PERCEPTION OF ONLINE EVENT TICKET PURCHASING AMONG YOUNG ADULTS IN MALAYSIA

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ABSTRACT

Online shopping has ingrained itself within Malaysian society's contemporary lifestyle, with a particular emphasis on its prevalence among young adults. In contrast to traditional purchasing methods, the purchase of event tickets through online channels offers heightened convenience and time efficiency. This advantage stems from the virtual nature of transactions, which effectively caters to consumers with time limitations. Consequently, a noteworthy demographic within Malaysia's online community comprises predominantly of young adults who frequently engage in digital retail practices. Therefore, the main objective of this study is to explore the perceptions of young adults regarding purchasing event tickets online. The study also aims to provide insight on the numerous factors that affect young adults' decision-making processes when it comes to buying event tickets online. To achieve this, a purposive sampling approach was employed, leading to the selection of 150 participants as the study's subjects. The primary data collection method involved the administration of a structured questionnaire, facilitated through a Google Form link, to the selected respondents. The findings of this study show that convenience, trustworthiness, and website usability positively influence online event ticket purchasing among young adults. The outcomes of this initial investigation illuminate the pivotal roles played by convenience, trustworthiness, and website usability in shaping favorable consumer perceptions concerning the acquisition of event tickets through online avenues. Consequently, these findings serve as a foundational framework for e-ticketing service providers to gain insight into customer perceptions and expectations pertaining to the realm of online event ticket transactions. By leveraging this knowledge, the events industry can enhance and refine their online purchasing platforms to better align with consumer preferences and requirements.

INTRODUCTION

In the realm of advancing science and technology, the network has progressively flourished. Amid an era characterized by technological advancement, numerous facets have gradually transitioned towards technological integration and simplification. Technological advancements have ushered in a transformative paradigm shift in consumer behaviors concerning the acquisition of products and services. The prevalence of online shopping has witnessed a significant surge among internet users over the past two decades. This can be attributed to the enhanced convenience, advantages, and reduced burden experienced by consumers when compared to the conventional method of physical transactions (Samsudin & Ahmad, 2013). According to Jusoh and Ling (2012), online shopping refers to the act of customers purchasing goods or services through internet-based web stores from the comfort of their homes, utilizing electronic devices such as computers and smartphones. The phenomenon of electronic commerce, commonly referred to as e-commerce, has experienced significant growth and has become a prevalent method for conducting transactions involving goods, services, and information (Liat & Wuan, 2014).

Young adults in Malaysia, in particular, spend a lot of time online engaging in activities like playing video games, looking for information, and chatting with friends (Ab Hamid & Khatibi, 2006). Young adults who are more likely to have smartphones, internet access, and social media accounts like Facebook, Instagram, and Twitter, are typically independent enough to do their own shopping. According to Mokhtar et al. (2020), young adults are inclined to buying items or search for any products from online stores. A study conducted by Norzaidi and Mohamed (2016) showed that purchasing through the internet is preferable among the young generation such as students and professionals due to its convenience, time-saving capabilities, and potential cost savings. Besides, Jadhav and Khanna (2016) stated that factors such as products availability, low price, promotions, comparison, convenience and time consciousness also influence online shopping among young adults. In fact, young adults are influenced to buying online because they are exposed to advertisements while using the internet. This group has become one of the most important market segments because they have a high tendency to do online transactions to fulfill their needs. In addition, it is driven by the purchasing power factor where most of them already have money from parents, scholars and/or study loans and part-time work.

However, the online purchase of event tickets may occasionally present difficulties due to unclear website interfaces or product specifications. As a result, certain consumers may continue to rely on traditional purchasing methods. Within the realm of e-ticketing, young adult consumers harbor apprehensions concerning the potential of their private information being compromised during transactions on e-ticketing websites (Aziz & Wahid, 2018). These misgivings predominantly revolve around the misuse of personal data, encompassing sensitive details such as residential addresses and credit/debit card information. Research conducted by Aziz and Wahid (2018) underscores the pivotal role trust in e-ticketing websites or official event websites plays in motivating individuals to engage in online event ticket purchases. The unauthorized leakage of consumer data may precipitate adverse repercussions, compromising the welfare and interests of customers. The decision-making processes of consumers, particularly in the context of

online purchases, are underpinned by a multifaceted interplay of various influencing factors. Online buying undoubtedly presents challenges, particularly for producers who must keep up with the most recent demands and needs of consumers, particularly young adults who make up a higher number of online shoppers (Wen et al., 2001).

Data on the factors influencing young adults in purchasing event tickets online would be of assistance to the relevant parties especially the online stores or marketers to formulate and implement effective online marketing strategies in promoting their products and services. Therefore, this study was conducted to examine respondents' perceptions of purchasing event tickets through online. This study measures the factors influencing the purchase of event tickets online based on three main aspects, namely convenience (C), trustworthiness (T) and website usability (W). This study was conducted to examine the experience of young adults in purchasing tickets online and what motivates them to make such purchases. Consumer attitudes towards online shopping are perceived as dependent variable whereas convenience, trustworthiness and website usability are the independent variables that influence the young adults to shop tickets online. Specifically, understanding the consumer's attitudes towards online shopping, making improvement on the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others.

LITERATURE REVIEW

Consumer Behavior

Theory of planned behavior (TPB) proposed by Ajzen (1988, 1991) as an extension to Theory of Reasoned Action is also an important concept as it provides a link between attitudes and behavior. It helps one to understand how one can change the behavior of people. This theory is useful for comprehending the shift in consumer behavior toward online shopping rather than in-store purchases. The consumer buying behavior process is useful for determining what drives consumers to make online purchases. According to the theory of planned behaviour, consumer behaviour has been defined as to identify the reason or the purpose of the consumer's behaviour (Ajzen, 2015). Another study by James and Akhbar (2014) revealed that the results of three variables namely convenience, price, and brand have strong significant correlations with online shopping. According to empirical research (Al-debei et al., 2015), trust and perceived benefits also influence consumers' attitudes toward online buying. In contrast to older individuals who do not use the internet as a platform for purchasing, a study by Shanthi and Kannaiah (2015) found that the majority of young adults between the ages of 20 and 25 favoured online shopping.

Convenience

Online event ticket purchasing constitutes a form of electronic commerce, allowing patrons to directly acquire tickets or services from vendors through web browsers. Customers may access desired products either by navigating the merchant's website or employing shopping search engines, which facilitating comparison of item availability and pricing across various e-retailers (Mokhtar et al., 2020). Marfo and Quansah (2020) asserted the necessity for novel, pragmatic, and user-centric ticketing approaches in response to the discernible demand for streamlined solutions among consumers.

In the contemporary landscape of technological progress, the primacy of convenience permeates various facets of human existence. The heightened convenience of online ticket procurement is intrinsically linked to the evolution of Internet technology (Anwar et al., 2021). James and Akhbar's (2014) research highlights the robust and significant correlation between convenience and online ticketing. Their study delineates the key determinants that shape the online purchasing behaviors of both students and professionals, encompassing factors such as price, brand recognition, convenience, essential information availability, and promotional discounts (Anwar et al., 2021). Substantial empirical evidence across diverse contexts emphasizing the pivotal role of convenience as a driving force influencing customer experience. These perceptions of convenience subsequently exert an influential impact on assessments of technological merits (Collier & Kimes, 2013). Notably, the advantages offered to consumers through online purchases are manifold, chief among them the ability to procure desired items from the comfort of their homes, circumventing the challenges of traffic and crowded physical stores while accessing products that may be scarce locally.

Indeed, convenience emerges as a salient motivator propelling customer toward the adoption of online ticketing (Jiang et al., 2022). The realm of online ticketing provides consumers with enhanced convenience and time efficiency. The facility to swiftly access information regarding favored brands with a mere click, mirrors the retailer's agility in updating customers about exclusive offers or novel merchandise (Anwar et al., 2021).

Earlier investigations have illustrated the less pronounced influence of convenience as a factor driving online event ticket purchases (Jadhav & Khanna, 2016). Nonetheless, convenience significantly shapes consumer behavior in the context of online event ticket procurement. The preference for online event ticket purchases is propelled by the convenience entailed in securing tickets anytime and anywhere, unburdened by the necessity of a physical store visit. Emerging scholarly discourse accentuates convenience's position as a less prominent determinant in customers' considerations when engaging in online event ticket acquisitions (Avesta et al., 2021).

Trustworthiness

E-commerce hinges on the establishment of trust, as it serves to reassure customers that online merchants are committed to upholding ethical conduct devoid of dishonest or opportunistic practices (Mosunmola et al., 2018). A prevailing cause of reluctance among young adult consumers towards online event ticket purchases is rooted in apprehensions over network vulnerability and potential theft.

The reluctance of young adult consumers to disclose personal information to e-ticketing websites stems from concerns of fraudulent activities, thereby highlighting the paramount importance of trust in the context of online ticket procurement (Daroch et al., 2020). The confidence consumers place in the quality of products may be influenced by preceding positive or negative consumer reviews. In the sphere of online transactions, the level of trust vested in online suppliers plays a pivotal role in shaping consumer motivations (Kamis & Zulkiffli, 2020). The potential for unscrupulous online entities to compromise customer data and subsequently engage in unauthorized sharing with illegal and fraudulent groups further compounds this trust predicament. The illicit usage of consumer information by these groups, often

manifested in activities like phone scams, further reinforces the prevailing reluctance among young adult consumers to entrust their personal data to online enterprises or third parties (Daroch et al., 2020).

The advent of digital technologies has led to the burgeoning popularity of online consumption. As revealed by a study conducted by Avesta et al. (2021), payment methods such as credit cards, debit cards, and mobile payments have emerged as particularly favored modes for purchasing tickets online, thereby necessitating the fortification of security and privacy measures associated with online payment systems. The potential risks associated with young adult consumers purchasing event tickets online encompass the specter of counterfeit e-ticketing websites, insecure Wi-Fi networks, unencrypted data transmissions, and adware intrusions (Aseri, 2021). Consumer trust in brands is observed to burgeon when items are endorsed on social media by influencers who serve as intermediaries between brands and products (Avesta et al., 2021), thereby serving as a conduit for trust-building initiatives.

A notable divergence in consumer perceptions emerges from the research conducted by Celuch (2020), where privacy concerns resonate more strongly with young adult consumers than security considerations. The prevalent belief among consumers that security is inherent to online platforms juxtaposed with their heightened emphasis on privacy underscores this nuanced perspective. Research centered on online purchases accentuates the pivotal role of trust as an elemental constituent. The level of trust invested by online users in a website has consistently been demonstrated to exert a direct bearing on user satisfaction, loyalty, and, ultimately, the intention to utilize a given website (Celuch, 2020).

Despite the substantial awareness surrounding e-commerce, the 2018 E-commerce Consumer Survey, as detailed by Mokhtar et al. (2020), unveils a lingering apprehension among over half of online buyers concerning security and privacy in the realm of purchasing. This empirical finding is substantiated by the revelation that consumer perceptions of Internet-based transactions are profoundly shaped by trust and perceived benefits. Notwithstanding, the viewpoint offered by Celuch (2020) diverges, as young adult consumers place heightened significance on privacy concerns over security considerations, attributing privacy concerns as a more influential determinant of contentment. The intrinsic significance of trust in online transactions resounds across multiple research avenues, portraying its pivotal role in engendering user satisfaction, fostering loyalty, and shaping users' intentions to engage with online platforms (Celuch, 2020).

Website Usability

Website usability encompasses the totality of user experience subsequent to website navigation (Panwar et al., 2019). The efficacy with which users interact with a website dictates its trajectory towards either success or failure. Pivoting beyond superficial attributes such as visual appeal, perceived security, or mobile responsiveness, the salient determinants of website usability encompass the provision of accurate imagery, comprehensive descriptions, and seamless navigation. Bucko and Kakalejcik (2018) highlighted the pronounced influence of website usability on user habits and purchase intentions within the context of online ticket acquisition. Furthermore, their research delineates the application of structural equation modeling to dissect the usability of e-commerce platforms, revealing a favorable nexus between design satisfaction and transactional intent.

Websites acclaimed for their high usability efficacy, render browsing more facile and diminish the temporal investment for consumers (Rahman & Hossain, 2022). Conversely, deficient website usability may engender an upsurge in errors committed by users and young adult consumers while navigating the intricacies of online event ticket purchases. The potency of a high-caliber website profoundly resonates in fostering customer satisfaction and catalyzing purchase proclivity (Panwar et al., 2019). The creation of a utilitarian website is posited to wield a transformative impact on online vendors, including augmented customer loyalty, recurrent visitation, and heightened online transaction engagement.

In the contemporary digital milieu, usability emerges as a cardinal determinant underpinning online prominence, necessitating a symbiotic alignment with user requisites to expedite task completion (Benaida & Namoun, 2018). Antecedent inquiries have scrutinized the interplay between website usability and consumer purchasing behaviors, affirming a positive association (Rahman & Hossain, 2022; Benaida & Namoun, 2018). Meticulously devised features amplify the likelihood of impulse purchases by virtue of the website's user-friendly disposition. The integration of culturally attuned website design augments user task accomplishment and fosters enhanced interactive gratification (Alexander et al., 2021). Notably, young adults, while projecting a veneer of online self-assuredness, often grapple with navigation challenges and readily succumb to errors (Nielsen, 2013).

Panwar et al. (2019) corroborated the escalating significance of website usability as a decisive criterion for website developers, emphasizing the pivotal transformation of websites into multifaceted platforms for diverse business-oriented undertakings, transcending the sole remit of information dissemination. Within the e-commerce landscape, the eminence of website quality assumes paramount significance, as consumers' perceptions thereof inexorably shape their purchasing predilections. The sphere of website quality has garnered extensive attention across industry and academia alike, underpinned by its pivotal role in augmenting users' purchase intentions (Shehzad et al., 2017).

Young individuals who habitually procure event tickets online may exhibit a reduced reliance on website availability as a signal indicative of post-sales service quality, owing to their accrued personal experiences. Consequently, these individuals may accord relatively diminished consideration to website usability in the context of purchasing (Jiang et al., 2018).

METHODOLOGY

Sampling

The present study employed a purposive sampling method to select participants. Specifically, the target demographic consisted of young adults aged between 20 and 39 years. This study has chosen young adults as respondents because they are a potential market segment in online event ticket purchasing. This is proven from the findings of Wood (2002) that younger adults, those under 25 years old are more interested in using technologies like the Internet to find out about new products, search for product information and compare and evaluate alternatives. For example, Sulaiman et al. (2008) found that young adults are more likely to engage in online shopping due to their greater knowledge of computer technology, unlike the older generations who do not integrate technology into their life. This is not surprising since the younger

generation tends to develop into Internet users more than the older generation due to their greater exposure to computers (Serazio, 2013).

The research encompassed a total of 150 young adult respondents. The dataset underwent analysis through a multiple response approach, yielding frequency values (f) and corresponding percentages (%) via the utilization of Statistical Package of Social Science (SPSS) version 26.0. The ensuing analysis was conducted descriptively. Data cleaning process was carried out to reduce errors due to incomplete data.

Research Instrumentation

This study adopts a quantitative approach, employing survey instruments to accrue primary data. The survey questionnaire was constructed utilizing the Google Form platform and disseminated via online channels such as WhatsApp and Telegram applications. The survey questionnaire is structured as a multiple-choice format, allowing respondents the flexibility to indicate multiple answer choices.

The questionnaire comprises two principal sections, denoted as Section A and Section B. Section A pertains to inquiries related to respondent demographics encompassing variables such as gender, age, nationality, educational institution, and religion. Descriptive analysis is harnessed to elucidate the data accrued within this section. Section B encompasses queries related to the determinants influencing the acquisition of event tickets through online channels. Within this section, three variables are under scrutiny, collectively spanning 15 items. These variables are quantified utilizing a 5-point Likert scale. The items within Section B were adapted from previous research conducted by Mokhtar et al. (2020), specifically derived from their study titled "An Insight into Online Shopping Behavior Among Young Adults in Malaysia."

FINDINGS AND DISCUSSION

Demographic Profile of the Respondents

Table 1 shows the demographic profile of the respondents. In this study, 80% of the respondentts were female and 20% were male. The majority of respondents were between the ages of 20 and 24 (94.7%), followed by those between the ages of 25 and 29 (3.3%), 35 and 39 (1.3%), and 30-34 (0.7%). Furthermore, 99.3% of the respondents in this study were citizens of Malaysia and the remaining respondents (0.7%) were non-Malaysian. In terms of religion, Buddhists represents the majority of respondents (60%) followed by Muslims (28%), Hindus and Christians respectively, representing 4.7% and others (2%).

Table 1

Demographic Profile

	Variable	Frequency	Percentage
Gender	Male	30	20
	Female	120	80

	Total	150	100
Age	20-24	142	94.7
	25-29	5	3.3
	30-34	1	0.7
	35-39	2	1.3
	Total	150	100
Nationality	Malaysian	149	99.3
	Non-Malaysian	1	0.7
	Total	150	100
Religion	Islam	43	28.7
	Buddha	90	60
	Hindu	7	4.7
	Christian	7	4.7
	Others	3	2
	Total	150	100

Reliability Analysis

Reliability analysis was carried out in order to evaluate the consistent reliability of variables involved. Table 2 shows that the Cronbach's alpha for convenience is 8.879, followed by trustworthiness (0.699), website usability (0.888) and Consumer behavior (0.781), indicating that all independent variables exceeded 0.6. According to Nunnally and Bernstein (1994), values between 0.70 and 0.90 can be regarded as satisfactory. Thus, it can be concluded that all the variables are reliable in this study. In this part, the perceptions of respondents were analyzed based on three independent variables namely convenience, trustworthiness and website usability to indentify the factors influencing the purchase of event tickets online.

Table 2

Reliability

Variables	Cronbach's Alpha	N of items
Convenience	0.879	4
Trustworthiness	0.699	5
Website usability	0.888	5
Consumer behaviour	0.781	3

Convenience

Table 3 presents an overview of the respondents' perceptions regarding convenience. The outcomes highlight a prevailing consensus among the majority of participants, affirming that the acquisition of event tickets online yields time-saving benefits (mean=4.34). These results align with the assertions made by Duarte et al. (2018), who contended that the escalating shift towards online ticket purchases is attributed to customers' decreasing reliance on conventional brick-and-mortar stores. Concurrently, the desire for streamlined convenience gains prominence as individuals allocate more time to alternative pursuits. Respondents asserted the practicality of online event ticket procurement, rating it superior to traditional

methods (mean=4.31). Paradoxically, Kamis and Zulkiffl (2020) posited that a perceptible apprehension towards online purchases persists, as customers often perceive internet transactions as harboring greater risks compared to tactile, in-person interactions.

A significant portion of respondents opined that the process of buying event tickets online is marked by simplicity (mean=4.29). Furthermore, participants expressed the view that the online acquisition of event tickets is imbued with convenience and ease (mean=4.25). This observation is buttressed by Nwakanma et al. (2015) whose work posited how the advent of e-ticketing facilitates online ticket purchases, affording customers the facility to initiate transactions, execute payments, and obtain information with consummate ease.

Table 3

Descriptive Statistics for Convenience

Convenience	1 SD	2 D	3 N	4 A	5 SA	Mean	Standard Deviation
Purchasing event ticket online is save time	3 (2%)	3 (2%)	5 (3.3%)	68 (45.3%)	71 (47.3%)	4.34	0.810
Purchasing event ticket online is easy	2 (1.3%)	5 (3.3%)	9 (6%)	65 (46%)	69 (46%)	4.29	0.832
Purchasing event ticket online is more convenient because it does not require the purchase of ticket using traditional method	2 (1.3%)	4 (2.7%)	11 (7.3%)	62 (41.3%)	71 (47.3%)	4.31	0.827
Purchasing event ticket online is convenient and easier for me	2 (1.3%)	4 (2.7%)	9 (6%)	74 (49.3%)	61 (40.7%)	4.25	0.796

Note: SD=strongly disagree, D=disagree, N=neautral, A=agree, SA=strongly agree

Descriptive Statistics for Trustworthiness

Illustrated in Table 4 are the respondents' perceptions, encompassing the pivotal dimension of trustworthiness. The outcomes gleaned from this investigation present a prevailing consensus among the majority of participants, signifying their concurrence regarding the trustworthiness associated with official websites for event ticket purchases (mean=4.04). A congruous stance is discerned through a previous inquiry conducted by Aziz and Wahid (2018), which corroborated the inclination of individuals to procure online event tickets, underpinned by their trust in E-ticketing websites and official event platforms.

Furthermore, respondents evinced a sense of security when engaging in e-ticketing transactions (mean=3.80). This sentiment is mirrored in their perception that the administrators of the websites will not

misuse their personal data (mean=3.70). The findings are parallel with the assertions of Aziz and Wahid (2018), who posited the apprehensions of young adult consumers pertaining to potential misuse of sensitive information, encompassing facets like residential addresses and credit/debit card particulars.

Moreover, the study's results ascertained that respondents' repose trust in e-ticketing platforms to safeguard their personal information (mean=3.59). This vantage is substantiated by the research of Mokhtar et al. (2020), which elucidated the palpable concerns of over fifty percent of online consumers regarding security and privacy in their purchasing undertakings.

Finally, a prevailing sentiment of confidence regarding the security of internet-based transactions surfaces within the majority of respondents (mean=3.55). This resonance aligns with the findings of Aziz and Wahid (2018), who delved into the reservations harbored by young adult consumers concerning the potential vulnerability of their personal data in the context of e-ticketing website transactions.

Table 4

Descriptive Statistics for Trustworthiness

Trustworthiness	1 SD	2 D	3 N	4 A	5 SA	Mean	Standard Deviation
Purchasing on e-ticketing website is safe	1 (0.7%)	7 (4.7%)	44 (29.3%)	67 (44.7%)	31 (20.7%)	3.80	0.843
I only trust official website to purchase event ticket	5 (3.3%)	10 (6.7%)	13 (8.7%)	68 (45.3%)	54 (36%)	4.04	1.009
Online transaction is secure	2 (1.3%)	17 (11.3%)	44 (29.3%)	70 (46.7%)	17 (11.3%)	3.55	0.886
I trust e-ticketing website to keep personal information safe	5 (3.3%)	14 (9.3%)	37 (24.7%)	75 (50%)	19 (12.7%)	3.59	0.942
I trust the website administrator will not misuse my personal information	3 (2%)	14 (9.3%)	36 (24%)	69 (46%)	28 (18.7%)	3.70	0.947

Note: SD=strongly disagree, D=disagree, N=neautral, A=agree, SA=strongly agree

Descriptive Statistics for Website Usability

Table 5 presents an exposition of the respondents' perceptions pertaining to website usability. The research findings conspicuously highlight a prevailing consensus, with the majority of participants affirming the ease of comprehending the website's layout (mean=4.11). This resonates with the insights presented by Panwar et al. (2019), emphasizing the consequential impact of a high-quality website on customer satisfaction and its role in fostering purchase inclinations.

In tandem, respondents attribute a discernible simplicity to the comprehensibility of the website's content (mean=4.11), coupled with an acknowledgement of the website's provision of diverse search options to

facilitate the acquisition of event tickets (mean=4.11). This observation converges with the assertions posited by Benaida and Namoun (2018), who postulated that the creation of a utilitarian website engenders positive outcomes for online vendors, including augmented customer allegiance, recurring visits, and a catalyzing effect on online transactions.

Furthermore, respondents expressed a unanimous sentiment that event tickets, obtainable via the website, can be easily located and navigated with fluency (mean=4.09), alongside a palpable confidence in the accuracy of the information disseminated through the website (mean=4.02). The alignment of these findings with the perspectives advocated by Mokhtar et al. (2020) is conspicuous, echoing their assertion that customers are adept at sourcing desired products by directly accessing the retailer's website or employing shopping search engines to juxtapose availability and costs across diverse e-retailers.

Table 5

Descriptive Statistics for Website Usability

Website Usability	1 SD	2 D	3 N	4 A	5 SA	Mean	Standard Deviation
The layout of the website is designed for easy understanding.	2 (1.3%)	3 (2%)	15 (10%)	86 (57.3%)	44 (29.3%)	4.11	0.764
The content of the website is easy to understand.	2 (1.3%)	2 (1.3%)	18 (12%)	84 (56%)	44 (29.3%)	4.11	0.761
The website provided multiple search features to obtain the event ticket.	3 (2%)	4 (2.7%)	13 (8.7%)	83 (55.3%)	47 (31.3%)	4.11	0.824
The event ticket provided by the website can be easily found on the website and used smoothly.	2 (1.3%)	2 (1.3%)	23 (15.3%)	76 (50.7%)	47 (31.3%)	4.09	0.797
The information provided by the website is accurate.	2 (1.3%)	4 (2.7%)	27 (18%)	73 (48.7%)	44 (29.3%)	4.02	0.839

Note: SD=strongly disagree, D=disagree, N=neautral, A=agree, SA=strongly agree

Descriptive Statistics for Consumer Behaviour

Table 6 exemplifies the respondents' outlook regarding the process of acquiring event tickets online. The results prominently convey that a considerable majority of participants displayed a favorable assessment of their experiences with online event ticket purchases (mean=4.09). Furthermore, respondents exhibited a clear inclination toward favoring the online purchase of event tickets (mean=4.21), with several respondents indicating a frequent engagement in such transactions (mean=3.95). This resonance with Celuch's (2020)

assertion emphasizes the pivotal role of customer experience in influencing both event organizers and companies, as it significantly impacts customer satisfaction and, by extension, their overall event-related contentment. Indeed, the issue of consumer satisfaction with e-tickets has garnered substantial attention, prompting companies to meticulously scrutinize the intricate facets that underpin customer decision-making and outcomes within the domain of e-ticketing.

Table 6

Descriptive Statistics for Consumer Behaviour

	1 SD	2 D	3 N	4 A	5 SA	Mean	Standard Deviation
Currently, my experience of purchasing event ticket through online is good	3 (2%)	2 (1.3%)	20 (13.3%)	79 (52.7%)	46 (30.7%)	4.09	0.819
I frequently purchasing event ticket online	4 (2.7%)	4 (2.7%)	26 (17.3%)	73 (51.3%)	39 (26%)	3.95	0.885
I prefer to purchase event ticket online	3 (2%)	2 (1.3%)	14 (9.3%)	73 (48.7%)	58 (38.7%)	4.21	0.822

Note: SD=strongly disagree, D=disagree, N=neautral, A=agree, SA=strongly agree

Pearson Correlation Analysis

Pearson's Correlation analysis was used to determine if there was a relationship between the three variables: convenience, trustworthiness and website usability. The relationship between these three variables was tested by considering the strength of the relationship based on the Relationship Strength Scale by Cohen et al. (2011) as shown in Table 7.

Table 7

Correlation Coefficient and Strength of Relationship

Correlation coefficient value (r)	Relationship Strength
±0.81 - 1.00	Very strong
±0.51 - 0.80	Strong
±0.31 - 0.50	Average
±0.21 - 0.30	Weak
±0.01 - 0.20	Very weak

Table 8 shows the Pearson Correlation analysis between dependent variable of consumer behaviour and independent variables, which are convenience, trustworthiness and website usability. The result shows that convenience have r-value of 0.631, thus indicating a positive, strong relationship between convenience and consumer behaviour. Next, r-value for trustworthiness is 0.531 and it indicates that there is a positive, strong relationship between consumer behaviour and trustworthiness. Lastly, r-value of website usability which is 0.625, indicates that there is a positive, strong relationship between consumer behaviour and

website usability.

Table 8

Correlations Among Variables

		Convenience	Trustworthiness	Website Usability	Consumer behaviour
Convenience	Pearson Correlation	1	.321[**]	.599[**]	.631[**]
	Sig. (2-tailed)		<.001	<.001	<.001
	N	150	150	150	150
Trustworthiness	Pearson Correlation	.321[**]	1	.571[**]	.531[**]
	Sig. (2-tailed)	<.001		<.001	<.001
	N	150	150	150	150
Website Usability	Pearson Correlation	.599[**]	.571[**]	1	.625[**]
	Sig. (2-tailed)	<.001	<.001		<.001
	N	150	150	150	150
Consumer behaviour	Pearson Correlation	.631[**]	.531[**]	.625[**]	1
	Sig. (2-tailed)	<.001	<.001	<.001	
	N	150	150	150	150

**. Correlation is significant at the 0.01 level (2-tailed).

Regarding convenience, this finding is supported by a study conducted by Campo and Breugelmans (2015), which stated that the convenience of shopping from online stores can benefit consumers because online shopping removes the burden of physically handling a product. In fact, Swilley and Goldsmith (2013), mentioned that shopping convenience is positively related to perceived shopping enjoyment. In terms of trustworthiness, this finding is in line with the study of Zhao et al. (2019) who indicated that trust can increase consumers' intention to shop online and encourage more shopping behavior. In addition, previous studies (Chen & Shen, 2015; Hajli, 2015; Li, 2019) found that trust significantly and strongly influences consumers' intention to buy. On the other hand, previous studies (Chen et al., 2019; Lal, 2017; Wang & Herrando, 2019) showed the opposite view and suggested the opposite relationship between trust and purchase intention. In terms of website usability, the findings of this study are supported by Liu et al. (2013), which showed that perceived website ease of use, visual appeal and product availability are important online drives towards online purchases. In addition, the results of Bucko and Kakalejčík's (2018) study found that website usability affects the purchasing behavior and willingness of consumers to buy products online.

CONCLUSION

In conclusion, the findings obtained have indicated that the three variables namely convenience, trustworthiness and website usability, have significant impact on online event ticket purchasing behaviour among young adults in Malaysia. With regards to the relationship between the independent and dependent variables, it was found that convenience, trustworthiness and website usability have a strong positive relationship with the young adults' online event ticket purchasing behaviour.

In terms of convenience, the results indicate a consensus among respondents regarding its pivotal role in the context of online event ticket purchases. Notably, convenience emerges as a significant influencer shaping their purchasing decisions. Turning to trustworthiness, the study underscores the consensus among participants that trustworthiness plays a substantial role in the online event ticket purchasing process. The findings reveal consumers' concerns regarding the security of online transactions, highlighting apprehensions related to potential risks like fraud and information leakage. Furthermore, concerning website usability, a majority of respondents affirmed its significance in the online event ticket purchase journey. Event organizers, for instance, must prioritize the creation of user-friendly online ticketing interfaces that accommodate both novice and experienced consumers. Clarity, simplicity, and ease of comprehension in the content presented on e-ticketing websites are of utmost importance to minimize any potential confusion among consumers.

Moreover, the study delves into the perception levels of young adults regarding online event ticket purchases. The outcomes establish that most respondents hold a positive and favorable perception of the experience. This upbeat perception encompasses the aspects of convenience, trustworthiness, and website usability. Respondents conveyed a satisfactory encounter with online event ticket procurement, with a notable consensus on the convenience and benefits it offers. Ensuring a positive online purchasing experience is pivotal in retaining consumers.

The study also highlights the impact of the internet, which empowers young adult consumers to procure event tickets online via electronic devices, thereby reducing time and transportation costs. Additionally, event organizers stand to gain substantial benefits, such as decreased resource utilization and the ability to transcend temporal and geographical limitations through online ticketing. The advantages listed emphasize the research's purpose—to unearth the factors that affect young adults' decisions to purchase event tickets online. The results attested to the importance of these factors in influencing consumer intent, urging event organizers, general managers, and marketing managers to prioritize convenience when designing online event ticketing systems.

The findings of this study hold potential for e-ticketing service providers, serving as a foundation for identifying target user demographics and fine-tuning marketing strategies. This knowledge is crucial in shaping various aspects, including advertising campaigns and the dissemination of information about e-ticketing services. Nevertheless, for a more comprehensive understanding, further research is warranted, particularly in the context of Malaysia, with larger sample sizes, before broader generalizations can be drawn. Additionally, future research should explore consumers' behavioral intentions towards online ticketing in greater depth.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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