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RESEARCH ARTICLE

THE INFLUENCE OF CONSUMER PERCEIVED RISKS ON ONLINE CONSUMER'S REPURCHASE BEHAVIOR IN MALAYSIA ONLINE SHOPPING: THE MEDIATING ROLE OF CONSUMER ATTITUDE

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ABSTRACT

The digital age has changed consumer's purchasing behavior, shifting them away from physical stores to online stores. E-commerce has been increasingly gaining popularity among consumers due to the rapid development of the Internet. Nevertheless, such benefits have contributed many possible challenges to the overall e-commerce business environment. Past studies have shown that perceived risks such as product risk, financial risk, non-delivery risk and convenience risk were some of the challenges that hinder consumers from shopping online. These contributing factors were well studied. However, the influence of consumer's perceived risks on online consumer's repurchase behavior have not been examined in depth in the context of Malaysia's e-commerce industry. Therefore, the objective of this study was to investigate the influence between each of the four dimensions of perceived risks namely Perceived Product Risk (PPR), Perceived Financial Risk (PFR), Perceived Convenience Risk (PCR) and Perceived Non-Delivery Risk (PNDR) on online consumer's repurchase behavior. An online survey was distributed to two Buy and Sell groups from a famous online social media platform – Facebook. Out of these surveys questionnaire that were distributed, 200 valid samples were collected. Results indicated that Perceived Non-Delivery Risk (PNDR) and Perceived Financial Risk (PFR) had moderate impact on Malaysian online consumer's attitude. On the other hand, Perceived Product Risk (PPR) and Perceived Convenience Risk (PCR) did not have significant impact towards Malaysian online consumer's attitude. Furthermore, the result also revealed that there was strong influence between online consumer's attitude and repurchase behavior.

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INTRODUCTION

Background of the study

The digital age has shifted consumer's purchasing behavior from physical stores to online. The internet is an open source rich with free information on various product and services. Consumers can utilize the Internet for many purposes such as to compare product specification, product price, read product reviews and after sales service (Sinha, 2010). Global internet users increased from sixteen million users on December 1995 to three billion eight hundred eighty-five million users on June 2017. Rapid growth of the internet has impacted the overall universal business setting and such circumstances have provided businesses with an alternative channel to enhance their business competitiveness and opportunities through E-Commerce (Alkailani and Kumar, 2011). E-Commerce can be defined as the process of selling, buying, and exchanging information, product or services through computer network. While e-marketplace is a virtual platform where buyers and sellers meet for business transactions.

The E-commerce industry is growing quickly across Southeast Asian countries. In 2015, this industry has contributed US\$10.2 billion revenue and is expected to increase to USD21.6 billion in 2020. This represents huge growing potential in e-commerce which contributes to the potential economic growth in Southeast Asian countries such as Malaysia, Vietnam, Indonesia, Thailand, Philippines, and Singapore. Malaysia possess huge development potential for the e-commerce market with over 25.08 million internet users out of its 31.83 million total population as per January 2018. This figure is significantly higher than all ASEAN countries after Singapore. E-commerce currently represent approximately 2% of the total sales in Malaysia and this figure is expected to have a double-digit growth for the coming years. This scenario has attracted both local and global companies to grab their shares in the Malaysian e-commerce market. Based on the report by the Malaysian Communication and Multimedia Commission (MCMC) 2017 Internet Users Survey, the percentage of online shoppers increased to 48.8% (compared to 35.3% in 2015). The Malaysian e-commerce industry is projected to achieve an overall value of USD 3.2 billion by 2019 and a CAGR percentage of 19.5% from 2014 to 2019. In Malaysia, the government invested huge effort to increase its internet usage.

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Some of these initiatives include the 1Malaysia Internet Centre (PIIM), Internet Centre Village (PID), Broadband facility for PRIMA Projects 2018, and Sistem Kabel Rakyat 1Malaysia that cover major cities in East and West regions of Malaysia (Malaysian Communications and Multimedia Commission (MCMC)). There are several top e-commerce retailers in Malaysia including 11street, Alibaba, Ebay, Lazada, Lelong, Mudah, and Taobao in 2016. AirAsia for example is a well-known airline start-up of Malaysian e-commerce success story established in 2001. Air Asia managed to establish its e-commerce platform as main distribution channel and achieved revenue growth of 14% of RM9.71 billion for the fiscal year of 2017, which is an increase of 8% from the fiscal year of 2016. Another prominent online marketplace, 11street has compiled a series of info graphics concerning the Malaysian's consumer behavior in e-commerce. Part of the highlights from the infographics includes; there are more men shoppers as compared to women shoppers in Malaysia, East Malaysian online shoppers are 2.6 times higher than Peninsular Malaysia's, 59% of the overall online shoppers purchased goods online at least once a month, 80% of online shoppers shop using their smart phones, young-single women represent 48% of the online shoppers, one of the primary concerns of online shoppers was price-sensitivity, and they are more likely to purchase online if the price is cheaper than the physical retailer's (The truth about online shopping and what the future holds, 11street online survey, 2016).

Problem Statement

E-commerce is considered new in emerging markets especially in Asian countries like Malaysia. In Malaysia, E-commerce is still considered at its infancy stage and it has just started to takeoff in the Malaysian e-retailing sector (Haque, Sadeghzadeh and Khatibi, 2006; Tee *et al.*, 2013). Even though the Malaysian E-commerce industry has immense growth potential and with Malaysian being a heavy internet user, based on previous research conducted, only 9.3% of internet users have purchased online (Tanadi, Smadi and Gharleghi, 2015 - The Impact of Perceived Risks and Perceived Benefits to Improve an Online Intention among Generation-Y in Malaysia). The number of online shoppers in Malaysia has recorded a decrease from four percent in year 2001 to about three percent in year 2002 (Zulhuda, 2009). Additionally, in year 2012, online shopping was at the 11th position from the total 15 Internet usage purposes. This showed that the Malaysian consumer's online shopping percentage is still low as compared to advanced-developed nations, particularly the United States of America (USA), and the United Kingdom (UK). Malaysia was ranked on the number seventh spot out of twenty-five most fraudulent countries. Thus, these circumstances have influenced online shopper's purchase intention, because they feel insecure with shopping online. Generally, there are also other factors that hinder people's intention to purchase online. For example, the perceived risks that consumers may experience when shopping online. The four frequently identified and perceived risks in electronic mediated environment were financial risk, convenience risk, non-delivery risk, and product risk. Past research by (Javadi *et al.*, 2012) has examined the primary aspects that were affecting the consumer's online shopping behavior, and the research has managed to identify several primary perceived risks (financial risk, non-delivery risk, product risk, and convenience risk) that impacted consumer's

attitude towards online shopping. Online shopping behavior can be referenced as the process whereby consumers purchase the services or products via the Internet. This purchasing procedure involves five steps that are very similar to traditional or conventional shopping behavior (Liang and Lai, 2000).

Research Questions

Based on the problems at hand, the research findings will answer the following questions:

1. Does perceived product risk has a significant influence on online consumer's attitude towards repurchase behavior?
2. Does perceived financial risk has a significant influence on online consumer's attitude towards repurchase behavior?
3. Does perceived convenience risk has a significant influence on online consumer's attitude towards repurchase behavior?
4. Does perceived non-delivery risk has a significant influence on online consumer's attitude towards repurchase behavior?

Research Objectives

The research aims to identify and examine the factors that influence customer repurchase intention among youth in Malaysia. The research objectives of the study are summarized as below:

1. To determine the significant influence of perceived product risk on online consumer's attitude towards repurchase behavior.
2. To identify the significant influence of perceived financial risk on online consumer's attitude towards repurchase behavior.
3. To understand the significant influence of perceived convenience risk on online consumer's attitude towards repurchase behaviour.
4. To examine the significant influence of perceived non-delivery risk on online consumer's attitude towards repurchase behaviour.

Significance of Study

This particular study can definitely contribute to advanced, further researches on the subject matter, with results capable to be used as a guideline for future researches in Malaysia concerning online consumer's attitude towards repurchase behavior. Consumer's attitude towards online shopping behavior was identified as a substantial motivator in making online purchases. Furthermore, perceived risks are real because it would influence consumers' purchasing behavior. Therefore, consumer's perceived risk towards online shopping should continuously be studied to determine the negative impact towards consumer's shopping behavior and online attitude. For organizations, the results can act as a fundamental guideline for managers to understand consumer's perceived risks and their online shopping repurchase decisions and their online shopping repurchase decisions in order to gain the competitive edge and make their product more compatible. Furthermore, managers can use the data to further analyze and

develop their business strategies to assist them in improving their online shopping business.

LITERATURE REVIEW

Concepts and overview of the literature in online business studies

The concept of this study was to inspect the influence of the consumer's perceived risk on consumer's attitude towards repurchase behavior. Consumers' perceived risk can be considered as an important factor that influences online consumers' purchasing behavior. Through this research paper, the research discussed further about the dimensions of consumers' perceived risks that were established by confirmatory factor analysis. eg: Perceived Product Risk (PPR), Perceived Financial Risk (PFR), Perceived Convenience Risk (PCR) and Perceived Non-Delivery Risk (PNDR). Subsequently, perceived risk dimensions have affected the consumer's attitude on re-purchasing behavior.

Technology acceptance model (TAM)

Technology Acceptance Model (TAM) is a variation of the Theory of Reasoned Action (TRA). The Technology Acceptance Model is primarily utilized to evaluate and determine the user's acceptance of information technology (IT). This model is further measured by two beliefs, which consisted of the perceived usefulness, and perceived ease of use (Davis *et al.*, 1989). Generally, perceived usefulness (PU) was further defined as an individual's belief that through the usage of a system, it would increase their job performance as a whole. Perceived ease-of-use (PEOU) was defined as an individual's belief that through the usage of a system, it would be free from effort (Davis, 1989). Figure 2 shows the TAM.

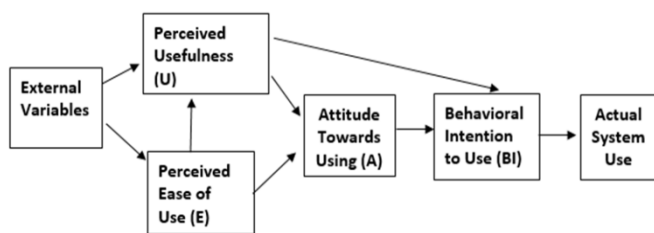


Figure 1. Technology Acceptance Model

Theory of Planned Behaviour (TPB)

Theory of Planned Behavior (TPB) was a theory which linked the individual's beliefs and behaviour; theorized by Ajzen (1985, 1991) through his article "From intentions to actions". This theory is also an extension of reasoned action (TRA) (Ajzen and Fishbein, 1980). The concept of TPB was developed to predict an individual's intention that engages in an individual behaviour, including perceived behavioural control.

Figure below shows that TPB was the individual's intention to react on a selected behaviour. With regards to TPB, attitude towards the target behaviour, as well as the subjective norms would engage the behaviour through the influence of the individual's intention. Meanwhile, the perceived behavioural controlled the individual's behaviour and also served as a factor that influences intention.

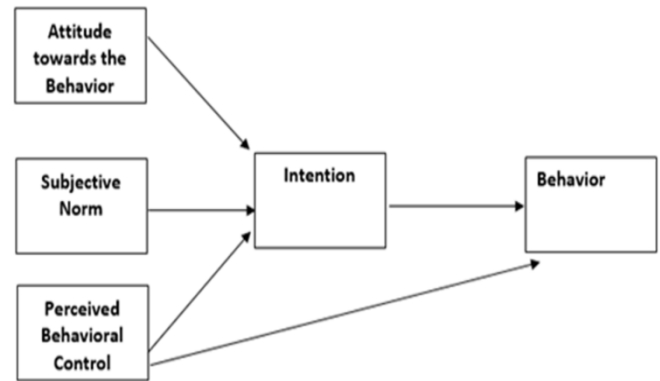


Figure 2. Theory of Planned Behaviour

Repurchase behaviour

Basically, repurchase behavior has been defined as the consumer's behavior through the context of purchasing the same product or services repeatedly, for more than one time. The concept of customer repurchases and the factors influencing the consumers repurchase behavior were considered as one of the popular topics that were studied by many scholars; for instance: Dick and Basu (1994)- Customer Loyalty: Toward an Integrated Conceptual Framework.; Law, Hui and Zhao (2004)- modeling repurchase frequency and customer satisfaction for fast food outlets. Most of the consumer's purchases have the potential to be repeat purchases (Peyrot and Van Doren, 1994). When repurchase takes part, this was defined as the customer's choice to participate in future actions with the same retailer (Hume *et al.*, 2007).

Attitude

Attitude was a predisposition to act continuously on favorable or rather an unfavorable way to the product, service or the process of commerce (Bansal, 2000). Consumer's online shopping attitude can be associated to the positive and negative feelings when making purchasing decisions (Chiu *et al.*, 2005). The theory of reasoned action, beliefs, attitude, intentions and behavior worked in a casual chain, in which the beliefs would lead to attitude, and the attitude would lead to intentions and lastly the intention would lead to behavior. Furthermore, the model of attitude-change and behavior also stated that consumer's attitude were affected by their purchasing intention. That statement meant that the consumer's attitude was frequently related to the emotion and attitude that would be affected by their purchasing intention (Fishbein and Ajzen, 1975). Lastly, previous research has indicated that the consumer's attitude on online shopping was an important motivational factor for consumers when making online purchases (George, 2004; Yang *et al.*, 2007).

Relationship between Perceived Product Risk (PPR) and Online Consumer's Attitude

Online purchasing involves virtual store shopping, which makes it difficult for the consumers to inspect the quality of the physical good's conditions, before they decide to buy the product. They can only rely on limited data and info on the product itself, and also through limited pictures as shown on the computer screen. Consequently, the products that were sold may not work as originally intended (Kim *et al.*, 2010). In short, the failure to be able to touch, feel, and test the product before purchasing were the main online shopper's concerns

when purchasing online, and this would directly influence the consumer's online purchase attitude (Saprikis *et al.*, 2010). Based on these finding, following hypothesis is proposed:

H1: There is a significant influence between Perceived Product Risk (PPR) and online consumer's attitude.

Relationship between Perceived Financial Risk (PFR) and Online Consumer's Attitude

Most online shoppers are concerned about the financial risk, especially with regards to online security because whenever they use their credit card at e-commerce websites, they need to reveal their personal information. Therefore, most of the online shoppers would prefer alternative payment methods, such as cash on delivery (COD), online bank transfer or PayPal. Past studies have indicated that the fear of credit card fraud was considered as one of the top concerns when consumers are shopping online (Saprikis *et al.*, 2010). Thus, this study would like to hypothesize that:

H2: There is a significant influence between Perceived Financial Risk (PFR) and online consumer's attitude.

Relationship between Perceived Convenience Risk (PCR) and Online Consumer's Attitude

Perceived convenience risk occurs when the time or effort was wasted whenever a product purchased needs to be replaced or to be further repaired (Hanjun *et al.*, 2004). Convenience risk encompass the inconvenience occurred during online transactions, such as difficulty in searching for products and submitting the respective order, delays in receiving the product, or hard to perform cancellations once the order is placed (Forsythe *et al.*, 2006). Such inconvenience risk will create a bad shopping experience and influence the consumer's attitude for future online repurchase. Thus, this study would like to hypothesize that:

H3: There is a significant influence between Perceived Convenience Risk (PCR) and online consumer's attitude.

Relationship between Perceived Non-Delivery Risk (PNDR) and Online Consumer's Attitude

Perceived Non- Delivery risk refers to the potential loss that occurs during delivery. For example: loss of goods, damaged goods or goods that have been sent them to the wrong address (Zhang, Tan, Xu, and Tan, 2012). When such situation takes place, it will influence the online shopper's attitude, and they may not dare to repeat the online purchase in the future. Consumers also fear that the goods will be damaged during delivery because of poor packaging (Masoud, 2013). Thus, this study would like to hypothesize that:

H4: There is a significant influence between Perceived Non-Delivery Risk (PNDR) and online consumer's attitude.

Relationship between online consumer attitude and repurchase behavior

According to Wu, Lee, Fu and Wang (2014), they have defined attitude as a psychological inclination, which was further expressed by the degree of favor or disfavor, which

was constructed through affective, behavioral and cognitive appraisal. Attitude was determined as the positive or negative cognitive evaluation, emotional feeling, and behavior of consumers during purchasing or when performing transactions (Lai and Wang, 2012; Perner, 2008). It would influence the consumer's judgment and evaluation during the transaction, and it may further affect the customer's perception towards the retailer (Lai and Wang, 2012). This will impact the consumer's repurchase behavior in the future. Thus, this study would like to hypothesize that:

H5: There is a significant influence between online consumer's attitude and repurchase behavior.

MATERIALS AND METHODS

Research Design

As proposed, the research design that was chosen for this study, was the Quantitative Research. Quantitative research adopts empirical assessments that consisted of numerical measurement, as well as analysis that addresses the research objectives (Zikmund *et al.*, 2010).

Population of the Study and sampling technique

The target population of this study consisted of online consumers who have experienced or regularly experience online shopping in Malaysia and the sample size is 200 samples. In this study, convenience sampling which also represents a non-probability sampling, was chosen due to the ease of accessibility of the participants, which means that the participants would be chosen based on their best-availability basis, as well as their willingness to respond the survey (Saunders, Lewis and Thornhill, 2009). For this study, considering that Malaysia has a large population of online consumers, this study will have to set a limitation for the research accordingly as the study may not be able to access and gather feedback from all E-commerce consumers in Malaysia. Therefore, the sample population for this study were assumed to represent the population of online consumers in Malaysia.

Instrumentation and scale

A closed-ended questionnaire was used to gather the primary data. In this study, a close-ended questionnaire was primarily used since this method can be considered as an effective and optimal method to collect information from a large sample in a short period of time and it incurred minimal cost. Furthermore, it was easier for the researcher to facilitate the data collection since all the questions were standardized. The research instrument of this study comprised of eight sections. The questionnaire would then be divided into eight sections namely Section A, B, C, D, E, F, G and H. For section A, B, C, D, E and F, the survey questions were developed using the interval scale to gather the respondent's general opinion. Items for variables included Perceived Product Risk (PPR), Perceived Financial Risk (PFR), Perceived Convenience Risk (PCR), Perceived Non-Delivery Risk (PNDR), Attitude and Repurchase Behavior. These variables were measured using the five-point Likert-scale ranging from 1 to 5, in which 1 = Strongly Disagree, 2 = Slightly Disagree, 3= Know Nothing about This, 4 = Slightly Agree and 5 = Strongly Agree. As for

section G and H, the questions were focused on the respondent's general information. To facilitate the ability to be able to analyze the respondent's data, the questions were constructed using a nominal scale for measurement. Section G primarily focused on the respondent's online behavior, while Section H focused on the respondent's background instead.

Reliability Test

The questionnaire consisted of eight parts.

Part A was primarily used to measure the influence of Perceived Product Risk (PPR) on online consumers through nine questions, and these were developed by Forsythe *et al.* (2006), Swinyard and Smith (2003) and Javadi *et al.* (2012).

Part B was formulated to measure the influence of Perceived Financial Risk (PFR) on online consumers through nine questions, and these were developed by Forsythe *et al.* (2006) and Swinyard and Smith (2003).

Part C was utilized to measure the influence of Perceived Convenience Risk (PCR) on online consumers through nine questions, and these were developed by Forsythe *et al.* (2006), Swinyard and Smith (2003) and Javadi *et al.* (2012).

Part D was primarily used to measure the influence of Perceived Non-Delivery Risk (PNDR) on online consumers through seven questions, and these were developed by Swinyard and Smith (2003), Javadi *et al.* (2012) and Hong and Cha (2013).

Part E was formulated to measure the influence of Perceived Risk on online consumer's attitude through six questions, and these were developed by Javadi *et al.* (2012) and Limayem *et al.* (2000).

Part F was utilized to measure the influence of Perceived Risk on online consumer's attitude towards repurchase behavior through eight questions, and these were developed by Bhattacharjee (2001) and Chai Har *et al.* (2011). And as for part G and H, there were a total of 17 questions that focused on the respondents' demographic information, and they consisted of self-construct questions.

Table 1. Listed the results of Cronbach's alpha of each measurement items from past studies

Variable	Cronbach's Alpha	N of items
Perceived Product Risk (PPR)	0.844	9
Perceived Financial Risk	0.892	9
Perceived Convenience Risk	0.738	9
Perceived Non-Delivery Risk (PNDR)	0.820	7
Attitude	0.853	6
Online Consumer's Repurchase Behavior	0.790	8

Data Analysis Technique

Statistical Package for SPSS (originally Statistical Package for the Social Sciences) version 20.0 for Windows was used for the data analysis. The data were also tabulated with frequency tables and percentages using MS-Excel 2016. Six variables were examined for their relationship with the online repurchasing behavior using both correlations, as well as regression analysis.

FINDINGS

Table 2. Regression Analysis (Multiple) – Part A

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.462	.398		8.696	.000
	Product_Risk	.077	.082	.071	.934	.351
	Financial_Risk	.191	.093	.160	2.045	.042
	Convenience_Risk	.027	.076	.030	.354	.724
	Non_Delivery_Risk	-.174	.082	-.182	-2.122	.035

a. Dependent Variable: Attitude

The Coefficients table showed that the beta value of the consumers' attitude has positive value in product risk (0.077), financial risk (0.191) and convenience risk (0.027) but has a negative value in non-delivery risk (-0.174). In this study, financial risk has more predictive value than other variables because it has scored the highest *B* value with 0.191. As a conclusion, there was significant relationship between consumers' attitude with financial risk ($P = 0.042$) and non-delivery risk ($P = 0.035$). On the other hand, product risk ($P = 0.351$) and convenience risk ($P = 0.724$) do not have significant relationship with the consumers' attitude since *P* value was greater than 0.05.

Table 3. Regression Analysis (Multiple) – Part B

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.494	.311		4.806	.000
	Re_Purchase_Behavior	.603	.076	.490	7.913	.000

a. Dependent Variable: Attitude

The significant *B* value of the regression coefficients for the consumer's repurchase behavior was .603 and *P* value .000. It shows that there was a positively correlated and strong relationship between the consumer's repurchase behavior and the consumer's attitude. $p < 0.05$ and the data indicated that the regression model was in fact statistically significant, and it has predicted the outcome variable and was suitable for the data.

Attitude as A Mediator

Additionally, the study has tested the role of Attitude as a mediator. For multiple regression analysis it was found out that:

1. Relationship between Perceived Product Risk (IV1) and attitude (mediator) was not significant because P Value: $0.351 > 0.05$.
2. Relationship between Perceived Financial Risk (IV2) and attitude (mediator) was significant because P Value: $0.042 < 0.05$.
3. Relationship between Perceived Convenience Risk (IV3) and attitude (mediator) was not significant because P Value: $0.724 > 0.05$.
4. Relationship between Perceived Non-Delivery Risk (IV4) and attitude (mediator) was significant because P Value: $0.035 < 0.05$.

The result also indicates that relationship between attitude (mediator) and Repurchase Behavior (DV) was significant because P Value: $0.000 < 0.05$.

Relationship between (IV1: Perceived Product Risk IV2: Perceived Financial Risk IV3: Perceived Convenience Risk and IV4: Perceived Non-Delivery Risk) and Repurchase Behavior (DV) was significant because $P \text{ Value} = 0.000 < 0.05$ - Therefore, the consumer's attitude (mediator) worked as a partial mediator.

Result of Hypotheses Testing

H1: There is a significant influence between Perceived Product Risk (PPR) and online consumer's attitude.

The first hypothesis indicated that there was non-statistically significant influence between Perceived Product Risk (PPR) and online consumer's attitude because $P \text{ Value} = 0.351 > 0.05$ and the result did not support H1. Since $P = 0.351 > \beta = 0.077$, thus Null Hypothesis was accepted.

H2: There is a significant influence between Perceived Financial Risk (PFR) and online consumer's attitude.

The second hypothesis indicated that there was a statistically significant influence between Perceived Financial Risk (PFR) and online consumer's attitude because $P \text{ Value} = 0.042 < 0.05$ and the result supported H2. Since $P = 0.042 < \beta = 0.191$, thus Null Hypothesis was rejected.

H3: There is a significant influence between Perceived Convenience Risk (PCR) and online consumer's attitude.

The third hypothesis indicated that there was non-statistically significant influence between Perceived Convenience Risk (PCR) and online consumer's attitude because $P \text{ Value} = 0.724 > 0.05$ and the result did not support H3. Since $P = 0.724 > \beta = 0.027$, thus Null Hypothesis was accepted.

H4: There is a significant influence between Perceived Non-Delivery Risk (PNDR) and online consumer's attitude.

The fourth hypothesis indicated that there was a statistically significant influence between Perceived Non-Delivery Risk (PNDR) and online consumer's attitude because $P \text{ Value} = 0.035 < 0.05$ and the result supported H4. Since $P = 0.035 < \beta = 0.174$, thus Null Hypothesis was rejected.

H5: There is a significant influence between online consumer's attitude and repurchase behavior.

The fifth hypothesis indicated that there was a statistically significant influence between online consumer's attitude and repurchase behavior because $P \text{ Value} = 0.000 < 0.05$ and the result supported H5. Since $P = 0.000 < \beta = 0.603$, thus Null Hypothesis was rejected.

Research Implications and Recommendations for further research

Although online consumers from the Facebook group were already part of the Internet community, most of them already have online shopping experiences. Due to such circumstances, there is a possibility that their online shopping experiences, cultural background and shopping intention may differ from other online consumers. Therefore, more respondents from other social media channels like Twitter, Instagram, Tumblr and Pinterest, should also be taken into consideration as well, to be able to obtain a more generalized outcome. Secondly, to

be able to obtain a more generalized outcome, I would recommend that future studies should conduct a more thorough survey by mixture self-administered questionnaires and of face-to-face interview that would help to enhance interaction between the respondents and researcher. Furthermore, this would also allow the researcher to better understand the respondent's point of view as well. By conducting a face-to-face interview, the researcher can get additional information from the respondent's facial and body languages as well (Opdenakker, 2006). Lastly, the current study questionnaire was designed in a close-ended method whereby it was mandatory for the respondents to select only one answer for each question to represent their point-of-view, due to time and limited resources availability, and thus, this method was easy for the respondents to answer and it represented an easier way for the researcher to analyze and interpret the data. Therefore, this study would suggest that for future research, the future research should also consider designing the questionnaire in an open-ended manner, so that future researchers would be able to gain and gather an in-depth understanding and thoughts of the respondents, which could also lead to being able to collect more accurate data in the process. Based on a past study, Lazarsfeld (1944) proposed to use open-ended questions at the preliminary stage of the respective questionnaire design, and that is to properly identify sufficient answer categories. Meanwhile, close-ended questions can then be used and implemented at the later stage of the questionnaire design, with the intension to explore various other responses to the close-ended questions.

Contribution of the study

This study has clearly indicated that perceived risks such as financial risks, as well as non-delivery risk were the key motivational factors that encouraged consumers to shop online. Therefore, online retailers should formulate strategies in order to minimize these perceived risks on consumers, and that will ultimately benefit the online retailer as a whole. By fully understanding the reasons that demotivate consumers to shop online, such circumstances would allow online retailers to act correctly by applying successful remedies such as building a more secure and trustable website, in which these remedies can ultimately help reduce the negative perceived risk aspects in the process. Such exercise can help the online retailer to magnify their sales potential in the process, as online consumers would be more willing and eager to purchase from their online store. And with the trust earned, the online consumers would also be more willing to provide their personal data, as well as other financial information that would be required to complete the credit card transaction (Whysall, 2000).

Limitations of the study

This study has its limitations. Firstly, due to time constraints and limited resources, this study was only able to cover online consumers from a selected Facebook group. The scope of the respondents was not wide enough to represent the online consumer's population in Malaysia. According to the data shown in Aseanup.com as per January 2018, Malaysia has over 25.08 million internet users out of its 31.83 million population in total. Secondly, this study has chosen to distribute online questionnaires through Facebook as part of its research strategy due to the fact that it is an easy distribution channel, whereby the respective platform can distribute the

questionnaires to many respondents at the same time, and this method did not incur any cost. Nevertheless, sample bias might exist because the respondents may experience time constraints that would cause them to simply fill-in the answers for the questionnaires without interpreting and understanding the questions in full. Another sample bias instance which could have occurred would involve respondents that may be influenced by the degree of their online shopping experience, thus, they might have answered the questions with greater frequency as compared to respondents that have lesser online shopping experience. Lastly, the questionnaire for this study primarily comprised of closed-ended questions. This has restricted respondents from expressing their point-of-views due to the limited selection availability in each variable. This could lead to inaccurate conclusion. Reja, Manfeda, Hlebec, and Vehovar (2003) found out that open-ended questions restricted respondents with set of alternatives offered, while close-ended questions encouraged respondents to have diverse set of answers.

Conclusion

Consumer risk awareness and their attitude towards online shopping will directly impact their purchasing behavior. Therefore, this study focused primarily on the perceived risks that influence online consumers repurchase behavior in Malaysia. There were four types of perceived risks that have been acknowledged and identified, namely product risk, non-delivery risk, financial risk, and convenience risk. Out of the four risks, only financial risks, and also non-delivery risks have an influence on the consumer's attitude toward repurchase behavior. The major findings concluded that 3 hypotheses were found to be supported - H2, H4 and H5. Meanwhile, the remaining 2 hypotheses were found not supported - H1 and H3. The findings also indicated that the Perceived Product Risk (PPR) and Perceived Convenience Risk (PCR) had no significant influence towards online consumer's attitude. Perceived Financial Risk (PFR) and Perceived Non-Delivery Risk (PNDR) showed moderate influence towards online consumer's attitude because P value < 0.05. This study highlighted that there was a strong influence between online consumer's attitude and repurchase behavior where P value = .000. As a conclusion, this study showed that when the consumers experience less perceived risks, this will increase the consumer's attitude and repurchase behavior towards online shopping. Therefore, it is imperative to formulate measures to reduce the perceived risks of online shopping in order to increase and further enhance the online shopping rate in Malaysia.

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