

# Exploring the Environmental, Social, and Governance Dimensions of Students' Online Shopping Behaviour: A Case Study of Kelantanese Students in Malaysia

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**Abstract**

Issues about the environmental, social, and governance (ESG) ramifications of the rise of e-commerce have surfaced as the sector continues to expand around the globe. In this study, we will look at how Kelantanese students in Malaysia's state of Kelantan shop online in terms of environmental, social, and governance (ESG) considerations. The study intends to shed light on this population's understanding, attitudes, and actions concerning ESG aspects in the context of online buying by analyzing their online shopping behaviors. The study used a mixed-methods strategy, with quantitative data collecting as one component. In the quantitative stage, students in Kelantan are surveyed to learn more about their online buying habits, preferences, and knowledge of environmental, social, and governance (ESG) concerns. Students' motivations, values, and opinions on ESG dimensions associated with purchasing goods online are better understood **thanks to the qualitative phase's comprehensive interviews and focus group discussions**. The study's findings reveal important insights into the ESG characteristics of students' online buying activity. Based on our preliminary data, we may infer that Kelantanese students who buy online do so with a focus on convenience, cost, and product variety; yet we also observe signs of concern and understanding of environmental, social, and governance (ESG) issues. Key issues influencing their purchasing decisions include packaging waste, greenhouse gas emissions, working conditions, and product authenticity. The

investigation investigates how schooling, individual values, and extracurricular activities interact to form students' ESG awareness and actions. The report also finds challenges and possibilities for encouraging responsible behavior in internet buying among Kelantanese students. This study's findings fill a gap in the literature by providing new information about the environmental, social, and governance (ESG) aspects of students' online purchasing habits. Legislators, educators, and businesses can use the research findings to create more effective tactics for encouraging responsible and environmentally friendly online shopping. The research also educates students and the public on the value of ESG considerations while shopping online, which helps to create a more sustainable and socially responsible e-commerce industry.

**Keywords:** Marketing, Customer Behaviour, Digital Marketing, Purchase Behaviour

## 1. INTRODUCTION:

The explosion of online shopping has changed the face of retailing around the world by giving customers instantaneous access to a vast selection of goods and services. Saving time, finding better deals, and having more options are just a few of the many advantages of shopping online. The environmental, social, and governance (ESG) ramifications of this development, however, are a cause for concern. Understanding the ESG components of consumer decisions is becoming increasingly important in the promotion of sustainable and responsible consumption as consumers increasingly migrate their purchase behaviors to online platforms.

The purpose of this research is to examine Kelantanese students' (students from Kelantan in Malaysia) online shopping habits from an ESG perspective. The Malaysian state of Kelantan is well-known for its lively student population and rich cultural heritage. The study's target population is students in Kelantan, and its primary goal is to shed light on their level of knowledge,

preferences, and behavior with respect to ESG considerations in online buying.

Cheah et al. (2019), Guo et al. (2020), and Liang et al. (2021) are just a few of the research that have looked at the environmental implications of conventional retail and explored ways in which they could be mitigated. Less consideration has been given, however, to the environmental impacts of online purchasing, such as carbon emissions from packing and transportation (Alves et al., 2020; de Sousa Jabbour et al., 2021). Equally crucial but sometimes disregarded are the social and governance components of online buying (Van Heerde et al., 2019; Dubey et al., 2020), which include things like working conditions, product legitimacy, and data privacy. The current study uses a mixed-methods approach to collect thorough data to address this gap in the literature. Students' internet shopping habits, personal preferences, and ESG awareness will be measured by a quantitative survey. To go even further into students' goals, beliefs, and perspectives on ESG issues linked to online purchasing, qualitative methods

such in-depth interviews and focus groups will be used. This research aims to add to what is already known about the environmental, social, and governance (ESG) elements of online consumer behavior by analyzing the online purchasing behaviors of students in Kelantan. Policymakers, educators, and businesses will all be able to use the results to better promote responsible and environmentally friendly online shopping. Ultimately, the study hopes to encourage a more sustainable and socially responsible e-commerce environment by increasing awareness of the importance of ESG elements among students and the public. The horrific Covid-19 epidemic's rapid spread over the entire planet frightened everyone. According to the World Health Organization's (WHO) most recent figures, 3,459,996 individuals have died globally with Covid-19, and it is anticipated that 166,860,081 people have received a diagnosis of it as of May 24, 2020. This simultaneously exploded the crisis and global economic downturn in all nations (Cheng, 2020; UNDP, 2020). The Malaysian movement control order negatively impacts the small company sector (Azman, 2020). The movement control order (MCO), which went into effect in March 2020, has caused a change in the way that consumers utilize e-commerce platforms to stop the Covid-19 outbreak from spreading. In Malaysia, 51.2% of people utilize e-commerce platforms to buy and sell goods online, according to the Malaysian Communications and Multimedia Commission (SKMM, 2019). This condition results from the different consumer attraction techniques online retailers employ, including discount coupons, cash rebates, and other alluring incentives. When the nation began enforcing the Movement Control Order (MCO) in March 2020, online buying and selling operations

saw a rise of 28.9% in April 2020. (Berita Harian, 2020). The Regional Managing Director of Shopee, Ian Ho, stated that 2020 had seen significant growth in e-commerce when Malaysians were encouraged to prioritize online spending for various purchases, including branded and premium items, according to the article source for Sinar Harian. The director reportedly observed their purchasing patterns and discovered that, in contrast to the popular belief that consumer spending has decreased, Shopee discovered that demand has increased across all categories on its platform, with the middle- and upper-segment brands and retailers recording the most notable changes. Masoud (2013) claims that as customer security and privacy have become crucial, the online buying model relies heavily on consumer confidence. Because consumer participation is non-existent, it is crucial to understand customer behavior during transactions. As a result, this study aims to investigate how people behave when purchasing online near Higher Education Institutions in Kelantan.

## 2. REVIEW OF LITERATURE

The review of literature focuses on the case of Kelantanese students in Malaysia, and it surveys previous studies that have investigated the ESG aspects of students' online shopping activity. To lay the groundwork for the current investigation, the review draws attention to important discoveries and gaps in the literature.

The effects of online shopping on the environment have been an increasingly hot topic in recent years. Alves et al. (2020) and de Sousa Jabbour et al. (2020) draw attention to the issue of packaging waste

and carbon emissions in online shopping. There are consequences for waste management and resource consumption due to the increased packaging waste that results from the ease and accessibility of online shopping (Cheah et al., 2019). Online shopping has been linked to several environmental issues, including the release of greenhouse gases during the shipping and delivery procedures (Guo et al., 2020).

The social dimensions of online purchasing include issues such as the safety of workers, the reliability of products, and the satisfaction of customers. The significance of fair trade and ethical sourcing practices has been highlighted by studies of problems including labor rights and working conditions in e-commerce supply chains (Van Heerde et al., 2019). Concern has also been raised about the impact on consumer trust and product quality caused by the spread of counterfeit products in online marketplaces (Dubey et al., 2020). Research has also looked at how much of a toll compulsive online shopping takes on consumers' mental and social health (Liang et al., 2021).

Aspects like data privacy, security, and openness are all part of the governance characteristics of online buying. With more and more people's information being collected and used in online purchases, customers' right to privacy is more important than ever (Dubey et al., 2020). Van Heerde et al. (2019) reviewed studies that investigated topics such as online privacy policies, data breaches, and the impact of consumers' trust on their online actions.

Students' Preferences and effects on Online Shopping Several studies have examined students' preferences and effects on online shopping. Online shopping is popular among students for many reasons, including its convenience, low prices, and wide selection of goods (Cheah et al., 2019).

In addition, studies have investigated how factors like instruction and extraneous influences like commercials and word-of-mouth affect students' propensity to shop online (Guo et al., 2020).

While many studies have looked at how students shop online and how they feel about environmental, social, and governance (ESG) issues, there is a lack of studies that focus on the Kelantanese student population in Malaysia. This study hopes to fill that void by examining, with special attention paid to the cultural and demographic factors at play, the ESG dimensions of students' online buying activity in Kelantan.

Online merchants could use the findings of this study to better anticipate their clients' wants and implement methods to win their loyalty. Research by Casalo et al. (2008) indicates a substantial connection between brand reputation and consumer satisfaction, which in turn is associated with brand loyalty. Customers are more likely to stick with a well-established online store rather than try anything new. Customers favor online stores that ask for less personal information rather than those that want it all (Lawler, 2003).

Those who are on the fence about making online purchases can be won over by several tactics available to online merchants. To convert sceptics and casual browsers into loyal customers, brick-and-mortar stores must identify and address the issues that keep their online customers from making repeat purchases. Retailers selling items online must pay close attention to the standard of their goods. The next step for merchants to win back customers' faith is to raise the bar on product quality. As a result, they can give buyers a full picture of the vendor and their dealings with them, which should inspire more confidence in their services.

In addition, they can make use of marketing strategies like providing a safe and simple to navigate website for their clients, which will encourage repeat business and increase conversions. Customers can make more informed purchases when they have access to in-depth information about the products and services they're considering. Adding more visual content like photos, movies, and 3D models to help people see products and make choices can improve the user experience. People are more likely to use an e-commerce platform if it offers convenient payment methods like cash-on-delivery, refund and exchange facilities based on consumer needs, quick and fast delivery, and so on. According to multiple sources (Chaturvedi et al., 2016; Muthumani et al., 2017), this is the case. Consumers are hesitant to provide their credit card information into any online service (Roman, 2007; Limbu et al, 2011). Providing many payment options like cash on delivery, delivery after inspection, Google Pay, Paytm, or other payment gateways is a great method for online merchants to gain their customers' trust and increase sales. Customers are more likely to feel comfortable making purchases on the internet if stores provide them with clear security policies, privacy protections, and transactional servers (Pan and Zinkhan, 2006).

The vendor must provide immediate, critical support, such as answering all the buyer's questions within a 24-hour service window. It's possible that site visitors will be satisfied with what they find (Martin et al., 2015). In a successful sale, the buyer will feel even more connected to the seller. Because of the increased comfort level and openness to communication, the buyer will have an easier time negotiating with the

seller. If the buyer and seller negotiate well, the buyer will come to trust the vendor completely.

Merchants also have an obligation to ensure their wares are suitable for online consumption. Easy return and exchange policies are one way in which retailers may leverage the power of their customers (Bianchi and Andrews, 2012). Moreover, sellers might provide after-sale services like those provided by conventional buyers to entice more customers and provide a unique purchasing experience. As part of the "after-sales service," the seller may provide a new unit if the client receives one that arrives damaged. The possibility that a client won't trust the seller is also reduced if the money is returned to the buyer if their product is lost or destroyed. Having access to and making consistent use of such services will lead to a more loyal and trusted customer base.

This study is useful for both academics and professionals in the field of online commerce since it defines the relationship between customer knowledge and trust. Trust, perceived honesty, and the effect of trust on e-commerce are also explored in this study. Empirical research shows that when people have a positive impression of a website's reliability, they are more likely to make purchases from that site. This suggests that consumers' trust in online retailers has a major impact on their propensity to shop there. However, the survey results show that credibility has no bearing on confidence in making purchases online. A person's propensity to believe has a major role in shaping their first beliefs. When consumers have shopped on the internet before, their trust in online vendors is an important element.

### 3. PROBLEM STATEMENT

Issues concerning environmental, social, and governance (ESG) ramifications have been brought up in response to the explosive expansion of internet purchasing. Nonetheless, there is a dearth of studies examining the ESG aspects of students' internet buying activity, especially among the Kelantanese student population in Malaysia. To encourage sustainable and responsible consumption among Kelantanese students, it is important to gain an understanding of their knowledge, beliefs, and behaviors in relation to ESG aspects linked with online buying.

- attitudes, and perspectives do Kelantanese students have?
- How do Kelantanese students' ESG awareness and online buying behaviour develop because of their education and other influences?
- Is there a way to encourage more responsible and environmentally conscious online shopping habits among Kelantanese students?
- How can government officials, educators, and companies in Kelantanese create individualized plans to get kids to make more environmentally and socially conscious decisions when they shop online?

### 4. RESEARCH QUESTION

- How well do Kelantanese college students understand the ethical, legal, and societal implications of their internet purchases?
- When it comes to making purchases, what influences Kelantanese college students' online shopping habits and preferences?
- How do concerns about things like littering and greenhouse gas emissions enter the decisions of college students in Kelantan?
- When shopping online, do students from Kelantanese universities think about issues like fair labour practices and product authenticity?
- How do factors of governance like data privacy and openness affect Kelantanese students' propensity to make purchases online?
- When it comes to the environmental, social, and governance factors associated with internet buying, what drives,

### 5. RESEARCH OBJECTIVE

The purpose of this research is to examine Kelantanese students' online buying behaviour from an ecological, social, and governmental perspective in Malaysia. In particular, the study hopes to accomplish the following goals:

- Find out how well educated Kelantanese students are on the ESG (environmental, social, and governance) components of internet buying.
- Check out how Kelantanese college students purchase online, what they like to buy, and how much environmental, social, and ethical (ESG) weighs into their decisions.
- Examine the influences of education and social factors on the values, beliefs, and online buying habits of Kelantanese students with respect to ESG aspects.
- Determine the cultural background and demographic characteristics of Kelantanese students as potential hurdles and opportunities for encouraging

sustainable and responsible online shopping practices.

- Help policymakers, educators, and entrepreneurs create focused strategies to encourage a more sustainable and socially responsible e-commerce environment among Kelantanese students by providing insights and recommendations based on the research.

The study's goals will be met if it succeeds in collecting and analysing data from a representative sample of students in the Kelantanese environment who engage in online purchasing for goods and services. The research results will be used to increase public understanding, direct policy discussions, and direct educational efforts in Malaysia toward the goal of fostering responsible and environmentally friendly online shopping habits.

## 6. RESEARCH DESIGN

**Methodology-** Kelantanese students in Malaysia will be surveyed and an in-depth analysis of their online shopping habits from an environmental, social, and governance perspective will be conducted. Using this method, which combines quantitative data from surveys, we can gain a thorough comprehension of the phenomenon. The demographic of interest for this study will consist of Kelantanese students attending universities in Malaysia who frequently make purchases from internet merchants. **Method of Sampling:** Purposive sampling will be utilized to pick a diverse group of Kelantanese pupils to represent the whole. The sample will reflect the population at large; thus, it will include people of varying ages, levels of education, and levels of comfort making purchases online. **Questions for a Survey:** To gather numerical information,

we will create a systematic questionnaire. Questions on respondents' demographics, online buying habits, interests, and knowledge of ESG characteristics will all be included in the survey. The questionnaire will be distributed via electronic means, specifically via online survey tools. The sample size will be set using the saturation principle so that there is enough information for analysis.

**Analysis of Data:** The quantitative data will be analyzed using descriptive statistics like frequencies and percentages. Relationships between variables can be investigated using inferential statistics like correlation and regression analysis. To extract meaningful insights from qualitative data, we will employ thematic analysis. The ESG characteristics of consumers' online buying habits will be codified and analyzed to reveal emerging tendencies. Ethics will be considered at every stage of the study process. Participants' information will be kept private and secure thanks to the use of informed consent. At any stage during the research, participants might choose to stop participating. The study will be conducted in accordance with the research institution's ethical norms and regulations. Quantitative and qualitative data will be combined for a more in-depth understanding of the research issue through integration and analysis. The results from the various studies will be compared using triangulation. Students' online shopping habits will be examined across environmental, social, and governance dimensions using a combination of quantitative and qualitative data analysis. Potential problems include unrepresentative sampling, errors in memory recall, and cultural biases in the participants. The results may only apply to the Kelantanese population of Malaysian students. The results of this study will add

**TABLE 1:** Gender group of respondents.

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	male	60	49.2	49.2	49.2
	female	62	50.8	50.8	100.0
	Total	122	100.0	100.0	

**TABLE 2:** Age group of respondents.

		Frequency	Percent	Valid Percent	CumulativePercent
Valid	19-20years old	28	23.0	23.0	23.0
	21-22years old	47	38.5	38.5	61.5
	23-24years old	24	19.7	19.7	81.1
	25years old and above	23	18.9	18.9	100.0
	Total	122	100.0	100.0	

to what is already known about the environmental, social, and governance (ESG) factors that influence students' decisions to make purchases online. Academic journals, conferences, and other venues will be used to publicize the study's findings and encourage students in Kelantan to make ethical and environmentally sound purchasing decisions while shopping online.

## 7. DATA ANALYSIS:

### Demographic Profile of Respondents-

Demographic profile is a data collecting method to give a better understanding about our respondents. Their customer types of information that can be calculated such as gender, age, programme, and year of study.

According to the table above, it represents the percentage of respondents' gender who participated in this research study out of 122 respondents. There are 62 female respondents and 60 male respondents who are willing to participate in this survey. The percentages of female and male

respondents to the questionnaire are 50.8% and 49.2%, respectively.

There are amount of 122 valid respondent that are collected from overall students in University in Kelantan. The table of 4.1 explained about age which is majority of the respondents are 21 years old until 22 years old with 122 persons and about 38.5% from the total of respondents. Meanwhile, there are 28 persons from 19 years old until 20 years old with 23%. The balance for the 23 years old until 24 years old are 24 persons with 19.7% and lastly 23 persons from 25 years old and above with 18.9%.

**TABLE 3:** Year of study of respondents.

Study Year in Universiti	Respondents	%
year 1	10	8.2
year 2	29	23.8
year 3	51	41.8
year 4	17	13.9
year 5	15	12.3
Total	122	100.0

**TABLE 4:** Descriptive Analysis of Convenience

	N	Mean	Std. Deviation
e-commerce platform easy for users to use during purchase	122	3.22	1.352
the delivery service from the e-commerce platform satisfactory	122	3.66	1.486
satisfy with the product that you buy online	122	2.93	1.165
Shopping online makes it easier for you to find the desired item	122	3.76	1.426
social media a place for sellers and buyers in business	122	3.52	1.467
Valid N (listwise)	122		

Out from 122 respondents, 51 respondents are from third year students with 41.8% from 100% respondents. Second place is from second year respondents with 23.8% consists of 29 students. Fourth year respondents are in third place with 17 respondents and 13.9%. Meanwhile, five year is 15 respondents with 12.3%. Minority is from first year students with 10 respondents with 8.2%. This situation is because the difficulties to obtain and meet with the first-year students. The descriptive analysis of behavior people towards shopping online that also consists of three questions. It shows the mean of respondent's response on the behavior people towards shopping online variable according to Five-Point Likert scale. The average mean for this was 2.24. To

elaborate, where the respondents have ever shopped online was 1.03(SD=0.179). Next, the mean the respondents much do spend on online shopping online every month was 1.97(SD=1.075). Then, the mean 3.72 (SD=1.581), the respondents have a reason for online shopping.

Based on Table 4, descriptive analysis of Convenience consists of five questions. It shows the mean of respondent's response on the convenience factor variable according to Five-Point Likert scale range from 3.76 to 2.93. The average mean for Convenience factor from Table 4.5 was 2.89. To elaborate, the mean for Question 4 where the highest mean, the respondents acquired shopping online makes it easier for to find the desired item was

**TABLE 5:** Descriptive Statistics of popularity and safety.

	N	Mean	Std. Deviation
viral product a trusted product	122	2.93	1.165
The online store's ability to control and maintain the security of data transactions needs to be taken care of properly	122	3.76	1.426
Most people will buy the viral's product when their safety and quality of the product are guaranteed to be completely safe.	122	3.74	1.448
Sellers need to have experience evaluating the quality and price of goods while doing business	122	3.79	1.450
Investigate and compare other businesses first before proceeding with a purchase	122	3.99	1.440
Valid N (listwise)	122		

**TABLE 6:** Descriptive Statistics of Experience

	N	Mean	Std. Deviation
you ever been involved in online purchase fraud	122	4.45	1.193
Online shopping is in line with today's lifestyle and is not unfamiliar among consumers.	122	3.76	1.426
Every customer must be alert when they want to shop online so that they can't be scammed by fake seller.	122	3.52	1.467
I am satisfied with the entire purchase experience.	122	2.93	1.165
Valid N (listwise)	122		

3.76(SD=1.426). The mean for Question 2 where the respondents satisfied with the delivery service from the e-commerce platform satisfactory was 3.66(SD=1.486). Next, the mean of the Question 5, where is social media a place for sellers and buyers in business was 3.52(SD=1.467). Mean for Question 1 where the respondents is that the e-commerce platform easy for users to use during purchase was 3.22(SD=1.352). Lastly, the mean for Question 3 that satisfy with the product that you buy online which is have little mean 2.93(SD=1.165).

Based on Table 5, descriptive analysis of popularity and safety consists of five questions. It shows the mean of respondent's response on the popularity and safety variable according to Five-Point Likert scale range from 3.99 to 2.93. The average mean for popularity and safety from Table 7 was 3.642. To elaborate, the mean of Question 1 where is that the viral product a trusted product was 2.93(SD=1.165). Then, the mean of Question 2 where the online store's ability to control and maintain the security of data transactions needs to be taken care of properly was 3.76(SD=1.426). Next, the mean of Question 3 most people will buy the viral's product when their safety and quality of the product are guaranteed to be completely safe was 3.74(SD=1.448). Mean for question 4 where the sellers need to have experience evaluating the quality

and price of goods while doing business was 3.79(SD=1.450). Lastly, the highest mean was question 5, where the investigate and compare other businesses first before proceeding with a purchase was 3.99(SD=1.440).

Based on Table 6, descriptive analysis of experience consists of four questions. It shows the mean of respondent's response on the experience variable according to Five-Point Likert scale range from 4.45 to 2.93. The average mean for experience factor from Table 4.7 was 3.665. To elaborate, the mean of question 1 where the highest mean which is have you ever been involved in online purchase fraud was 4.45 (SD=1.193). Then, the mean of question 2 where online shopping is in line with today's lifestyle and is not unfamiliar among consumers was 3.76 (SD=1.426). Next, the mean of question 3 where every customer must be alert when they want to shop online so that they can't be scam by fake seller was 3.52(SD=1.467). Meanwhile, mean for question 4 where the people who are satisfied with the entire purchase experience was 2.93 (SD=1.165).

#### Actual Reliability Test

**TABLE 7:** Reliability Coefficient for each section of questionnaires.

N of Items	Cronbach's Alpha
N	14
	0.790

Once the pilot test's reliability was established, the questionnaire's true dependability could be evaluated. From the data in the table, we can conclude that all three of the independent variables, attitudes towards online shopping, level of education, and income, all fell within the acceptable range of 0.6 to 0.8 among University of Malaysia, Kelantan residents. An alpha value of 0.790 for usefulness is excellent.

**PRACTICAL IMPLICATION-** Online buying behavior among Kelantanese students in Malaysia was studied for its environmental, social, and governance (ESG) dimensions. This research has various important implications for policymakers, educators, and companies. Research like these can help guide efforts to get students in Kelantan to make more eco-friendly and responsible decisions when shopping online. The findings of this research can inform the creation of policies that promote ethical and environmentally friendly online shopping. Packaging waste reduction programs, carbon emissions mitigation policies, and fair-trade regulations are all examples. Policymakers may build an enabling environment that encourages sustainable online buying habits by factoring environmental, social, and governance (ESG) factors into legislative frameworks. Initiatives in Education Teachers can use the study's findings to incorporate ESG considerations into their online shopping curricula and initiatives. Teachers can better equip their students to make ethical purchasing decisions and protect their personal information online if they include lessons on sustainable consumption, ethical sourcing, and data privacy in their curricula. To better prepare students for the internet marketplace, educational programs might also emphasize the development of critical thinking abilities and media

literacy. Businesses can use the study's findings to inform consumer awareness efforts about the negative effects of internet shopping on the environment and society. Businesses can promote ethical purchasing by informing customers about eco-friendly packaging, ethical sourcing, and data security. Promoting an ESG-focused brand image through initiatives like these can help firms gain the patronage of ecologically and socially aware consumers. Partnerships and Collaboration: Various entities, such as corporations, universities, and governments, can work together to create programs that encourage ethical and environmentally friendly online shopping. Internship programs focusing on environmental, social, and governance (ESG) aspects of e-commerce can be developed through collaborations between retailers and educational institutions. Furthermore, working together with policymakers can result in the creation of industry-wide standards and certifications that advance ethical and sustainable business practices. Investments in technology advancements that promote environmentally responsible methods of online shopping can be made by businesses. Innovations in data security, last-mile delivery optimization, and other related fields are examples of this. Businesses can lessen their negative impact on the environment and gain customers' trust by adopting sustainable technologies. The study's practical consequences highlight the need for students in Kelantan to factor environmental, social, and governance (ESG) factors into their online purchasing decisions. Collectively, stakeholders may contribute to a more sustainable and socially responsible e-commerce ecosystem through the implementation of targeted regulations, educational efforts, consumer awareness campaigns,

collaborations, and technological advances. Environmental benefits, better working conditions, increased data privacy, and a more conscientious new generation of internet buyers are all possible outcomes of these initiatives.

This study seeks to provide a thorough understanding of the factors that affect consumers' online shopping decisions. As customers get past their first learning curve and realize the benefits of making purchases online while utilizing a variety of application platforms, this will change how users behave while making purchases in every way. Managers should provide a risk reduction strategy about the dangers that consumers will experience to foster a favorable perception of their website among users. This is because the reduction of this risk is very important to make it easier for users to carry out purchasing transactions. The results will also help the sales company as they can attract more customers as they reduce risk. The more customers that can be attracted, the easier it is for the selling company to become more successful. The study's conclusions suggest that retail businesses should take the following actions to reduce risk concerns and foster confidence in this marketing strategy. Additionally, measures that can enhance privacy and security should be implemented by retailers to attract customers to make online purchases due to the lack of secure transactions. They should be worried about losing their bank information and credit card information. Websites should be secured with the SSL protocol for payments to keep information private. When the selling business protects the customer's information, the consumer will feel completely confident in the selling business. Considering the findings of this study, online merchants operating in Malaysian stores should try

to build a solid reputation by collaborating with reputable partners and by offering satisfactory and sufficient transactions. Offering buyers information on their rights as consumers, security approval insignia, money-back guarantees, communicating with customers about high security standards, and protecting their personal information are all ways to reduce risk. The use of word-of-mouth marketing by online businesses to promote their websites is recommended since subjective norms also have an impact on online shopping behavior. One of the best advertising strategies is this one, according to experts.

Customers are the fundamental resource for managers and business owners who make money. Managers and business owners should focus on a virtual store's capacity to offer clients a simple and effective platform for purchasing, particularly compatibility with customers' lifestyles and employment, quality goods and services, and the worth of each item. Retailers should offer affordable, high-quality products and services. It will not only draw in more customers but also encourage them to stay loyal to the supplier and make purchases from them. Based on the study's findings, online sellers who are currently selling goods on the Internet in Malaysia should think about acting. They could concentrate on the advantages of online purchasing, and one benefit of this is that the seller will attract potential customers. According to the study's findings, having cheap costs is regarded as a significant advantage. Online merchants should therefore promise the best deals and the lowest costs, as well as other incentives like discounts and coupons. Online sellers should implement tactics that are advantageous to consumers, such simple payment methods or information that is tailored to the individual based on previous behavior.

Customer assistance for internet businesses will continue unabated because to things like these.

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