



FACTORS AFFECTING ONLINE SHOPPING BEHAVIOUR IN MALAYSIA

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LETTER OF SUBMISSION

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The Head of Program
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Dear Sir/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title "FACTORS AFFECTING ONLINE SHOPPING BEHAVIOUR IN MALAYSIA" to fulfil the requirement for the completion of degree studies as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

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ACKNOWLEDGEMENT

IN THE NAME OF ALLAH S.W.T. THE MOST GRACIOUS AND THE MOST MERCIFUL

Alhamdulillah, praise be to Allah S.W.T., with His guidance and love, I am able and manage to finish up my thesis entitled “Factors Affecting Online Shopping Behaviour in Malaysia”

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ABSTRACT

Purpose - The purpose of this study is to identify the key factors influencing Malaysian's online shopping behaviour. Specifically to determine whether website design, reliability, customer service, and trust influence Malaysian's online shopping behaviour. In addition, to determine which factors has the most impact towards online shopping behaviour.

Design/Methodology/Approach - For the completion of this study, the researcher used stratified sampling technique, where the questionnaires were distributed to 64 Malay, 28 Chinese and 8 Indian respondents all around Kuala Lumpur. The research design used in this study is descriptive research design.

Findings – The findings of this study indicate that website design, reliability, customer service, and trust have influences on online shopping behaviour in Malaysia. Based on the findings, website design has the most impact towards online shopping behaviour, followed by customer service, trust, and reliability.

Significance of study - Based on this study, online retailers can gain more understanding in conducting online business in Malaysia. This study will be use for reference and as additional information for students in marketing or other business program.

Originality/ Value - The paper draws attention to a rather neglected issue of key factors that influence online shopping behaviour in Malaysia.

Keywords – Online Shopping Behaviour, Website Design, Reliability, Customer Service, Trust.

Paper type – Research paper.