



CONSUMER INVOLVEMENT IN PURCHASE ONLINE:
CASE STUDY IN LAHAD DATU SABAH

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ABSTRACT

The objective of this action research is to see how fraud in online marketing and consequences of fraud in this online marketing field. Internets as a marketing benefit greatly depend on the products and services that will be offered. Products of different harness the Internet for other products.

The study will answer the question of the following questions what are the main problems in online purchases. Does the purchase of online products to meet customer satisfaction? What are the significant differences found between purchase products online or in person?

KEY WORDS Customer, Purchase, Involvement, Online