Cashless Transactions Through Ecommerce Platform in the Post-Covid-19

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ABSTRACT

COVID-19 pandemic becomes one of the critical challenges that occur around the world that is impressed by the social environment of society. This paper is based on a literature review of the conceptual framework of cashless transactions based on attitude customized in e-commerce usage in post-COVID-19. The main purpose of this study paper is to formulate elements that are suitable for the proposed cashless transactions model based on attitude tailored to the use of e-commerce in post-COVID-19 to enhance trustworthiness value and best practices among consumers. The conceptual framework of cashless transactions based on attitude through e-commerce focuses on the influence of e-commerce usage features, perceived behavioural control (consumer abilities), and subjective norms related to motivational values influenced by the social environment. This research paper was also carried out based on previous studies and the use of Theory Of Planned Behaviour tailored to the conceptual framework of the study to be produced. This study proposes a cashless transactions model based on attitude primarily among consumers of higher education institutions. Based on the studies, focuses on the culture of using cashless transactions specializing in e-commerce platforms that will guide further studies in the future.

Keywords: COVID-19, attitude, cashless transactions, e-commerce

1.0 INTRODUCTION

The use of the internet in Malaysia influences the growth in the use of digital technologies and would be the main necessity of today's society. The national direction framework through the Shared Prosperity Vision 2030 (SPV 2030) has outlined that Malaysia promotes the development of the digital economy in line with creating a harmonious and goodwill country through development for all levels of society (WKB2030, 2019). The development of digital technology has complemented a 21st-century society that emphasizes the environment of the digital generation that always needs to be digitally savvy (Mohammad et al., 2019). As an example, the current cultural environment of the digital generation uses telecommunication tools and social media as the primary platform in the living environment of digital communication (Alaimo & Kallinikos, 2017). The situation requires current business transactions to move forward by associating traditional businesses in their sales and purchase arrangements with digital aspects relating to consumers. Business transactions are traditionally executed through physical cash payments (Sivathanu, 2019) and subsequent changes in digital technology have resulted in
electronic payments involving cashless transactions in electronic commerce (Wingreen et al., 2019; Khan, 2016). Which is also better referred to as e-commerce.

In Malaysia, the use of internet lines by household users showed 85.7 per cent use in 2017 and increased further to 87 per cent in 2018 (Department of Statistics Malaysia, 2019). Additionally, for each average consumption of Malaysians, there is an increase to 144 electronic payment transactions in 2019 compared to 125 transactions in 2018 (Bank Negara Malaysia, 2020). As such, the use of online electronic payment mediums have greatly transformed traditional business transactions into digital business transactions over the internet. Hence, it has provided different perceptions and practices among individuals and society. In addition, previous studies on cashless transactions in the society setting have been addressed, especially on the adoption of cashless transactions based technologies, but in the higher education institutional environment, activities related to their use have been less studied. Therefore, by customizing the practice of adopting digital electronic payments in the use of e-commerce in institutional environments before planning for the external environment of educational institutions, society and students in public higher education institutions should also be responsive.

Among the activities that need to be undertaken in the Novel Coronavirus (COVID -19) pandemic is the concept of not having to meet directly in the use of e-commerce. The COVID-19 pandemic that plagues the world today, the environment for users of the pandemic to meet face-to-face or in large groups continues to spread and endanger human life (World Health Organization, 2020). Even activities in educational institutions also need to be controlled to ensure social distance is implemented. In this regard, the pandemic of COVID-19, which is now a threat to society, is a big challenge for society not to deal with traditional business practices daily. The COVID-19 pandemic requires the society to maintain a distance from each other and to be an important platform for social communication in the course of business through e-commerce engagement. However, there is still an attitude of consumer trustworthiness of the current use of e-commerce which is an obstacle to its use consisting of different backgrounds. While the attitude of consumer society needs to be changed to capable, knowledgeable and skilled to use e-commerce with integrity to fulfil the world of industrial revolution 4.0 and the needs of today’s digital societies.

2.0 LITERATURE REVIEW

2.1 E-commerce Usage

E-commerce is part of the transaction medium of sales and purchases using internet lines used by both sellers and buyers (Chaffey, 2015; Simmons et al., 2008) through specific systems and networks (Aringhieri et al., 2018; Sharma & Aggarwal, 2019; Turban et al., 2017) engaging social participation in the use of online virtual networks (Liang et al., 2017; Zheng, 2009). Usage of e-commerce platforms requires the use of the internet, computers, or digital phones with certain skills or abilities (Perumal et al., 2019). Skills become part of the important elements in the ability to use e-commerce among businesses is online or consumers who buy virtually. Even nowadays, digital communication tools play a major role in cashless transactions using e-commerce (Štefko et al., 2019). E-commerce transactions are well adapted to today’s digital culture that is moving towards implementing the industrial revolution 4.0. E-commerce is also connected to the cashless society. A cashless society is a society that electronically conducts transactions instead of using physical cash (Jain & Jain, 2017). Online banking, mobile banking, prepaid instruments, credit
cards, debit cards, and electronic payment systems also require the use of cashless transactions (Rahadi et al., 2020; Ramya et al., 2017). In addition, cashless transaction users are user societies using online digital payment methods, without the use of cash (Z. Zhao, 2019). Therefore, users must also be able to conduct cashless transactions using internet banking payment methods or online on the internet by using e-commerce platforms.

Internet users consist of online internet users in information and communication technologies related to either business, media, and online games. (Yuan et al., 2016). Internet users also use digital technology through the internet medium (Lim, 2019). The use of the internet in e-commerce platforms is very necessary for the business model development environment (Abdel-Basset et al., 2019). Therefore, internet users have a variety of mediums that can be used for different purposes. As in the use of cashless transactions using internet lines using e-commerce platforms, to perform cashless transactions, it is important for e-commerce users who are able or skilled to control their behaviour. As needed to have knowledgeable in using the internet (Neufeind et al., 2019) enable users to use e-commerce. In addition, the social environment and motivation will also have an impact on consumer satisfaction in e-commerce through the effects of subjective norms to conduct cashless or otherwise transactions (Alotaibi & Asutay, 2015). Figure 1 illustrates the position of e-commerce users among internet users and cashless transactions on the internet through the observation of researchers based on previous studies.

![E-commerce User Position Diagram Based on Previous Studies](image)

Based on the findings of the previous study of internet and e-commerce usage in Malaysia, it has shown that there is still an increase in usage from year to year, but the attitude through the trust of the society and consumers through concern about its use still exists. As in 2018, 54.2 per cent of respondents in Malaysia used online banking cashless transactions and the rest were still available to 45.8 per cent of respondents not using online banking because they were more comfortable going to banks, less confidential or skilled, security issues, and some were uninterested and had no bank savings (Suruhanjaya Komunikasi Dan Multimedia Malaysia, 2018b).

In e-commerce, there are still societies with no integrity in cashless transactions. These are the causes of the use of e-commerce facing security aspects and personal data leakage challenges.
As through integrity among online sellers typically do not deliver paid products or product fraud (J. Zhao et al., 2019), credit or debit card fraud (Kushwaha, 2019) and online money thieves (Khan, 2016). The 2018 E-commerce Consumer Report also explained that only 87.4 per cent of internet users in Malaysia, but cashless e-commerce transactions were only 51.2 per cent of the total population (Suruhanjaya Komunikasi Dan Multimedia Malaysia, 2018a). Therefore, due to the attitude of society, there is a difference between using the internet and cashless transactions through e-commerce. It indicates that e-commerce users are often part of cashless transactions being used by internet users.

The use of e-commerce among students at public universities in Malaysia, especially at the Universiti Kebangsaan Malaysia (UKM), shows that there are still obstacles to the implementation of cashless transactions, as there are still concerns about fraud, cybersecurity issues, cyber aggression, and online finance (Norazila Mat et al., 2016). There are also studies that cashless transactions among students of Malaysian public higher education institutions still at moderate levels (Md Jusoh & Teng, 2019). Hence, it demonstrates that practices in the use of cashless transactions through e-commerce platforms are still at a moderate level among consumers and becoming the need for researchers to develop appropriate models in shaping practices and cultures of conducting cashless transactions based on attitudes.

2.2 COVID-19 Pandemic Issues

Malaysia and the world are currently in the COVID-19 pandemic phase. The COVID-19 pandemic issue has disabled most of the country's economy, especially in everyday business dealings. Also in the Second Half Financial Stability Survey Study 2019, it was explained that global issues touched on public health, decreased foreign investment, businesses that were increasingly impacted mainly through cash flows that had a major effect on the economy as negative growth occurred at the beginning of 2020. In addition, the report also stated that when a Movement Control Order (MCO) is enforced in Malaysia, it causes household debt to be higher especially for those without fixed income (Bank Negara Malaysia, 2019). This situation illustrates that Malaysia will be facing a collapsing economy either in the short or long term run depending on the attitude of the society itself.

The COVID-19 pandemic also impressed many industries, including tourism, hospitality industry, gas industry, culture, business, transportation, education and health (Albulescu, 2020). The COVID-19 pandemic and the MCO, therefore, have a major effect on consumers' or sellers' daily selling and purchasing transactions. As the COVID-19 pandemic quickly spreads through touch, it limits physical cash transactions. All societies should carry out the limits of this movement by maintaining social distance from each other (Fetzer et al., 2020; World Health Organization, 2020) particularly in making sales and purchase or business transactions in cash.

When physical money transactions occur, the COVID-19 pandemic quickly spreads by hand contact, even by bank card contacts as well as fingers at the money withdrawal terminal, and it will likely face physical money laundering reductions and applications will further increase their use through the use of digital payment (Auer et al., 2020) as in the e-commerce platform. However, the result depends on the attitude of the user.

Societal attitude plays an important role in helping to reduce COVID-19 pandemic (Zhong et al., 2020) with instructions that have been determined by the government over time. Therefore, in an attempt to perform daily activities as usual through social relations of society as well as increasing
the economy of households through e-commerce, the society needs to make smart choices following the current situation. In particular, e-commerce is the best platform to ensure that cash physical payment activities can be reduced or limited to the protracted transmission of COVID-19 pandemics. This situation will last a relatively long time to recover as ready and make it a new normal life.

Once a sale and purchase transactions are completed by a consumer in e-commerce, it will have a positive impact on the reduction of future COVID-19 outbreaks. Increasing the value of integrity should be weighed down when doing online transactions. The principles of integrity influence a person’s trust (Warner-Søderholm et al., 2018). Especially in the trustworthy aspect of the use of e-commerce, dishonest attitudes among consumers and online sellers were tainted.

In addition, emphasis on consumer integrity can also maintain the security aspects of the use of e-commerce transactions as well as to reduce the sense of anxiety of online internet transactions (Nikhat et al., 2016). Honestly, the attitude of consumers and online sellers may have an impact on the use of e-commerce to perform cashless transactions. Belief in the trustworthy usage factor for e-commerce often influences positive integrity among its users (Ribadu & Wan, 2019). This aspect is also particularly impressed by consumers and sellers as online buyers through e-commerce as well as indirectly the COVID-19 pandemic is likely to increase the value of trustworthiness in society in post-COVID-19 situations after the end of the MCO. Even if the MCO is stopped, normal situations cannot be done like usual as well as the attitude of society should always be vigilant because COVID-19 is hard to detect with the eyes being encroached in daily life or traditional business. Thus to raise awareness of the needs and use of e-commerce, the attitude of society should always be sensitive and educated.

As studies among students at the University of Bahrain have been carried out when there is increased trust and awareness of virtual money consumption, there is a need to reduce physical consumption (Maan Aljawder & Amerah Abdulrazzaq, 2019). In line with this, society and students in higher learning institutions need to continue to minimize physical consumption or exchange of money to remain free from the current and future COVID-19 pandemics. This growth can maintain continuous momentum in society’s attitude and culture so that it can completely fulfil the requirements of the Industrial Revolution 4.0.

COVID19 has also impacted the public’s awareness of the importance of transforming the mindset of physically or traditionally implementing business into a virtual business culture. Therefore, through minimizing the difference in understanding and cultural practices toward cashless transactions amongst users, it is important to refine how the usage of cashless transactions by cashless electronic payments through internet banking, e-wallets, digital payment applications, and others can be implemented.

Correspondingly, society will accept the culture and practices of this new normal life, thereby creating a society that through virtual transactions, mutually recognizes and trusts each other. In line with the aspiration of the government to create a country of harmony and goodwill in a multiracial and cultural society. With the support and contribution to the value of attitude in cashless transactions, society’s effort is to explore and introduce growth for all to resolve the gap in wealth and income to create a country that as defined in the SPV 2030, is always unified, prosperous and dignified (WKB 2030). WKB 2030 also encourages the development of the digital economy to achieve IR 4.0 aspirations and social stability at all cultural and racial levels. Thus, awareness and social distancing in dealing with the COVID-19 pandemic requires the cooperation of all parties by taking cases attitude through practising cashless transaction on the internet line
with high integrity value. High trustworthiness value should be applied to consumers and society to ensure that cashless transactions are achieved. The issues that occurred in the COVID-19 pandemic are limited new norms and there is still a culture of less cashless transactions is a necessity to improve consumer attitudes from consumer trust. Hence, studies on practices in cashless transactions through an e-commerce platform should be done to formulate a model of best practices for cashless transactions based on attitude. The adoption of practice values in the model is adapted through its use in the post-COVID-19 environment especially at the institutional level of higher education as a specific cluster to facilitate the application of the value of the practice.

3.0 CONCEPTUAL FRAMEWORK

The conceptual framework proposed by the researcher is related to the proposed development of the cashless transactions model based on attitude. Cashless transactions in this study using the e-commerce platform. This research paper formulates the conceptual framework of the studies based on the Theory of Planned Behaviour (TPB). TPB is a well-planned behaviour-related theory that describes human social behaviour in emphasizing behavioural desires influenced by attitudes, subjective norms and perceived behavioural control (Ajzen, 1991). Azjen also argues that by defining certain definitions in a way that is appropriate to the predictions and also the behaviours that occur in the defined context, this theory utilizes several social science and behavioural concepts. The usage would assist the researcher to evaluate the research proposal to be implemented by using TPB.

In this research study, TPB is used as the basis of the study to be conducted out focusing on attitudes towards taking action on cashless transactions, especially through e-commerce electronic payments. The effect on the influence of the characteristics on the use of cashless transactions is an influencing factor that will impact the relationship either positively or negatively on the attitude towards cashless transactions performed. The trustworthiness of cashless transactions applications (Rochemont, 2019), the usefulness (Shairil Izwan Taasim & Ramali Yusoff, 2017), cybersecurity (Dalebrant, 2016), technical issues (Oney et al., 2017) and hidden cost (Dinh et al., 2018) are among the features of the use of cashless transactions that need attention.

The elements of cashless transactions are seen as the perception of consumer ability in terms of behavioural control over the ability to use the system and facilities in cashless transactions. Among the elements of the cashless transaction that consumers need to pay attention to is the dominance of internet usage (Yaa & Oppong, 2018), use of mobile devices (Trinugroho et al., 2017), knowledge of use through banking applications (Ho & Yahya, 2015), mastery of security features (Felix et al., 2015), mastery of the use of technology (Nambisan, 2017) and awareness on the availability of money value (Kumari & Khanna, 2017).

While subjective norms in this study looked at the influences of the social environment had an impact on their thought whether motivating them to perform actions or not (Ha, 2020). As consumers satisfaction via e-commerce platform or cashless transactions payment system, giving a motivational impact on the attitude to be done (Alotaibi & Asutay, 2015).

The social environment arising from COVID-19 is expected to motivate the use of cashless transactions by e-commerce or vice versa. As a result, society needs to make this new normal
life opportunity especially in the area of social distance and movement control order an opportunity to further strengthen social security today and during post-COVID-19.

Figure 2 is a proposed conceptual framework for the development of a cashless transactions model based on an attitude that can be applied through an e-commerce platform, especially in higher education institutions.

![Proposed Conceptual Framework](image)

**Fig 2: The Proposed Conceptual Framework**

### 4.0 DISCUSSION

The society social environment influences the motivation of individuals to emphasize the attitudes that have been highlighted, even though society is formed in a digital technology environment. The value of attitudes is not seen in groups alone and that is seen in the value of individual attitudes. Therefore, a new normal approach to life can be the normed triggering a change in attitudes or not depending on the individual's attitude. When the COVID-19 pandemic prevents social movements, society needs to be constantly sensitive and accurate to implement a new normal life over a long period by cashless transactions through electronic or digital payments for purchase and sale in the e-commerce system. The emptiness and emotional beliefs of the society that are aware of the risks of the COVID-19 pandemic are crucial reasons for society to take ongoing preventive action (Khosravi, 2020).

However, if there is still no high level of trustworthiness and integrity practice without fully realizing the safety aspect of e-commerce use, the use of e-commerce cannot be fully optimized. As well
as, the social environment and motivation in consumers greatly influence their attitude to do the cashless transaction. In this regard, a cashless transactions model based on attitudes in different social contexts is expected to be highlighted in the proposal of this paper and proposed to be applied in studies of the Z generation that are highly aware of digital elements in their social influences.

5.0 CONCLUSION

In this research paper, the suggested conceptual framework is intended to be used as a guide and fresh knowledge in cashless transactions based on attitudes that can cross different disciplines as well as socio-cultural and a variety of unexpected situations. The use of the conceptual framework for this cashless business model is expected to help improve the value of trust in shaping the practices and culture of conducting cashless transactions, especially in the environment of higher education institutions, such as through e-commerce among consumers. The use of cashless transactions, such as through an e-commerce platform, can be seen as a suitable alternative to help improve the economy of the country in this COVID-19 pandemic (Allam, 2020). It is therefore an opportunity for researchers to carry out studies on cashless transactions related to society cultural practices based on the issues that have been explained in this study.

REFERENCES


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