

Factors Study of LAZADA Consumer Shopping Effectiveness in Malaysia

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Abstract: With the popularity of personal computers and smart phones, the rapid development of network technology has driven the rapid development of the network economy. The advent of the e-Commerce era has made online marketing a top priority for corporate marketing. Therefore, systematic research on consumer's online shopping behavior and its influencing factors is particularly important and has important practical significance. The outstanding performance of e-Commerce represents an important development direction of e-Commerce. In LAZADA, an e-Commerce website owned by the Alibaba Group, the purpose is to provide e-Commerce platform services with local characteristics in order to continuously improve the website's operating capabilities and continue to improve and develop. However, in a fiercely competitive environment, factors that influence consumer's choice of online shopping are extremely important. This research relies on consumer behavior theory and online purchasing process theory and uses statistics to conduct empirical analysis on demographic factors, the security of online transactions and consumer privacy. Draw the interaction between various factors affecting consumer shopping, provide reference value for LAZADA and then formulate corresponding marketing strategies.

Key words: LAZADA, consumer behavior, online shopping, effectiveness, factors

INTRODUCTION

With the rapid expansion of the internet and the continuous improvement of network technology, the emergence of the internet economy, the gradual formation and development of e-Commerce and online marketing. World e-Commerce has achieved good development in many countries. At the same time, e-Commerce in Southeast Asia is also growing. As Malaysia's Information Technology and Communications (ICT) is growing rapidly, according to a report by the Malaysian Statistics Bureau, Malaysia's internet penetration rate rose from 70.0% in 2015-85.7% in 2018 an increase of 15.7%. In addition, households with computers and smart phones in Malaysia reached 74.1 and 98.1%, respectively in 2018. Among them, the proportion of using smart phones to obtain information on goods and services was 80.4% (NST Online, 2018). Due to the economy and developed digital technology infrastructure, Malaysia is an attractive market for e-Commerce in Southeast Asia (Data Reportal-Global Digital Insights, 2019). There are about 25.84 million active internet users in Malaysia, accounting for 80% of the total population and the penetration rate of mobile phones is extremely high. Malaysia has 16.53 million online shoppers, accounting for 50% of the population while 62% of mobile users use their devices to shop online (Export.gov., 2019). Revenue from Malaysia's e-Commerce market in 2019 was US\$3.81 billion (Statista, 2019). The above data shows that in the next few years, Malaysia's e-Commerce market still has a lot of room for improvement.

With the increase in the number of online shopping consumers, it not only provides opportunities for merchants who want to engage in e-Commerce, it also poses corresponding challenges for merchants who want to start e-Commerce. Because more and more businesses and individuals will join this huge e-Commerce market and the competition of merchants will intensify. Therefore, the quotient how to seize opportunities and stand out from many competitors is an issue worth considering. Judging from the development characteristics of the internet itself, due to the invisibility and virtuality of the e-Commerce market, the network consumption environment is very different from the traditional purchase environment. Therefore, research on consumers online shopping behavior and factors affecting consumer's online shopping seems very important and necessary. From the perspective of suppliers, especially, the B2C e-Commerce market, the barriers to entry for merchants to carry out online sales activities on the internet are low and the cost of entry and exit is also low. Free competition in the market, so the competition of merchants is very fierce, so how to let online consumers enter their own shops to browse product information and can attract consumer's attention, so as to conduct actual online consumption behavior and make targeted the methods of online marketing all rely on the study of factors that affect the shopping behavior of online consumers and then make targeted marketing strategies. LAZADA Group is an international e-Commerce company established in 2012 by Maximilian Bittner in Singapore. It is a leading e-Commerce platform in

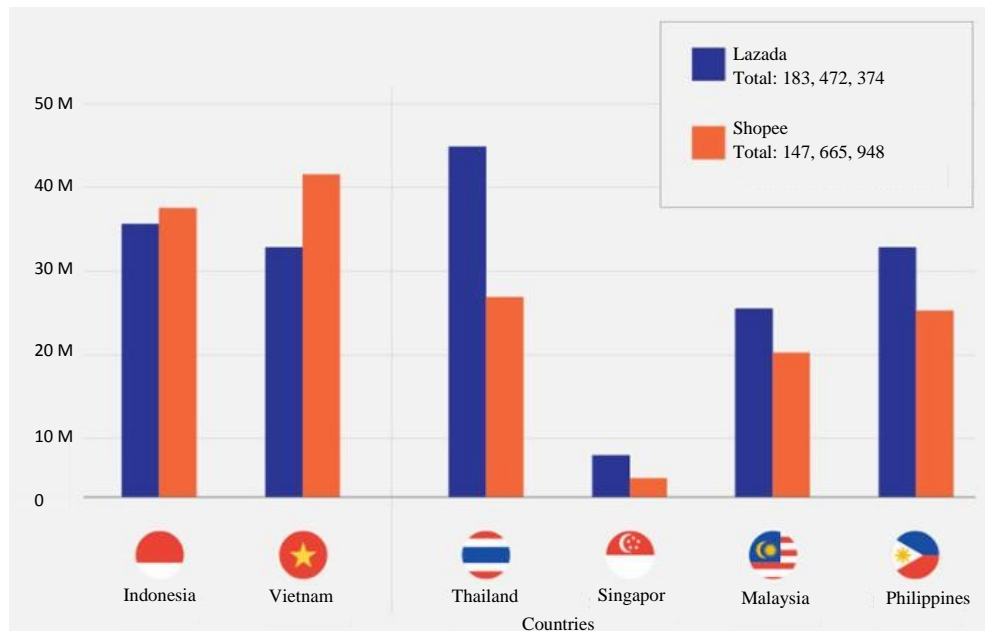


Fig. 1: Lazada in Southeast Asia in 2018 (Borneo Post Online, 2019)

Southeast Asia. Among them, Malaysia is part of the LAZADA Group. LAZADA Group operates Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam in the following regions. LAZADA has the largest logistics and payment network in Southeast Asia and has become a part of daily life for consumers in Southeast Asia. In April 2016, Alibaba Group purchased a controlling stake in LAZADA to support Alibaba's international expansion plan (Choudhury, 2019). LAZADA became the largest e-Commerce operator in Southeast Asia in August 2018 (Choudhury, 2019) Fig. 1.

Problem statement: Although, Malaysia has high potential for online shopping, compared to other countries, there is a large gap and room for improvement. In 2019, China's e-Commerce market revenue was US\$7331.31 billion while Malaysia's was only US\$36.81 billion. The rapid development of online shopping has greatly encouraged the online shopping platform LAYADA to change the shopping habits of Malaysian consumers and more Southeast Asian countries have begun to launch LAYADA shopping platforms. However, LAZADA is not widely used by consumers and businessmen in Malaysia (The Star Online, 2017). Most consumers are still willing to make purchases in physical stores. However, due to problems with the payment system, logistics and services such as lack of trust, some Malaysians are still reluctant to shop online. They hardly believe in shopping online because they feel unable to touch and feel the product before buying. For network

providers, in order to stand out from many competitors, understand the behavior of online consumers and master the various factors that influence online consumer's shopping, it is especially important to establish a good relationship with online consumers. In order to help e-Commerce merchants solve this problem, the e-Commerce market and the network LAZADA platform are subdivided. The selected samples are also consumers who have experienced shopping on LAZADA. This has not been studied before. This research uses demographic factors to be useful for online shopping perception, online shopping perceived risk, website merchant service quality, online shopping perceived popularity, website word of mouth and online shopping impact as well as perceived usefulness, perceived risk, service quality and perceived popularity 2. Research on the influence of website word of mouth on online shopping, exploring the influence of various factors affecting consumer's online shopping. Verify what factors have a positive impact on consumer's online shopping and analyze what factors have a hindrance to them and then put forward corresponding suggestions and countermeasures. Identify key factors to provide reference value for merchants to develop corresponding marketing strategies.

Objectives of the study

General objective: Research on the factors affecting consumer's online shopping is not only an integral part of the theory of online marketing but also an important basis for the development of e-Commerce markets and online marketing practices. All marketing decisions require

support from “consumer behavior”. Only by grasping the factors that influence consumer behavior can we influence consumer’s purchasing decisions. Therefore, the research on the factors affecting consumer’s shopping on the LAZADA platform has profound theoretical and practical significance.

Specific objective

The specific objectives of the study are:

- To explore the relationship between perceived usefulness and LAZADA online shopping in Malaysia
- To determine the relationship between service quality and LAZADA online shopping in Malaysia
- To examine the relationship between perceived popularity and LAZADA online shopping in Malaysia
- To explore the relationship between platform of mouth and LAZADA online shopping in Malaysia
- To explore the relationship between perceived risk and LAZADA online shopping in Malaysia

Research questions: How about the factors study of LAZADA consumer shopping effectiveness in Malaysia is the main research questions of this paper. It will be based on five dimensions of demographic variables including perceived usefulness, service quality, perceived popularity, platform of mouth and perceived risk. The specific issues are as follows:

The study sought to answer the following questions:

- Does perceived usefulness impact LAZADA online shopping in Malaysia?
- Does service quality impact LAZADA online shopping in Malaysia?
- Does Perceived popularity impact LAZADA online shopping in Malaysia?
- Does Platform of mouth impact LAZADA online shopping in Malaysia?
- Does perceived risk impact LAZADA online shopping in Malaysia?

Literature review: Online shopping, also known as online purchase and online consumption, refers to the consumer’s consumption process through the internet to meet their own needs. In short, the definition of online shopping: the process by which a merchant (seller) delivers goods or services to consumers (i.e., individual users) via. the internet, the information flow, capital flow, logistics involved in the entire transfer process, throughout the entire process every link of the website is completed with the help of the internet and is considered to be online shopping (Sam *et al.*, 2009). The online

shopping in this research is mainly defined as the actual purchase behavior of consumers based on internet technology to meet their needs. Prior to this, many researchers studied the factors that influence online shopping (Maditinos and Theodoridis, 2010). In 2000, Xie Hairong and Wu Sayian proposed that online consumption refers to the consumption of various information products by market space on the internet in order to meet their own needs. They believe that the core of online consumption is information. The development of internet network technology and the continuous improvement of the e-Commerce market have made online shopping a new personal consumption model for consumers and at the same time, people are paying more and more attention. The online shopping process performed by consumers through the internet is the process of online shopping and the realization of online shopping behavior. In recent years, many scholars at home and abroad have studied the impact of consumer’s online shopping from different levels. For example, in 2001, Wang Xixi analyzed the relevant factors that affect consumer’s online shopping from the perspective of consumers. She mainly studied the influence of online shop owners on online shopping from demographic factors, consumer characteristics, security of transactions and constructed impact factor model. Zhang Yue and Zhao Ying did research on the impact of consumer’s online shopping mainly on the risks of online shopping, product types and characteristics, the operability and convenience of the website and the main advantages of online retailers. At the same time, it also studies the influence of consumer’s online shopping from the aspects of consumer psychology, the price of online products and web design. In foreign research, Tmo Fenech and Aron Cass used the Technology Acceptance Model (TAM) to analyze online buyers. From the technical level of whether consumers accept online shopping, they tested the road map that affects the online shopping process of consumers. Solomon Negash and Jaekisong. Studied the factors that influence online consumer’s shopping behavior from the perspective of website design.

MATERIALS AND METHODS

Demographic factors: Demographic factors mainly refer to personal factors such as gender, age, occupation, education and income of consumers. It is an objective description of individuals and a basic element of marketing segmentation. Due to different genders, ages, education levels and income levels and differences in job types, consumers will inevitably have different values, attitudes and perceptions about things. Basis for segmentation. Korgaonkar and Wblin believes that demographic factors greatly affect consumer’s online shopping behaviors via the internet. Jagdish Sheth and

Barwari Mittal and Nicosia. Also, take demographic factors as one of the important factors affecting consumer behavior. Demographic reasons can be used to measure whether consumers can buy by income or to predict whether they are willing to buy by age, education, etc. American scholars Novak, Kaisbeek and others believe that demographic factors affect consumer's online usage patterns which in turn affect online shopping behavior. Statistics from internationally renowned internet survey reports such as CNNIC, GUV, Forrester, etc., show that young users spend more time on the internet than older users, compared to female users, male users have more advantages in terms of network experience and online time and the degree of education reflects to some extent the consumer's knowledge of computer and network technology, the ability to accept new things, etc. Among them, an online survey in Singapore in 2002 also showed that online consumers have at least a high school culture degree. Because of the higher education level, it is easier to accept new things. Some studies have shown that the higher the academic degree, the smaller the perception of cyber risks and the less sensitive its own information disclosure is. Most studies have conducted qualitative analysis and descriptive statistical analysis on the influencing factor of demographics, so this study takes demographic factors as one of the influencing variables and proposes the following hypotheses:

- H_1 : there is a positive relationship between demographic factors and each variable

Perceived usefulness: Perceived usefulness is defined as individual online consumers believe that online shopping will help improve their shopping efficiency. Davis first proposed perceived usefulness in his Technology Acceptance Model (TAM). He believes that perceived usefulness refers to the use of a specific system by someone to significantly improve his work performance. According to Davis's technology acceptance model theory, the more useful a user feels about an information system, the more it will use the information system. Based on this, we can define the perceived usefulness of online shopping as: the degree to which consumers can benefit themselves through online shopping. Consumer behavior research generally says that consumers are considered to be rational that is they will choose online shopping only when they think that online shopping can bring them utility (such as saving time, convenience and low prices) (Renny *et al.*, 2013). Research by Mara, Rosen, Howard and Zellner Consumers pay great attention to the price level when making purchase decisions and if the price of a product is highly competitive, consumers are more inclined to choose a product with a price advantage. Studies by Zhang Yuanyuan, Wang Xiucun and others have shown that the value perceived by

consumers for online shopping has a significant impact on his purchase frequency. Paul Pavlou, Leo and Hung-Pin Shih. Examined the impact of online shopping perceptions on online shopping attitudes and intentions in research based on Technology Acceptance Models (TAM). Consumers felt that online shopping the stronger the future value, the more active online shopping behavior will be. Most scholars agree that the perceived usefulness of consumers to online shopping has a significant effect on their choice of online shopping attitude. Research by Dasgupta, Gillenson confirms that consumer's perceived usefulness of online shopping has a significant positive correlation with online shopping intention. By 2005, scholars Shang, Chen and Shen also pointed out in their research: the usefulness of consumers perception of online shopping has a significant positive impact on consumer's actual online shopping behavior. Domestic scholars Xiao Kaihong and Wei Mingxia also analyzed the influencing factors of online consumer behavior and also believed that the higher the degree of convenience (perceived usefulness) of products purchased through the internet, the more obvious consumer's tendency to choose online shopping. By combing the literature, the following hypotheses are proposed:

- H_2 : there is a positive relationship between Perceived usefulness and online shopping

Service quality: A retailer is a company that sells goods to end consumers rather than wholesalers or manufacturers and directly serves consumers. Therefore, the service quality of website merchants has a great effect on consumer's online shopping behavior. Generally, consumers have the psychology of wanting others to support their consumption such as online stores by providing effective information and secure websites and quality services found that: whether it is a traditional store or an online store, the higher the service quality, the higher the consumer satisfaction and retention rate. Studies have shown that consumers usually want online shop owners to support their shopping. Liu research believes that the quality of information mainly includes whether the product or service information is accurate, reliable, timely, personalized information formulation, flexible information introduction, compare descriptions, price information and more. System quality mainly refers to the design of online stores and the operation of web pages (Sam *et al.*, 2009). According to consumer behavior theory, customer satisfaction largely affects consumer purchasing behavior. When customers choose products, there is no obvious difference in the quality and function of the products in each store and the customers will largely choose the merchants with better service quality. Yang Hongfen found in researching online retail enterprises that customer relationships, after-sale

guarantees and product information are the main factors affecting customer satisfaction which in turn affects online consumer's purchasing behavior. Lohse and Spiller's 1997 research found that service is an important factor influencing online store traffic and sales. Hung-Pin Shih research confirmed that the quality of information and system perceived by consumers on online stores has a positive impact on consumer's acceptance of online shopping. Studies by Justin Tan and Lei-da Chen confirm that consumer's perception of the quality of service offered by online stores has a significant positive impact on online shopping. In a 2001 survey by Geefmmadveone the quality of service offered by online store merchants effectively reduced consumer's perceived risks, relative prices and conversion costs, thereby creating more loyal customers. Therefore, the services of merchants have a significant impact on consumer's online purchase behavior. Based on this, the following assumptions are made:

- H_3 : there is a positive relationship between service quality and online shopping

Perceived popularity: Perceived popularity of online shopping, Fang Xingjian defined it as: Consumer's personal perception of online shopping popularity. Social measurement prevalence is measured by objectively measuring the number of connections a person has with other people in the group. If consumers feel that online shopping is a very popular consumption method, they will also follow this trend which is also in line with the characteristics of Malaysian consumers. Consumers have a strong herd mentality and are very susceptible to the influence of others in the process of accepting new things. Consumers perceive popularity when they find that many people around them are using a new thing and when they find that the thing is very popular, they will also cause him to become interested in the thing and it will be easier to accept the new thing. In other words, when consumers feel that more and more people around them use something they will also have a strong interest in trying it. This means that when consumers find that friends and colleagues around them are using online shopping that is when online shopping becomes fashionable and new, they also want to use online shopping more and more. In traditional marketing strategies, many businesses also use the characteristics of consumers. The most typical is to let the celebrity endorsement, so that, the popularity of the product is more prominent and Internet marketing is also applicable. Based on this study, this variable is extracted to make the following assumptions:

- H_4 : there is a positive relationship between Perceived popularity and online shopping

Platform of mouth: Bristor (1990) believes that online word-of-mouth is generated by consumers collecting product information provided by other consumers through web pages and sharing personal experience of using a product with other consumers through virtual platforms. The word-of-mouth of online stores is mainly described from two aspects one is through the level certification provided by LAZADA and the online reviews of other buyers, the other is the consumer's evaluation. The virtual nature of the online transaction channel, consumers can only understand the product through the website and the merchant's description of the product. At this time, in order to reduce the risk, consumers will choose to buy through a higher-level website and pay great attention to other buyers Product and online store reviews. Defines online word-of-mouth as: any potential positive or negative comments on products, pre-sales and after-sales service and online stores from potential or purchased consumers via. online forums, BBS and professional news sites and other online methods to deliver to the audience or related organizations. Wang Xixi research confirmed that consumers have two decisive factors in choosing whether to conduct online shopping transactions: first, the more obvious the overall advantages of online retailers, the greater the possibility of transactions, second, consumers generally have stronger herd mentality that is their own consumption tendency is easily disturbed by the evaluation of others. Online buyers make decisions about whether to buy by understanding product information, interacting with online store merchants online and online reviews (Vegiayan *et al.*, 2013). Fang Xingjian research found that word-of-mouth of online stores has a positive correlation with consumer's online shopping intentions. Therefore, it is necessary to analyze online word of mouth as a factor affecting online shopping. Based on the above theory, the following assumptions are proposed:

- H_5 : there is a positive relationship between Platform of mouth and online shopping

Perceived risk: According to the theory of consumer behavior, when consumers make purchase decisions, they mainly consider two aspects: on the one hand, they perceived value that is the consumer will choose the product that they think has the greatest value, on the other hand, they perceive from the perspective of perceived risk, research suggests that when making the final purchase decision, consumers tend to choose the product with the lowest perceived risk. Jarvenpaa research suggests that consumer's perception of online shopping risks has a significant effect on their willingness to buy. Xiao Kaihong and Wei Mingxia believe that the greater

the perceived risk, the lower the trust in online shopping and the less obvious the online shopping tendency. According to Bauer's definition of perceived risk, consumer's shopping behavior is a risk-taking behavior. When the expected risk exceeds an acceptable level, the purchase is abandoned. Online shopping channels are more risky than traditional consumption models due to the issue of user personal information and the virtual characteristics of online transactions. Transaction security mainly refers to the fact that the purchased product does not meet the expected standards, the product is not received, the cost of returning and replacing the product, online fraud, etc. Personal privacy is mainly the leakage or illegal use of credit cards and personal privacy information. Many studies have confirmed that consumers do not choose to shop online because of mistrust of online stores, that is the perceived risk is higher. A 1997 study by a foreign scholar Grennee found that when consumers are asked to fill in personal information, 42% of consumers are unwilling to disclose personal circumstances and give up browsing online stores. At present, many consumers still doubt the safety of online shopping. To achieve e-Commerce growth, consumer doubts need to be addressed. Shi and Forsythe research in 2003 pointed out: consumers perceived risk of online shopping is negatively related to consumer's online shopping behavior. Zhu Jiwen research proves that consumer online shopping reliability and security have a significant impact on consumer online shopping. Based on the above theory, this study proposes the following hypotheses:

- H_6 : there is a positive relationship between perceived risk and online shopping

RESULTS AND DISCUSSION

Theoretical framework: By collating the literature and previous analysis, we get the basic conceptual model of this study. The relationship will be solved by mathematical statistics. The basic model is as follows Fig. 2.

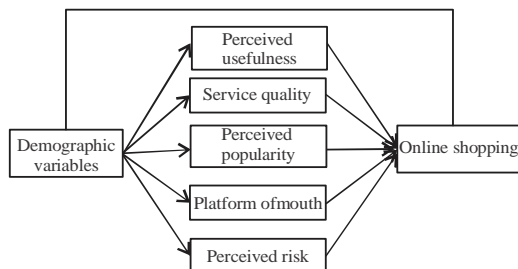


Fig. 2: Factors affecting consumer online shopping model

CONCLUSION

This research is based on the theoretical research on the influential factors of consumers online shopping based on the existing literature and extracts the relevant factors that affect consumer's online shopping and combines them with the LAZADA trading platform. Test the theoretical framework proposed by this research. Through the literature review of the second part of this study, we learned that in the context of the internet, demographic factors are important factors affecting online shopping behavior. Demographic factors affect consumer behavior. In this study, we put forward six hypotheses which are the "perceived usefulness", "perceived risk", "quality of service", "perceived popularity" and "website word-of-mouth". And "shopping online" for analysis of variance. Through relevant analysis, we conclude that there is a certain correlation between online shopping perception usefulness, perceived risk, service quality, perceived popularity, website word of mouth and online shopping. Among them, the perceived risk of online shopping has a negative correlation with other factors that is the stronger the perceived risk of online shopping for online users, the lower the perceived usefulness of online shopping, the quality of service, the popularity of perception and the lower the perception of word of mouth on the website, the lower no actual online shopping behavior will occur. According to the literature review, have confirmed that the perceived usefulness of consumers is positively related to online shopping intentions. The researcher has reached the same conclusion. According to the data analysis results, it can be learned that consumers choose online shopping. Most of them believe that online shopping can save time, and they don't go out of their homes through personal computers. Shopping on price has an advantage over shopping in traditional stores. Through the data analysis results in this study, it is concluded that the perceived risk of online shopping has a negative correlation with online shopping. However, by comparing with previous literature, the impact of online risk on online shopping is gradually decreasing. This study draws the same conclusion through data analysis results that is the service quality of website merchants has a significant positive impact on online shopping. Due to online shopping, consumers do not have access to physical goods and most of them judge the goods through the description of the merchants and online communication with the store. Therefore, the service quality of online stores greatly affects consumer's online shopping behavior.

The reputation of the LAZADA platform is mainly identified by third-party evaluations, that is post-purchase comments of other customers reflected on the page. LAZADA provides online users with certification levels and other online consumer evaluation information with

purchase experience. According to the data analysis results, the website word of mouth of online stores has a significant positive impact on online shopping. Due to the virtual nature of the internet, it is very important and persuasive for online buyers to judge the reputation of a website and the quality of its products through third-party evaluations.

RECOMMENDATION

According to demographic factors, data analysis of consumer online shopping perception usefulness, perceived risk, service quality, perceived popularity and influence of website word of mouth on online shopping behavior shows that demographic factors affect customer's online shopping behavior from different levels. Through regression analysis, consumer's perception of online shopping is useful, service quality, perceived popularity, website word of mouth has a positive correlation with online shopping and perceived risk has a negative correlation with online shopping (but it affects the downward trend of the process), that is online shopping Perceived risk exists and has a certain impact on consumers. Based on the conclusions, the following recommendations are made:

First, enhance consumer's perception of the usefulness of online shopping. The LAZADA platform has stepped up efforts to promote the benefits that online shopping can bring to consumers such as convenience, price advantage, rich product styles and time savings. Technically improve the search ability of the web page and simplify unnecessary processes in the purchase process. Second, reduce online shopping risks. In addition to providing certification levels and post-purchase evaluations of other buyers, the LAZADA platform should also establish an online feedback system. Through this feedback system, communication and exchanges between online merchants and consumers can be strengthened and objections raised by consumers can be handled in a timely manner, reducing doubts in the minds of consumers. Third, improve service quality. Online merchants should provide real and effective website information, actively communicate with customers based on the "customer first" concept, deal with problems raised by customers in a timely manner and coordinate with third-party logistics, so that, goods can be delivered to consumers in good condition and quickly hands.

LIMITATIONS

This study has done research and exploration on demographic factors, perceived usefulness of online shopping, perceived risk, service quality, perceived popularity and website word of mouth. Obtained data through questionnaires and obtained certain research

conclusions through analysis. However, due to geographical and resource constraints, coupled with insufficient theoretical knowledge, limited research capabilities and limited research levels, there are limitations and deficiencies in some studies: first, study the limitations of the sample. This study obtained data information by email. Although, convenient, the sample number of the overall feedback is not large, therefore, the information obtained from demographic factors has certain limitations. From this perspective, it has some impact on the data used in this study. Second, study the limitations of the problem. On the one hand, the article extracts the relevant factors that influence consumer's online shopping by combing the literature. The extracted influencing factors are not comprehensive. On the other hand, when selecting a sample, this article chooses consumers who have experienced shopping on the LAZADA platform and removes the questionnaires from respondents who have not made any online shopping or have not shopped on LAZADA. Only the research on the influence factors of online shopping by customers with previous shopping experience on LAZADA is discussed and the consumers who do not make online shopping or shop on other websites are not explored.

FUTURE SCOPE

In the future, we can carry out further research to improve the content of this article in view of the shortcomings of this study. The shortcomings are improved by existing research methods. First, judging from the choice of samples, we can break down regional restrictions, the rapid expansion of the internet and the popularity of computers. We can further study the development of online shopping from the entire Southeast Asia. In terms of sample selection, the current convenient sampling method is switched to random sampling, so as to obtain more valuable data and increase the sample size. Second for the zero-time online shopping experience and consumers who have not shopped on the LAZADA platform, further research can be done to explore the reasons why customers with zero-time online shopping experience do not use online shopping and can be found from the LAZADA platform Deep-seated deficiencies in online shopping and judgment of future development direction. Third, this study summarizes several factors that influence consumer's online shopping through collating the literature. In future research, we can expand and explore new influence factors with the development of online shopping.

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