



FACTORS AFFECTING CONSUMER ATTITUDES ON ONLINE SHOPPING

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, Muhamad Amaruddin Bin Asari,

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ *AMAR* _____ Date: _____ 27/7/2020 _____

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ABSTRACT

Consumer attitudes is the consumers belief, feeling and behavioral towards that products or services when to purchase it. Consumer attitudes also can influenced consumers to purchase products or services if that product or services is meet with their requirements and expectation. Online retailers also need to take this chances to make sure that they can attracts many customers and can retain their loyal customers. So, can increase their profits. There are several factors that affecting consumer attitudes towards online shopping that are convenience, time saving and website design. The purpose for this study is to examine factors affecting consumers attitudes on online shopping. A total of 163 citizen in Johor area were surveyed through a self-administered questionnaire. The analysis revealed that only two factors significant with consumer attitudes on online shopping that are convenience and website design while time saving is not significant with consumer attitudes towards online shopping. As website design is the most significant factor affecting consumer attitudes on online shopping, online retailers need to design their website with user friendly which everyone can easily and understand how to access the website and make a transaction in that website. Hence, this can give huge impacts to all online retailers to make sure that their website is more attractive with other. So, can attracts more consumers to buy at their store.

Keywords: Consumer attitudes, convenience, time saving, website design, Johor

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