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# INTENTION TO KEEP USING ONLINE SHOPPING AFTER PANDEMIC COVID-19 IN KUALA TERENGGANU

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## Abstract

The pandemic Covid 19 had been a good start to digitalized shopping among Malaysian. During the pandemic, online business helps economies it also helps minimized virus exposure. Due to SOP and new norms people choose to shop online. Based on the theory of ECM, this study discovers that confirmation, perceived usefulness and satisfaction are the factors influencing the continuance to use online purchasing even after pandemic. The questionnaires utilized in this study were validated using quantitative techniques. Online shoppers between the ages of 18 and 46 made up the respondents. Then, SPSS 2.0 is used for data analysis. The outcome proposes that there is significant influence between confirmation and online shoppers' perceived usefulness and satisfaction while online shoppers' satisfaction has no significant influence on perceived usefulness. Perceived usefulness influenced by satisfaction on online shoppers' continuance intention in using online shopping even after pandemic is significant. This indicates that respondents are willing to continue using online shopping even after pandemic based on the positive finding on perceived value and satisfaction of online shoppers have led to their intention to continue shop online.

*Keywords:* Pandemic covid 19, online shopping, ECM, continuance, e-shopping, pandemic, intention, continuance, ECM model, expectation

## 1. Introduction

The current study looked at how customer behaviors shifted toward online shopping within the period of COVID-19 pandemic. Norman Shaw et al. (2022) agree that pandemic had increase online shopping, but the question is, are they like to adopt new norm shopping even after end of social distancing requirement? Study recommended to be relevant in the industry, business can enhance their presence in internet and also develop new norms effective marketing strategies. The COVID-19 pandemic has brought big impact towards society and business around the world and has hit economic in a new way. This new norm has several affect on daily life of consumers and has changed how businesses and consumers react. (Donthu & Gustafsson, 2020; Pantano et al., 2020).

Because of governmental restrictions and customer concern over the potential health risk involved with physical store purchasing, the COVID-19 pandemic led to an increase usage of online shopping. By the end of 2021, numerous health issues had been resolved because to initiatives including immunization campaigns and drops in hospital admissions in some nations. It is possible that as certain governments began to loosen their regulations and consumers began to purchase again in-person, the amount of internet purchasing would decline once businesses reopened. However, given their experiences during the lockdown, people may continue to shop online more frequently than they did before the outbreak. According to Shaw et al. (2022) during pandemic, consumer shopping behaviors are hugely depending on fear. Fear of infected of Covid 19 was identified as the main reason in choosing new shopping platform. Following with implementation of the MCO, spending patterns also shifted. Since there is less certainty about their employment and income, people have started saving more and just buying necessities like food, household items, and even health supplements. Supermarkets don't have many customers during the limitation, and small businesses like grocery stores are required to close. Then, however, online purchasing changed. In his study, Tai Anh (2022) conclude that due to government restrictions during MCO, many started to shop online. They shop online because they are health-conscious. One thing to consider is if society's plans to continue purchasing online will change once the pandemic is over. Will they resume their previous in-store buying habits? During pandemic, due to work from home, Malaysians spent most of their time online and they also shown more willingness to buy online due to the outbreak than ever before. Routine changed during pandemic and new norms, such as the needs to work from home, engaging with children home-based teaching and learning (PdPR) classes, contribute as new opportunities for online business.

Government of Malaysia has launched a stimulus programme with objective to aid economy of Malaysian during these uncertain and hard times. A budget from the Malaysian Stimulus Package has also been offered, it will support SMEs and MSMEs by offering deduction on rent, assistance of salary payment to the impacted industries as well as one-time payments to provide assistance to different groups. Gig economy workers, internet consumers, and members of the M40 and B40 income categories are some of these groups. Online shopping increased as a result of the stimulus package. Additionally, most research in Malaysia concentrated on consumers' adoption and acceptance of digital purchasing compared to continuance of usage. There are various other factors influencing online shopping continuance intention after pandemic such as Confirmation, Perceived Usefulness, Satisfaction (Al-Hattami, 2021).

After the pandemic, research on the factors that influence the decision to continue to use internet purchasing has garnered interest. The factors that influence people's decisions to keep purchasing online after the COVID-19 epidemic, particularly in Malaysia, is new and only few studies had been done. Several crucial elements, such as contentment, perceived usefulness, and trust, have a beneficial influence on customers' plans to continue use online shopping after the epidemic. Confirmation also has a good impact on consumers' levels of satisfaction, their perceptions of a product's value, and their tendency to keep using it. As the world react to the coronavirus COVID-19 pandemic and its new norms, there is a unimaginable change from physical store to online commerce. Consumers now depend more than ever on the digital world, which drives firms to adopt digital transformation rapidly and adapt their strategy. Many traditional retailers have been scrambling to improve their digital offerings as a result of their customers moving their business online. Previous surveys have shown that a sizeable portion of consumers are switching to internet retailers. The most common customer response to new pandemic standards. After the breakout, the new norm would be discovered, with both positive and negative elements. Online purchasing during pandemic is herd behavior and been consider as health relative prevention act. The study aims to find out more about how the Covid-19 pandemic affected online purchasing in Kuala Terengganu. Additionally, COVID affected customers' intentions to continue using online buying by altering peoples' typical shopping behaviors. The majority of people's purchasing behaviors have altered; fewer people used online shopping prior to the COVID pandemic, but once the virus was discovered, this figure more than doubled, creating a new norm for online shopping. As a result, the goal of this research is to pinpoint the contributing elements to the continuation of internet purchasing after the pandemic. Confirmation, satisfaction, perceived usefulness the variables considered. A stratified sampling of (400) respondents living in Terengganu were collected online questionnaire addressing their consuming behaviors after the pandemic.

## 2. Literature Review

ECM stands for the Expectation-Confirmation Model. According to Cheng (2014), ECM is the first model to explain what encourages users of IT/IS to continue in use of it. This model found by Bhattacherjee, (2001). It consists of three crucial elements that evaluate the intention to continue using IS, namely perceived usefulness, confirmation, and satisfaction. According to the model, post-use satisfaction is driven by expectations and perceived usefulness, which in turn affects the intention to use something repeatedly (Bhattacherjee, 2001; Hsu & Lin, 2015). If consumer satisfy with their first purchase using online shopping, they will continue to use the facility. The intention for continuance (of the product or IS) are guided by perceived usefulness and confirmation. The model is suitable for people who had already experience the online shopping.

Users' congruence between their anticipated use of an IS and its actual performance is referred to as confirmation (Bhattacherjee, 2001). According to ECM, the degree of IS users' confirmation has a favorable impact on how useful and satisfied they are with IS (Zhou, 2017). Numerous research has shown a strong correlation between consumers' confirmation of the usefulness and their happiness. According to Chong (2013), affirming the intention to continue using online shopping has a positive impact on satisfaction and perceived utility. Many additional authors have verified same findings (e.g., Alraimi et al., 2015; Chen & Demirci, 2019; Hung et al., 2012).

For continuance intention of online shopping, Norman Shaw et al. (2022) in his study said that consumers boosted their online activity especially shopping during the pandemic. But for now, even though they are using the internet less frequently as physical stores begin to operate normally again, more active online shopping they are compared to before the outbreak.
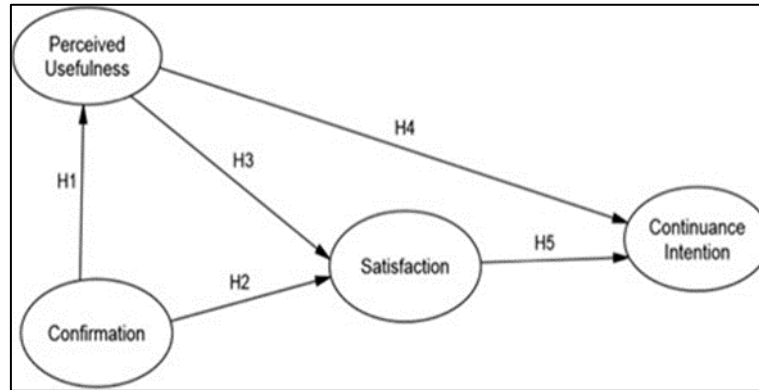


**Figure 1.** Framework of ECM

The study's research framework is depicted in Figure 1. Using the ECM model, the study framework is created by incorporating the four key characteristics that affect consumers' intentions to continue purchasing online following a pandemic. In order to address RO 2, five research hypotheses are established.

H1: Confirmation has a positive effect on how useful online purchasing is judged to be going forward after the pandemic.

H2: After the epidemic, confirmation has a beneficial impact on satisfaction with ongoing online buying.

The extent to which consumers utilizing a new product, gadget, or service would improve their ability to execute their employment or other tasks is known as perceived usefulness (Davis, 1989). Social effect, perceived pleasure, information, and awareness are the main perceived utility elements driving this aspect (Nysveen et al., 2005; Shin, 2009). In particular, this study focuses on the advantages that can be offered, particularly during a pandemic, and how time savings for consumers when purchasing online might increase new experiences and reduce social distance.

H3: After the epidemic, perceived usefulness significantly influences how satisfied people are with internet purchasing.

H4: Perceived usefulness has significant influence on online shopping continuance Intention

Satisfaction and continuance use of technology create a long-term user relationship contract hence provide competitive advantage for organizations and guarantee their sustainability. Exploring the quality variables that affect mobile payment customers' satisfaction, which in turn affects their intention to continue using online shopping becomes especially crucial as a result (Apanasevic et al., 2016). Additionally, the current the pandemic outbreak has had and influence on consumer satisfaction and behaviour (Ali Taha et al., 2021; Salam & Bajaba, 2021). Therefore, it is crucial to look at the negative aspects of technology after

adoption, namely ongoing use of mobile payments, as well as an examination of customer behaviour within the Covid-19 epidemic, particularly in developing nations like Malaysia.

H5: Satisfaction has a significant influence on online shopping continuance Intention

## 3. Research Methodology

A questionnaire was used in the study as a quantitative research tool. The goal of the questionnaire is to ascertain the important factors influencing consumers' decisions to continue using online shopping in Kuala Terengganu, Terengganu, Malaysia, as well as the degree to which they are aware of their motivations. The questionnaire consists of 28 questions and is broken down into Parts A, B, and C. The respondents scored each element's attribute and amount of intention on the five-point scale that established from 1 to 5, from strongly disagree to strongly agree.

This research uses quantitative research methodology that is questionnaire. The questionnaire is designed to determine the critical variables that affect customers' continuance to use online shopping after pandemic and as their level of awareness of such intentions in rural Kuala Terengganu, Terengganu, Malaysia. The questionnaire contains 34 questions are divided into Parts A, B, and C. The respondents were asked to score each factor's attribute and intention level using a five-point scale, with 1 being the strongest disagreement and 5 being the strongest agreement.

The sole population of this study is residents of Kuala Terengganu, Terengganu. According to the Department of Statistics of Malaysia, there are 188 000 locals aged 15-49 tears old living in Kuala Terengganu as a whole. The minimal sample size was calculated based on the research of Chin (1998) and Hair et al. (2011) the independent variables multiply by 10. The three independent variables that were looked at. By this, the result said that minimum size of the pilot study was 30. Pilot study carried out in Kuala Terengganu had a response rate of about 83%. As a result, 400 participants (83/100) were selected as the study's sample. 100 respondents from each age group of local respondents (i.e., 18-25, 26- 35, 36-45, and 46 and above) were chosen in order to reduce demographic bias in sampling and improve the validity of the results. As a result, the sampling strategy in this study is stratified random sampling to make sure each segment of the population gets the same probability of being choose. The data from the questionnaire's section B are checked for normalcy and reliability using the Skewness & Kurtosis value and the Cronbach Alpha test. A range of +/- 2 denotes well distributed data for skewness and kurtosis. For the time being, it is advised that a Cronbach Alpha reliability score of at least 0.60 be used to determine how reliable a component is (Hair et al., 2011). The data gathered from questionnaire parts B and C is subsequently examined gradually. In step 1, a descriptive analysis (mean) and a Pearson correlation test were employed in order to address ROs 1 and 2, respectively. As shown in Tables 1 and 2, the descriptive analysis and Pearson correlation evaluation scales.

**Table 1.** Awareness rating

| Mean (μ) | Awareness Level |
|---|---|
| $1.0 \leq \mu < 1.5$ | Very Not Important |
| $1.5 \leq \mu < 2.5$ | Not Important |
| $2.5 \leq \mu < 3.5$ | Neutral |
| $3.5 \leq \mu < 4.5$ | Important |
| $4.5 \leq \mu \leq 5.0$ | Very Important |

**Table 2.** Correlation scale

| Correlation coefficient (r) | Correlation |
|---|---|
| 0.00 ≤ r < 0.20 | Very weak |
| 0.20 ≤ r < 0.40 | Weak |
| 0.40 ≤ r < 0.60 | Moderate |
| 0.60 ≤ r < 0.80 | Strong |
| 0.80 ≤ r ≤ 1.0 | Very Strong |

## 4. Discussions of Analysis

Referring to Table 3, the results of the descriptive analysis revealed that online consumers in Kuala Terengganu believed that two factors related to online shopping awareness in Kuala Terengganu, Terengganu, Malaysia, were significant. The mean score ranged from 3.7 to 3.9. The essential level is described as the level of competence and information regarding online purchasing, as well as the supportive circumstances. The majority of people are aware of online purchasing as of urgent situations like a Coronavirus-19 epidemic. Hence, the study shows that the pandemic and the restriction imposed has the power to persuade consumers to learn more about internet shopping. Besides, based on their experience they will recommend online shopping or responded about it to someone he/she knows.

**Table 3.** Awareness level

| No. | Online shopping usage awareness elements | Mean | Level |
|---|---|---|---|
| 1. | Information and knowledge about online shopping. | 3.942 | Important |
| 2. | Facilitating condition using online shopping such as time saving, easy to compare. | 3.751 | Important |
| 3. | Did using online business even before pandemic. | 3.835 | Important |

Data from parts B and C from the questionnaires are further investigated using the Pearson correlation in order to address the study's second research objective (to identify factors to continuance of online shopping after pandemic) and to test the five research hypotheses. The goal of the Pearson correlation is to determine the relationship of respondents' factors of continuance to online shopping after pandemic. Table 4 presents an overview of the analysis' findings.

**Table 4.** Hypothesis result

| Hypotheses | Coefficient of correlation (r) | P-Value | Result |
|---|---|---|---|
| H1: Confirmation has a positive effect on how useful online purchasing is judged to be going forward after the pandemic. | 0.504 | 0.010 | Significant |
| H2: After the epidemic, confirmation has a beneficial impact on satisfaction with ongoing online buying. | 0.617 | 0.000 | Significant |
| H3: After the epidemic, perceived usefulness significantly influences how satisfied people are with internet purchasing. | 0.433 | 0.000 | Insignificant |
| H4: Perceived usefulness significantly affects the intention to continue shopping online | 0.718 | 0.000 | Significant |
| H5: Satisfaction has a significant affects on online shopping continuance Intention | 0.720 | 0.000 | Significant |

Based on Table 4. the significant value of p-value for the hypotheses are 0.05 or less except for H3. That suggests, with a 95% confidence level, that there is a substantial association between the factors influencing respondents in Kuala Terengganu, Terengganu, Malaysia to continue utilising online shopping. The findings showed that confirmation influences perceived usefulness in a favourable way (0.54) and satisfaction (0.617) supporting H1 and H2. Perceived Usefulness had been found to have an insignificant relate with satisfaction (0.433) hence H3 was not supported. Continuance intention has significant relationship with Perceived usefulness (0.718), supporting H4. Satisfaction positively influences continuance intention (0.72) and thus, H5 was considered significant.

## 5.  Conclusions

Studying online shopping usage awareness in Kuala Terengganu is the initial goal of the research. According to the report, Kuala Terengganu consumers are well-versed in online buying and are aware of online learning. Finding the connections between elements that affect internet shopping following a pandemic was another goal of this study. The expectation-confirmation paradigm provides the foundation for this study (ECM).400 respondents around Kuala Terengganu were chosen. As the result from SPSS analysis, significant influence found on confirmation to online shoppers' perceived usefulness and satisfaction while online shoppers' satisfaction has no significant influence on perceived usefulness. The influence of perceived usefulness and satisfaction on online shoppers' continuance intention in using online shopping even after pandemic is significant. This indicates that respondents are willing to continue using online shopping even after pandemic based on the positive result on perceived value and happiness of online shoppers have some impact on their intention to continue using online shopping. The findings also demonstrated that expectations are more important for satisfaction than usefulness. These results statistically demonstrate that the ECM model is successful in identifying the critical variables affecting usage continuation. of online shopping even after pandemic.

This study was limited to only the online shoppers in Kuala Terengganu, therefore the findings of the study may not be concluded to continuance online shoppers in other places. The results of the current study add to the body of knowledge about the ECM model. Researchers and practitioners can also benefit from it.

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