



INTERNATIONAL JOURNAL OF  
ENTREPRENEURSHIP AND  
MANAGEMENT PRACTICES  
(IJEMP)

[www.ijemp.com](http://www.ijemp.com)



## PERCEIVED ENJOYMENT IN ONLINE SHOPPING VIA SOCIAL MEDIA AMONG GENERATION-Y

Fatin Farhana Kamis<sup>1\*</sup>, Shah Iskandar Fahmie Ramlee<sup>2</sup>

<sup>1</sup> Faculty Entrepreneurship and Business, Universiti Malaysia Kelantan (UMK) Malaysia  
Email: fatinkamis.fk@gmail.com

<sup>2</sup> Faculty Entrepreneurship and Business, Universiti Malaysia Kelantan (UMK) Malaysia  
Email: shah@umk.edu.my

\* Corresponding Author

### Article Info:

#### Article history:

Received date: 27.10.2020

Revised date: 25.11.2020

Accepted date: 24.01.2021

Published date: 01.03.2021

#### To cite this document:

Kamis, F. F., & Ramlee, S. I. F. (2021). Perceived Enjoyment in Online Shopping Via Social Media among Generation-Y. International Journal of Entrepreneurship and Management Practices, 4 (13), 34-40.

DOI: 10.35631/IJEMP.413003.

This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)



### Abstract:

Social media has evolved as technology has shifted. Moreover, it has made it easier for users when it is updated to the application and can be used on smartphones. Enjoyment is the key to social media surfing and relieving stressful daily affairs. This paper examines the perceived happiness, and online purchase behaviours of Generation Y. Generation Y is the largest segment in the Malaysian population and also known as the largest internet user. This study aims to investigate the factor of online purchases among generation y through social media. This study also more focuses on three categories of social media from Facebook, Instagram, and Twitter. The quantitative method is used in this research to analyze the data. The data collected using an online survey via social media.

### Keywords:

Online Shopping, Enjoyment, Shopping Enjoyment, E-Commerce, Purchase, Social Media

### Introduction

The internet has transformed many aspects of life and become very popular. People around the world are being influenced by the existence of internet. According Online shopping is electric commerce that allows the consumer to buy goods that they need directly from the seller through a website or application. Advancements in emerging technologies have given sellers and consumers an advantage (Ulaan, Pangemanan, & Lambey, 2016). The existence of various devices has enabled the consumer to use a different range of computer, including a tablet

computer, smartphones, and desktop computers. Many internal and external factors can influence online shopping. Consumers can easily find a desired product and information only with a click. They can visit a website of the retailer directly by searching for alternative vendors using a search engine, and indirectly it displays the availability of product and price range. Online purchases refer to how consumers behave in online stores or websites (Sari, 2015). According to Nadzri, Fauzi, Rahman, & Baharudin (2017) said consumers tend to find and buy products when they enter the internet world. The purchasing process is to continue when the consumer has the potential to use the Internet to find some information that related the item; they are desire.

Development in online shopping is very crucial along the development of technology and the infrastructure. It has a positive impact on number of internet users in Malaysia. According to data from Malaysian Communications and Multimedia Commission (MCMC) internet user in Malaysia increased from 25.84 million people in 2017 to 28.7 million people in 2018 (MCMC, 2018). In facts, online shopping above shows that people are enjoy to do online purchase since the technology specifically drives them through. Then, the research is to identify the significant effect of Perceived Enjoyment on online purchase intention. Ulaan, Pangemanan & Lambey (2016) said young people tend to use the Internet to find a product through online sites and help them to evaluate the lowest price on each site for the purchase and then expect will make them feel pleasure. Others than that, that feeling pleasure will lead them to make another purchase transaction online. This research paper is to examine relationship perceived enjoyment toward purchase intention among Generation-Y via Social Media. Hence, the researcher wants to prove that perceived enjoyment will affect consumer to make a purchasing because a study from (Cheema, Rizwan, Jalal, Durrani, & Sohail, 2013) has revealed that perceived enjoyment are the factors that affect online shopping intention. Online shopping expected to emerge, which are easier for the consumer to shopping in future. Using a mobile in browsing will turn them into buying and create a tactile online shopping experience. Hence, more people will take their social network to shop due to the flexible of local shipping and will be vital for customer loyalty. Intention to purchase is necessary to study because every transaction will start with the intention either physically or virtually.

### **Social Media**

Social media can refer to the website or application that is designed and allows people to share or post anything they want. Social media is media to socialize with each other online. It makes people interact without space and time limitation, as well as enable them to communicate with each other wherever they are and whenever they do not care how far they are and neither day nor night. Besides, social media also has a significant impact on current life. People take advantage of social media for the convenience of their lives such as studying, finding work, finding resources, downloading materials and even spending online. The rapid development of social media has enabled everyone to have their social media and access anywhere using smartphones.

Many people consider social media to be an effective means of communication. The use of social media originates from computers before being transformed into applications that can be used on smartphones. In line with emerging technologies, social media is a marketing tool that sellers are increasingly interested in. Most sellers have used this opportunity to grow their business, and the social media revolution has made a significant impact on marketing communications (Hutter, Hautz, Dennhardt, & Füller, 2013). Consumers are more likely to spend their time on social media, and this has made the communication network increasingly.

This new marketing gives consumer advantages to make a purchase decision and be influenced by social media.

Social media have five different categories which are (1) social networking sites, (2) media sharing sites, (3) microblogging, (4) blogs and (5) social news (Lee, 2013). Although they fall into different categories, each of these still have a unique feature to be experienced by all users. Social networking sites have three essential characteristics of social networking. System on that sites allows the user to be public or semi-public their profiles, and the second characteristic is there will appear a suggested friend on their profile. They also can view the list of a connection made by others within the system (Liu & Ying, 2012). At the same time, media sharing sites enable the user to keep sharing the photos, video and other multimedia files with others. Next, Microblogging is assuming as the practice of posting small pieces of digital content which could be in the form of text, pictures, links, short videos, or any other form of media over the web (Yazdanifard, Obeidy, Fadzilah, Yusoff, & Babaei, 2011). These are the three categories used for the study, and using these platforms, they can compare and make them influence consumer purchase intention (Erkan & Evans, 2018).

### **Gen-Y**

Generation-Y, known as millennial. It is refer to as the generation that is born between the 1981's to the early 1994's (Lazarevic, 2012; Muda, Mohd, & Hassan, 2016). Generation Y known in the technology and smart use of technology in daily life. Shoppers are turning into an imperative portion in the present market because of their substantial size, their current noteworthy measure of spending power and their potential for enormous actions of future spending power (Lazarevic, 2012). Generation Y consumers are well educated and more aware of the marketing tactic than the previous generation. Mostly Generation Y consumer is driven by a having modern life and their brand consumption allow them to realize all needs.

Similarly to Lim, Omar & Thurasamy (2015) said, among all the internet users, Generation Y is a group that is actively involved in online purchases. The exciting part of Generation Y is they are technology savvy (Lim et al., 2015). this generation has continued access to technology on both computers and mobile phones. Besides, they also use strategic technology by integrating technology into their current needs and requirements.

Other than that, Gen Y spends more time use social media for the same purpose as different cohorts such as entertainment, leisure, and information (Bolton, Parasuraman, & Hoefnagels, 2013) and keep connecting with their friends. They actively contribute shares, search for consuming content besides work and play on social media (Bolton et al., 2013). Generation Y is a heavy internet user, has a basic knowledge of e-commerce. Given that, it is vital for the researcher to a deeper understanding of the factor that influences their online purchase. Valentine & Powers (2013) also said that, as Net Generation, they are rarely healthy internet users for various purposes, including shopping.

## **Literature Review**

### ***Online Shopping Behavior***

Ecommerce is defined as the application of telecommunications network technology to conduct business transactions, exchange information, and maintain contact with users before, during, and after the purchase process (Nadzri et al., 2017). Online business is easy to get started by using low capital. Also, the seller can manage their own business without hiring staff, and they

also have a lower risk. Besides, there was an advantage in online shopping such as high efficiency, more convenience, a variety of choices of goods and not restricted by distance and space (Chen, Razani, Roosmalati, & Wino, 2017). Online shopping made people easy to shopping whenever they are free it is easy to access. Through that too, a consumer can choose goods based on their preferences and compares which one is worth. Not only can compare goods, but they also can compare prices from many sellers and get a product at a lower price in high quality. Other than that, the distance between seller and buyer is not a big problem as it can all be managed by post with a charge. The excitement of consumer to buy online is because they have to get discounted in terms of free post, free gift and sales.

However, online shopping is still no exception to facing lacking especially in Asia compared to developing countries, and there is still much need to be improved such as online scams, security, information quality, damage in delivery. Generation young tend to feel pleasure when doing their activity through the Internet, such as browsing product info via the website (Ulaan et al., 2016). Besides, many factors might influence a consumer to purchase a product online. When it is related to online shopping, there will have a risk that consumer needs to face troubles in terms of the quality of goods, product performance, damage during shipment, online fraud. Online shopping has made people enjoy to do purchasing since technology specifically the Internet drives them (Ulaan et al., 2016).

### ***Perceived Enjoyment***

Enjoyment and excitement in behaviour is a widely recognized role as the key to consumer shopping and arguably in terms of hedonic value (Scarpi, Pizzi, & Visentin, 2014). Use a system for specific activities that can satisfy yourself and improve performance. Consumer shopping based on the user experience he or she had before. One example is how consumers get a rewarding experience as well as a lower price than the online market price (Saragih & Ramdhany, 2013). Furthermore, satisfying consumer experience will make them feel comfortable with online purchases. According to Ulaan et al. (2016) in the study, when a consumer feels enjoy while doing their activity through the Internet, it will attract their intention to shop online.

Social media are enjoyable to utilize, give amusement, stimulates the imagination and give users the help of a tense life (Soares & Pinho, 2014). Liat & Wuan (2014) said that perceived enjoyment could bring them happiness and increase the level of satisfaction when online purchases on social media. Many reasons make an individual's behaviour tend to purchase online such as boredom and the influence of the environment. After a hectic day, shopping also gives a calming effect on some people and distract from negative feeling. The consumer will enjoy shopping experience due to the ease of online shopping and can avoid consumers from psychological tension (Aren, Güzel, Kabadayı, & Alpan, 2013; Jayawardhena & Wright, 2009). The facts of online shopping above show that people enjoy doing online purchasing since the technology specifically Internet drives them through.

Additionally, enjoyment and excitement for this customer are leading to hedonic benefits when they obtain a sale price on the desired product (Horvath & Adıguzel, 2018). Entertainment is an essential element in online shopping because consumers can have fun when they are searching for products online. Previous researcher has discussed that feeling of excitement, delight, and joy affect the behaviour of individuals who encourage them to spend online (Cheema et al., 2013; Triandis, 1980). According to (Mandilas, Karasavoglou, Nikolaidis, & Tsourgiannis, 2013) acceptance of new technology is a strong predictor of perceived enjoyment

that drives to intention to online purchase and most important factor for internet shopping. Deliberately shopping on the Internet and through online behaviour, the buyer's intention will be stronger if they saw more excitement gained from social media (Pietro & Pantano, 2012). Pleasure or satisfaction in the purchase would affect and lead the consumer to make another purchase in the future (Ulaan et al., 2016).

### Methodology

In understand generation y online purchasing behaviour in Malaysia, the questionnaire distributed to the respondent via social media (Facebook, Instagram, and Twitter). The study utilized a non-probability sampling technique, specifically convenience sampling. Convenience sampling usually used for collecting a large number of data. Convenience sampling technique is a sampling technique in which the sample is selected based on specific considerations or criteria (Sekaran & Bougie, 2013). Sample size this study would be 384 as follow Krejcie & Morgan (1970) table. Collect data using social media because research is about online purchases and more focused on generation Y as they are more likely interested in using new technology to find a new product and compare alternative prices. Questionnaire in this study will be divided into 2 part which is demographic and online purchases behavior and perceived enjoyment and was used 5 Likert scales.

### Conclusion

New trends have emerged in the way of purchasing with the development of technology that is becoming increasingly important in life. Increasingly people are using the Internet with the technology to interact with others, obtain information and buy online. Based on this study, the focus is on three different types of social media: Facebook, Instagram, and Twitter. Online purchases in Malaysia are still an early stage compared to other developed countries such as the United States. It makes the online market in Malaysia grow a bit slow. This research will look at whether perceived enjoyment will affect online purchases.

### References

- Aren, S., Güzel, M., Kabadayı, E., & Alpkan, L. (2013). Factors Affecting Repurchase Intention to Shop at the Same Website. *Procedia - Social and Behavioral Sciences*, 99, 536–544. <https://doi.org/10.1016/j.sbspro.2013.10.523>
- Bolton, R. N., Parasuraman, A., & Hoefnagels, A. (2013). Understanding Generation Y and their use of social media : a review and research agenda. *Loughborough University Institutional Repository*, 24(3), 245–267. <https://doi.org/10.1021/es902321a>
- Cheema, U., Rizwan, M., Jalal, R., Durrani, F., & Sohail, N. (2013). The Trend of Online Shopping in 21st Century: Impact of Enjoyment in TAM Model. *Asian Journal of Empirical Research*, 3(2), 131–140. <https://doi.org/10.1093/jurban/jti063>
- Chen, L., Razani, F. Z., Roosmalati, M., & Wino. (2017). Attitudes Toward Online Shopping in Asian Emerging Markets : A Comparison on The Younger Generations In China and Indonesia.
- Erkan, I., & Evans, C. (2018). Social media or shopping websites? The influence of eWOM on consumers' online purchase intentions. *Journal of Marketing Communications*. <https://doi.org/10.1080/13527266.2016.1184706>
- Horvath, C., & Adıguzel, F. (2018). Shopping enjoyment to the extreme: Hedonic shopping motivations and compulsive buying in developed and emerging markets. *Journal of Business Research*, 86(July 2017), 300–310. <https://doi.org/10.1016/j.jbusres.2017.07.013>

- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*, 22(5), 342–351. <https://doi.org/10.1108/JPBM-05-2013-0299>
- Jayawardhena, C., & Wright, L. T. (2009). An empirical investigation into e-shopping excitement: antecedents and effects. <https://doi.org/10.1108/03090560910976429>
- Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*. <https://doi.org/10.1177/001316447003000308>
- Lazarevic, V. (2012). Encouraging brand loyalty in fickle generation Y consumers. *Young Consumers*, 13(1), 45–61. <https://doi.org/10.1108/17473611211203939>
- Lee, E. (2013). Impacts Of Social Media – Decision Making Process.
- Liat, C. B., & Wuan, Y. S. (2014). Factors Influencing Consumers' Online Purchase Intention: A Study among University Students in Malaysia. *International Journal of Liberal Arts and Social Science*, 2(8), 121–133. <https://doi.org/10.5539/ass.v10n9p18>
- Lim, Azizah, O., & Ramayah, T. (2015). Online Purchase: A Study of Generation Y in Malaysia. *International Journal of Business and Management*, 10(6), 1–7. <https://doi.org/10.5539/ijbm.v10n6p298>
- Liu, Y., & Ying, X. (2012). A Review of Social Network Sites : Definition , Experience and Applications. *The Conference on Web Based Business Management*, 749–752. Retrieved from <http://www.scirp.org>
- Mandilas, A., Karasavoglou, A., Nikolaidis, M., & Tsourgiannis, L. (2013). Predicting Consumer's Perceptions in On-line Shopping. *Procedia Technology*, 8(November), 435–444. <https://doi.org/10.1016/j.protcy.2013.11.056>
- MCMC. (2018). *Internet Users Survey 2018*. Retrieved from <http://www.mcmc.gov.my/>
- Muda, M., Mohd, R., & Hassan, S. (2016). Online Purchase Behavior of Generation Y in Malaysia. *Procedia Economics and Finance*, 37(16), 292–298. [https://doi.org/10.1016/S2212-5671\(16\)30127-7](https://doi.org/10.1016/S2212-5671(16)30127-7)
- Nadzri, S., Fauzi, A. F., Rahman, S. S. A., & Baharudin, N. A. (2017). Kepercayaan Pengguna Dalam Pembelian Atas Talian: Kajian Kes. *Proceeding of the 4th International Conference on Management and Muamalah 2017 (ICoMM 2017)*, 2017(ICoMM), 62–75.
- Pietro, L., & Pantano, E. (2012). An empirical investigation of social network influence on consumer purchasing decision: The case of Facebook. *Journal of Direct, Data and Digital Marketing Practice*, 14(1), 18–29. <https://doi.org/10.1057/dddmp.2012.10>
- Saragih, H., & Ramdhany, R. (2013). PENGARUH INTENSI PELANGGAN DALAM BERBELANJA ONLINE KEMBALI MELALUI MEDIA TEKNOLOGI INFORMASI FORUM JUAL BELI (FJB) KASKUS. *Jurnal Sistem Informasi*. <https://doi.org/10.21609/jsi.v8i2.331>
- Sari, C. D. W. P. (2015). PENGARUH KEPERCAYAAN, KEAMANAN, PERSEPSI RESIKO DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN SECARA ONLINE (STUDI PADA PENGGUNA SITUS OLX.CO.ID D/H BERNIAGA.COM). *Fakultas Ekonomi & Bisnis*.
- Scarpi, D., Pizzi, G., & Visentin, M. (2014). Journal of Retailing and Consumer Services Shopping for fun or shopping to buy : Is it different online and of fl ine ?, 21, 258–267. <https://doi.org/10.1016/j.jretconser.2014.02.007>
- Sekaran, U., & Bougie. (2013). *Research method of business: A skill-building approach (6th Edition)*. John Wiley & Sons, Inc.

<https://doi.org/http://www.slideshare.net/basheerahmad/research-methods-for-business-entire-ebook-by-uma-sekaran>

- Soares, A. M., & Pinho, J. C. (2014). Advertising in online social networks: the role of perceived enjoyment and social influence. *Journal of Research in Interactive Marketing*, 8(3), 245–263. <https://doi.org/10.1108/JRIM-08-2014-001>
- Triandis, H. C. (1980). Values, attitudes, and interpersonal behavior. *Nebraska Symposium on Motivation. Nebraska Symposium on Motivation*. [https://doi.org/10.1016/S0969-4765\(04\)00066-9](https://doi.org/10.1016/S0969-4765(04)00066-9)
- Ulaan, R. V., Pangemanan, S. S., & Lambey, L. (2016). The Effect Of Perceived Enjoyment On Intention To Shop Online, 4(1), 1137–1146.
- Valentine, D. B., & Powers, T. L. (2013). Online Product Search and Purchase Behavior of Generation Y. *Atlantic Marketing Journal*, 2(1), 76–91. Retrieved from <http://digitalcommons.kennesaw.edu/amj/vol2/iss1/6/>
- Yazdanifard, R., Obeidy, W. K., Fadzilah, W., Yusoff, W., & Babaei, H. R. (2011). Social Networks and Microblogging; The Emerging Marketing Trends & Tools of the Twenty-first Century. *Management*, 5, 577–581.