



**STUDY ON THE KEY FACTORS INFLUENCING
CUSTOMER TO SHOP ONLINE
IN KOTA KINABALU**

**MEDLINA LUBIREN
2008385761**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH**

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TABLE OF CONTENTS

No.	Content	Page
	CHAPTER V	
	CONCLUSION AND RECOMMENDATION	
5.1	<i>Acknowledgements</i>	<i>iv</i>
5.2	<i>List of Tables</i>	<i>v</i>
	<i>List of Figures</i>	<i>vi</i>
	<i>Glossary</i>	<i>vii</i>
	<i>Abstract</i>	<i>viii</i>
	CHAPTER I	
	INTRODUCTION	
1.1	Overview	1
1.2	Background of study	2
1.3	Scope of study	4
1.4	Problem statement	5
1.5	Research objectives	6
1.6	Research questions	7
1.7	Important of study	8
1.7.1	Local Businesses	
1.7.2	Consumer	
1.7.3	Academicians	
	CHAPTER II	
	LITERATURE REVIEW AND THEORETICAL FRAMEWORK	
2.1	Literature Review	9
2.1.1	Convenience	16
2.1.2	Price	17
2.2	Theoretical Framework	19
2.3	Summary	20
	CHAPTER III	
	RESEARCH METHODOLOGY	
3.1	Methodology	21
3.2	Sources of data	22
3.3	Instrument	22
3.4	Research approach	24
3.5	Limitation of research	25
3.6	Plan of data analysis	27
	CHAPTER IV	
	DATA ANALYSIS AND INTERPRETATION	
4.1	Introduction	28
4.2	Respondents' demography	30
4.3	Respondents' opinion on the factors influencing online shopping	39
4.4	Respondents' other opinion related to online shopping	42

LIST OF TABLES

Table 4.1.1	Respondent's familiarity on shopping online	29
Table 1	Ethics of the respondents	31
Table 2	Age of the respondents	32
Table 3	Gender of the respondents	33
Table 4	Level of education of the respondents	34
Table 5	Occupation of the respondents	35
Table 6	Level of income of the respondents	36
Table 7	Frequency of shopping online by the respondents	37
Table 8	Respondent's product preferences	38
Table 9	Respondents opinion on the factors influencing online shopping	39
Table 10	Opinion on the delivery / shipping cost	42
Table 11	Opinion on easy, faster and fun service is important	43
Table 12	Respondent's experienced on having problem while shopping online	44
Table 13	Respondent's satisfaction on shopping online	45
Table 14	Opinion whether to shop online in the future	46
Table 15	Respondents occupation * Familiarity of online shopping	47
Table 16	Occupation * The frequency of shopping online (monthly)	49
Table 17	Level of income * The frequency of shopping online (monthly)	51
Table 18	Frequency * Opinion of getting more product information through internet	53
Table 19	Frequency of online shopping * Opinion whether can access sufficient information on product specification through Internet	55
Table 20	Frequency of online shopping * Opinion on the prices of product offered in the Internet is cheaper then retails outlets.	57
Table 21	Frequency of online shopping * Opinion on the delivery cost	59

ABSTRACT

The aims of this study is to establish preliminary assessment, evaluation and understanding of the key factors that driving or influencing consumers in Kota Kinabalu to shop through the internet. From all the factors derived from the available literature review, only two most dominant factors will be examine – Convenience and Price factor. The model was developed on the basis of existing theoretical model focus on the factors that influencing customer to engage in shopping through online. From the finding, both Convenience and Price factor will create an opportunity to online retailers to attract new online shopper.