



CONCERNED GEN-Y E-SHOPPING BEHAVIOUR: A FOCUS ON TRUST, SAFETY, AND PURCHASE EXPERIENCE

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ABSTRACT. Background: The COVID-19 pandemic has prompted a notable shift from in-person shopping to online platforms. Consequently, many organizations have invested significantly in digital transformation efforts. Recent data indicates a heightened threat landscape for online transactions compared to previous years. Generation Y is the largest population using the online platform for e-shopping nowadays. This paper explores the security preferences of Generation Y consumers and their impact on purchase, trust, ease of use, safety, satisfaction, and usability in the realm of online shopping. Even amidst the COVID-19 crisis, consumer behaviour continues to favour online shopping over traditional methods.

Method: A comprehensive literature review and quantitative research utilizing a questionnaire form the basis of this study. A simple random or probability sampling method was used to select 150 participants for the research investigation. The sample was chosen based on the selected survey research strategy. SPSS and SmartPLS4 software were used to analyse the data.

Results: After analysing the data, the results showed that online purchases and perceived ease of use, satisfaction and trust have positive and significant impacts on e-shopping use. Furthermore, this study found that safety has no significant impact on e-shopping use. These findings underscore the significant influence of factors such as safety, usability, and satisfaction on consumer trust in e-commerce platforms for future sustainability

Conclusion: It can be concluded that consumer trust and satisfaction are crucial factors influencing e-shopping use. Moreover, the study offers recommendations aimed at enhancing online payment systems with advanced security features to bolster digital transformation efforts for a sustainable future.

Keywords: e-shopping, trust, satisfaction, safety, purchase, sustainable future

INTRODUCTION

Increased globalization and modernization of the retail sector have facilitated technology integration for sales and customer attraction. Today's marketing strategies are focused on online digital platforms, social media, and website highlights. Likewise, online features have facilitated online transactions and shopping publicity worldwide. In Malaysia, e-commerce sites have become increasingly popular among the current generation of shoppers. The internet has enhanced the shopping experience by providing essential information and making the

process more convenient (Kim, 2019). E-purchasing refers to purchasing practices as per customer demands from a mobile app or website. This is associated with easy shopping options, advanced search functions, quality product descriptions, customer reviews, and attractive presentation of products. E-commerce sites have adapted facilitative and personalized services to increase customer attraction and satisfaction (Mofokeng, 2019). Further, they also focus on customer trust, which is addressed by reviewing options and maintaining website and transaction transparency.

Generation Y refers to the population born in the 1980s and 1990s, who are currently young adults. This generation is intimately familiar with digital and electronic technology and the use of e-commerce (Hussain, 2020). The e-purchasing practices in the current retail industry focus on Gen Y's perceptions to support the growth and expansion of business to the international level (Ariffin, 2017). Marketing to millennials or Gen Y people is done with official websites and online purchasing sites that are furnished with attractive features, offers, and product details. However, for e-commerce trends to be sustained and grow in the future, customers must develop trust in these platforms.

The perceived usefulness of e-purchasing from websites includes transparency, ease of use, safety measures, secure transactions, and the availability of accurate information. These benefits can control the e-purchasing behaviour of customers during online shopping for future sustainability. The COVID-19 pandemic has affected the Malaysian business market environment, causing citizens to adapt their lifestyles after the outbreak to accommodate stringent regulatory measures. After the first case of COVID-19 in February, the country faced dramatic disruption in different business sectors, including retail and tourism. As a result of the pandemic, an increase in online activities was observed as people tried to maintain a normal lifestyle and to obtain necessary goods.

The purpose of the current research is to investigate current practices regarding online purchases and e-commerce. The retail sector in Malaysia is focused on increasing e-commerce, and the majority of the population uses the internet for regular activities. Thus, increasing threats would reduce public trust in online shopping (Xuanzhi, 2019). There is a gap in the literature because not many studies have been conducted on trust, satisfaction, and safety with respect to personal information in online shopping for future sustainability. Even the safety of e-shopping has not been tested in the discipline of future sustainability. The research study can shed light on the possible effects of online shopping habits on future activities (Hussain, 2021). The research's primary objectives are to analyse trust, safety, satisfaction, ease of use, and purchase intentions

in the online shopping of Generation Y customers for future sustainability.

LITERATURE REVIEW

E-Shopping

The adaptation of technology and its usage is crucial. When millennials make purchases using online media, the use of a website is mandatory for future sustainability. However, it is essential to understand millennials' competencies and recognize their needs when determining the key factors to consider for ensuring future business sustainability. The psychology of consumers and their ability to adapt to technological settings is this research study's preliminary concern. The technological acceptance model seems to be the most influential model that can provide supportive concepts in this regard. This model assumes that two fundamental factors influence a specific individual's intentions while adapting to new technology (Hsieh, 2017). The factors are perceived usefulness and perceived ease of application of the technology. In the case of older participants, the perceived critical technologies may seem inappropriate, and therefore they may prefer not to use digital settings. Older participants require more mental stimulation to adapt to newer technologies than younger participants (Ujakpa, 2018). According to this model, website features that are user-friendly and simple are mostly accepted by people involved in e-shopping for future sustainability.

The Theory of Planned Behaviour (TPB) posits that specific behavioural outcomes depend on behavioural control and intention. Simply put, planned actions are influenced by a person's ability and motivation. TPB identifies three key beliefs: control, normative, and behavioural. Actual behavioural control is determined by attitudes, behavioural intentions, subjective norms, social norms, perceived power, and perceived behavioural control, all of which are crucial for future sustainability.

This theory also suggests that there must be a strong motivational influence behind the execution of specific behavioural actions. Social norms refer to the perceptions of peers or a

broader cultural context. In this case, social norms can be considered standard and normative beliefs that determine an individual's preferences for a specific action (Hellwig, 2020). In alignment with this theory, it can be stated that the amalgamation of perceived behavioural actions, perceived power, and social and subjective norms determine whether an e-purchasing website is suitable for millennials or not. The social cognitive theory explains that goals and motivation direct people's respective behaviours (Chan et al., 2020). There are four different elements of the social cognitive theory (self-efficacy, self-reaction, self-evaluation, and self-observation) that help in goal realisation for future sustainability.

Relationship between Purchases and E-shopping Use

Online shopping environments tend to generate further risk and uncertainty as the consumers do not get physical access to shops or products. Recent research suggests that online shopping experiences can be improved by providing advantageous features on websites and other online platforms (Bilgihan, 2016). Representation of feedback from trusted consumers, product quality ratings, certification of products, closer views of the materials, ease of accessibility and security assurance could be considered crucial for generating trust and reliability among online customers. Conversely, uninformative websites generate mistrust and confusion among consumers regarding the brand or product (Thaichon, 2017). Customers prefer not to invest their finances and time in websites with fewer features.

Organic growth in the technology sector has centred the focus of customers and marketers on online shopping. The global potential of e-shopping is vast, yet marketers primarily focus on leveraging the internet to reach and engage potential consumers. Shopping motivators are set by online marketers according to consumers' ability and perceived feelings regarding the application of technology, websites and online shopping media (Tasin, 2017). Website experiences convey a lot regarding the quality of services or products. Where products are offered to older generations, relatively safer and more

flexible website features have to be implemented. On the other hand, marketers targeting younger generations have to include popular features to attract them (Bhatti, 2020). Website design and structure incorporate different types of features, such as services, products, stimuli, cues, emotions, information, interactivity and online functionality for future sustainability.

H₁: Purchases of Gen Y customers have a positive effect on e-shopping use.

Relationship between Safety and E-shopping Use

The advertisements published by websites based on brands attract the attention of consumers and stimulate them to purchase products online. When consumers see ads or promotions about brands online, they are ready to make a purchase. Customers investigate the information related to products on the websites of brands before purchasing online (Hsieh, 2017). After collecting safe and secure information about the products, the consumers compare services or products. During the searching stage, properly organized and designed, attractive websites persuade customers to become interested in purchasing products or services online. Customers find out about the best offers provided by brands, and then they make purchases. Different sources of information might influence or motivate the behaviour of the buyer. The most convenient characteristic of the Internet is that it keeps supporting the pre-purchase stage, which helps customers compare various purchasing options. During the stage of buying online, the assortment of products, the sales process and the quality of information are essential in helping the customer select a brand and a seller.

Post-purchase behaviour is essential after an online purchase. Consumers might have concerns or worries about their respective products, or they might want to return or change the purchased product. So, the services of exchange and return become essential at this stage. Certain websites, such as eBay, offer auctions or the ability to choose the best offer, so The global potential of e-shopping is vast, yet

marketers primarily focus on leveraging the internet to reach and engage potential consumers/products. It helps make online shopping a game of chance and a hunt for treasure, which makes shopping entertaining and fun (Bilgihan, 2016). Shopping online can be done at any time and anywhere, which makes life easier for consumers, as it is hassle-free. They shop on the websites that offer the best value and are the most convenient. The design of websites is made accessible to provide a good experience for millennials. User experience differentiates between major competitors as the fostering of technology enhances the global economy. Millennials are ready to pay for a product if it guarantees a good experience. Providing good experiences prevents millennials from switching to competitors due to bad experiences.

H₂: The safety interface positively influences Gen Y customers during e-shopping.

Relationship between perceived ease of use and E-shopping Use

The facilities of e-payment allow the payment for services and goods through the medium of electronics without using cash or cheques. The use of electronic payment has become more widespread in the last few years due to the rapid speed of shopping and payment based on the internet. Its perceived ease of use has led to the development of several channels of payment (Lohar, 2017). The most popular forms of e-payment online are debit and credit cards; there are alternative methods of payment such as bank transfers, electronic wallets, bitcoin wallets and smart cards. Users can choose to pay using credit or cash. In payment by credit, the card is issued by an institute of finance to the holder of the card to complete the payment online or through any electronic device without using cash. An e-wallet is a form of account which is prepaid and stores financial data like information on credit and debit cards to make transactions easier during online shopping. Smart card facilities are cards with microprocessors that can be loaded with money to make transactions online. They are also referred to as chip cards.

In the system of payment by cash, the holder of the account provides an instruction to

their bank for the collection of an exact amount of money from the account in an electronic manner to pay for services or goods online. E-cheque facilities are provided, which is a digital version of old paper cheques. This allows money to be transferred electronically from a bank account without the use of a cheque. E-cash are a form of payment where a specific amount of money is stored on the device of a client and is accessed through online transactions (Liu, 2018). Online payment facilities offer considerable convenience. Consumers do not have to go to a store and purchase things. They can shop anywhere, with numerous facilities for online payments. With the increased opportunities for shopping online, e-payment systems have become necessary for the consumer to bank and shop conveniently (Alqatan, 2019). Millennials prefer the features of websites to promote loyalty and social sharing. They love badges, sharing socially, free stuff or games, and prefer all the sharing icons to be available on the pages of websites like blogs. This helps millennials share the content with others.

H₃: Perceived ease of online shopping positively influences Gen Y customers' e-shopping use.

Relationship between Consumer Trust and E-shopping

Consumer processes and decision-making are different when it comes to online marketing options involving website interactions. In online shopping experiences, consumers can only physically access the websites and, therefore, these can be considered the sole medium through which customer satisfaction and loyalty can be achieved (Tan, 2018). In recent research, it has been observed that 63% of people tend to spend only 4 hours of their leisure time online. Therefore, marketers and website designers must design systems that quickly engage them. Marketers find it challenging to attract people to websites because of the rise of digital wellness, and it has been found that website browsing can decline due to the rising trend in digital wellness (Lin, 2017). Hence, marketers must attract people to their websites in a shorter period of time (see Figure 1).

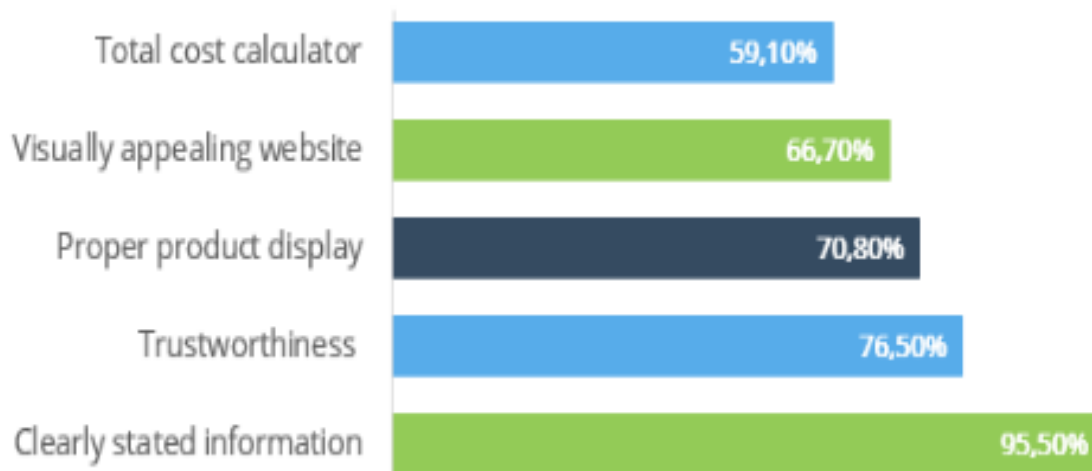


Fig. 1: Critical e-commerce website features

The navigation features must be accessible to attract millennials, as they prefer to act quickly. In addition, the website must reflect user experiences, make use of intuitive designs and align to modern trends (Lin, 2017). Descriptions of the products and services must be informative and appropriate to gain customer confidence in the least amount of time. Product visuals must be accurate and specific so that the consumers can take in the information at a glance. Business websites should be linked to social media so that consumers find them reliable. The incorporation of social media also allows discussion of the brand among peers. In this way, the visibility of the brand is enhanced and in turn, the customer base is enhanced (Chi, 2018). Website content must be focused on the brand because 50% of individuals permanently leave a website when they find irrelevant content. Millennial customers prefer some form of loyalty programme or reward programme where users are able to earn points, freebies or privileges with the use of services or the purchase of products and help in the promotion of the business.

H4: Trust of Gen Y customers in e-shopping websites is positively affected by e-shopping use.

Relationship between Satisfaction and E-shopping Use

E-commerce customer satisfaction depends mostly on the quality and style of websites. A

website's quality and content act as the determiners of customer traffic. Recent research suggests that customers prefer to interact with an online operating company through a technological interface rather than employees (Hwang, 2020). Hence, website design acts as an interface and influences customer satisfaction levels. Perceived service quality and website design play a crucial role in the generation of customer loyalty and re-purchasing probability. Two essential features of website design found to be influential in this regard are architecture and process. Process perspectives include market transactions that include different types of processes (SITES, 2016). Website design and marketing is considered a specific sequential process that affects the business. Millennials prefer features of websites which increase the purchase rate during online shopping. Sites have to be made mobile-friendly so that companies can target millennials. The benefits of search engine optimization and Google rankings are mobile-friendly.

Due to the prevalence of these features, millennials are increasingly accessing websites on their phones. 80% of millennials have smartphones that allow them to access websites. Websites are designed in a mobile-friendly manner so that their pages load quickly, which encourages millennials to use them more (Nawaz, 2020). Moreover, the presentation reflects the emotional appeal and approach of the website for the targeted consumer base. For example, the presence of visual aids, video

tutorials regarding product usage or services, and customer interaction tools are considered key features of a website (Liu C. X., 2023). Customers feel an affinity for websites that offer all the popular contemporary features. Reliable retention of consumers depends on the long-term maintenance and updating of websites so that they are sustainable.

H5: The satisfaction of Gen Y customers has a positive relationship with e-shopping use. Five alternative hypotheses have been considered above, along with dependent and independent variables. The independent variables considered in this study are purchase, safety, perceived ease of use, trust, and satisfaction. The dependent variable is the trust of Gen Y customers in e-shopping use. Figure 2 shows the conceptual framework of the present study.

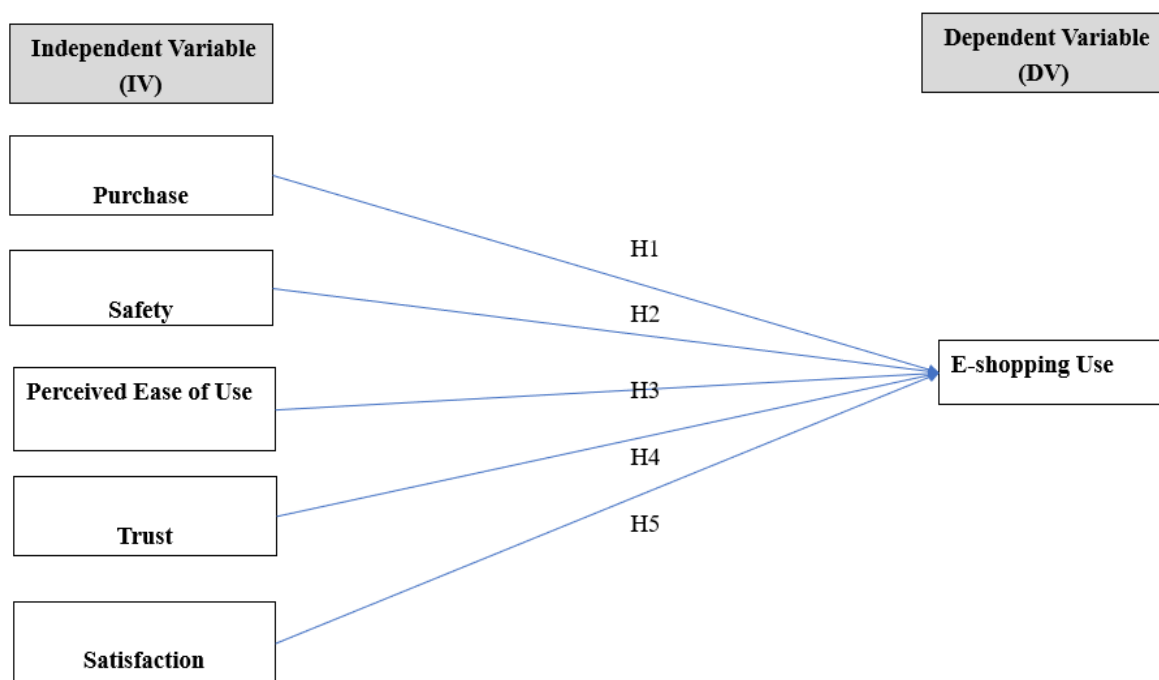


Fig. 2: Conceptual framework

METHODOLOGY

Research design is the overall strategy of study to proceed logically and coherently and achieve the research aims. The design provides a structure to gather information, measure it effectively, and analyse it to achieve the objectives. Research designs can be exploratory, explanatory, or descriptive depending on the research approach and philosophy adopted within the study (Leavy, 2020). A descriptive design is effective in describing the current situation with the aid of identified variables. This design helps in delivering systematic information to test hypotheses aided by careful

measurements. The experimental approach uses scientific methods, while an exploratory design explores the context in a logical manner that is suitable for the subjects considered.

In this study, a descriptive research design was adopted to evaluate the relationship between website features and consumer trust in online shopping phenomenon among Gen Y consumers. Further, a descriptive research design helps researchers conduct their analysis in detail through logical and systematic steps (Hair, 2019). Hence, its application can help them evaluate variables to determine their interrelationships and evaluate the measured values.

Sampling methods are techniques to select representative populations to make estimates and statistical inferences. Sampling can be random or selective depending on the research purpose, and the strategy should be selected based on theoretical underpinnings. As mentioned by Rahi (Hair J. F., 2017), the random or probability sampling method gives every individual of a population the chance to be selected in the research investigation. On the other hand, the selective or non-probability sampling method uses a purpose-based selection of participants. The sampling method is selected based on the research objective and strategy

This study used a simple random or probability sampling method to select 150 participants for the research investigation. The sample was selected based on the selected survey research strategy. Nonetheless, the population of interest was focused on shopping practices, as the research aims to determine the effects of different website features in generating consumer trust and influencing purchasing behaviour. Furthermore, Gen Y consumers were the primary focus of this study. According to past research, right sample selection is essential, as it helps researchers make correct inferences about research issues while maintaining a study's reliability and validity. The survey was completed by 150 participants (Wong, 2016).

RESULTS

52.3% of the sample population were female and 46.4% were male. 38.4% belonged to the age group 35–45 years, while 27.2% were aged 26–35 years. In terms of highest educational qualification, the largest group of participants had a degree (40.4%), followed by those with a master's or above (22.5%) and those with a diploma (17.9%). Among 150 participants, 62.3% of respondents stated they had 1 to 5 members in their family. When analysing the last viewed website among the participants, it was found that Lazada was the most viewed website (51.7%) followed by Zalora and Nile.

Delving into the cognition and perception of participants by searching for the specific reasons behind preferring online shopping sites,

the survey found that offers, cheaper rates and variability were the significant factors facilitating online purchases. For instance, 43% of participants agreed that they preferred e-shopping due to different offers, 45.3% of participants preferred cheaper prices, and 53.6% of participants slightly agreed that better quality products are available online. However, there is a contradiction considering product quality, as the levels of agreement and disagreement were similar for the statement on this aspect. Product variety and time-saving were also considered important by most participants (36.4% agreement and 43.7% strong agreement).

The frequency of and preference for e-shopping can also provide valuable insights into the integration of online shopping among the general customer segment in Malaysia. It is evident from the data that 42% are comfortable with purchasing products online, while 26% are strongly comfortable with this activity. However, 7.3% express concerns about e-shopping. When asked about future purchases, 24.8% showed slight interest, 40.9% showed moderate interest and 26.2% showed keen interest. The availability of products had influenced 18.1% of participants to buy all products and 28.9% of participants to buy specific products online.

The primary concern among respondents was privacy. 39.3% of participants were moderately concerned about this issue, and 32% were seriously concerned. Based on these concerns, many participants favoured cash-on-delivery rather than providing bank details to a website. However, among the least concerned people, 39% used debit cards or e-wallets, as they have more protection for information. In addition, frequent changes of passwords are common, being strongly favoured by 22% of respondents and slightly favoured by 27.3%. The disagreement shows confidence about privacy issues and the security of websites. Additionally, 53.3% of participants used personal systems for transactions.

Among the participants, the majority said that easy access, ease of use, and familiarity with certain websites and personal systems were effective in increasing their preference for online product purchases. 37.8% of people in Malaysia

tend to use sites with clear user interfaces and access to information, which indicates that easy access is essential among Generation Y. Additionally, easy access reduces complexity and customer difficulties; however, it is a matter of perception, as 18.8% find online navigation complex.

43.6% of customers strongly disagreed with saving details on shopping sites. Approximately 84% of customers prefer websites that have been recommended and reviewed by others. 80% of customers also trust official statements and peer comments on security concerns. Hence, peer reference is essential for preference.

Levels of satisfaction help to clarify the feasibility and success of the features integrated into online shopping websites. On average, 44.3% of customers were satisfied with products of e-shopping websites, while 39.6% of customers demanded more efficient after-sales services. Moreover, preferred and recommended sites were perceived to be secure by 45.6% of people, while easy navigation attracts and satisfies 43.6% of customers in Malaysia. In terms of recommended strategies, the majority of the population preferred password-changing protocols and the integration of payment security keys to strengthen the security of these websites. Additionally, the removal of irrelevant advertisements and personalized recommendations based on saved choices were

also recommended to improve the features of websites.

The relationship between organisational perspectives, technological indications and environmental concerns has successfully influenced e-commerce activities. E-commerce knowledge, the IT infrastructure used in e-commerce sites, external pressure and satisfaction had CR values of 0.151, 0.146, 0.193, 0.198 and 0.228, respectively, which indicates a pre-existing relationship. The values indicate that the multivariate data has significant internal consistency and demonstrate the reliability and validity of the research data in Table 1. The measurement model primarily analyses and assesses the reliability of the individual items and later determines the reliability between the items by cross-loading the constructs. Cross-loading all the constructs helps in examining and identifying any problems, which is one of the prerequisites in the measurement model (Hamidi, 2017). By addressing all these factors, it is possible to analyse and interpret the reliability and validity of the research data. The average variance expected (AVE) is calculated, and the value should be higher than 0.50 so the reliability and validity can be evaluated more effectively. In order to ensure the uniformity of the collected data, the constructors with values of less than 0.50 are deleted, which also improves data quality.

Table 1: Construct Validity and CR & AVE

Construct	construct/Associated Items Reflective	Loading	CR	AVE
E-Shopping USE	ESU2	0.639	0.796	0.495
	ESU3	0.691		
	ESU4	0.749		
	ESU5	0.730		
	PEU2	0.880		
Per-Ease of USE	PEU3	0.690	0.767	0.625
	PUR1	0.898		
Online Purchase	PUR2	0.796	0.904	0.758
	PUR5	0.913		
	SAF1	0.800		
Safety	SAF2	0.837	0.88	0.66
	SAF3	0.841		
	SAF4	0.760		
	SAT1	0.748		
Satisfaction	SAT2	0.882	0.88	0.71
	SAT3	0.894		
	Trust2	0.868		
Trust	Trust3	0.669	0.851	0.659
	Trust4	0.882		

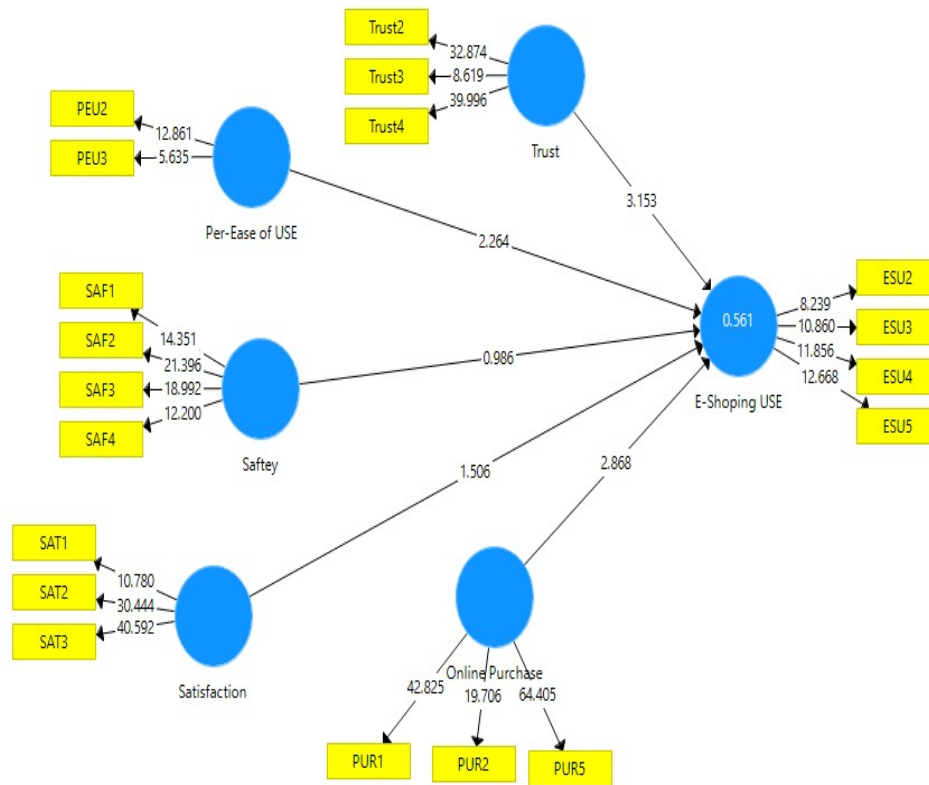


Fig. 3: Assessment Model

In Table 1, the statistical data indicate that the average variance expected values are higher than 0.50. The score of e-shopping use is 0.495, which is near the value of 0.50, showing moderate validity. Per-ease of use has a value of 0.625, online purchase 0.758, safety concerns 0.66, and satisfaction 0.711. The consideration of trust has a value of 0.659. All the scores are greater than 0.50, indicating consistency in validity and reliability. These values showed that the data is reliable and valid.

In Table 2, discriminant validity is used to measure and test constructs and items to determine their actual unrelatedness based on theoretical assumptions. Discriminant validity is measured by using AVE, which helps demonstrate the external consistency of the implemented model. Discriminant validity is calculated by comparing the correlations between the square roots of the AVE and latent variables, and it is expected that the discriminant validity will have a higher value than the latent variables indicate. In general, the discriminant value should be equal to or higher than 0.50.

Table:2 Discriminant Validity Matrix

Construct	EShop	OP	PESU	Safety	ST	Tr
E-Shopping USE	0.70					
Online Purchase	0.612	0.871				
Per-Ease of USE	0.442	0.269	0.791			
Safety	0.557	0.469	0.475	0.810		
Satisfaction	0.543	0.437	0.425	0.797	0.844	
Trust	0.617	0.607	0.312	0.422	0.417	0.812

The discriminant validity matrix shows prominent values for e-shopping use, online purchase, per-ease of use, safety, satisfaction and trust: 0.70, 0.871, 0.791, 0.810, 0.844, and 0.812, respectively. All the values are much higher than

the standard value of 0.50, and values higher than this indicate validity. Hence, the results show significant validity of the multivariate data. The values range from 0.639 to 0.898, which is much higher than standard 0.50 values. The results of the measurement model indicate that the study is valid.

Table:3 Hypothesis testing results

Hypothesized Path	BETA	S.E	TV	P Value	RES
Online Purchase -> E-Shopping USE	0.275	0.096	2.860	0.002	SP
Per-Ease of USE -> E-Shopping USE	0.162	0.072	2.264	0.012	SP
Safety -> E-Shopping USE	0.117	0.118	0.986	0.162	Not SP
Satisfaction -> E-Shopping USE	0.139	0.092	1.506	0.066	SP
Trust -> E-Shopping USE	0.293	0.093	3.153	0.001	SP

***:p<0.001; **:P<0.1, * P<0.05**

In Figure 3, Table 3, higher T-values show the possibility of rejecting the null hypothesis. Higher T-values indicate that the null hypothesis can be rejected and the alternative hypothesis accepted. The t-values obtained from running the test showed values of 2.860, 2.264, 0.986, 1.506 and 3.153 for the five independent variables. The online purchase, ease of use, satisfaction, trust are positively impact on the E-shopping. The results indicate that the alternative hypotheses can be accepted.

The significance values range from 0.001 to 0.162. The greater values of safety and satisfaction for e-shopping indicate weak correlation. However, the other results strongly support the rejection of the null hypothesis, indicating that purchase, safety, perceived ease of use, trust and satisfaction have positive effects on trust development and online shopping preferences among Generation Y customers.

DISCUSSION

The security of personal information is one of three leading concerns among customers focused on online shopping experiences. The security and reliability of online shopping

websites and mobile applications regarding online payment and information sharing significantly affect online shopping experience and preferences. As commented by Taherdoost, H. (2016), perceptions of the security of online transactions and satisfaction with user performance determine whether or not users conduct further online transactions. The research findings also indicate that satisfaction with online shopping safety and navigation increase online shopping among Gen-Y customers. However, privacy concerns and protection are indirectly influenced by peer recommendations as well as online reviews. Hence, the management of information and online services are essential in supporting customer trust and satisfaction in online shopping practices.

Knowledge about the user interface, ease of access and perceptions of website and online service efficiency help increase customer trust and preferences for online shopping. The statistical findings show that customers prefer to shop with perceived knowledge, experience and service efficiency. As commented by Hidayat, Saifullah (2016), awareness, knowledge and risk perception influence customer decisions regarding online purchases. Website accessibility and safety measures installed on

shopping sites support online shopping preferences. Moreover, satisfaction and popular perceptions reassure people that it is possible to make online transactions. On the other hand, the perception of benefits and usefulness is often adversely impacted by culture, tradition and customer characteristics, including the marketing context. Nonetheless, the website features preferred by these customers highlight the need for safety as well as pricing processes to facilitate online shopping.

Payment options and delivery facilities are other factors that influence online shopping interest and preference. Advanced user interfaces provide feasibility and ease of access while a variety of payment methods supports different preferences among shoppers using online platforms. As commented by Hidayat and Saifullah (2016), variety in shopping experiences and comprehensive support for online services increase customer satisfaction levels, which promotes and inspires customers to use online shopping. Moreover, the pandemic crisis of COVID-19 increased online shopping activities. However, the post-purchase experience is also significant when considering future preferences for online shopping (Hamidi, 2017). Intuitive platforms and efficient customer care services improve customer interaction and satisfaction, even during pandemic situations.

CONCLUSION

Based on this research, it can be concluded that consumer trust and satisfaction are important factors that are effective in generating e-shopping behaviour. Moreover, safety and promotional features, among other website features are most important for facilitating shopping over online digital platforms. The findings indicate that social media promotions, safety in online transactions, ease of user interface and satisfaction levels in purchasing and post-purchasing behaviours are essential to develop consumer trust, which leads to increased e-shopping behaviour among Gen Y consumers. Moreover, the COVID-19 crisis increased online activity and shopping practices using online platforms.

The study identified several features of shopping websites that encourage shoppers to prefer online shopping over traditional methods, such as ease of navigation, online transaction security, price accommodation, product comparison, and personalization. Additionally, the study highlighted that customer satisfaction and trust in the website or brand are essential for promoting online shopping. Promotions also play a crucial role, aligning with the Theory of Planned Behaviour and Social Cognition Theory, in supporting the sustainability of online shopping habits.

The disturbance-free user interface and ease of navigation are two of the critical factors that have been found to support e-shopping habits. The study highlights that consumers are focused on the facilities and offers provided on online shopping sites along with the quality of product purchases, which determine satisfaction levels. The results also indicate that experience, reputation, peer references and post-purchase customer service are influential in developing trust among consumers preferring e-shopping, specifically among Gen Y consumers. It is also evident from the study that consumers prefer to make transactions and do online shopping on reputable websites.

As online penetration has increased in Malaysia, the pattern in online transactions and shopping habits has changed significantly, and this process was accelerated by the pandemic crisis and social distancing policies. Consumers are focused on online shopping activities and transactions with transparent processes, personalisation, security and accessible user interfaces. The alternative option of traditional shopping is gradually decreasing in importance, with limited offers and time-consuming processes which push consumers to shop online. Even digital advertisements and attractive promotions increase preferences for online shopping and encourage the use of different shopping sites.

ACKNOWLEDGMENTS

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

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