



UNDERSTANDING CONSUMER'S ATTITUDE TOWARDS  
ONLINE SHOPPING PURCHASE INTENTION

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## **ABSTRACT**

In the era of globalization electronic marketing is a great revolution. The internet as a global medium is quickly gaining internet and attractiveness as the most revolutionary marketing tool. The global nature of communication and shopping has as well redefined, seeing that it is the perfect vehicle for online shopping stores. The large number of Internet users provides a good foundation for the expansion of the online shopping market. Online Shopping is the process of buying goods and services from merchants who sell on the internet, shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer.

The main purpose of this study is to understanding consumer's attitude towards online shopping purchase intention. The study also investigate how demographic (gender, age, income and education level), factors influencing consumers' attitude towards online shopping and Theory of Reasoned Action (TRA) concept affect consumer's attitude towards online shopping. The findings from this study will allow online businesses to be better informed of what draws consumers or prohibits them from coming their best websites. The better understand awareness of online shoppers, the higher the chance which they can create a center of attention and keep consumers.

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# CHAPTER 1

## INTRODUCTION

### 1.0 Background of Research

Not too many years ago most people shopped in their local stores complete with parking and weather problems, long lines, and wobbly shopping carts. Even when online shopping was available, people felt uncomfortable using their credit cards and giving their personal information to cyber-shops. That has all changed. Today Internet is not only a networking media, but also as transaction medium for consumers at global market in the world, and becomes dominant retailers in the future (Yulihasri, Islam, & Daud, 2011). Because of wide communication network e-commerce has become the new mediator between the companies/manufactures and their customers (Sharma , Mehta, & Sharma, 2014). Business-to-consumer electronic commerce (B2C e-commerce) provides an effective method for online retailers and their consumers to perform online transaction through commercial Web sites (Lin, 2007).

According to (Sultan & Uddin, 2011) generally speaking the trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Online shopping has become a popular way for consumers (Jun & Jaafar, 2011). Online shopping is done through an online shop, e-shop, Internet shop or online store (Akbar & James). Through the world online buying has grown exponentially. Growth of online shopping has been characterized by strong consumer demands and increasing number and type of goods available. The increasing consumer base, principally of youths, is playing a significant role in the online shopping (Sharma et al., 2014). This new innovative pattern of shopping not only brings a great number and wide range of merchandise to consumers; it also offers a huge market and numerous business opportunities (Jun

et., al 2011). Hence, online shopping is more environmental friendly compare to purchase in store because consumers can just fulfill his desires just with a click of mouse without going out from house by taking any transportation (Jusoh & Ling, 2012). Online shopping not only provides for goods but it's provides for services too (Purwanegara et al., 2013). Goods on online shopping are Dvd, computer, camera, book, etc and for the services are banking, rent car, travel etc. (Purwanegara et al., 2013). Recently, Pasarborong.com opened the first web site in Malaysia offering online grocery shopping over the internet (Paynter & Lim, 2001). E-commerce platform's, 2000 study (as cited in Paynter et al., 2001) another service provider is asiaONair.com that would be the largest web site in Malaysia, and perhaps in Asia, with over 300 active merchants and thousands of products.

The main purpose of this study is to understand how consumers from their attitudes and make purchase intention to online shop. Further, the research is focus on the issues that are related to the factors influence to purchase online and the development of the Theory of Reasoned Action (TRA). Bobbit and Dabholkar's, 2001 study (as cited in Delafrooz, Paim, & Khatibi, 2011) from an e-business perspective, understanding this theory could provide a valid basis for explaining and predicting consumers' intention towards online shopping behavior. It will help more E-retailers be more attractive to encourage the consumers do shopping on internet.

## **1.1 Scope of Research**

This study is focus on consumer's attitudes towards online shopping and understands the intention to shop online using the Theory of Reasoned Action (TRA).

## **1.2 Problem Statement**

Nowadays, growth of online shopping has been characterized by strong consumer demands and the increasing number and type of goods available. Purchasing goods from comfort of your own living room certainly is more convenient than actually