



UNIVERSITI TEKNOLOGI MARA

FACTORS THAT INFLUENCE ONLINE SHOPPING BEHAVIOR AMONG SARAWAK CIVIL  
SERVANT :  
CASE STUDY OF STATE HUMAN RESOURCE UNIT, CHIEF MINISTER'S  
DEPARTMENT

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## ABSTRACT

The internet as a global medium is quickly gaining interest and attractiveness as the most revolutionary marketing tool. The global nature of communication and shopping has as well redefined, seeing that it is the perfect vehicle for online shopping stores. Online convenient shop is mostly reflected in shorter time and less energy spent, including shipping cost reduction, less crowd and queues than real markets, unlimited time and space, which all increase convenience of shopping. Internet shopping for businesses and consumers are being accepted as an alternative shop mode rather than visiting the stores. However, convincing the consumers to shop online is still a challenging task for web retailers in Malaysia. The growth of internet technology in Malaysia has enormous potential as it reduces the costs of product and service delivery and extends geographical boundaries in bringing buyers and sellers together. This study is conducted to identify the factors that influence online shopping behavior among Sarawak Civil Servant, of State Human Resource Unit, Chief Minister's Department.. The study focused on four independent variables namely convenience, website features, security and also time. We applied Five-point Likert Scale to measure the influential factors on intention for online shopping. The findings of the study indicated the factors influence consumers towards online shopping and factors that influence on purchasing decision.

Keywords Online Shopping, consumers, convenience, website features, security, time

## Chapter One

### INTRODUCTION

#### 1.0 Introduction

The internet is a medium that is soaring in polarity in almost every facet of the world and is used for a numerous of causes by persons, governments, universities and businesses. Nowadays, the term internet is as a business tool for companies and individuals. Internet became a new mediator between companies and their customers. Today, the internet is a public, cooperative and self sustaining facility accessible to hundreds of millions of individuals worldwide (Janacek & Muchhala, 2004). There is no doubt that in the 21 th century Malaysia had entered a new era of globalization. The growth of internet usage is encouraging some changes in the behavior of customer purchasing process and it has become one of the most significant communication channels in the world (CasalA, FlaviaAin & GuinalAu, 2007).

Online shopping is a form of electronic commerce which allows consumers to directly purchase products or services from seller over the internet using web browser. Online shopping is a fast growing phenomenon. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers (Koo et al 2008).

Due to exponentially rising business opportunities, there are a number of services being offered on the internet. Online shopping has emerged as one of the most prominent services available through internet. It has enormous advantages for the consumers as well as business houses. Through online shopping, business houses have been able to reach out to more consumers at less cost. They have been able to reach out to consumers living in remote areas.