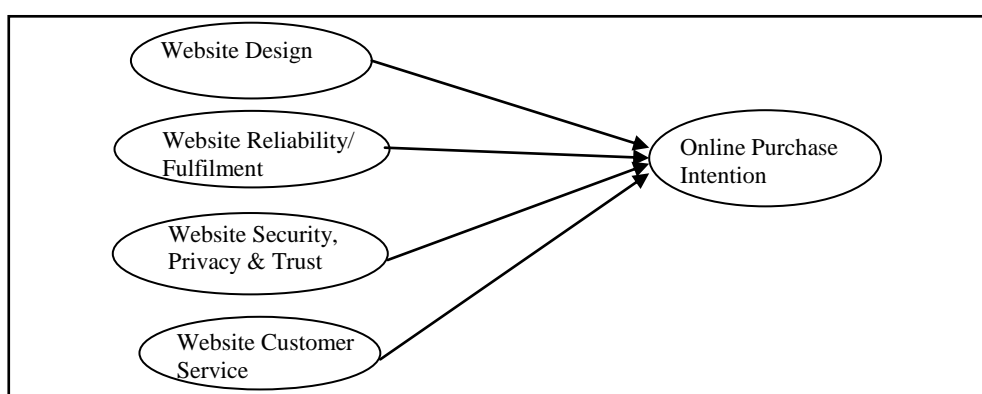


Figure 1: the conceptual model of online sellers' website quality and online buyers' purchase intention

Based on Kim and Lee [20], process and architecture perspectives are important in analysing design of a website. The market transactions are speculated that embraced a number of processes and the system is regarded as a sequence of processes. The architectural comprises the system as a collection of webpage documents. There are four components of design in the architecture perspective. The four components of design encompassed content which represent information shown in website, structure which represent arrangement of information in the webpage, interaction that represent two way communication between sellers and buyers and presentation which represent the way of web page provides details of products to buyers or users. In online purchasing, when a customer is satisfied with the website quality of online sellers, then it will increase his or her involvement in online purchasing [27]. This caused customers return to the website more often and create more favourable image of the online sellers. Measure of website design include no time wasting, quick and simple transaction, personalization of the website, understand needs and wants of online buyers and comfortable surfing of the site [5,6,14,34]. Previous studies highlighted that website design has a positive and significant effect on customer online purchase intention [17, 19,28]. Website design is an important factor influencing online buyers' intention to continuously use a website and it is considered to be one of consumers' attitude areas with regards to online buying [18].

Website Reliability/Fulfilment represents the ability of the online sellers' website to fulfil orders correctly, deliver promptly, and keeps personal information secure [19,20]. It is about meeting the promised service in a reliable and dependable manner [6,29]. Therefore, the service provided in the website should fulfil online buyers' requirements. In other words, reliability takes place when the buyer is aware and knowing that there is a high probability the online sellers will deliver exactly what is being promised in their websites. Information content provided on the online sellers' webpage should be correct and reliable as it will lead to high probability for customers to return to the site more often. Website reliability is a crucial factor in the information technology oriented services, such as online shopping. Measure of website reliability/fulfilment include received of the ordered product,

timely and correctly received of product and error free transaction, [5,6,14,34]. Previous researches indicated that website reliability and fulfilment positively and significantly influence online buyers' intention to continuously purchase online [5,6].

Website Security, Privacy and Trust are the main concern of the online buyers who want to purchase online. Even though online buyers like to shop online, they want to keep their personal and financial information privacy. According to Malhotra, Kim, and Agarwal [22], privacy concerns is a major issue for many web consumers due to the demands for buyers' information. For example, online transactions typically require providing a billing and shipping address. Perceived security is defined as a hazard that creates an event lead to economic hardship to data or network resources in the form of destruction, disclosures, modification of data, denial of service, and fraud, waste and abuse [31]. Hence, security is an important concern for online buyers and one of the most imperative factors in the success of e-commerce [32]. Further, when a customer trusts the online sellers, he or she believes in the online sellers' capability to protect one's privacy and it is safe to complete an online transaction. Website security is vital for the sense of trust in the online shopping domain, and an online buyer's trust toward a website starts to build up if only the online seller fully meet their needs and expectations [33]. Therefore, there is a link between security, privacy and trust as it plays important role in consumer mind. In online shopping reality, online buyers are concerned about online payment security, reliability, and privacy policy of the online store [29]. Measure of website security, privacy and trust include protection of privacy information, safety usage of credit card, adequate security features, trust, and positive experience of online purchasing [5,6,14,34]. Previous studies indicated that these factors influenced how online buyers rate quality of online sellers, and subsequently effect their online purchase intention [5,6,32,33].

Website customer service deals with prompt responses to consumers' concerns and enquiries [5,6,14]. An online customer's buying experience involves information search and recognition, product evaluation, purchasing decision making, making the transaction, and delivery of the purchased products, therefore, customer service actually plays a vital role in online store. Customer service in online shopping provides assistance and solving customer's inquiry. In addition, online purchasing process involves delivery and verification of the purchased products, thus, website customer service is required to handle complaints or feedbacks from the online buyers. It is important to provide customer service in an online shopping environment as most of the customers significant attributes of shopping online are convenience and accessibility [14,34]. Lack of immediate response, particularly to e-mail enquiries, will create inconvenience situation to online buyers, thus influence their online purchase decision. This means that if the customer service provides immediate response to customers enquires, it will cause buyers to visit and re-visit online sellers' website for online shopping [5,6]. Measure of website customer service include online sellers' willingness and readiness to respond to customer needs, willingness of customer service personnel to help, willingness and sincere in helping online buyers and on time answered of inquiries [5,6,14,34].

3.0 Methodology

A survey questionnaire was employed in this study to respond to the research question discussed earlier. Section A of the questionnaire consists of 7 demographic questions of the online buyers. Section B with 18 questions (Table 2) developed to determine online buyers' perception of web quality of the local online sellers who sell local, imported and franchise products. The website quality is measured by website design, reliability/fulfillment, website security, privacy & trust and website customer service [5,6,14,34]. Section C with 6 questions (Table 2) used to determine online buyers' purchase intention. Two filter questions of "Have you ever made any purchase online" (a list of local online sellers is provided for respondents to choose) and 'are you in the age of 18 – 25 years' are asked to choose the right respondents for this study before they can proceed to fill-up the questionnaire. Thus, the respondents who are fit with these two questions are considered unique and

appropriate for this study. All questions in Section B and C used Likert Scale of 1 = very unlikely to 5 = very likely.

Primary data of this research was obtained from online buyers aged between 18 and 25 years old through online questionnaire (google docs), which is placed in the platform. The population of this research is online buyers aged between 18 and 25 years old who have online purchasing experience with any online sellers in Malaysia. According to D'Silva et al., [35], youth constitute half of the Malaysian population, thus researching their online purchase intention is justified. The nonprobability convenience sampling procedure was chosen as the sampling design in this study. Since the population of this study is unknown, multivariate research procedure was employed in this study. The total questions in this questionnaire are 24 questions, thus a minimum of 120 sets of questionnaire are needed for 10% margin error and 240 sets of questionnaire are needed for 5% margin error [36]. 240 sets of completed and usable questionnaire had been successfully collected within 3 weeks. The data collected was kept automatically in Google spreadsheet and exported to Statistical Package for Social Science (SPSS) for further analysis.

4.0 Result and Analysis

Out of 240 respondents, 52.5% or 126 are male and 47.5% or 114 are female. Most of the respondents (61.3% or 147 respondents) are in the age of 22 to 25 and 38.8% or 93 respondents come from those ages between 18 and 21 years. In term of education level, 115 respondents (47.9%) are undergraduate students, 80 respondents (33.3%) hold secondary school level qualification, 25 of respondents (10.4%) hold diploma qualification, 17 of respondents (7.1%) are postgraduate and 3 respondents (1.3%) hold primary school level qualification. For marital status, 228 respondents (95%) are single and 12 respondents (5%) are married.

KMO value for all dimensions of web-based quality is 0.865 and KMO value for online purchase intention is 0.805, which are greater than 0.6 (Table 2). In addition, the results are supported by the value of the Bartlett's test of Sphericity of 0.000. Thus, the adequacy of sample requirement was met to proceed with the Exploratory Factor Analysis (EFA).

Table 2 shows the Rotated component matrix for website quality, the independent variable. All the four dimensions remained as proposed and no items were dropped since all factor loading for the items are >0.5 . The total variance explained by these four web-based factors is 67.434%. For dependent variable, only one dimension was extracted; i.e. online buyers' purchase intention with the total variance explained of 51.797% (Table 2). All items of online purchase intention were retained since all factor loading for the items are >0.5 .

The Cronbach's Alpha value for website security, privacy and trust is 0.874, 0.841 for website customer service, 0.805 for website design and 0.755 for reliability/fulfilment. The entire reliability coefficient for website quality is 0.919. Thus, the instrument used in this study is valid and reliable for further analysis.

The relationship between online sellers' website quality and online buyers' purchase intention is presented in Table 3. The result shows that all the four independent variables (website design, website reliability/ fulfilment, website security, privacy & trust, and website customer service) are positively correlated to the dependent variable (online buyers' purchase intention).

The research question of this study is how local online sellers' website quality affecting intention of young online buyers to continuously purchase online? To answer to this question, Table 4 shows multiple regression result between online sellers' website quality and online buyers' purchase intention. The Coefficient of correlation of $R=0.696$ indicated that 69.60% of the overall online purchasing intention could be predicted by the web quality dimensions. In term of R square, there was 48.4% of variation in online purchasing intention (Y) is being explained by website quality dimensions (X). All the four factors of online sellers' website quality positively and significantly influenced online purchase intention of online buyers. Specifically, website design ($\beta = 0.172$, $t\ 2.845$, $P<.005$), website reliability/fulfilment ($\beta = 0.151$, $t\ 2.121$, $P<.035$), website security, privacy & trust (β

= 0.176, t 2.458, $P < .015$) and website customer service ($\beta = 0.473$, $t = 7.092$, $P < .000$) affect the online buyers' intention to continuously use online as their purchasing channel. The magnitudes of influence induced by website customer service ($\beta = 0.473$, $t = 7.092$, $P < .000$) is the most significant predictor of website quality affecting online buyers' purchase intention.

Table 2: Rotated Component Matrix^a for Website Quality

CODE	VARIABLES	COMPONENTS				
		1	2	3	4	OPI
WD1	The online sellers' websites do not waste my time.	.288	-.290	.599	.308	-
WD2	It is quick and simple to complete a transaction on the websites	.150	-.020	.614	.354	-
WD3	The level of personalization of the websites is about right, not too much or too little.	.253	.151	.740	.125	-
WD4	The websites understand what I needs and wants.	.074	.306	.733	.020	-
WD5	I feel comfortable when surfing the websites.	.209	.211	.770	.090	-
WR1	I received my product which I ordered from the sites	.091	.090	.191	.835	-
WR2	I received my product by the time that is promised by the online sellers.	.038	.375	.076	.649	-
WR3	I received the correct product that I bought in the websites	.234	.405	.159	.705	-
WR4	I feel that transaction with online purchase is error free	.305	.219	.184	.726	-
WS1	I think the websites can protect my privacy information effectively.	.732	.352	.353	-.112	-
WS2	The websites which I give my credit card number to get my product are safe.	.825	.172	.262	.060	-
WS3	The websites provide adequate security features.	.773	.244	.175	.274	-
WS4	I feel that I can trust these websites.	.702	.163	.198	.416	-
WS5	I have positive experience when purchasing online.	.688	.209	.140	.284	-
WCS1	I feel that the online sellers are willing and ready to respond to customer needs.	.171	.734	.146	.276	-
WCS2	I feel that customer service personnel are always willing to help	.258	.774	.054	.283	-
WCS3	When I faced a problem, the websites show willingness and sincerely in helping me	.196	.758	.181	.166	-
WCS4	When I sent inquiries via the websites, the inquiries are answered on time.	.475	.560	.097	.153	-
OPI 1	I think that the idea of using the websites to continuously purchase a product or service is encouraging	-				.735
OPI 2	I think that using the online sellers' websites to continuously buy a product or service would be a good idea.	-				.754
OPI 3	I prefer the idea of purchasing a product/service online	-				.779
OPI 4	It is likely that I will return to the online seller's websites					.638
OPI 5	It is likely that I will consider to repurchase a product /service from the websites in the short term	-				.635
OPI 6	Given the chance, I intend to use the online sellers' website to buy a product/service	-				.764
Total variation explained		67.434%				51.797%
Kaiser-Mayer-Olkin Measure of Sampling Adequacy		0.865				0.805
Bartlett's Test of Sphericity (Sig: 0.000)						
Approac. Chi-Square		2566.024				439.932
D.F		153				15

Table 3: Pearson's Correlation test between online sellers' website quality and online buyers' purchase Intention

Correlations (N = 240)						
		WD	WR/F	WS, P & T	WCS	OPI
WD	Pearson Correlation Sig. (2-tailed)	1				
WR/F	Pearson Correlation Sig. (2-tailed)	.529** .000	1			
WS, P & T	Pearson Correlation Sig. (2-tailed)	.598** .001	.630** .000	1		
WCS	Pearson Correlation Sig. (2-tailed)	.394** .000	.641** .000	.639** .000	1	
OPI	Pearson Correlation Sig. (2-tailed)	.460 .000	.498** .000	.577** .000	.649** .000	1

** . Correlation is significant at the 0.01 level (2-tailed)

Table 4: Result of the effect of online sellers' website quality on online buyers' purchase intention

Coefficients ^a							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
		B	Std. Error	Beta			
1	(Constant)	1.213	0.19		6.369	0.000	
	Website design	0.153	0.054	0.172*	2.845	0.005	1.667
	Website reliability/ fulfilment	0.156	0.056	0.151*	2.121	0.035	2.112
	Website security, privacy & trust	0.139	0.057	0.176*	2.458	0.015	2.344
	Website customer service	0.421	0.059	0.473**	7.092	0.000	2.026
R: .696		F Statistic: 55.143					
R Square (R ²): 0.484		Std. Error of the Estimate = .35837					
Adjusted R Square (R ²): .475							
a. Dependent Variable: Online buyers' purchase intention							

5.0 Discussions

In brief, the online sellers' websites quality affecting online buyers' purchasing intention are website design, website reliability/ fulfilment, website security, privacy & trust, and website customer service. In general, this finding is consistent with the works of Ruchi, et.al. [37] and Mohd.Shoki [5]. Specifically, website design of online sellers will influence the intention of online buyers to continuously purchase online [5,6,17,18]. Thus it is important for website designers and e-marketers to stress on speed, personalization and comfortable of online buyers when they are surfing the websites. Website reliability/fulfilment is positively and significantly influence online buyers' purchase intention [5,6,17]. It shows that fulfilling orders of online buyers correctly, timely and error free transaction are highly valued by the online buyers. It was found that website security, privacy & trust positively and significantly affect intention of the buyers to continuously purchase online. The finding is consistent with previous researches [5,6,32,33]. This finding is commonly observed worldwide because online buyers expect their privacy information and credit card particulars are protected and safe transaction and trusted services delivered by the online sellers. Website security, privacy and trust imply that it is very vital for online sellers to provide protection of privacy, feeling of safety and adequate security to instil customers' confidence in obtaining the ordered merchandise as well as to safeguard their personal and transactions information. In other words, customers rely heavily on security and privacy control level. If online sellers can assure these features in their websites and during online transaction, the possibility for online buyers to get involve in repeat purchase would be higher. Website customer service is also positively and significantly influence online buyers intention to continuously deal with the online sellers [5,6,32,33]. In fact, it appeared to be the most dominant predictor of online buyers' purchase intention, which is consistent with the work of Syed [21]. This finding calls for e-marketers to focus on responsiveness, willingness to help the buyers and prompt reply to buyers' enquiries for continuous online purchase.

Two focal points are important to highlight in this study. First is on issue of security, privacy and trust. The impact exerted by these website quality features on consumer purchasing behaviour and purchase intention is unarguable. The similar point is addressed among online buyers worldwide, for example among Saudi's women [40] and Indonesia consumers [41] who are concerned with issues of trust, internet trustworthiness and risk in their online shopping [5,6,7,34] and online consumers in New Zealand [6] and India [7]. It can be concluded that, when online buyers rated high on security and privacy of online sellers' websites, they trust the websites as well, then they are willing to continuously purchase online. Secondly, the interrelationship between security, privacy and trust should be further investigated. In previous researches, it was observed that some scholars employed security and privacy of website quality separately or as a combined dimension. Further, most studies employ trust in the conceptual model of website quality when security and privacy are included in the

model. Consumer trust is formed when they perceived the websites as having security and privacy features allowing for safe transaction. This study combined trust with the security and privacy to form a website quality dimension and it seems that the total variance explained of 67.434% could be further improved.

6.0 Conclusion

Online shopping involves online buyers accessing online sellers' websites to perform an online transaction. Website quality of online sellers therefore is crucial to ensure repeat purchase or a continuous online purchase performed by online buyers. This effect is proven in this study in which website design, reliability/fulfilment, security, privacy & trust and website customer service are determinant of online buyers' purchase intention. Enhancing these features in online sellers' websites will lead to the purchase of products online on a continuous basis. This is the ultimate aim of any online businesses, thus ensuring and improving website quality is vital.

Some limitations are encountered in this study. Respondents of this study are limit to online purchasing buyers. However, this includes active and non-active buyers. Active buyers are those who are familiar with the online websites and they may perceive that online purchase is ease, convenient and less risk. In contrast, non-active buyers are those who have limited experience with online purchase and they may evaluate online purchase troublesome, inconvenient or risky. Focusing on active online buyers would produce accurate assessment of a website quality, thus ensuring highly reliable data for e-marketers. Further, this study involved those between 18 – 25 years who are also part of Y-Generation consumers. Expanding this research to cover various groups of Y-Generation would be interesting to research because this generation is expected to actively involved in online purchasing. For e-marketers, assessing their websites quality from different consumers in different countries is also important because online shopping is about borderless world.

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