

# The Impact of E-commerce Platforms in Malaysian Shopping During Covid-19 Pandemic

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## Abstract

The E-Commerce industry is booming, providing customers with a unique shopping experience that allows them to conduct international transactions. In the most remote areas of the economy, e-commerce has played the most crucial role. Ecommerce, in the most common sense, is a business transaction involving the sale of internet or electronic networks. The theoretical groundwork for building global e-commerce throughout the globalisation period is outlined in this essay. The study looked at the major e-commerce trends that have evolved. Covid-19 cases are on the rise all over the world, posing a severe threat to global food staple markets and causing food shortages. The COVID-19 pandemic has resulted in over 4.3 million confirmed infections and over 290,000 deaths globally. The impacts of the COVID-19 pandemic on the food and beverage industries are examined in this study. It addresses both the short- and long-term consequences of the disease epidemic, as well as strategies for reducing the pandemic's potential consequences. Aside from that, this test will use Shopee at an online shop to describe display technologies and break down SWOT analysis (strengths, weaknesses, opportunities, and threats). The outcome of this study is that the online shop store is in poor official standing in the fourth quarter and is subjected to comprehensive testing in order to implement a preventative strategy. Putting together a defence strategy presents a huge challenge for him.

**Keywords:** e-Commerce, Online Shopping, Covid-19, Malaysia, food and beverage, SWOT Analysis, Marketing Strategy, Shopee.

## I. INTRODUCTION

Most individuals nowadays rarely go to the market to buy common products because of the inexplicable condition known as COVID-19, also known as Coronavirus disease. In Malaysia, the government imposed a law known as MCO, or Movement Control Order, for Malaysians to follow in order to prevent more people from becoming infected with COVID-19. Malaysians were required to stay at home during MCO unless they wanted to buy necessities like food. To address this issue, most stores provide online shopping for clients to purchase essential items. Online shopping is a commercial or economic activity that involves the use of information and communication technology applications in each transaction. Online shopping is frequently utilised not just for purchasing and selling, but also

for promotional purposes. Aside from that, online shopping is a sort of web-based company in which clients may buy things or departments directly from any merchant via the websites they utilize. Furthermore, online business is a concept that illustrates the cycle of purchasing and selling or exchanging of things, services, and data using computer networks such as the internet. Anyone, at any time and from any location, may execute transactions and make purchases via e-commerce. An internet business, according to Charles, is a tool for reducing reliable and realistic expenditures of time, boosting relationships with both colleagues and clients. An online shopping site like Shopee is an example. Customers can buy products through Shopee, and merchants can sell items to customers. According to statistics, Shopee is the most popular online shopping platform and e-commerce site in Malaysia, according to Shopee. With the growth of digital technology, e-commerce, or online shopping, has become a viable option for repairing the economy and promoting social separation among individuals amid the COVID-19 epidemic. The current state of a country's economy is heavily reliant on CEO evaluation, mentoring, successful ranking, and web-based business. A growing online trading arrangement is a complicated, hierarchical, and interconnected system, with components that are constantly changing and collaborating. Despite increased competition among web-based businesses, the quantity and complexity of procedures for establishing, verifying, organizing, boarding, and the importance of maintaining internal and external relationships with service providers, delegates, and others continues to grow. Online auctions are increasingly commonly utilized as a tactic to help speed up a variety of everyday processes, including food ordering, online banking, long-distance informal communication, and much more. Because of the growing number of computerized stage clients and restaurant attendance, food ordering is now done online. The new epidemiological conditions of the COVID outbreak have posed significant hurdles for organizations around the world, with the majority of them being affected. Most governments enact brief proposals, such as the closure of useless organizations and the termination of irrelevant organizations, while assuring the public that social elimination is imminent. Due to the glare and new applications, e-commerce, for example, will be an efficient strategy to reduce operational unpredictability and increase endurance ratio. Then you should check out Shopee. The business world is fiercely competitive, and the rapid pace of change makes it difficult for anyone to advertise their products or services. In order to compete in terms of well-being with other organizations, businesses must understand the power of what they have. Understanding an organization's characteristics has the ability to open up a plethora of options for the company to grow in the future. Many people can detect changes in the market climate in their ability to use the Internet in their daily lives, reminding the world of the claimed e-business via the Internet, a company that uses the Internet to buy goods from within assistance with getting around.

## **II. BACKGROUND OF THE STUDY**

Furthermore, the COVID-19 epidemic had significant financial effects around the world. The worldwide economy is suffering from negative stocks as a result of the epidemic, which has forced distribution facilities to close, disrupting global supply chain regulation. The COVID-19 epidemic, which has caused huge losses in many sectors of the global economy, has hit the food and beverage industry hard, as it has many others. Natural click orders are used to separate the Food and Beverage Industry Report into regions. The COVID-19

outbreak has had two effects in these areas. Separate natural lifestyles, such as completely closed eateries and cafeterias in some areas, are examples. In business and hierarchical exploration, risks are discussed as much as their negative variation in potential outcomes. Disruption, on the other hand, is a type of hazard that can have disastrous consequences. Coca-Cola drinks experienced some delays in the network of counterfeit sugar shops from China due to the recent COVID pandemic. In the worldwide food and beverage industry, Starbucks Corporation, McDonald's Corporation, Metro, Burger King, and KFC are all major players. The COVID pandemic has had a significant influence on these organisations, particularly in any of the epidemic areas. For example, Starbucks, for example, has closed a small number of its almost 2,000 Chinese outlets, although online food orders are still available. Malaysia is the 35th largest market for eCommerce with a revenue of US\$6.3 billion in 2021, placing it ahead of Israel and behind Denmark. With an increase of 30%, the Malaysian eCommerce market contributed to the worldwide growth rate of 15% in 2021. Just like in Malaysia, global eCommerce sales are expected to increase over the next years. As new markets are emerging, global growth will continue over the next years. This development will be propelled by East and Southeast Asia with their growing middle class and their lagging offline infrastructure. With a yearly growth rate of 15% between 2021 and 2025, Malaysia is even expected to outperform the global average of 6%. The biggest player in the Malaysian eCommerce market is shopee.com.my. The store had a revenue of US\$139 million in 2021. shopee.com.my is followed by apple.com and hihonor.com as the second- and third largest stores with US\$101 million and US\$47 million, respectively. Altogether, the top three stores account for 5% of online revenue in Malaysia. Store rankings include every store that generates revenue in Malaysia. These stores can either have a national focus and only sell in their main country or operate on a global scale. For this evaluation, only revenue created in Malaysia was considered. One of the fastest-growing stores in the Malaysian market is perromart.com.my. The store achieved online net sales of about US\$2.1 million in 2021. Its revenue growth amounted to 148% in the previous year. In Malaysia, POS Malaysia is the most frequently offered delivery service provider among online stores. Of those stores indicating which service they use to transport their goods, 38% cited POS Malaysia as one of their providers. Moreover, GDex and DHL are among the top three shipping service companies offered by online retailers in Malaysia, at rates of 33% and 20%. Shipping information is based on orders from the store's main country, which is defined as the one where the store generates most of its online revenue. As a result, only stores that generate more net sales in Malaysia than in any other country are taken into account. Furthermore, only stores that provide information about their shipping providers can be considered. B2B eCommerce is one of the fastest-growing sectors for small-and-medium-sized enterprises (SMEs). SMEs in Malaysia have a high adoption of advanced technologies, and Malaysia is ranked fourth among nine APAC countries surveyed in digital platform implementation and third in adopting Industry 4.0 technologies. Nearly 61 percent of local SMEs are optimistic that the e-commerce platforms will help contribute to increased revenue growth. Sixty-nine percent of Malaysian SMEs have incorporated Industry 4.0 technologies into their operations, such as mobile payments, automation software, and Big Data and Analytics in particular, and show a significantly high adoption rate of mobile payments among Malaysian SMEs at 90 percent. eCommerce – The most popular eCommerce sites that Malaysians visit in 2020 are:

- Mudah.com

- Lazada.com.my
- Zalora.com.my
- Lelong.com.my
- eBay.com.my
- Amazon.com.my
- Fave by Groupon
- Taobao.com
- Alibaba.com
- Fashionvalet
- Shopee.com.my
- 11th Street.my
- Gemfive.com
- Q100.my
- Hermo.my
- Carlist.my
- Carousell Malaysia.my

eCommerce - Online Payment: In 2020, the following are the major online payment vendors:

- Grabpay
- Samsung Pay
- IPay88
- MOLPay
- GHL e-payment
- Paynet
- M2upayAlipay
- eCommerce - Mobile Applications

The M-Commerce sector is growing significantly in market size due to connectivity improvements, the increase of mobile network operators, and the growing capabilities of commercial banks offering M-Commerce services. However, there are several security challenges ahead, including the increase in cybersecurity threats and data breaches. The six major mobile network providers in Malaysia are Celcom, Maxis, Digi, U Mobile, Unifi and YES. eCommerce -Digital Marketing: Malaysian companies are now using technologies more effectively to target a broader consumer base. Facebook, Google, WhatsApp, Instagram are the most used platforms. Top digital marketing agencies in Malaysia for 2020 are:

- Hustlritech47 Sdn Bhd
- itech47 Sdn Bhd
- shock media studio
- Jumix
- SwivelVeecoTech Web & Ecommerce
- Chronos Agency
- Black Wolf Digital
- JustSimple
- Silver Mouse

eCommerce - Major Buying Holidays: Malaysia has three yearly nationwide sales events:

- Malaysia Super Sale (March 1-31)
- Malaysia Mega Sale Carnival (June 15-Aug 31)
- Malaysia Year-End Sale (Nov 1 –Dec 31)

eCommerce - Social Media: Social media continues to be a huge driver to influence online shopping decisions. With at least half of Malaysians buying products through social media, the channel is well-proven. The top 10 social media platforms in Malaysia include:

- Facebook – 80.2 percent
- Twitter – 6.63 percent
- Pinterest – 6 percent
- Youtube – 3.32 percent
- Instagram – 3.16 percent
- Tumblr – 0.29 percent

### **III. ISSUES IN MALAYSIA'S ONLINE MARKET**

Due to its young population, rising income, and increasing internet and smartphone usage, Shopee is one of the most tempting marketplaces for e-commerce businesses. Due to the inexplicable illness known as COVID-19, also known as Coronavirus disease, most individuals nowadays rarely go to the shop to get their daily essentials. In Malaysia, the government implemented MCO, or Movement Control Order, as a rule for Malaysians to obey in order to prevent more people from becoming infected with COVID-19. Malaysians were forced to stay at home during MCO unless they needed to acquire essential items such as food. Shopee's main aim was to increase market share and brand awareness throughout Asia. However, because e-commerce in Asia is still in its early stages, there is still a long way to go. The most common cause of large negative EBITDA (Earnings Before Interest, Tax, Depreciation, and Amortisation) is excessive advertising and marketing spending. After the first year of focusing on business expansion, Shopee's reputation and revenue grew at a rapid pace. All e-transaction fees, auxiliary services for improving the quality of customers' journeys, and personnel salaries and benefit costs are included in the cost of revenue. Despite Shopee's policy of withholding funds from consumers until they are satisfied with the things they have received, scams have been reported on the site and on other review sites. Shopee has a simple registration process, and sellers are not required to provide any documentation. They can simply register an account, open an online store, and then begin posting things to the store. This is why Shopee has been dubbed the highest e-commerce site with a high spam rate. Another Shopee guideline is that sellers can use any discount number they choose, which leads to the issue that the price range of the identical products can be vastly different, leaving shoppers perplexed and unsure of which product is genuine. Shopee has received 1.84 stars out of 100 reviews on sitejabber.com, with similar complaints regarding inadequate customer service. Many examples have been recorded of orders being cancelled by vendors for no explanation or information from their end during promotions or special days such as 11.11, Christmas, or New Year. Shopee does not have a policy in place to address this issue and safeguard buyers.

#### IV. ONLINE ANALYSIS IN MALAYSIA DURING COVID-19

SWOT Analysis is a strategic planning method that evaluates internal and external strengths and weaknesses. It entails identifying the internal and external elements that are favourable and unfavourable to the achievement of the business endeavour or project's goal. Albert Humphrey, who headed a search project using data from Fortune 500 corporations at Stanford University in the 1960s and 1970s, is credited with inventing this technique. The findings rolled up during a SWOT matrix depicting the current position of Shopee in its market, from all elements of the business and from marketing to technology development, are listed below. The summary SWOT analysis of Shopee is shown in the table below, which includes four main factors: strengths, weaknesses, opportunities, and threats, see Table 1.

Table 1: SWOT Analysis Criteria

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>∆ Strong market position</li> <li>∆ A solid foundation.</li> <li>∆ Reliable E-Commerce platform.</li> <li>∆ The highest amount of accessing.</li> <li>∆ Marketing tactics that are both effective and efficient.</li> <li>∆ Development that is sustainable.</li> </ul>	<ul style="list-style-type: none"> <li>∆ Fraud</li> <li>∆ Overload in the "hot" time.</li> </ul>	<ul style="list-style-type: none"> <li>∆ Extending business scale.</li> <li>∆ Launch more products.</li> <li>∆ Increasing the brand value</li> </ul>	<ul style="list-style-type: none"> <li>∆ Security</li> <li>∆ Competitors</li> <li>∆ Negative feedbacks</li> </ul>

##### IV.1 Strengths

All of the company's internal competencies and advantages over other competitors in the same industry are its strengths. Shopee led the Malaysian e-commerce market as the most visited e-commerce site in the second quarter of 2021, followed by Lazada and PG Mall. Shopee was the most popular online shopping portal in Malaysia and Southeast Asia, with over 54 million clicks. In each of the three boards, the tope-commerce mobile shopping apps and websites were ranked. Shopee was always at the top of the list. Apps with the most monthly active users, apps with the most overall downloads, and websites with the most traffic appear on these boards. The chart below depicts the top five e-commerce platforms in Southeast Asia in 2019, as well as their rankings in the three categories listed above, see Figure 1.



Figure 1: The top five e-commerce platforms in Southeast Asia (EcomEye 2019.)

With a solid foundation from the firm's mother company, Sea Corporation, and a co-founder who was named one of Asia's top ten leaders in retail, the company has a wealth of experience. (2019, EcomEye.) In comparison to its competitors, Shopee has a strong customer base. Malaysian e-commerce websites have some of the highest levels of online traffic in the world. According to Statista, Malaysia was rated second in the world's fastest growing grocery market list for 2018 and will have a market share of over 60% by 2022, see Figure 2.

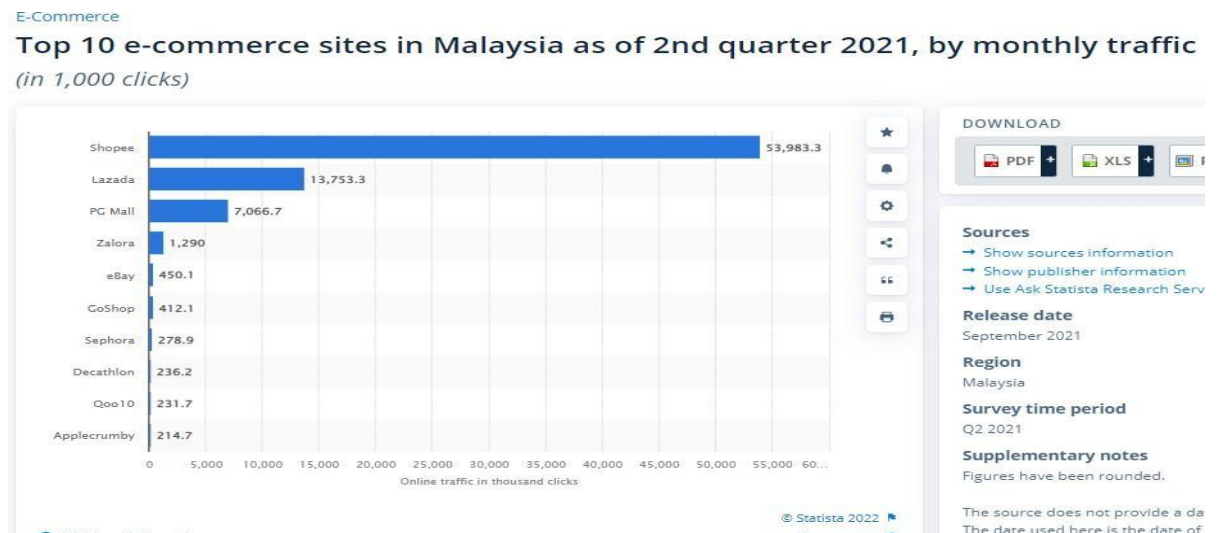


Figure 2: Top 10 online shopping e-Commerce sites/apps in Malaysia 2021

## 4.2 Weaknesses

There have been two flaws in Shopee's development that may have an impact on the company's brand and consumer satisfaction. The first downside is the possibility of being defrauded. Shopee's development is an issue that has arisen as a result of fraud. There is no way to completely remove it, but Shopee is doing everything it can to limit, restrict, and eliminate any fraud or scam that may occur as a result of using Shopee. Shopee also created a security function called Shopee Guarantee in order to address the issue of fraud and scams. Shopee guarantees and protects any goods with the Shopee Guarantee emblem. Those products and dealers will have a significantly greater level of trustworthiness. The Shopee Guarantee is a feature that facilitates and mediates the buying and selling transactions on the Shopee mobile app. It also ensures that platform users enjoy the finest mobile commerce experience possible and protects buyers' and sellers' money and trust. (Milo, 2016.) Shopee Guarantee is a tool that aims to limit the number of scams and frauds as much as possible. This predicament, however, cannot be resolved quickly or completely. It's still a flaw that Shopee should be aware of. The overloaded situation of Shopee's application at "hot" times is the second weakness of Shopee. For example, for every major event, there are numerous discount codes and advantages available to clients. When the codes are provided, the Shopee program is frequently overwhelmed. Customers on Shopee have expressed their dissatisfaction with the situation.

#### **4.3 Opportunities**

Opportunities are described as external opportunities that boost a company's success rate in a foreign market. The first opportunity for Shopee is to grow its business while expanding its scale. Second, rather than acting as a middleman for other companies, Shopee will be able to introduce more products under its own brand. Shopee can improve the quality of the online purchasing process and satisfy customers by imposing a stringent and appropriate policy on its partners. Shopee's brand value will be boosted as a result. It also offers shipping savings based on events and other factors.

#### **4.4 Threats**

All external influences that have a negative impact on the company are referred to as threats. Security, competition, and negative reviews are the strands that the case company, Shopee, is dealing with and will deal with in the future. Security is always the most important issue that any technological organization should be concerned about. That is also Shopee's most serious issue. Until date, Shopee's security has been ensured by its stable and qualified technical team, tight security regulations, and Shopee Guarantee function. Unfortunately, Shopee is afflicted by a major counterfeiting problem. The platform has appeared in the US Trade Representative's (USTR) yearly Review of Notorious Markets for Counterfeiting and Piracy on numerous occasions. According to the most recent research, which was released in early 2021, a huge number of counterfeits are present on the platform. Despite Shopee's anti-counterfeit policy and support centres, rights holders are having trouble getting help with takedowns and notices. According to the most recent data, which was released in early 2021, there are a high number of counterfeits on the site. Despite Shopee's anti-counterfeit policy and support centres, rights holders are having difficulty getting help with takedowns and notices. Shopee, it appears, does not screen its third-party merchants and allows copyright



infringers to re-register after being blacklisted. Furthermore, for one infringing account to be frozen on Shopee, many notices are required. This may be true for copyright holders who have never dealt with takedown demands before. On the other hand, our online brand protection professionals have little issue protecting our customers' rights on Shopee. To notify them of our request, we use the platform's IP report. In most cases, they respond positively, and the infringing listing is removed within 48 hours. Shopee, in its defence, does have an anti-counterfeit policy. In fact, if a merchant is detected selling counterfeits, Shopee Mall will suspend their participation in the program. However, it appears that this will not be enough to stop the deluge of counterfeits on the site.

## **V. MALAYSIA DIGITAL PLATFORM**

Shopee is a mobile-friendly online marketplace that lets consumers buy and sell items quickly and easily. Developing an integrated marketing communication plan that is 4P (place, pricing, promotion, and production) is one of the techniques that Shopee can employ to sustain client loyalty to be successful in the global e-commerce market. During Covid-19 epidemic, it presented an opportunity for e-commerce to improve its commercial performance. However, according to research, sellers do not fully understand the mechanisms that can provide e-commerce customer happiness, even the quality of digital services is also an essential component of e-commerce. As a result, consumer happiness will increase, which will lead to consumer repurchases and eventually, consumer loyalty in Business to Consumer behaviour.

Shopee have a very interesting strategy for their operation. One of their strategies is to try and increase advertising and consumer trust. For this, Shopee must be prepared to understand all the needs of their client. It should be considered that consumer satisfaction will depend on the confidence and dynamics that the customer chooses when buying online. This step is important to establish new potential customers, so the company must understand these attributes of trust and satisfaction that consumers demonstrate when obtaining their products. Consumers create their opinions based on experiences, their first shopping experience will define whether they will trust an online store or a normal physical store. Usually, they will evaluate all the steps of the purchase criteria, such as payments, shipping time, personal data, offeror's provision, and quality of the product or service. This will guarantee the directly proportional relationship between trust, loyalty, and satisfaction that the individual who consumes products in line with the company that provides the service. Advertising and marketing strategies must be closely related to attracting potential customers to consume the products that the company sells. Therefore, the necessity of advertising investment is important to supply the factor of the expansion of Shopee's firm since it gives a better positioning to the brand and can segment other possible clients that are interested in purchasing on e-commerce platforms.

## **VI. CONCLUSION**

E-commerce websites can thrive with repeated visits from customers. Previous focus on rapid brand building and rapid new customer acquisition is often on key technology tools and interactive technologies for customer retention, such as personalised product delivery and automated customer care. It led to a focus. Smart marketers have learned that service, relevance and credibility are very important to online brands. Brand reaction does more than just allow marketers to measure and adjust the impact of their brand. This allows you to leverage the emotional aspects of your brand with unprecedented efficiency. Based on data found by the author in an interview with Shopee Indonesia director Handhika Jahja and a media collection crew, he said there were many changes in people's behaviour, referring to the increase, during the COVID 19 pandemic.

Explained during the Covid 19 pandemic, but in the number of e-commerce transactions. According to a Bazaarvoice Research survey, there are significant differences between consumers when it comes to purchasing and consuming goods and products. Prior to the Covid19 pandemic, purchasing priorities were product quality (48%), price (47%), and brand (24%). However, during this time of the Covid19 pandemic, consumers are adapting to product availability (48%), price (36%) and quality (34%). The existence of Covid19-related regulations that limit the space consumers can shop in encourages the availability of goods to be prioritised over quality during this pandemic.

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