Demographic features of Pahang Portal Mart adoption during Covid19

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Abstract. The use of online shopping during covid season 19 is expected to continue to increase. The rise in the use of online shopping is really encouraging, as it will support the government campaign to curb the spread of the Covid-19 epidemic and there might be many users who also do not make effective use of information technology. Therefore, this study aims to identify the demographic features of online shopping users in Malaysia during the Covid season. this study uses a questionnaire instrument for data collection. a total of 127 respondents were successfully obtained and the data were analyzed with descriptive statistics. findings have shown that the majority of respondents were Malays and they are students who have a Bachelor's degree and aged between 21 and 29 years. the findings of the study are discussed further suggestions for improvement are stated in this study

1. Introduction

Among the challenges facing by the world's population today is to overcome the problem of covid19 pandemic transmission. Almost all governments around the world have determined that social incarceration is one of the possible efforts to curb the spread of the pandemic from spreading. Although human daily activities cannot be continued normally, some critical matters still need to be continued among them is to shop for daily necessities. At this point conventional purchase methods can no longer be used and thus information technology plays a very critical role in helping human daily affairs. There are so many inevitable human daily affairs are such as financial transactions, shopping for necessities, religion practice related such as financial transactions i.e. zakat and so on. In Malaysian context, every activity performed has turned into an online activity such as e-business[1] online learning[2] [3] websites of private hospitals promoting medical tourism [4] online newspaper [5]. Such matters need the assistance of information technology in ensuring that the people are always compliant with social distancing laws. Although information technology is seen as a medium that helps people to facilitate daily affairs, but there are still those who do not use this information technology facility to the fullest [6]. The consequences of the rejection of this technology are devastating, where those who invest in this information technology provisioning industry will suffer losses. Therefore, this study will try to identify the demographics of online shopping users.
2. Literature review

2.1. Technology adoption

The study of technology acceptance has been started since 1989 through TAM theory [7]. This study then continues to evolve with new discoveries through new theories such as UTAUT [8]. There are several studies that have used TAM as a basic theory in information technology acceptance research. such studies have been conducted in a number of different contexts. A study conducted by [9] has used TAM as a basic theory in explaining YouTube usage. While a study by [10] has used TAM with the addition of several new variables such as self-efficacy, facilitating conditions, subjective norm, and anxiety. such studies however were not conducted during the MCO. Therefore, such studies will not be able to describe the acceptance of technology when a pandemic strike. Therefore, we developed the objective of this study which aims to identify the demographics of online shopping users

3. Methodology

The objective of this study is to identify the demographic features of online shopping users during the covid season 19. This study is a quantitative study that uses questionnaire instruments for the purpose of data collection. The questionnaire used is one that has proven its validity and reliability. This questionnaire has also proven its validity through the use of questionnaires taken from the literature of previous researchers. the scale used to measure respondents’ perceptions is the likert scale which starts with 1 strongly disagree to 5 Strongly agree. sampling size is 119 based on information obtained from measurements based on effect size. we managed to gather a total of 127 respondents for this study. Research instruments were distributed to respondents through online platforms. This method is used based on the current situation that does not allow us to use the conventional approach of meeting face to face with respondents. Data were then analyzed descriptively using frequency and percentage

4. Data analysis

The findings of the study shows that there are 55 male respondents (43.3 percent) and 72 female respondents (56.7). While in terms of age, majority of respondents are those aged 21 to 29 years which is represents 44.1 percent. Majority of the respondents were Malays ie by 99.2 percent. In terms of occupation, the majority of respondents are students, that is, it represents 40.9 percent of the sample population. In terms of education level, the majority of respondents are those who have a first degree, which is 38.6 percent. See Table 1,2,3,4 and 5

| Table 1: Gender |
|-----------------|-----------------|-----------------|-----------------|
|                | Frequency | Percent | Valid Percent | Cumulative Percent |
| Male            | 55        | 43.3    | 43.3           | 43.3              |
| Female          | 72        | 56.7    | 56.7           | 100.0             |
| Total           | 127       | 100.0   | 100.0          |                   |

| Table 2: Age |
|---------------|-----------------|-----------------|-----------------|
|               | Frequency | Percent | Valid Percent | Cumulative Percent |
| 20 years and below | 16          | 12.6    | 12.6           | 12.6              |
| 21 - 29 years | 56        | 44.1    | 44.1           | 56.7              |
| 30 - 39 years | 22        | 17.3    | 17.3           | 74.0              |
Table 3: Race

| Race     | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------|-----------|---------|---------------|--------------------|
| Malay    | 126       | 99.2    | 99.2          | 99.2               |
| Others   | 1         | 8       | 8             | 100.0              |
| Total    | 127       | 100.0   | 100.0         |                    |

Table 4: Occupation

| Occupation     | Frequency | Percent | Valid Percent | Cumulative Percent |
|----------------|-----------|---------|---------------|--------------------|
| Government staff | 27        | 21.3    | 21.3          | 21.3               |
| Private staff   | 37        | 29.1    | 29.1          | 50.4               |
| Student         | 52        | 40.9    | 40.9          | 91.3               |
| Others          | 11        | 8.7     | 8.7           | 100.0              |
| Total           | 127       | 100.0   | 100.0         |                    |

Table 5: Education level

| Education Level | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------------|-----------|---------|---------------|--------------------|
| SPM*            | 11        | 8.7     | 8.7           | 8.7                |
| Diploma         | 44        | 34.6    | 34.6          | 43.3               |
| Bachelor        | 49        | 38.6    | 38.6          | 81.9               |
| Master          | 19        | 15.0    | 15.0          | 96.9               |
| PhD             | 4         | 3.1     | 3.1           | 100.0              |
| Total           | 127       | 100.0   | 100.0         |                    |

*Note: SPM is abbreviation for Sijil Pelajaran Malaysia

5. Discussion

As stated in the literature review section, the study of the adoption of information technology technology has not yet been conducted on a large scale during Covid 19. The findings of this study have proven that, From a demographic point of view, the users of onlineshopping Alam consist mostly of students who are on average aged 21 to 29 years. As we know, this young generation is a group that is very close to information technology. This group monopolizes the use of social media such as Facebook YouTube Instagram and others. so it is not surprising that the respondents of this study consisted of the majority of the young. what can be learned here is that the acceptance of information technology among youth is very good. Because of their natural nature which is indeed close to gadgets as well as social media. Therefore, information technology providers should continue to maintain this group as the main users of information technology, especially in dealing with the issue of covid-19 epidemic transmission. The findings of this study may also be able to assist information technology
providers in the development of promotion strategy of any online platform and further provide training to those who are less receptive to information technology sophistication. This study however needs to be interpreted carefully because this study cannot be generalized to the entire population of online shopping users. This is due to the nature of this research, which is simply a descriptive analysis, and the statistics used only refer to the respondents and not to the whole population. Future studies should examine the acceptance of online shopping by including other groups of consumers such as those who are older, those who live in rural areas, and those with low socioeconomic status.

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