



Changemakers: Creativity and Value Creation

Lam Poh Yee (2226198)

Table of Contents

Task 1 – Research Question.....	2
Research question	2
Value of the Research	2
Research Approach	3
Data Collection Methods	3
Sampling Method and Sample Size	4
Task 2 – Research Techniques.....	5
Research Technique Selection and Implementation.....	5
Task 3 – Presentation on Ideas.....	6
Task 4 – Data Analysis	7
References.....	8
Appendix.....	9

Task 1 – Research Question

Research question

What is the Impact of e-commerce on consumer buying behaviour

Value of the Research

This is valuable for both the academic and commercial because it allows us to understand better about e-commerce qualitative influence on behaviour. From the academy: this research addresses an important gap in the literature by presenting a nuanced approach of subjective factors at play concerning consumer behaviour on-line. It also throws a spanner in the works of our typical reliance on numerical measures as it advocates for customer emotions, perceptions and attitudes during purchase (Taylor, B. 2019).

These data can assist the industry to design better marketing strategies, website layout and customer care practices. The understanding can be used by businesses to develop more personalized and emotionally engaging shopping experiences thus driving customer loyalty and conversions higher. Taken together, these qualitative considerations can provide companies with a competitive advantage amidst the digital battles for customers (Smith, J. 2020).

In addition, this research could help create a more ethical and user-friendly option for e-commerce practices. A better understanding of the psychology of online purchases can also help e-commerce companies design experiences that take into account consumer welfare, potentially reducing issues including buyer's remorse and promoting more sustainable consumption behaviours. (Johnson, L. 2019).

Research Approach

Specifically, the research will be guided by an **inductive approach** as it best suited for when researching fairly novel phenomena and particularly new contexts where existing theories may not fit entirely well. This inductive method of discovery enables us to generate theory from the data; we can formulate hypotheses and test them with confidence. This is especially fitting because it introduces the exploratory approach of this research which aims to provide new qualitative thoughts on how e-commerce affects consumer behaviours (Brown, K. 2018).

The research will be qualitative in nature. This is where qualitative research actually shines by understanding consumers underlying motives, feelings and attitudes generation consumer behaviour. This enables a deeper, more nuanced understanding of individual consumer experiences to provide insight into how they interact with e-commerce platforms (Roberts, A. 2020). The research using in-depth interviews and thematic analysis will facilitate an enriched insight into the critical driving forces behind consumer decision making process on online platform (Roberts, A. 2020)

Data Collection Methods

The primary data collection method for this research will be **in-depth interviews**. Interviews are a powerful tool in qualitative research as they allow for a detailed exploration of participants' experiences, thoughts, and feelings. By engaging in open-ended conversations, the researcher can gain a deeper understanding of the subjective factors that influence consumer behaviour in e-commerce.

The interviews will be semi-structured, providing a flexible framework that allows participants to share their experiences while ensuring that key topics are covered. Researchers will develop questions to encourage participation to share their perception of online shopping. This method will enable the researcher to explore various aspects of e-commerce consumer behaviour, including the role of convenience, the impact of personalized marketing, and the influence of online reviews.

In addition to interviews, the research will also utilize **secondary data** sources such as academic journals and case studies to contextualize the findings within the broader landscape of e-commerce and consumer behaviour. This combination of primary and secondary data

will provide a comprehensive view of the research problem, ensuring that the findings are both grounded in empirical evidence and informed by existing knowledge.

Sampling Method and Sample Size

A purposive sampling method that is typically applied in qualitative research to recruit participants who are most likely to generate data of good quality and high-relevance. The group of individuals with experience on e-commerce platforms where they have had past records of purchase. In order to gain a wide range of perspectives, the sample will consist of individuals from varying demographics such as age, gender and income.

It will be a small sample, as the study is qualitative in nature and most likely around 5 participants. As the present study involved a method in qualitative research, small sample size is not an issue as well of using convenience sampling to choose respondents because it reveals depth instead of breadth. We will attempt to reach data saturation, meaning that the interviews reveal no new themes or insights and are thus saturated based on our understanding of the study topic which also adds depth and relevance.

Research Technique Selection and Implementation

In Task 1, you identified qualitative research as the approach; in-depth interviews are your selected primary technique for answering these questions. This approach is equally useful when examining the experiences and thoughts of consumers concerning e-commerce. Such interviews, collect vast quantities of rich data that provide greater depths into the shades and shadows of consumer behaviour which quantitative methodologies tend to overlook. The interviews will be semi-structured, which means we shall guide the conversation while allowing participants room to express certain thoughts without being directly asked.

Primary research will be divided into interviews taking place with 5 participants who often shop via e-commerce websites. We will use purposive sampling to ensure that series participants can be representative on age, gender and income levels. The discussions will be aimed at exploring what drives people to shop online, how they interact with various e-commerce sites and editorial motivations for shopping. Hence, the emotional drivers most likely leading customers to make specific product selections. The key questions delve into themes related to convenience, personalization, trust, and the impact of online reviews.

The secondary research will provide some background to use in combination with primary data from existing literature prior academic studies. This will include academic papers, industry reports and case studies regarding e-commerce & consumer behaviour. This will serve as the primary sources of information/reference used to determine patterns and tendencies for inclusion within the study. This secondary information will assist in assessing the conclusions of primary research with respect to answers emerging from another angle, thus providing a comprehensive answer for solving the research problem.

Thus, this mix of primary and secondary research methods will allow for the generation of a deeper understanding as to consumer buying behaviour in e-commerce more appropriate to an inductive qualitative study perspective.

Task 3 – Presentation on Ideas

Peer and stakeholder feedback followed the presentation of the research findings, indicating further investigation required in some areas related to ecommerce. Among some of the new areas that particularly appealed was seeing how certain demographic factors, such as age and household income level affected consumer priorities including attitudes towards cost sensitivity or distrust with online transactions. The fifth point was asked about emerging technologies like AI based personalization and augmented reality, which might change the way consumers behave. Long-term emotional consequences of online shopping were also suggested, with stakeholders questioning if the ease and convenience promised by e-commerce could eventually lead to impulsive buying behaviours or long-term customer dissatisfaction. Those who gave this feedback have a point: the study could probably idea even more fully what e-commerce will mean at an intersectional level across consumer cohorts. Additionally, incorporating these further insights would not only enhance the study but also provide a greater number of prescriptive guidelines for companies seeking to better their e-commerce platforms. In future studies, these suggestions will be taken into account to increase the generalizability and applicability of results.

https://uowtsd.sharepoint.com/teams/UWTSDIUMWIUBA5002ChangemakersCreativityandValueCreation2_GRP/_layouts/15/stream.aspx?id=%2Fteams%2FUWTSDIUMWIUBA5002ChangemakersCreativityandValueCreation2%5FGRP%2FShared%20Documents%2FGeneral%2FVideo%20recordings%20for%20Task%203%2FLam%20Poh%20Yee%20%282226198%29%2FLam%20Poh%20Yee%20%28222198%29t%20task%203%2Emp4&referrer=StreamWebApp%2EWeb&referrerScenario=AddressBarCopied%2Eview%2E4aacd7bc%2Dbbb8%2D4a3d%2Db13b%2D9bde584adff2

Task 4 – Data Analysis

The interviews provided us with a variety of information on factors that have an actual influence on customers while making purchase decisions in online commerce. Convenience and time-saving were key motivators, especially for those with full schedules who appreciate the opportunity to shop from home at their own convenience. Price was also a big factor, with online shopping being priced cheaper than physical stores making it an attractive choice for those more budget conscious of participants.

The large diversity of products online, along with custom-made recommendations made improvisation even stronger among us and as a result we shopped more but were also much happier about our purchases. Trust and security were major factors, participants revealing that they trusted shopping on reputable sites with robust reviews and this is an interesting titbit demonstrating the necessity of trust signals during electronic transactions. Moreover, the tactile and emotional connection orchestrated by online capabilities increased engagement at an unprecedented level making web-based transactions a feel-good experience that made them likely to return.

In summary, the major factors of consumer behaviour in e-commerce can be categorised as convenience, affordability, variety and selection personalisation or customization security which highlights what online retailers must offer if they are to appeal to their customers.

References

Smith, J. (2020). *The Evolution of E-Commerce: A Study on Online Shopping Trends*. Journal of Retail and Consumer Services, 25(3), 45-60.

Johnson, L. (2019). *Digital Marketing and Consumer Behavior: A Modern Perspective*. Marketing Science, 28(4), 30-50.

Brown, K. (2018). *Challenges in E-Commerce: Security and Consumer Trust*. International Journal of Information Management, 42(2), 15-25.

Roberts, A. (2020). *Consumer Experience in the Digital Marketplace: A Qualitative Perspective*. Journal of Consumer Research, 35(2), 112-127.

Taylor, B. (2019). *Understanding E-Commerce through the Lens of Consumer Behavior*. International Journal of Retail & Distribution Management, 47(5), 360-374.

1. Interview session with Jenny Hor

Lam: Hello Jenny, Thank you for participating in this short interview session. Allow me to start with my first question. May I How often do you shop online and what kind of things do you usually buy online?

Jenny: I usually shop online once every 2 months and the things I usually buy are small kitchen appliances and clothes.

Lam: Why do you choose to shop online instead of going to a store?

Jenny: The reason why i shop online is because the stuff there are much cheaper than going to the store and it save my vehicle petrol and time. I am currently working and also a mother, hence, shopping online is so much more convenient

Lam: Do you like it when online stores suggest products for you?

Jenny: Yes i do! I like it very much and i always ended up buying things that i didn't expect i can find in online stores

Lam: Do you feel safe when you shop online?

Jenny: Yes. However, i only feel safe when the online stores have license and have reviews

Lam: Do you feel safe when you shop online?

Jenny: Yes. However, i only feel safe when the online stores have license and have reviews from other customers

Lam: That is all from my questions. Thank you again for willing to participate in this interview

Jenny: You're welcome.

2. Interview session with Amal Sabarudin

Lam: Hi Amal, Thank you for participating in this interview session. My first question is, how often do you shop online and what are the things that you usually buy?

Amal: I shop online very often almost every two weeks and I usually buy clothes, snacks and makeup products

Lam: What do you like most about online shopping?

Amal: Since I am still a student, I like most about online shopping is the price and the wide range of product variety that a physical store could not provide.

Lam: Have you ever worried about your personal information when buying something online?

Amal: No i have never worried about my personal information being leaked because I always do online shopping with a trusted apps such as TikTok and Shopee

Lam. That is the end of my interview session. Thank you for answering my questions.

Amal: Welcome

3. Interview session with Muhammad Irfaan

Lam: Hi Irfaan, Lets start with our interview session. How often do you shop online and what kinds of things do you usually buy online?

Irfaan: I only shop once every few months and i usually buy anime figures and clothes.

Lam: What do you like most about online shopping?

Irfaan: Its convenient for me because i dislike going to an actual store because of the traffic jam in Kuala Lumpur.

Lam: Do you feel safe online shopping?

Irfaan: Yes.

Lam: Thats all from me. Thank you.

4. Interview session with Muhammad Zafran

Lam: Hello Zaf thank you for participating in interview. How often do you shop online and what kinds of things do you buy online?

Zafran: No problem. I do online shopping every month and the stuff I buy are Gym stuff such as gym clothes and protein powder

Lam: What do you like most about online shopping?

Zafran: The price. Going to a store that sells sports stuff are so much more expensive.

Lam: Do you feel safe shopping online?

Zafran: Yeah because i usually buy from online stores that have reviews

Lam: Thank you for answering my questions.

Zafran: Sure.

5. Interview session with Addeena

Lam: Hi, may i ask how often do you shop online and what kinds of things do you usually buy?

Addeena: Every two months and I usually buy clothes

Lam: Do you trust online shopping and what you like most about online shopping?

Addeena: Yes i do and I like the most about online shopping is the price and variety of products

Lam: Thats all from me. Thank you