

Online Shopping Factors Behavior Effect on E-CRM Capabilities in Malaysia

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Abstract: This research has recommended a conceptual framework to considering the online shopping behavior factors like trust, reliability, functionality, web design, perceived value, privacy, firm's reputation and perceived security control regarding their impact on electronic customer relationship management (E-CRM). SPSS was used to analyze the data collected from 97 students' of Universiti Teknologi Malaysia (UTM), Skudai, Malaysia. The results of the study indicate online shopping behavior factors are significantly and positively related to E-CRM. It might guide to the online business firms or organization to identify the problems to take actions to attract more online shopping consumers in Malaysia.

Key words: Malaysia • E-CRM capability • Online shopping factors

INTRODUCTION

In Malaysia online shopping or e-marketing had faced quick expansion because of the emergency of the internet. It is familiar to utmost from Internet checker which quantity of the business to consumer interaction online is expanding once a year in an extremely rate. We are now leaving in the age of technology. The internet become popular in the world, people use internet to get connected, form communities, get socialized, design the future and improve modern conducting business ways. E-commerce seems to be growing rapidly. The traditional business borders are expected to be replaced by technology and new mechanism. E-commerce or online business has many advantages for both the customer and the business over the traditional approach of conducting business.

For business, online business reduces the cost of purchasing. The nature of distribution in E-commerce eliminates the role of middleman and hence cuts a considerable cost for the firm. Moreover, firms that engage in online business do not need to rent or own a space of a building and in that way avoid expenses.

On the other hand, online business provide consumers with quite a good number of benefits ranging from more interactive communications present in the system, both the distribution and the delivery are efficient and fast, product and services that are available in online

business are more customized and one can get almost what he order if not exactly. In addition the range that exists between products or services in different firms gives a very competitive advantage to online customers as they can easily compare prices of the products/services.

Latest online statistics of [1] A. C. Nielsen stated that the most Malaysians are expending much time for internet access contrasted to the prior years. The usage of internet obtained 41% in the year 2010 contrasted to a year ago 25% in accord with the most recent result of Nielsen Mobile Insights directed upon the country [1]. A survey which has been done in the mid of 2005 through the Malaysian communication and Media corporation (MCMC), in three months paying attention to only 9.3 percent of consumers of internet has purchased services or goods of the internet throughout. Amid those airline tickets which are already purchased and it is very familiar items (43%) trailed through reserve (15%) and music (6%). Quantities expended on these stuffs were weakly, nevertheless with 55.7% of interaction value not more than \$500. Furthermore, there is predicting that online interaction of Malaysians will expand year by year. There are some streams of research which are linked to this survey. They are consists those addressing the causes which have important impact on shopping in online [2-8]. It recognized that the elements which had been discovered may capable consequential toward antecedent inquiry regarding online shopping.

Customer relationships Management is one of the importance organization acts. Customer relationship management explain as the cross-functional processes integration, operations, marketing capabilities and people [9] that direct towards enhanced shareholder value by appropriate relationships development with customer segments and key customers [9]. Hence, this research is trying to interrogate the important of online behavior factors and E-CRM Capabilities of consumers in Malaysia. The (TAM) is adapted to the provide integrates and model trust, reliability, functionality, web design, perceived value, privacy and firm reputation perceived security control. These factors were examined and measured to comprehend the impact of each on E-CRM Capabilities in Malaysia.

Literature Review

Perceived Value: The fundamental consequence of specific act of E-CRM Capabilities and first order main component in emotional connection that exists in marketing is perceived value [10]. Inquiry shows that there is direct specific connection between satisfaction and perceived value [11]. Therefore, buyers may be perceptions integrate their comprehension which they get (benefits) and what they had to concede (sacrifices) so that particular service may absorb [12]. Inward, [11] recommends as suitable which sensed value absolutely is very significant measure of purchase purpose as well. In the event that an interaction suggests a superior value honest, it will get better repurchase and return the customer's honest in coming times. [13] discovered proof that some degree in perceived value influence on loyalty purpose. Perceived soothe of utilization and perceived being beneficial are essential concept in the TAM. [67] also perform investigation in a many contexts and between various users. Therefore perceived value as an online factor of shopping has a relationship with E-CRM capabilities.

Therefore the Hypothesis 1 is develops as following:

H1. There is positive association between Perceived value and E-CRM Capabilities.

Firm Reputation: In accord with [14] organizations repute possibly delineated as customers' comprehension on how well an organization make arrangements customers and is honestly involve about their financial assistance for the needy. On top of that, [14] exhibited in order for extraordinary reputations supply organizations by a "buffering effect" separate from some of the poor results

of non-performance. He disputed which organization reputation mediate the connection amid satisfaction and failure seriousness and diminished reference of controllability and solidity lead to altitude re-buying intentions subsequent failures of service. Reference of solidity and controllability are connected just to E-CRM; there is no fully satisfaction interpose this associations. This prior study discovery, it is seemingly in order for an excellent organization reputation may derive to appreciable E-CRM capability as well.

Therefore the Hypothesis 2 is developed as following:

H2. There is positive association between Firm reputation and E-CRM Capabilities.

Privacy: Privacy mention secures and guards of the customers' information online shopping in the site [15]. Obviously, the technologies which is new becoming larger function for treat of information which is made privacy to an increasing degree influential issue [16]. Therefore, suspiciousness of consumer absolutely is expanding concern in what way personal information is processed and collected [16]. Great number of customers appeared frightened to purchase services and products online or to supply individual information or intelligence online because horror of feasibility and privacy absence that retailers which are online are unexploited their individual information in Malaysia. As an example, it is exhibiting which buyers will waver the online shopping if there is no secure feeling for them, so their information of credit card is guaranteed and sheltered from possibility hackers [17]. In online vendor system, previous studies on online shopping literature represent in order for consumers' privacy comprehension have a consequential and favorable impact on their confidence [15]. There is quantitative consequence of same flow which is displayed by [18] that shows in order to the safety of privacy are the immense interest of internet purchasers [16]. In the condition that it is, if buyers do not inevitable of privacy safety they alter to reluctant to online shopping, besides if privacy is insurant they wishes will change to have more online shopping.

[19] discovered which privacy difficulties is capable to solve by markets, code of conduct and law interaction that make strong the existing regulations of online service providers acquiescence to their special own policy of privacy which indicated on these sites, giving permit to buyers have control over their individual information because of their advantage like services or goods and

money. As such, if customers are not certain of privacy protection they cannot be certain of E-CRM Capabilities. However, if privacy is secure, they are capable to be sure to E-CRM Capabilities as following Hypothesis 5:

H 3: There is positive association between Privacy and E-CRM Capabilities.

Trust: Trust of customer executes an essential function for providing support long time relationship accompanied by retailer. In accord with [15] he indicates that trust is connecting the capability, generosity and honesty of another party.

[20] illustrate distinguish trustworthiness of online like a measure that the site usually act and respond as hypothesized. In accord with [21] service trustworthiness is one of the main electronic qualities of service tools succeed to extensive satisfaction of customer. [22], presents trust worthiness of service as a satisfaction and orientation of buyer and he also indicates that loyalty selected as a mediated by satisfaction.

Trust of customer has an essential function in supporting long-term associations with the E-CRM. Trust absences decrease the customer's chances to occupy with online transaction due to the fact that they are reluctant to have transaction with a supplier that do not trust to E-CRM Capabilities. The majority of literature has emphasized the role of trust as being central to the success of building E-CRM Capabilities [23-26]. In fact, research of earlier point out which trust is a fundamental function that come from E-CRM Capabilities as following Hypothesis 5:

H 4: There is positive influence between Trust and E-CRM Capabilities.

Reliability: [20] Explain reliability like a measure that the site regularly reply and acted as hypothesized. In accord with [21] reliability is the main electronic service measure for satisfaction of customer which is one dimension of CRM Capabilities in online shopping. [22] also indicates that reliability of service arrives to customer relationship. It is dispute to pull toward new buyers and keep in possession existing buyer; the websites perceived reliability is fundamental important position [20]. He discovered that when existing buyers come upon unexpectedly with unreliable service evidence or online execution, most of this shopper frequently leave the shopping, disappointed accompanied by the online condition. Therefore, when buyers are feeling a site is to

be intended, reliable and actual loyalty enlarges [20]. Always the sites are supplying up to date information which are gotten high assessment of E-CRM. In addition, Reliability includes dependability and performance consistency. It indicates that E-CRM has direct relation with reliability as well. Particularly it include: keeping records correctly, accuracy in billing and execute the service at the appointed time [27]. Therefore, Hypothesis 5 is indicating that:

H 5: There is positive association between Reliability and E-CRM Capabilities.

Functionality: Functionality handles the measure that site supply adequate information related to the services or products received a better position [28]. Website functionality is explained as supplying an effective time and impressive transference mechanism for online information [29]. May be website is an online store convey or communicates accompanied by its buyers [30]. One of the biggest troubles for online shopper customers is that may be customers are using an organization's website which is practically identify the information that they claim or the transaction wish to guarantee.

The other trouble is that, the less buyers making a shop or taking into account for future shopping by the website. Therefore, website serves of quality correspondingly is a trustworthiness cue and store atmosphere, particularly at the starting of interaction [30]. Hence, buyer has more certainty to E-CRM Capabilities of online shopping if its site is practical. Hence, therefore hypothesis is as following:

H 6: There is positive influence between Functionality and E-CRM Capabilities.

Website Design: Online stores Website Design having great impact on user perception [31]. It also depicts the request which user interface design shows for buyers [31]. There are some empirical researches which those researchers have discovered website design elements have very powerful customer quality judgments predictors, loyalty and satisfaction for e-commerce [31].

Recently an investigation of website design shows absorb a more important function consider to be similar very much previously work in e-commerce and relationship of customer is enlarged to surround design factors which are delineated by community of design [32-34]. Therefore according to this research, it is anticipated which E-CRM Capabilities and country appropriate

website design is consequential to convince to buy online by consumers of internet. It contains familiarity of merchants of local related to about the best cost information and present product comprising discounts of product. There are some works in the website design area [33-35] but outcomes ordinarily either not decisive to improving loyal online buyers. These features are showed personally in spite of the fact that communally they are direct attention to the website design, both in the work of others and in this work. Hence, the following hypothesis is showing:

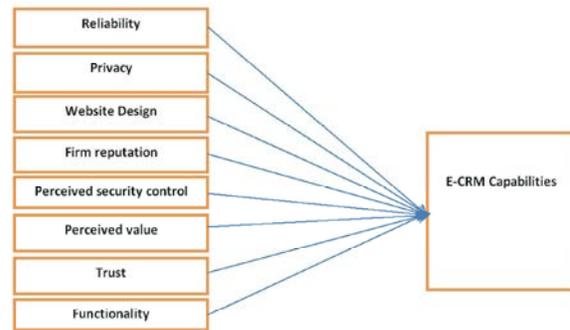
H 7: There is positive association between Website Design and E-CRM Capabilities.

Perceived Security Control: Obviously main online customers concern is how protect and having control of security of their data in online shopping. Buyers hope that company's web site which they do online shopping will supply some ways for protect financial data exchange. [36] Indicates that sometime customer concern about security is leading think to website users to decision that do not to having online shopping [37]. In a general manner, buyers that convinced online business which is secure they are more probably to show contentment with website like a commercial channel and they are more probably to hold superior it to the traditional offline commercial channels. [38]

Some researchers like [24] presume that "security effectiveness" like a contextual element has important influence on formation of trust, nevertheless they did not tested empirically its importance. Environmental risk is comprised in research of initial trust through [26]. The websites of Company is like the major control or tool mechanism for usage to make possible and protect interaction with its buyers and good connection with E-CRM Capabilities as well. Trust of customer in control and tool mechanism is capable to some degree conclude trust in the company. [39] Therefore, we hypothesize that:

H8. There is positive association between Perceived security control and E-CRM Capabilities.

E-CRM Capabilities: Electronic Customer relationships management is widely examined in the strategic management and marketing area. The resource-based view takes into account flexible connection with buyers as a core strategic resource of a firm [40-41]. Like many other



Research model

different organizational resources, powerful customer relationships management are maintainable, with difficulty able to be copied by competitors [42-43] arrives to a higher reward, facilitate and expedite cross-selling and also rescue firms of the extravagantly expense related with recognizing buyers [44]. Because of this different benefits related with customer relationship management, CRM comprise one of the main goals of current day of firms. [42]

E-CRM capabilities give an account of utilize of ICT in the customer relationships management. In the CRM background ICT provide for an effective adapting of customer information [45] to the most open position geographical obtain [46] and also because of cost efficient forms of transaction amid firm and its buyers [47-48]. The ICT variety and internet-based technologies supplies organizations with two e-CRM capabilities: the ability to handle *customer information* [49-51] and *the ability to exchange information or ideas with buyers* [44, 45, 52].

MATERIALS AND METHODS

The information for the paper was collected from different sources. In this research we obtained the primary data from a questionnaire. Questionnaire of survey were utilized to acquire answer from those that participants which the area of study was Universiti Teknologi Malaysia (UTM), Skudai, Malaysia. We put to use snowballing sampling method for single out the participants for the inquiries. This was to make certain to such a degree the participants utilized the internet to buying a goods. Before, we were concerned in participants' capability and readiness to purchase again goods electronic purchase, it was measured logical for gather data and information from participants that have previous experience in online shopping [22]. The method

of Key informants is regard as appropriate one who answers if appropriate option process is utilized [53]. Therefore, utilizing guidelines on pick out key defendant from prior studying [54] Key informants were selected and shown founded their knowledge of the inquiries flow, their experience with online purchase and readiness for answer.

Questionnaire Design: In this study we used the questionnaire which is separated into part A and B. Part A comprise on the demographic questions like gender, occupation, respondents' age and education level. Section B is request answers on the key concept of the framework of study by way of explanation of trust, reliability, functionality, web design, perceived value, privacy and firm reputation perceived security control.

Measures: In this survey total 97 of completed questionnaires were given back but, 35 questions were disqualified because of lacking some part of answers therefore only 62 outcome to utilizable answers. Original items for this research are establish on prior validated survey to examination many user restoration of a past condition of online shopping comprise trust, reliability, functionality, web design, perceived value, privacy and firm reputation perceived security control and E-CRM capability. Privacy items relate to work by [55, 15]. Items on trust are based on [56, 15]. Items on perceived value are based on [10, 57]. And Items on web design are

related to [58-59, 33]. Items of reliability are based on [60, 20]. Items of Perceived security control are based on [61] and finally items of E CRM capability are based on [40, 52, 62, 43, 63, 64]. The tool for measuring of the variables is on the foundation of five-point Likert scale with scale anchors from "1" strongly disagree to "5" strongly agree. There are some researches which they also focused on similar measurement in their researches. [65] and [66] is the most of late times research that they discovered the five-point Likert scales to be productive and efficient means.

Data Analysis: We are considered to create reductions dependent upon the consequence. The tools of descriptive analytical like standard deviation and mean were utilized to present in a condensed form of the respondents' feedback. For measuring validity and reliability the variables, reliability tests and factor analysis were directed in the preceding time of subjecting the information to inferential analysis. The four variables were examined for their connections by satisfaction of customer utilizing regression and correlations analysis. For this analysis SPSS was utilized.

RESULTS AND DISCUSSION

The following table is showing the demographic characteristic on respondent

Table 1:

Items	Categories	Frequency	%	Cumulative (%)
Gender	Female	35	28.7	100
	Male	87	71.3	71.3
Marital status	Singe	53	43.5	100
	Married	69	56.5	56.5
Age	Under 20	9	7.3	7.3
	20-30	51	41.8	49.1
	31-40	32	26.2	75.3
	41-50	30	24.7	100
	More than50			
level of Education	uneducated	4	3.2	3.2
	A	6	4.9	8.1
	higher	23	18.9	27
	Diploma	14	11.5	38.5
	Degree	49	40.3	78.8
	Post graduate (Master/PH.D)	26	21.2	100
How many times you had online shopping in the past five years (times)	Under 2 times	35	28.6	28.6
	2-3	45	36.9	65.5
	4-6	25	20.5	86
	7-9	17	14	100

Table 1: Continue

Items	Categories	Frequency	%	Cumulative (%)
Online items for purchased?	Friends	45	36.9	81.9
	Oneself	55	45	45
	Family members	22	18.1	100
experience of online repurchase	Average	42	34.5	84.5
	Good	33	27	50
	Bad	19	15.5	100
	Excellent	28	23	23

Table 2: Multiple regressions analysis (R and R 2) Model Summaryb

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.945	.893	.875	.16633	1.996

Notes: constant: PV, FR, PR, TR, RE, FU, DE, SE; dependent variable – EC; let Y – E-CRM Capability (EC); X – perceived value (PV), firm reputation (FR), privacy (PR) and trust (TR), reliability(RE), functionality (FU), web design (DE), Perceived security control (SC).

Table 3: Mean and reliability of variables

Statistics	PV	FR	PR	TR	RE	FU	DE	SE	EC
Mean	3.6523	3.5383	3.8618	3.8018	3.6659	3.8992	3.7832	3.6815	3.6406
Std. Deviation	.47631	.50336	.62723	.57105	.54747	.52198	.58706	.61765	.62122
Reliability test	.696	.684	.749	.757	.722	.724	.824	.523	.822
Number of items	9	8	7	7	7	8	9	4	7

Table 4 Correlation coefficients

	Constant	PV	FR	PR	TR	RE	FU	DE	SE	EC
1	PV	1	2							
	FR	.624	1	3						
	PR	.540	.563	1	4					
	TR	.526	.508	.466	1	5				
	RE	.453	.471	.336	.627	1	6			
	FU	.409	.298	.407	.557	.536	1	7		
	DE	.586	.420	.394	.579	.552	.662	1	8	
	SE	.512	.381	.404	.568	.435	.609	.713	1	19
	EC	.543	.354	.304	.407	.435	.434	.568	.629	1

Table 5: Regression coefficients

		Coefficients						Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients					
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF	
1	(Constant)	-.205	.204	-1.005	.319				
	PV	-.069	.069	-.070	-.996	.324	.418	2.393	
	FR	.316	.061	.338	5.200	.000	.486	2.058	
	PR	.191	.045	.255	4.259	.000	.572	1.749	
	TR	.105	.056	.128	1.870	.067	.438	2.285	
	RE	.239	.056	.279	4.307	.000	.490	2.039	
	FU	.244	.061	.271	4.028	.000	.453	2.207	
	DE	.109	.062	.137	1.766	.083	.343	2.913	
	SE	-.147	.057	-.193	-2.573	.013	.366	2.730	
	EC	.065	.048	.086	1.361	.179	.513	1.951	

Table 4 shows the variables correlation matrix which positive associations are amid the independent variables and dependent variable.

The results in Table 5 presents the particular of the estimated coefficients, where β is -0.205, β PV is -0.069, β FR is 0.316, β PR is 0.191, β TR is 0.105, β RE is 0.239, β FU is 0.244, β DE is 0.109, β SE is -0.147 and β EC is 0.065. This shows which kind of linear association is amid the dependent variable and the predictor variables.

CONCLUSION

This research has recommended a conceptual framework to considering the online buying behavior factors which they are namely trust, reliability, functionality, web design, perceived value, privacy and firm reputation Perceived security control which they have impact on electronic customer relationship management(E-CRM). To test the conceptual framework, SPSS has been used to analyze the data collected from 97 student's participant in Universiti Teknologi Malaysia (UTM), Skudai, Malaysia. The results of the study indicate online buying behavior factors are significantly and positively related to E-CRM.

The other finding of this survey which is the online shopping factors can reduce the final cost paid by customer and in contrast the small firms or organizations are too much concerned for their online commerce because it can reduce their transaction or business and reducing their benefits therefore they are very worry because of online shopping. And also according to demographic characteristics and it can guide to the online business firms or organization to identify the problems to take actions to attract more online shopping consumers in Malaysia.

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