

**Online Shopping: An Exercise with Malaysian and Thai
Product and Service E-Commerce Websites**

Presented to

**Consumer International Asia-Pacific for the
European Union Asia IT&C Project on Protecting Consumers in
E-Commerce Transactions (PROCONNECT)**

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April 2005

ACKNOWLEDGEMENT

We wish to express our gratitude and appreciation to all those involved in ensuring the success of this project. Our special thanks go to the participants in the survey and our research assistants who helped us in many ways. We are also appreciative of the input from our Thai collaborators on this project. The project was made more challenging as a result of working with their team.

The assistance provided by several organisations and individuals also deserves a special mention in our acknowledgement. Individuals who assisted us in the preparatory stages of our work include especially Alison Hopkins from Consumer International head office in London, United Kingdom; Perry Perfors from Consumentenbond, Netherlands; and Beau Brendler from Consumerwebwatch, United States of America. Terima kasih for all your wonderful advice and assistance.

We also wish to convey our gratitude to the European Union for the Asia IT & C Grant that helped to sponsor this project.

Lastly, we wish to extend our appreciation to the Consumer International Asia Pacific office and the Institute of Research, Development and Commercialisation (IRDC), Universiti Teknologi MARA for their support and advice on conducting this project.

Thank you.

ABSTRACT

This study is to determine the quality of service provided by Malaysian and Thai web vendors. The researchers undertook the shopping experience themselves in order to gain first hand information on the real problems that consumers face when shopping online. Various aspects of quality were examined such as accessibility, reliability, efficiency, ease of use, security and information. The study is based on a qualitative examination of Malaysian and Thai e-commerce websites offering online transactions. Thirty websites were selected for the study – 18 Malaysian sites and 12 Thai sites.

The researchers used four sets of protocols to obtain data and information on e-commerce transactions. Three protocols were used for purchasing products online including one each for placing the order, arrival of goods, and returning of goods; and one protocol was used for booking services. Websites of traders offering services seemed to be more efficient than those selling products. This could be because payment was seldom required in booking services as opposed to when placing an order for a product. Most problems were faced in the payment procedure, cancellation of orders, and request for refunds. The study recommends that web traders should provide more easily accessible information on security and privacy issues as well as clear information on cancellation of orders and refunds to promote shopping online and to build confidence in their consumers. It also suggests that the traders upgrade their sites to be more online savvy and update information on them more regularly.

CONTENTS	PAGE
Acknowledgement	ii
Abstract	iii
Contents page	iv
1.0 Introduction	1
1.1 Background	1
1.2 Research objectives	3
1.3 Significance of study	4
2.0 Research methodology	5
2.1 Sample	5
2.2 Research instrument	7
2.3 Data collection	9
2.4 Data analysis	10
2.5 Scope and limitations	10
3.0 Report on online shopping product sites	11
3.1 Background information of online shopping product sites	11
3.2 Terms and conditions in online shopping product sites	19
3.3 Privacy practices of online shopping product sites and ease of accessing information on them	27
3.4 Security practices of online shopping product sites and ease of accessing information on them	31
3.5 Delivery practices of online shopping product sites	36
3.6 Placing the order in online shopping product sites	41
3.7 Payment procedures in online shopping product sites	47
3.8 Confirmation of order and notification of shipping	53
3.9 Identification of the business of online shopping product sites	59
3.10 Arrivals procedure	62
3.11 Return procedure	70
3.12 Additional comments	80
4.0 Report on online shopping service sites	85
4.1 Booking procedure	85

4.2	Payment procedure	96
4.3	Business terms and conditions	101
4.4	Cancellation	105
4.5	Internet service provided by the web trader	110
5.0	Conclusions and Recommendations	113
	References	120
	Appendix 1:	
	List of sites for products and services by country	121
	Appendix 2:	
	Name of web retailer, URL address, country, and type of purchase for product sites	123
	Appendix 3:	
	Name of web retailer, URL address, country and type of purchase for service site	124
	Appendix 4:	
	Samples of the four protocols used in the online shopping exercises for both products and services	125
	Appendix 4A:	
	Sample of questionnaire for placing the order for goods	126
	Appendix 4B:	
	Sample of questionnaire for arrival of goods	140
	Appendix 4C:	
	Sample of questionnaire for return of goods	146
	Appendix 4D:	
	Sample of questionnaire for placing the order for services	151
	Appendix 5:	
	Examples to show information available on different aspects of the online shopping experience for product sites	164
	Appendix 6:	
	Examples to show information available on different aspects of the online shopping experience for service sites	165