

# AN EMPIRICAL EVIDENCE ON E-COMMERCE IN MALAYSIA: THE IMPACT OF LACK OF PRODUCT'S INFORMATION ON TEENAGERS' ONLINE PURCHASING DISSATISFACTION

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**Abstract**— This research paper is based on the topic of the factors affecting teenagers' online purchasing dissatisfaction in Malaysia. Nowadays, people cannot live their life without doing the online purchasing and the trend of advancement in technologies had changed the way of doing business. Some companies were failed to adapt the change of technologies and it will cause the product of the company to face the fact that being unable to compete with competitor. Moreover, the internet technologies has create a marketplace for customers to purchase their desired product or services from online websites instead of going traditional market place such as department stores. Apart from that, traditional retailer also faced challenges to stay in market because E-Commerce is a popular trend, which ease the consumer to purchase products. Companies nowadays are joining bandwagon to promote the product through social media such as Facebook and Instagram. The objective of this research is to measure the impact lack of product's information on customers' online purchasing dissatisfaction especially amongst teenager, teenagers are seen as the potential buying group of E-Commerce. It is because this group usually adopt technology more quickly compared to older people which means they are more likely to shop using online platform. Based on the regression analysis, lack of product's information was found to have a significant effect on factors affecting customers' online purchasing dissatisfaction among teenagers with a significance level of (sig. t = 0.005) with a positive beta.

**Index Terms**—E-Commerce, Customer Dissatisfaction, Teenagers, Lack of Product's Information.

## I INTRODUCTION

### **Consumer Dissatisfaction**

Consumer dissatisfaction occurs when the product or service which is given thought to meet the consumers' need and desired later produced an contrasting situation after the consumer have used and received from the expected benefits of the product. According to (Simplicable, 2019) the term consumer dissatisfaction refers to the consumers who is unhappy with a product or services because it fail to deliver what was expected or promised before.

### **Teenagers**

According to The United Nation, teenagers is include in the term youth and they are defined as individuals who between the ages of 15 to 25 years old.

### **Online Purchasing Dissatisfaction among Teenagers**

Nowadays, the advancement of technology especially in internet has change the way of consumers to shop and purchase goods and services and it has rapidly develop into a global event. Many companies around the world have started using the internet which is online purchasing as it offers cost reduction for both sellers and customers, as well as reducing price of their products and services in order to stay ahead in the current competitive markets. In general term, the online purchasing is the process of purchasing the

products or services through internet. It involve the consumers to access the internet to search, select, buy, use, dispose of goods and services while satisfying their needs and wants. Usually most of the internet users are from teenagers as they are the fastest in adapting new technology, so they might have encounter many issues during the online purchasing activities. Thus, it can lead them to feel dissatisfaction about the performance.

## II LITERATURE REVIEW

There are many advantages offered by E-Commerce such as online shopping that can be done at any time and any place. According to (Gunasekaran, et al, 2002) online shopping also provides products that cannot be found in physical stores as well as can reduce time and cost. Apart from that, customers also use E-Commerce as they can buy anything at any time without going to the actual stores, found same products at a lower price, and they want to escape traffic jams that can arise whenever they are on the way to the stores. Customers can make a direct connection to the seller through the process of online purchasing by visiting the company's website or apps. Nowadays, electronic commerce offers unprecedented opportunities for both countries including developing and developed countries and the way of shopping has been revolutionized by the help of E-Commerce. As stated by (Souca, 2014) customers can purchase in the very easy way as many of them have the same tools of online purchasing such as by using smartphones, computers, laptops, tablets and other tools. The customers also faced with the problem of lack of product's information whenever they wanted to purchase something on the internet. The problem of lack of product's information is found everywhere. The product that was displayed at the stores, in catalogues and on the internet are not fully described either with detailed specifications are

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bring hidden. Usually, before purchasing some products, customers will make comparisons between the actual product and the alternatives. Consumers also will look for the brand and the characteristics of the products before purchase it. If the actual products are lack of information, then customers will switch to other alternative as the alternative product will offer more added values. Besides from the concerning about the security of the internet transactions, customers also concerns about. The provided information from the online sellers has significant impact on consumers' decisions whether they want to buy the products or not. Features or items on the products such as content validity, full description of the product, perceivable content for consumers, support facilities including tracking number and customer access are factors that can affect consumer buying behaviour and as well as can lead them to online purchasing according to (Chen & Teng, 2013; Wu et al., 2013). Online sellers should display more information about the product in order to avoid misunderstanding between the consumers and the online sellers. There are three types of components related to product quality information which is product information, website reputation and product price. According to (Lee, 2009; Kim et al., 2008; Makgosa & Mohube, 2007) they stated that product that have a good quality information can increase the customers' confidence and trust when they decided to purchase something. In order to make customers satisfy with the products, first online sellers must provide a better product information on the goods they sold as it can help consumers to make more confident decisions when they want to make online purchases. It is because the consumers will trust on the websites and have lower risk in information security. The issues rise from this case is the online sellers did not provide enough product information on their product sold thus can lead to customers' dissatisfaction when the product arrived to them. The information provided by online sellers also can be misleading. For example, on the product itself they stated that the product are claimed to do something, but actually the online sellers are wrongly stated the product description with another product.

### III METHODOLOGY

Table 1 shows the sample profile of the questionnaires survey. A total of 375 questionnaires were distributed among randomly selected respondents. However, only 300 questionnaires were successfully collected and used for analysis in the present research. Therefore, only 300 of total questionnaires distributed were satisfactorily completed and tested by using the Statistical Package for Social Science (SPSS) software.

Number of questionnaires distributed	375
Number of questionnaires collected back	300
Response rate	80%
Number of questionnaires used for analysis	300

Table 1 Sample profile of survey

### Sampling Method

Variables	Categories	Frequency	(%)
Gender	Male	112	37.3%
	Female	188	62.7%
Age	≤ 18 years old	113	37.7%
	19 to 22 years old	104	34.7%
	23 to 25 years old	83	27.7%
Race	Malay	239	79.7%
	Chinese	40	13.3%
	Indian	21	7.0%
Profession / Occupation	Unemployed	101	33.7%
	Employed	94	31.3%
	Students	105	35.0%
Time spend on internet per day	1 – 5 hours	214	71.3%
	5 – 10 hours	72	24.0%
	More than 10 hours	14	4.7%
Tools	Smartphones	209	69.7%
	Computers	91	30.3%

Table 2 Demographic characteristics of respondents

This study focusing on Malaysian consumers purchasing especially among the teenagers on their online purchase dissatisfaction. Based on the outcome of the survey, the majority of the respondent are female (62.7%) compared to male which is only (37.3%). Thus the respondents were not equally distributed between both genders as the female is majority.

Next, the age of teenagers who responded to this study survey are below 18 years old which is (37.7%), 19 to 22 years old (34.7%) and 23 to 25 years old (27.7%). After that, we also have the outcome for the race of the teenagers. Mostly teenagers are Malay with the percentage of (79.7%), while Chinese (13.3%) and Indian (7.0%).

The profession for the respondents are equally distributed between unemployed and employed with the percentage of (33.7%) for unemployed and (31.3%) for employed. While for students are (35.0%). For the next question is about time spend on the internet per day is mostly teenagers used 1 – 5 hours per day to surf the internet which is (71.3%). While for 5 – 10 hours is (24.0%) and the least is more than 10 hours (4.7%). The most common used tools for online purchasing are using smartphones which is (69.7%) and by using computers are only (30.3%).

### Use online purchasing per month

In this part, the results divide the frequency of online purchasing per month into 3 categories which is 1-3 times per month, 3-5 times per month, and above 5 times per month. Table 3 showed the number of frequencies of online purchaser to purchase in a month.

Frequent online purchasing per month	1-3 times	160	53.3%
	3-5 times	117	39.0%
	Above 5 times	23	7.7%

Table 3 frequent online purchasing per month

Based on the above table, there were 160 respondents who purchased online from 1-3 times per month with the percentage of 53.3%. This is the highest number of respondents as they might not really purchased too frequent in the particular month. Next, is the number of frequency for respondents who purchased 3-5 times in a month is 117 with the percentage of 39.0%. Lastly, is the

frequency of online purchasers who purchased above 5 times in a month is 23 with the percentage of 7.7%.

#### IV FINDINGS AND CONCLUSION

Below is the table 4 that shows the Cronbach alpha and items of each independent variable namely quality of products, fraud and security, delivery and product's information. The Cronbach's coefficients alpha values for product's information (0.702) indicated good inter-item consistency for each factor. Sekaran (1992) explained that the reliability of a measure is established by testing for consistency and stability of data collected.

Variables	Number of items	Cronbach Alpha
Product's information	5	0.702

Table 4 Results of Reliability Test

Reliability analysis was used to measure the goodness of data. This is to ensure that all items used in each variables are free from error and thus, providing consistent results. According to Sekaran (2000), the range of alpha was measured by over 0.80 was considered good whereas range of 0.70 is considered acceptable.

#### Descriptive Analysis

Table 5 presents the means and standard deviation for all the study variables.

Variables	Mean	Standard deviation
Product's information (Mean)	3.6360	0.89863

Table 5 Descriptive Analysis

By referring to the above table, this mean and standard deviation for independent variables measures which is product's information with mean of 3.6360.

#### Factors Affecting Customers' Online Purchasing Dissatisfaction Among Teenagers.

Multiple regression analysis was used in order to determine the factors affecting customers' online purchasing dissatisfaction among teenagers.

Variables	Beta	t-Ratio	Sig. t
Product's information	0.098	2.847	0.005
R square = 0.056 F = 4.379 Sig. F = 0.036			

Table 6 Results of Regression Analysis on Acceptance

Based on the regression analysis, lack of product's information was found to have a significant effect on factors affecting customers' online purchasing dissatisfaction among teenagers with a significance level of (sig. t = 0.005) with a positive beta. This indicates that product's information does influence the factors affecting customers' online purchasing dissatisfaction among teenagers. Therefore, the hypothesis shows there is a significant relationship.

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