

Click, Trust, Purchase: The Roles of Attitude, Subjective Norms, Perceived Behavioural Control and Trust in Shaping Online Consumer Buying Behaviour

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ABSTRACT

This paper aims to develop a theoretical framework consists of factors that influence towards online consumer buying behaviour among young adults in Malaysia. Specifically, it investigates how key determinants attitude towards online consumer buying behaviour, subjective norms, perceived behavioural control, and perceived trust affect purchasing decisions, using the Theory of Planned Behaviour (TPB) as the guiding framework. The study employs a conceptual and theoretical approach, synthesising existing literature to build a framework links attitude, subjective norm, perceived behavioural control with behavioural intention in online shopping. The target group is young adults aged 18 – 35 who are actively engaged on social media platforms like Instagram, Facebook, Twitter, and TikTok. Previous studies suggest that perceived behavioural control plays a significant role in influencing online purchase behaviour, particularly when trust and peer influence are involved. The TPB constructs have demonstrated strong predictive power in consumer behaviour. A conceptual framework is proposed, integrating attitude, subjective norms, perceived behavioural control, and perceived trust as predictors of online consumer buying behaviour. This model is intended for future empirical validation. The novelty of this paper lies in its integration of perceived trust into the TPB model within the specific context of online consumer buying behaviour on social media platforms a relatively underexplored area in Malaysian e-commerce research. By focusing on young adult consumers, this paper also addresses a demographic that is highly relevant yet often generalized in broader marketing studies.

Keywords: Attitude, Subjective Norms, Perceived Behavioural Control, Perceived Trust, Online Consumer Buying Behaviour

INTRODUCTION

The accelerating pace of digital transformation has fundamentally reshaped the way consumers interact with businesses, making online commerce an integral part of daily life. In Malaysia, this shift is especially pronounced among young adults, who are at the forefront of digital adoption and online shopping. As e-commerce platforms proliferate and digital marketing strategies evolve, businesses face increasing pressure to understand not just what consumers buy, but why they make those choices in the online environment (Syed Jaafar, 2020; Zainul, 2024).

Despite the robust growth of Malaysia's e-commerce sector, there remains a pressing need to explore the underlying psychological and social mechanisms that drive online purchasing decisions particularly among the youth demographic, whose preferences and behaviours often set broader market trends. While existing research frequently references the Theory of Planned Behaviour (TPB) as a framework for understanding consumer

intentions, empirical studies focusing on the Malaysian context, and specifically on young adults, are still limited (Siddhartha; 2024).

This study addresses this gap by examining how psychological and social factors influence the online buying behaviour of young adults in Selangor, Malaysia. By applying the TPB framework, the research seeks to uncover the motivations and barriers that shape online purchase intentions and actions in this dynamic demographic. The findings aim to enrich the academic discourse on digital consumer behaviour and offer actionable insights for businesses seeking to refine their online engagement strategies in a rapidly evolving marketplace.

LITERATURE REVIEW

As online shopping gains popularity among the youth in Malaysia, marketers are increasingly interested in understanding what drives the young generation to shop online. Young adults in Malaysia are one of the most active demographics in online shopping. They are tech savvy and comfortable with digital platforms, making them a significant portion of the online consumer base (Ibrahim et al., 2023). However, growing environmental consciousness among young Malaysians is influencing their purchasing decisions which will affect their attitudes towards certain online retailers. The e-commerce sector in Malaysia is growing with rapid strides, mainly spearheaded by young adults. Understanding their pattern of shopping can give an indication of future trends and opportunities that may arise within the market. Since young adults very often initiate cultural and social changes, it is a way to gain insight into the most significant global changes in terms of the patterns of Internet purchasing behavior. Such a study's findings can further assist the policymakers and businesses to develop a more acute understanding of the needs and preferences of young consumers for improved regulations and business strategies in the present market system.

In the beginning of 2024, the total number of internet users in Malaysia has reached to 33.59 million people (Howe, 2024). As of January 2024, Malaysia had 28.68 million social media users, which represents 83.1 percent of the country's total population. In addition, there has been an increase in number of social media users between early 2023 and 2024 about 20 percent equivalent to 4.8 million users. Notably, the data indicates that there were 28.68 million users aged 18 and above are a social media user at the beginning of 2024. This data is equivalent to 114 percent. Consequently, young consumer's will be easily influenced by the social media platforms such as TikTok, Instagram, and many more. Eventually, it will impact their subjective norms and lead to impulsive buying. Recently, average time per month that active users spent using social media apps between 1 July and 30 September 2023 was TikTok, YouTube, and Facebook. TikTok also has been dominated as second most favourite social media platforms after WhatsApp with the total of 21.9 percent of users loved to engage with the short-form video content.

According to Statista, Shopee has dominated as the most popular and frequently visited e-commerce platform in Malaysia with the latest update of April 2024 with 43 percent. Next in line is Lazada with 9 percent being the second most visited e-commerce platform in Malaysia. According to Howe (2024) e-commerce in Malaysia has exhibited strong demand and clear customer preferences. This is evidenced by the fact that 61.9% of Malaysian internet users aged 16 to 64 have made online purchases. Reflecting growing confidence in and ease of online shopping for necessities, 27.2% of users now buy groceries online. Additionally, 13.6% purchase pre-owned goods from online vendors, 22.2% use online price comparison services, and 11.1% utilize 'Buy Now, Pay Later' services. These statistics highlight the diverse payment preferences in the Malaysian e-commerce market as consumers seek the best deals and ways to save money.

Malaysia has seen a significant impact of attitude online shopping in 2024. Positive attitudes often correlate with increased online shopping activity, while negative perceptions, possibly influenced by prior negative experiences or apprehensions about product quality, can deter engagement. Recent study has shown that youth with favorable attitudes towards online shopping are more likely to make online purchases (Ariffin and Lim; 2020). Perceived behavioral control refers to the ease or difficulty of performing the behavior of online shopping. Factors such as internet accessibility, user-friendly interfaces, and personal skills in navigating online shopping platforms can influence this perception. High perceived control can lead to greater online shopping engagement among youth. A study highlights that youths who feel more competent in using technology are more inclined to shop online (Nazri & Othman, 2023).

Subjective norm, or the perceived social pressure to engage or not engage in online shopping, plays a crucial role. Youths are often influenced by their peers, family, and social networks. The endorsement or disapproval from these groups can significantly sway their shopping behaviors. Research indicates that positive reinforcement from peers and social circles enhances online shopping participation (Kumar & Permatasari, 2021). Also, recent study Noor et al. (2020) has explored how subjective norms and perceived behavioural control affect online shopping behaviour. The author highlighted that strong perceived control over the online shopping process and supportive subjective norms can significantly enhance purchase intentions. Perceived trust in online shopping platforms is critical in determining youth shopping behavior. Trust issues related to payment security, privacy of personal information, and the credibility of online retailers can act as significant barriers. With the growing concerns about data privacy and online fraud it will erode trust in online retailers. Research has consistently shown that higher levels of trust correlate with a higher propensity to engage in online shopping (Yahya et al., 2022). Rungtornsupavan (2019) has found that psychological factors, especially trust, play a significant role in encouraging online purchases. This has shown that there is a positive relationship between consumer trust and online consumer buying behaviour.

The rapid growth of online business has become a pillar for the business owner to ensure that they can compete in this battle. Hence, why digital marketing has become the best approach of any business to boost their sales. It is important for every business owner to understand the buying behaviour of online consumers to best meet their preferences and needs. Understanding the factors influencing online shopping behavior among Malaysian youth attitude, subjective norm, perceived behavioral control, and perceived trust provides valuable insights for addressing the challenges and enhancing the online shopping experience. Focusing on these aspects can help develop strategies to improve youth engagement in e-commerce, ensuring a more positive and secure online shopping environment.

Based on discussion above, therefore the researcher would like to focus the study on the factors on how to increase buying behaviour of online consumers which eventually could help the marketers to understand the customer better.

Attitude Towards Online Consumer Buying Behaviour.

An individual's attitude plays a central role in determining their behavioural intentions, particularly in the context of online shopping. Attitude refers to a person's positive or negative evaluation of engaging in a particular behaviour—in this case, making purchases online. A favourable attitude toward online shopping increases the likelihood of consumers engaging in such behaviour, whereas negative attitudes may lead to avoidance or hesitation.

Several studies have emphasized the importance of attitude in shaping online consumer behaviour. According to Nishad and Moorthi (2020), online shoppers in Thiruvananthapuram City generally held positive attitudes toward online shopping due to convenience, ease of website navigation, fast delivery services, a wide variety of products, and affordable prices. These factors contribute to a more satisfying online shopping experience and reinforce the intention to make repeat purchases. Similarly, Sharma (2020) identified key drivers and barriers influencing consumer attitudes, highlighting that user-friendly interfaces, secure payment methods, efficient customer service, and transparent return policies contribute positively to consumer perception and behaviour. On the other hand, negative experiences such as delayed shipping, poor product quality, data privacy concerns, and misleading product information were found to discourage online purchasing.

The increasing reliance on digital platforms for everyday purchases has made it essential to understand how consumer attitudes are formed and how they impact behaviour. Factors such as past experiences, perceived usefulness, emotional satisfaction, ease of use, and overall trust in the online environment are crucial in shaping these attitudes. When consumers perceive online shopping as reliable, convenient, and beneficial, they are more likely to develop a positive attitude, which in turn strengthens their purchasing intentions. Given these insights, attitude serves as a critical predictor in the Theory of Planned Behaviour (TPB), helping explain the intention behind online consumer buying decisions. Understanding this relationship can provide valuable implications for businesses aiming to enhance user experience, build consumer trust, and increase conversion rates in the digital marketplace. Therefore, this study proposes the following hypothesis:

H1: There is a significant relationship between attitude towards online shopping and online consumer buying behaviour.

Subjective Norms and Online Consumer Buying Behaviour.

Subjective norms refer to an individual's perception of how people who are important to them such as family, friends, or peers which view a particular behaviour. In other words, it reflects the social pressure one feels to perform or avoid certain actions. According to Scalco et al. (2017), subjective norms are "an expression of normative influence, which is related to what the most important referent individuals (parents, friends, co-workers) consider as acceptable or unacceptable behaviour." Similarly, Mamun et al. (2020) emphasized that a person's decision is greatly influenced by the opinions and expectations of others. In an online consumer context, individuals are more inclined to purchase a product or service if they believe it is socially endorsed by those around them. Qi and Ploeger (2021) noted that people often choose products they believe their family and friends will approve of, while Rajeev (2024) found that Respondents reported high levels of trust and reliance on recommendations from friends when choosing products. For example, Ramadhanti and Marsasi (2023) highlighted that in the tourism sector, subjective norms influence travel decisions based on reviews and recommendations from others.

Zhang and Chen (2023) also demonstrated that subjective norms significantly affect consumer behavioural intentions in live streaming e-commerce, reinforcing the power of social approval in shaping buying behaviour. Similarly, Liu et al. (2020) found that tourists are more likely to behave respectfully when they perceive that behaviour as socially valued, suggesting a broader application of subjective norms across different behavioural contexts. In this study, subjective norms refer to the perceived influence of others particularly close family and friends on an individual's decision to purchase online. These social influences are especially important in shaping online consumer buying behaviour, where opinions, reviews, and digital interactions serve as cues for decision-making. Therefore, the following hypothesis is proposed:

H2: There is a significant relationship between subjective norms and online consumer buying behaviour

Perceived Behavioural Control (PBC) and Online Consumer Buying Behaviour.

According to the Theory of Planned Behaviour (TPB), individuals are more likely to engage in a particular behaviour such as online shopping when three key components are present: (1) a strong behavioural intention, (2) a favourable attitude toward the behaviour, and (3) a sense of control over the behaviour, known as Perceived Behavioural Control (PBC). Perceived Behavioural Control refers to an individual's perception of how easy or difficult it is to perform a specific behaviour, considering both internal factors (such as skills and confidence) and external conditions (such as time, resources, and access). Chaturvedi, Kulshreshtha, and Tripathi (2020) defined PBC as the individual's belief in their capability to perform a behaviour, shaped by both their internal self-efficacy and the situational facilitators or barriers they perceive.

In the context of online consumer buying behaviour, PBC relates to a consumer's perception of how easy it is to complete a purchase online taking into account their familiarity with digital tools, the reliability of payment systems, website usability, and other technical or environmental aspects. When consumers feel they have the necessary knowledge, tools, and support, they are more likely to engage in online shopping confidently. A study by Qi and Ploeger (2021) indicated that individuals who perceive greater control over their online shopping environment such as through secure platforms or accessible return policies are more prone to browsing and purchasing online. Likewise, Putra and Antonia (2021) emphasized that while self-efficacy refers to internal belief in one's capability, PBC includes both internal confidence and the external circumstances that may either support or hinder action.

Moreover, Nainggolan and Sijabat (2023) found a significant relationship between PBC and online consumer buying behaviour on Tokopedia, a major Indonesian e-commerce platform. Their findings reinforce the TPB principle that having a desire alone is not enough actual behaviour is more likely when the individual also believes they have the ability and resources to perform the action successfully. If two individuals have the same level of intention, the one with higher perceived behavioural control is more likely to follow through with the

behaviour. In this study, PBC is defined as the degree to which young adult consumers feel capable and empowered to carry out online purchases, despite potential barriers. Thus, the following hypothesis is proposed:

H3: There is a significant relationship between perceived behavioural control and online consumer buying behaviour.

Perceived Trust and Online Consumer Buying Behaviour.

Perceived trust plays a crucial role in shaping consumer behaviour in digital environments, particularly in online shopping. Trust reduces uncertainty, enhances perceived security, and increases the likelihood that consumers will proceed with online transactions. When consumers believe that an online platform or seller is trustworthy, they are more inclined to share personal information, provide payment details, and make purchases with confidence (Abdelhady et al., 2020). Trust is often established through factors such as transparent communication, high-quality product information, a seamless website experience, and reliable customer service. Erlangga et al. (2021) emphasized that consumers tend to place more trust in product information shared through official online brand platforms, especially when messaging is consistent and customer expectations are met. Nada et al. (2022) further demonstrated a positive and significant relationship between trust in online sellers and favourable consumer attitudes toward online shopping. Consumers who perceive online platforms as credible and secure are more likely to engage in transactions and become repeat buyers.

Chaudhary, Sharma, and Yadav (2024) also found that consumers are more likely to purchase from online stores they perceive as dependable. Trust functions as a psychological enabler, giving consumers the confidence to complete purchases without fear of fraud, privacy breaches, or poor service. When businesses show attentiveness to customer concerns, respond effectively to inquiries, and deliver as promised, they foster trust and encourage stronger consumer relationships. In emerging e-commerce markets, such as India and Malaysia, Bahl and Kesharwani (2020) identified trust as a key determinant of consumer confidence, brand loyalty, and long-term online shopping adoption. In this study, perceived trust refers to the level of consumer confidence in the reliability, integrity, and honesty of online platforms, which in turn influences their willingness to engage in online purchases. When trust is present, consumers feel safer and more empowered to act on their purchase intentions, making it a fundamental predictor in online consumer buying behaviour. Therefore, the following hypothesis is proposed:

H4: There is a significant relationship between perceived trust and online consumer buying behaviour.

RESEARCH METHODOLOGY

This proposed study adopts a correlational research design to investigate the relationship between the determinants towards online consumer buying behaviour—namely attitude, subjective norms, perceived behavioural control, and perceived trust—and online consumer buying behaviour. A correlational approach is appropriate as it allows for the examination of associations between variables without manipulating them, aligning with the non-experimental nature of the study. The target population consists of young adults aged 15 to 40 years residing in Selangor, Malaysia, who have prior experience with online shopping. This age group is consistent with Malaysia's youth classification and represents a digitally active demographic that regularly engages with e-commerce platforms and social media. A non-probability purposive sampling technique will be employed to select respondents who meet the inclusion criteria—young adults who have made online purchases and use social media platforms such as Instagram, Facebook, TikTok, and Twitter. This method is suitable for targeting individuals with specific characteristics relevant to the study objectives.

The required sample size will be determined using G*Power version 3.1.9.7, based on a medium effect size ($f^2 = 0.15$), a significance level of 0.05, and a statistical power of 0.80. The analysis indicates that a minimum of 129 participants is required to detect statistically significant relationships. This ensures adequate power and generalizability within the sample frame. The unit of analysis for this study is the individual consumer, specifically young adults who have engaged in online shopping in Selangor. Data will be collected using a structured, self-administered questionnaire, which comprises six sections: Section A: Demographic Information (age, gender, income, online shopping frequency, etc.), Section B: Attitude Towards Online Consumer Buying

Behaviour (4 items, adapted from Wang et al., 2013), Section C: Subjective Norms (5 items, adapted from Han, 2010; Yusuf & Zulfitri, 2021), Section D: Perceived Behavioural Control (5 items, adapted from Ajzen, 2002; Arvola et al., 2008), Section E: Perceived Trust (6 items, adapted from Darroch et al., 2020; Singh et al., 2023), and Section F: Online Consumer Buying Behaviour (13 items, adapted from Wong et al., 2024; Moshref Javadi et al., 2012). The instrument was attached in below section. All items (except demographic data) use a 5-point Likert scale ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

Data collection will be conducted via online distribution using Google Forms, targeting university students and young professionals in Selangor. An introductory cover letter will accompany the questionnaire to explain the study's purpose and assure participants of the confidentiality of their responses. To ensure validity and reliability, several measures will be taken such which are 1) Content validity will be established through expert review to ensure that the items adequately represent the constructs under investigation. 2) Construct validity will be evaluated by two academic experts to confirm alignment between the measurement items and theoretical concepts. 3) A pre-test involving five participants will be conducted to refine item clarity. 4) A pilot study with 30 participants will be carried out to identify potential issues and assess internal consistency. 5) Reliability testing will be conducted using Cronbach's Alpha, where a value above 0.70 will be considered acceptable for internal consistency. For the data analysis phase, the study will employ descriptive statistics, Pearson correlation, and multiple regression analysis using SPSS Version 28 to test the proposed hypotheses and examine the relationships between the independent variables and online consumer buying behaviour.

Conceptual Framework

The conceptual framework for this study adapted from previous study (Sutisna and Handra, 2022; Lim Yi Jin et. Al, 2014) is structured to investigate the interplay of psychological and social determinants in shaping online consumer buying behaviour among young adults in Malaysia. Building on the Theory of Planned Behaviour (TPB), the model incorporates attitude, subjective norms, perceived behavioural control, and perceived trust as primary predictors of online purchase decisions. This integrative approach reflects the complexity of digital consumer behaviour and acknowledges the unique dynamics present in online environments. Distinctively, the framework extends the traditional TPB by explicitly including perceived trust to address the heightened relevance of credibility and security in online transactions. This addition is particularly pertinent for young adult consumers, a demographic deeply engaged with social media and digital platforms. The model posits that these four factors collectively influence the likelihood of making online purchases, providing a holistic perspective on the drivers of e-commerce participation within this group. This framework serves as the foundation for empirical analysis, guiding the examination of how each construct contributes to online consumer behaviour. It also aims to inform both academic understanding and practical strategies for enhancing engagement and trust in the Malaysian e-commerce sector.

Implication and Contribution

The findings of this study offer valuable contributions across practical, managerial, policy, and theoretical domains. Grounded in the Theory of Planned Behaviour (TPB), and extended by the inclusion of perceived trust, this research presents an enriched understanding of the factors influencing online consumer buying behaviour among young adults in Malaysia a demographic that represents a substantial portion of the nation's digital economy.

Expected Practical and Managerial Implications

From a practical perspective, this study is expected to offer actionable insights for e-commerce businesses, digital entrepreneurs, and marketing practitioners seeking to engage the young adult segment more effectively. The proposed conceptual framework highlights the potential influence of attitude, subjective norms, perceived behavioural control, and perceived trust on online purchasing intentions. These insights underscore the anticipated need for a comprehensive and psychologically informed approach to digital marketing strategies. It is expected that businesses may benefit from cultivating positive consumer attitudes through user-centric website designs, transparent product descriptions, and efficient customer service, all of which could enhance perceived convenience and reliability.

Subjective norms are theorised to play a pivotal role, suggesting that social influence particularly via platforms such as TikTok, Instagram, and other peer-driven channels may drive purchasing intentions. Accordingly, the framework anticipates that leveraging key opinion leaders and encouraging user-generated content could amplify social proof and enhance consumer engagement. Perceived behavioural control is also expected to be a strong predictor, implying that e-commerce platforms may need to reduce perceived risks and simplify the online shopping process. Anticipated strategies include streamlined checkout procedures, secure and varied payment options, clear return policies, and robust customer support systems all of which are likely to improve consumers' sense of control and trust in the platform. Importantly, trust is presumed to remain a cornerstone of online consumer behaviour. It is suggested that firms invest in visible trust signals such as secure payment gateways, verified user reviews, privacy certifications, and transparent data use policies.

These expected outcomes may be especially beneficial for start-ups and digital entrepreneurs who often face challenges in attracting and retaining a young, digitally savvy consumer base. With the insights proposed in this conceptual study, businesses may be able to tailor marketing campaigns, refine audience segmentation, and optimise digital touchpoints to better align with the values and expectations of this target group. At the policy level, the study is expected to offer relevant insights for government agencies and digital economy stakeholders. By understanding the behavioural determinants of online shopping decisions, policymakers may be better positioned to formulate national e-commerce guidelines, strengthen consumer protection regulations, and design effective digital literacy initiatives. Supporting a secure and inclusive digital environment is anticipated to foster greater consumer trust and participation, thereby contributing to Malaysia's broader digital economic growth and GDP advancement.

Expected Theoretical Implications

This study is also expected to present significant theoretical contributions by proposing an extension of the traditional Theory of Planned Behaviour (TPB) to include perceived trust as an additional construct. This conceptual adaptation aims to reflect the evolving dynamics of digital consumerism, particularly in emerging markets where concerns surrounding security, privacy, and trust are increasingly relevant. The proposed framework is anticipated to affirm the continued relevance of TPB in online commerce contexts while highlighting the need for contextual modifications to enhance its explanatory power.

By incorporating perceived trust, this conceptual study seeks to address a notable gap in the existing literature and offer a more comprehensive model for understanding online consumer decision-making. It is expected that the extended model will be better positioned to capture the intricacies of digital trust and the influential role of peer behaviour in shaping consumer intentions. Additionally, this framework may pave the way for future empirical research to investigate other relevant variables, such as platform credibility, digital literacy, and the influence of social media algorithms.

Moreover, by focusing specifically on young adults, this study is expected to contribute to a deeper understanding of generational differences in consumer behaviour. While previous studies often treat young adults as a uniform group, this study proposes a nuanced approach that acknowledges the complex interplay of attitudinal, normative, and control beliefs within this demographic. The insights derived from this framework may inform more targeted theoretical models that consider age-specific behaviours and preferences within digital environments.

CONCLUSION

This proposed study aims to explore the relationship between key psychological and social determinants attitude, subjective norms, perceived behavioural control, and perceived trust and online consumer buying behaviour among young adults in Selangor, Malaysia. Anchored in the Theory of Planned Behaviour (TPB), the study seeks to understand the underlying factors that influence purchasing decisions in the digital economy, especially as social media and e-commerce platforms continue to shape consumer behaviour. The insights generated from this research are expected to provide both theoretical and practical value. Theoretically, the study contributes to the existing literature by extending TPB into the context of online buying behaviour, highlighting how key behavioural constructs influence decision-making in a localised Malaysian setting. Practically, the findings are

anticipated to benefit e-commerce businesses, digital marketers, and startups by offering evidence-based recommendations to enhance digital strategies and better engage young consumers. Furthermore, the study's implications may support national efforts to boost the digital economy and inform strategies to build trust, encourage responsible consumption, and improve user experiences across online platforms.

By identifying which factors most significantly drive online purchases, this study not only bridges gaps in current research but also lays a strong foundation for future empirical investigations. Future research could adopt a longitudinal design to track changes in consumer attitudes and behaviours over time. Incorporating qualitative methods such as interviews or focus groups may also provide deeper insights into the motivations behind online purchasing behaviour. Lastly, additional variables such as brand loyalty, digital literacy, or influencer credibility may be explored as potential mediators or moderators in the relationship between behavioural determinants and online consumer buying behaviour.

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Instrument:

Consumer Attitude

Purchase products online is a good idea.

Purchase products online is a wise choice.

I like the idea of purchasing products online.

Purchasing products online would be pleasant.

Subjective Norms

People around me will support me buying products online.

People who influence me think that buying products online is better for me.

People who are important to me think I should purchase products online.

People who are important to me would want me to purchase products online.

People whose opinions I value would prefer that I purchase products online.

Perceived Behavioural Control

I feel that I can buy products online.

I feel I can control myself when buying products online.

If I wanted to I could purchase products online instead of going to the physical store.

I think it is easy for me to buy products online.

It is mostly up to me whether to buy or not to buy products online.

Perceived Trust

I am satisfied with shopping online rather than in physical store and can confidently trust them with my credit card or debit card number.

Without touching products, it is difficult to make purchase decision.

Online shopping is risky.

I trust e-commerce platforms such as Shopee, TikTok Shop, Lazada, Facebook Market, and Instagram are secure places to shop online.

Compare to purchase in physical store, I am confident that e-commerce platforms will continue to deliver the needs according to what I have purchased.

Compared to physical store, I am confident that e-commerce platforms will always deliver the ordered product correctly.

Online Buying Behaviour

I intend to continue using e-commerce platforms for online purchases in the future.

I shop online as I do not have to leave home for shopping.

I shop online as I can shop whenever I want.

I shop online as I can then save myself from chaos of traffic.

I shop online as I can save myself from market crowd.

I shop online as I can get detailed product information online.

Online shopping gives facility of easy price comparison.

I shop online as I get user/expert reviews on the product.

I shop online as there is no embarrassment if I do not buy.

I shop online as I can take as much time as I want to decide.

Online shopping makes my shopping easy.