

Youth Satisfaction in Online Shopping: Mapping The Nexus of Influential Factors

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Abstract: Online shopping has become a new trend and an integral part of daily life, as it involves the process of direct browsing and purchasing products and services over the Internet using a web browser. Young people constitute the bulk of online shopping customers because purchasing has become simpler, comparatively cheaper, and more comfortable. Today, most goods and services can be purchased online, where multiple options may be offered by different sellers or brand since there are no boundaries to this shopping experience. This study aimed to look into the factors that influence 270 youths to use online shopping platforms, as most young people are highly engaged with technology and digital media. This study was conducted in Sungai Petani, the biggest town in Kedah, Malaysia. The quantitative study method was employed for the data collection phase of this study. All gathered data have been analyzed using the Statistical Package for the Social Sciences (SPSS) software. Regression, reliability, and descriptive analyses were utilized to assess, verify, and explain the findings of this study. The Pearson Correlation has indicated that the variety of selections and time-saving features were significant towards youth satisfaction in online shopping. Meanwhile, two independent variables, i.e., convenience and price fairness showed a considerable relationship. This study has found that the time-saving feature was the dominant factor among four variables that have influenced youth satisfaction in online shopping.

Keywords: *Online Shopping, Physical Store, Customer Satisfaction, COVID-19*

1. Introduction and Background

In the 21st century, e-commerce or online shopping has increased dramatically, not just in Malaysia but also worldwide. Due to the rapid distribution of Internet access among individuals and e-commerce usage by merchants, online shopping has witnessed significant development in recent years. Globally, customers make online purchases due to the ease of use and greater convenience compared to purchases made at physical stores. For various reasons, customers, particularly youths, have shifted their shopping trends and are choosing online shops over brick-and-mortar stores. The preference of young customers has changed mainly due to the inconsistent availability of products and products sold are restricted only to those found in the store.

Contrary to online shopping, customers find physical shopping more troublesome because it is difficult to compare product prices at one physical store to another and not all in-person shops have the items that the customers are looking for. Problems faced by physical stores are due to the high pricing of products and services compared to the comparatively competitive prices of online shops. Physical store customers typically receive discounts and offers for a short period; internet sellers, on the other hand, regularly provide their customers with higher discounts, vouchers, coupons, and gifts. Physical stores often offer a minimal range of the same or different items and brands under the same roof. However, simply clicking on one's preferences allows one to easily compare various brands and items offered by online stores.

Since the start of the COVID-19 pandemic, online shopping has become an integral part of every society, involving the direct viewing and purchasing of products and services over the internet using a web browser. Undeniably, youths constitute the bulk of online buyers. Many customers find coming to a physical store particularly tiring since they must deal with traffic, time-consuming parking, and high parking fees, resulting in a longer and more expensive purchasing experience. Thus, many youths have turned to online shopping since it is simpler, comparatively cheaper, and more comfortable.

Online shopping is also more practical because it is cashless, requires no parking charges, saves time and money, and requires less energy with no physical and time boundaries. Shopping at a physical store might

require customers to pay with cash, as not all shops allow cashless payment. The brand or product of choice could also be unavailable at the store, thus compelling the customers to visit other stores and risk spending more time and money. Customers who shop online will not face these issues because they can browse for different sellers without having to travel anywhere. Customers are able to self-check if the things they want are still available when purchasing online. More youths prefer this purchasing method because it helps them to save money and time. Online shopping is popular among youths since it requires less effort than traditional shopping (Khalil, 2014). As a result, it comes as no surprise that youths are opting for buying online these days. Additionally, physical stores are bound by specific operating times and days, which require customers to wait for them to start their business, or rush to finish their shopping before the stores are closed. In comparison, online sellers are open 24 hours a day, offering a more convenient shopping method.

According to Aćimović et al. (2020), the COVID-19 pandemic has affected every part of the global economy, including logistics, where strategies, philosophies, business models, and connections within the logistics chain are all evolving. The limitations put into effect under the Movement Control Order (MCO) ruling have resulted in most physical stores being closed. People began to buy everything online, from necessities to luxury products due to the difficulties in accessing the physical stores. This trend was proven to have increased based on the sales of high-end cosmetics that recorded a surge of 61%, driven primarily by youths (Ming Teoh, 2020). Since the spread of COVID-19 to Malaysia, there has been a significant spike in online shopping and transactions.

Bain & Company estimated that 47% of customers in Malaysia opted for Internet shopping to acquire items (Zainuddin, 2022). However, Juwai IQI's latest poll on internet purchasing during the COVID-19 epidemic demonstrated that 57% of Malaysians made more online purchases than before the pandemic started (The Star, 2021). Lazada Malaysia confirmed this report, noting a 300% increase in the number of new online retailers. (Soo, 2022). This was further supported by Mohd Uzir Mahidin, Chief Statistician of Malaysia, who stated that the growth of online sellers of products and services through online platforms, such as WhatsApp and Facebook has doubled to 54.4% in 2020 compared to only 22.5% in 2019 (BERNAMA, 2021). These reports have illustrated that during COVID-19, online shopping has directly influenced the purchasing power of youths, especially among students. Therefore, the purpose of this study was to identify the important factors that influence Malaysian youth satisfaction with online shopping. This study involved the participation of 270 young customers in Sungai Petani, the biggest town in Kedah, Malaysia based on their preference for using online platforms to shop for their necessities and wants since most youths are engaged with technology and digital media. This study aimed to provide new insights into youth satisfaction in online shopping in Sungai Petani, Kedah, Malaysia. It has uniquely focused on the impact of COVID-19 on shopping habits and used innovative data collection methods to collect data from 270 young shoppers, offering specific insights into their preferred platforms, such as Shopee, Lazada, and Go Shop. This research study could enrich the understanding of e-commerce trends in emerging markets with its substantial and diverse sample. Although there is a wealth of global research on e-commerce and online purchasing, this study aimed to fill a significant gap in the body of knowledge by concentrating on this topic based on the Malaysian context, particularly by addressing the unique characteristics, behaviors and concerns of Malaysian youth consumers.

2. Literature Review

Youth Satisfaction in Online Shopping: According to a survey by Bain & Company, a US-based business management consulting company, over 47% of customers in Malaysia have shifted to online shopping as their frequently utilized channel for acquiring their everyday products during the COVID-19 pandemic. Online shopping is not bound by physical stores, and this benefits all groups of customers, especially the youth. In this study, youth refers to individuals aged between 15 to 30 years old (Kementerian Belia dan Sukan, 2015). Youth customer satisfaction represents how the customers feel about dealing with a brand. Businesses often use customer satisfaction surveys to quantify these sentiments because they can help a company get a sense of customers' loyalty, which can help the company forecast the likelihood of customer referrals (Bernazzani, 2023). According to Biesok and Wyród-Wróbel (2011), information on customer satisfaction (both satisfactory and unsatisfactory) can assist a company in addressing difficulties linked to satisfying the stated customers' expectations. Such information may also assist the company in better understanding and addressing their customers' concerns with their perception of the provided product or the organization, resulting in increased customer satisfaction, especially among youths. Positive customer feedback, for example, can guarantee that

the product roadmap and customer support initiatives are on track. Happy customers may also suggest improving the products and services, thus assisting businesses in becoming more customer-centric (Szyndlar, 2022).

Variety of Selections: The availability of several options for specific products can influence customer satisfaction while purchasing online. Customers may require things that are not available through conventional methods due to a variety of issues. Some products may not even be accessible domestically. Therefore, as an alternative, online shopping enables these products to be shipped out from the countries of origin directly to the customers. The feature of product selection was ranked as one of the top five factors that lead to customer satisfaction when buying online (Kumar & Rao, 2015). BERNAMA (2021) stated that more than 50% of Malaysian customers performed online shopping in 2021 compared to 2020 due to COVID-19 restrictions.

In their study, Ali et al. (2010) found that Malaysia has a vast technologically savvy population, with individuals aged 15 and above able to conduct online transactions. Their study has also stressed that through online shopping, customers could window-shop various products in the utmost comfort without leaving their homes. In another study, approximately 46 out of 200 respondents (23%) agreed that the variety of selections was one of the online shopping benefits (Geetha & Elayaraja, 2019). Another study reported that youths aged between 15 to 30 years old would frequently purchase products online since there is a variety of selections; approximately 94% agreed that internet shopping offers an extensive range of items and businesses (Vishwakarma et al., 2020).

According to Kowalska (2012), youths use the Internet to make purchases, compare prices, and read other people's reviews to learn more about certain items. Kowalska stated that when a buyer chooses multiple options at once, variation may be a significant factor to consider. Conversely, customers may, for example, pick stores that sell both shoes and apparel. Variety-seeking in purchasing behavior refers to the desire for variation in one's choices for goods or services. These observations are supported by Kahn (1995), who opined that variations could occur over time, for example, when a customer selects various eateries during many visits. Suyanto et al. (2019) found that approximately 95.6% of youths believed that the virtually infinite range of goods and services available online is one of the advantages of shopping online. As previously mentioned, the number of online businesses under Lazada in Malaysia has spiked in 2021 when most youths preferred to purchase online, since it provides them with more alternatives. Up to 20% of Malaysians' weekly shopping time is reportedly spent on Shopee, another well-known and trustworthy online retailer. These situations have led to the creation of the following hypotheses:

H0: There is no relationship between the variety of selections and youth satisfaction.

H1: The increasing variety of selections is expected to encourage youth satisfaction in online shopping.

Time-saving feature: Presently, the majority of customers are looking for ways to simplify their existing purchase processes. They want to obtain things immediately without haggling over the price or quality, thus making online shopping a significant alternative to be considered. Online shopping is popular among customers because it saves time; online transactions can be performed at any time, 24 hours a day. Customers do not need to spend hours shopping for a small selection of things, which saves them time as well. According to Arisah et al. (2016), over 67% of the respondents agreed that engaging in Internet shopping saves time and could be done at any time. When things are purchased online, customers save time since they avoid having to rush to a physical shopping center and deal with traffic issues enroute to their destination (Vasudevan & Arokiasamy, 2021).

Additionally, going to a physical store could cause customers to spend more time dealing with traffic congestion. The widespread availability of the internet and its inexpensive cost have encouraged youths to be more active online. According to Vishwakarma et al. (2020), most youths make online purchases due to the extensive range of available items and the convenience of shopping, which saves their time. According to Shahzad (2015), online shopping is a time-saver for two reasons; first, the perception that analyzing and selecting a product online takes less time compared to buying in actual stores; and second, young customers believe that buying online is not a waste of time. These situations have led to the creation of the following hypotheses:

H0: There is no relationship between time-saving and youth satisfaction.

H1: More time-saving features are expected to enhance youth satisfaction in online shopping.

Convenience: Convenience is the primary factor driving customers' continuous online purchases, according to Raman (2019). Perceived convenience is one of the main advantages of online buying, and it has a big impact on customers' opinions towards it. The lives of many people have been transformed by online purchasing and selling. Virtual stores allow customers to purchase from the comfort of their homes without the pressure of a salesman while online marketplaces give customers new and more convenient platforms for exchanging nearly all sorts of products and services. One of the main reasons why so many people prefer online versus traditional shopping is that it is more convenient, and saves time and effort (Shanthi & Desti, 2015). Customers engage in a trade-off process when they are willing to pay more for convenience or forgo convenience in exchange for lower prices. It suggests that customers will value a more convenient service more than one that is less convenient.

Shopping over the Internet is not only convenient, but it also consumes less energy and may save money on travel expenses. Approximately 72.6% of youths preferred online shopping, as they do not have to deal with crowds at physical stores. The remaining 60.4% preferred online shopping because it allows them to locate things they could not buy in a nearby physical store (Mokhtar et al., 2020). As a result, more convenience would lead to greater satisfaction (Ngoc Thuy, 2011). Online shopping enables people to acquire anything they want using the digital environment from their comfort zone. It is simple to conduct online purchases because no matter how busy a customer is, online stores will always be open and ready to serve (Noordin, 2020). The majority of respondents believe that online shopping is convenient, and the price of a product in an online store is often lower than in a physical store. The people also believe that internet stores and sellers are reliable.

Harn et al. (2006), customers shop online because it gives them limitless options and gives them access to more information to help them make wiser judgments. Customers who are constantly busy frequently find that purchasing products online is more convenient because these sites can accommodate their specific requirements. According to Al-Jahwari et al. (2018), convenience is the most crucial factor in online shopping. They found that the percentage of convenience was 56.7% more than the percentage of the attractiveness of website designs, which was 43.3%. These results demonstrated that one of the most critical factors impacting customer satisfaction, including among youths, was the convenience of online shopping.

According to Suyanto et al. (2019), most youths were persuaded to try online shopping for the first time by their classmates. Since the respondents are part of the Internet generation, their classmates would typically introduce them to the advantages and conveniences of online shopping. The respondents indicated that purchasing anything from any place is no longer an issue. Youths from Surabaya, for example, would not have to go to Yogyakarta to buy books, since they can order, acquire, and receive the books they want in only a few days by using the website of a well-known bookstore in Yogyakarta. These situations have led to the creation of the following hypotheses:

H0: There is no relationship between convenience and youth satisfaction.

H1: Perceived convenience is expected to increase youth satisfaction in online shopping.

Price Fairness: Lee et al. (2011) described price fairness as a customer's judgment and associated emotions of whether the gap between a seller's price and the price of a competitive party is reasonable, acceptable, or justifiable. Pricing perceptions have a direct impact on consumer happiness, whereas price fairness has an indirect impact. Customer satisfaction is greatly impacted by the price's fairness as well as how it is established and delivered (Hanif et al., 2010). The second most significant factor that encourages people to make purchases online is the competitive prices and discounts offered by online merchants. The fundamental driver for people to shop online is to save money since internet businesses offer lower prices than traditional retailers. Due to the higher maintenance costs associated with physical storefronts as opposed to online sites, sellers could not always provide the same deals in their physical stores as they do online. Sellers have discovered that an online site, rather than a physical store, may suit customers' demands for lower costs. Good online sellers then pass the savings on to their customers by lowering the price of their goods (Gomez, 2021).

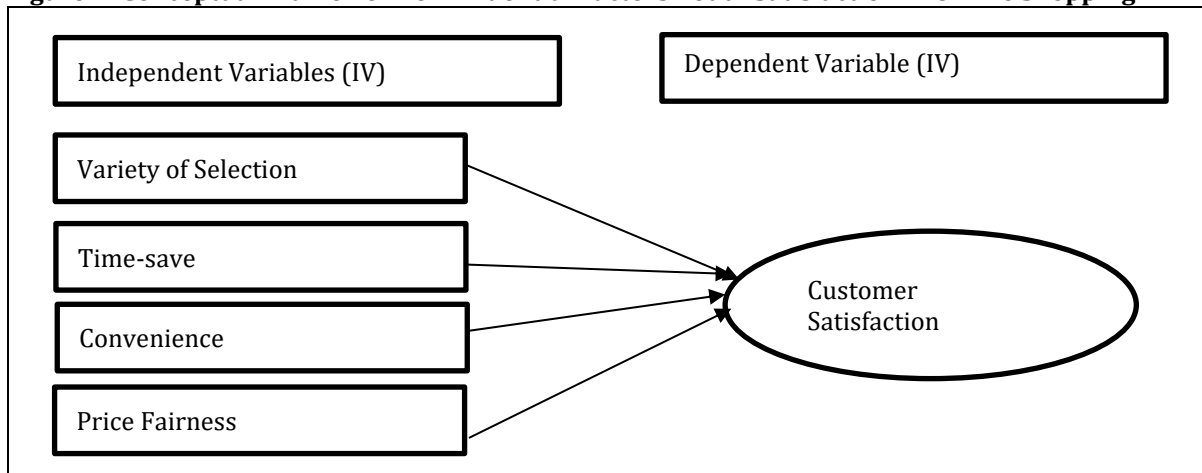
According to Zhao et al. (2021), customers' purchasing decisions are influenced by their price perception and how they feel about the price of a product. Understanding how customers arrive at their pricing perception and satisfaction are the primary purposes of marketing. It is essential to compare costs and select the best items before paying. Customers can compare the price of an item they wish to buy by searching on several relevant sales sites before purchase. Online shopping is highly cost-effective and buyer-friendly since sellers frequently offer discounts of up to 50% during a specific time as well as vouchers for delivery fees to avoid high transportation costs when customers must visit the stores on their own (Halimy, 2021). These situations have led to the creation of the following hypotheses:

H0: There is no relationship between price fairness and youth satisfaction.

H1: Price fairness is expected to influence a high level of youth satisfaction in online shopping.

Based on the previous discussions, a conceptual framework is developed, as shown in Figure 1.

Figure 1: Conceptual Framework of Influential Factors Youth Satisfaction in Online Shopping



3. Methodology

This study employed the quantitative data collection technique. The collected data were analyzed using statistical methods known as the Statistical Package for the Social Sciences (SPSS) software. The regression, reliability, and descriptive analyses were utilized to assess, verify, and explain the findings of this study. The total population of youths in Sungai Petani was estimated at 147,700 (Malaysia Youth Data Bank System, 2022). Online questionnaires were distributed among 370 youths in the biggest town of Kedah, Malaysia (Sekaran, 2003). However, the response rate was only 73%, which indicated the participation of 270 respondents. A 60% response rate is acceptable and sufficient to support an accurate measurement, according to Fowler (2014). Youths in Malaysia can be defined as individuals between 15 and 30 years old (BERNAMA, 2023). The purposive sampling method was used to collect data from youths who perform online shopping. Purposive sampling is a non-random sampling technique, in which researchers deliberately select participants based on specific characteristics or criteria relevant to their research objectives. These respondents were purposely approached for this study by asking their specific criteria (i.e., youth between 15 and 30 years old, and have online shopping experiences).

An online questionnaire was distributed in June 2022 using the Quick Response (QR) code and WhatsApp application. The researchers steered the distribution of the online questionnaire at youth hotspots, especially the shopping malls in Sungai Petani. In this study, the questionnaire was divided into five sections. Section A covered the background of the respondents, while Section B addressed their participation in online shopping. Section C addressed the factors being studied, namely, the variety of selections, time-saving features, convenience, and price fairness in online shopping. All items in Sections A, B, and C used the Likert scale with five options. Data were collected and examined using the Statistical Package for the Social Sciences (SPSS) software, version 26. Descriptive analyses were conducted to gauge the characteristics of the respondents.

Pearson Correlation Coefficient and Multiple Regression Analysis were used to test the hypotheses mentioned in the previous sections.

4. Findings and Discussion

A total of 270 respondents participated in this study by answering the questionnaire distributed online. Table 1 below lists the demographic profile of the respondents.

Table 1: Demographic Profile of the Respondents

Items		Frequency	Percentage (%)
Gender	Male	140	51.9
	Female	130	48.1
Age of respondents	15–18 years old	36	13.3
	19–22 years old	125	46.3
	23–26 years old	72	26.7
	27–30 years old	37	13.7
Occupation	Student	169	62.6
	Working	85	31.5
	Unemployed	16	5.9
Name of Online Shopping Websites	Shopee	238	88.1
	Go Shop	8	3.0
	Lazada	17	6.3
	Others	7	2.6
Frequency of Online Shopping	Weekly basis	22	8.1
	Monthly basis	186	68.9
	Once in 6 months	58	21.5
	Once in a year	4	1.5

Table 1 shows that 51.9% (140) of the respondents are male and 48.1% (130) are female. The results illustrated that the number of male youths who preferred online shopping was higher than female youths in Sungai Petani, Kedah. Additionally, 13.3% (36) of the respondents were between 15 and 18 years old, 46.3% (125) were between 19 and 22 years old, 26.7% (72) were between 23 and 26 years old, and 13.7% (37) were between 27 and 30 years old. The results also indicated that 169 respondents (62.6%) were students, 85 (31.5%) were employed, and 16 (5.9%) were unemployed.

The results also showed that out of 270 respondents, 238 of them (88.1%) prefer to shop through Shopee. The rest of the respondents chose Lazada (6.3%), Go Shop (3.0%), and other websites (2.6%). A total of 22 respondents performed weekly online shopping, while 186 among them prefer to shop online every month, 58 once in six months, and the remaining four respondents rarely shop online, only once a year.

Table 2: Descriptive Analysis of Youth Satisfaction in Online Shopping

Dependent Variable	Mean
I am really satisfied when purchasing online.	4.00
I am comfortable purchasing items through online shopping.	4.08
I have a strong internet connection to conduct online shopping.	4.21
I am pleased with my internet purchase experiences.	4.04
I am overjoyed to continue purchasing online again.	4.06

I think online shopping ensures that the goods are delivered on schedule.	3.83
I love to reward myself by going online shopping.	4.11
I love online shopping because of my previous experiences.	4.03
I think shopping online is safe to complete the transaction.	3.76
I prefer to purchase online because it makes my life easier.	4.17

Table 2 shows the mean values of variables related to customer satisfaction in online shopping among the youths in Sungai Petani, Kedah, as identified in Section B of the questionnaire. Based on the interval scale, the mean value of each item was identified. The mean of the first question of this section was 4.00, and the second question had a mean value of 4.08. The third question obtained a mean of 4.21, while the means of the fourth and fifth questions were 4.04 and 4.06, respectively. The mean of the sixth question was 3.83, while the mean of the seventh question was 4.11. The mean values for the last three questions were 4.03, 3.76, and 4.17, respectively. Overall, two items scored a mean of less than 4.00, but eight items showed a high level of customer satisfaction. These results demonstrated that most respondents agreed with the items in the questionnaire regarding youth satisfaction with online shopping.

Examining the relationship between the variety of selections and youth satisfaction in online shopping at Sungai Petani, Kedah

HO: There is no relationship between the variety of selections and youth satisfaction.

H1: The increasing variety of selections is expected to encourage youth satisfaction in online shopping.

Table 3: Result of Pearson correlation between the variety of selections and youth satisfaction in online shopping at Sungai Petani, Kedah

Variable	R-Value	P-Value	Decision
Variety of selections	0.706	0.000 (p < 0.05)	H _a is accepted

As shown in Table 3, the nexus between the variety of selections and youth satisfaction in online shopping has a Pearson Product-Moment Correlation Coefficient of 0.706 ($r = 0.706$). According to Sekaran and Bougie (2010), it is considered moderately significant if the correlation coefficient, R, is between 0.30 and 0.49. If the R-value is close to ± 1 , it is said to be a perfect correlation, i.e., when one variable increases, the other variables will tend to increase or vice versa. The Pearson Correlation value showed a significant relationship between the two variables. Thus, the null hypothesis that there is no relationship between the variety of selections and youth satisfaction was rejected and the directional hypothesis would be supported.

Examining the relationship between saving time and youth satisfaction in online shopping at Sungai Petani, Kedah

HO: There is no relationship between timesaving and youth satisfaction.

H1: More time-saving features are expected to enhance youth satisfaction in online shopping.

Table 4: Result of Pearson Correlation between timesaving and youth satisfaction in online shopping at Sungai Petani, Kedah

Variable	R-Value	P-Value	Decision
Timesaving	0.766	0.000 (p < 0.05)	H _a is accepted

Table 4 shows that the value of the Pearson Product-Moment Correlation Coefficient is 0.766. When the number is close to 1, it is said to have a perfect correlation, meaning that when one variable is increased, the other variable tends to increase if positive or decrease if negative. In addition, the significant p-value of 0.000 ($p < 0.0001$) proved a nexus between saving time and customer satisfaction. The Pearson Correlation value showed a significant relationship between the two variables. Thus, the null hypothesis that there is no relationship between time-saving and youth satisfaction was rejected, and the directional hypothesis would be supported.

Examining the relationship between convenience and youth satisfaction in online shopping at Sungai Petani, Kedah

H0: There is no relationship between convenience and youth satisfaction.

H1: Perceived convenience is expected to increase youth satisfaction in online shopping.

Table 5: Result of Pearson Correlation between Convenience and Youth Satisfaction in Online Shopping at Sungai Petani, Kedah

Variable	R-Value	P-Value	Decision
Convenience	0.705	0.000 (p < 0.05)	H _a is accepted

Table 5 shows that the value of the Pearson Product-Moment Correlation Coefficient is 0.705 ($r = 0.705$). If the correlation is close to 1, it is considered a perfect correlation, indicating that when one variable increases, the other tends to increase if it is positive or decrease if it is negative. The link between convenience and youth satisfaction was also demonstrated by the significant p-value of 0.000 ($p < 0.0001$). This value showed that there was a significant correlation between the two variables, as indicated by the Pearson Correlation value. Thus, the null hypothesis that there is no relationship between convenience and youth satisfaction was rejected and the directional hypothesis would be supported.

Examining the relationship between price fairness and youth satisfaction in online shopping at Sungai Petani, Kedah

Table 6: Result of Pearson Correlation between price fairness and youth satisfaction in online shopping at Sungai Petani, Kedah

Variable	R-Value	P-Value	Decision
Price Fairness	0.671	0.000 (p < 0.05)	H _a is accepted

Table 6 shows that the value of the Pearson Product-Moment Correlation Coefficient is 0.671. A perfect correlation occurs when the number is almost 1, implying that as one variable increases, the other tends to increase if it is positive or decrease if it is negative. The Pearson Correlation value, therefore, demonstrated that there was an essential link between the two variables. The hypothesis that there was a considerable correlation between price fairness and youth satisfaction was thus acknowledged. Therefore, the null hypothesis that there is no relationship between price fairness and youth satisfaction was rejected and the directional hypothesis would be supported.

Table 7: Multiple Regression Analysis for dominant factors that have influenced youth satisfaction in online shopping at Sungai Petani, Kedah

Variables	Unstandardised Beta	Standardized Beta	t- Value	P- Value	Decision
Variety of Selections	.350	.313	4.662	.000	Based on the Beta value, time-saving is the most influential factor.
Time-saving	.583	.553	7.190	.000	
Convenience	.018	.017	.185	.853	
Price Fairness	-.047	-.046	-.552	.581	

Table 7 shows the results for the most influential factors of youth satisfaction in online shopping. The table shows that the Beta value for a variety of selections is 0.313, while the value for time-saving is 0.553, and for convenience is 0.017. However, the Beta value for price fairness was -0.046. Therefore, time-saving was the most influential factor that has affected the satisfaction of young customers in online shopping. The significant value for time-saving was equal to 0.000, which showed that this factor was the most influential in this study. The results of this study have indicated that satisfaction with the time-saving factor will increase the level of youth satisfaction in online shopping at Sungai Petani, Kedah.

5. Conclusion

In conclusion, this research has provided better insight into the most influential factors that have contributed to the level of youth satisfaction in online shopping at Sungai Petani, Kedah. This study has demonstrated the strong nexus between online shopping and youth satisfaction based on identified factors that is variety of selections, time-saving (the most influential), convenience, and price fairness. Based on the variables of a wide range of options, time savings (which is the most important), convenience, and price fairness, this study has shown a substantial correlation between youth happiness and online shopping. Online shopping has the potential to significantly increase customer satisfaction among younger customers by offering a better platform, greater selection, more conveniences, and better pricing. This study has also proven that the factors contributing to online shopping's satisfaction level among youths in Sungai Petani are relevant and are thus, accepted. This study has contributed more to the knowledge and literature of youth experiences and their preferences in making decisions for online shopping. The findings can help online store tycoons and merchants be more aware of their target customers and improve their business strategy to generate higher income. This study has been very helpful to the government in exposing the factors that can affect customers' decisions and preferences when they purchase online, particularly youth. This in turn can help sustain the country's economic growth.

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