



A STUDY ON CONSUMER PERCEPTION TOWARDS  
ONLINE PURCHASING BEHAVIOR INTENTION

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## ABSTRACT

Online shopping is becoming more popular nowadays with the increase of the usage of the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Although online shopping is popular, consumer who used online medium to buy things still remains poor. Understanding what customer need for online shopping has become a huge challenge to online seller nowadays. Online seller need to understand customer perception towards online shopping, make improvement in critical factor that influence customer to shop online and working on factor that affect the behavioural intention for customer to shop online which as a result, the seller can gain the competitive edge over others seller. Therefore, this study has focused mainly on the consumer perception towards online purchasing behaviour intention. It is with these concerns that this study tries to determine the factors explaining online purchasing behaviour. Understanding well the factors influencing online purchasing would allow firms the possibility to adjusting or making some improvement on their strategies to finally attract most of their potential consumers and profit most from the opportunities by using the internet and online shopping.

# CHAPTER 1

## 1.0 INTRODUCTION

### 1.1. Background of Study

New technology inventions can create a great impact in organizations through the contributions that change the social environment while expediting sharing knowledge and the development of the new ideas (Kling et al, 2005). The invention of the internet has changed the way business runs all over the world (Adnan, 2014). The internet has been used widely in our daily life. It bring many advantages to individuals from both marketer and consumer. Many people had showed that the interests of using the internet as a medium for them to people can communicate, learn, entertain, buy and sell product and gets a lot type of service that can be done by using the internet. The internet is a powerful source to use and can be used for the competitive advantage by organisation such as market their product (Hamill, 1997). The trend of e-commerce has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage.

Internet marketing or can be called online marketing or e-marketing are essentially any marketing activities that is conducted online through the use of the internet technology. The development of internet has brought a lot of opportunity for marketers to sell and promote their product. It makes marketer life easy in market the product and also make consumer easy to find the product that they want at any times and anywhere they want without need to visit the shop or store.

Internet marketing is the advertising and marketing that used the internet as a tool to sales the product and it has become the most exciting and fastest growing marketing trends nowadays. It is being widely used in our daily life because it makes life easier as compare before. Internet marketing provides an easy way to sell products. However, there was a lot of competition among multiple seller.

According to Techopedia, online marketing is a set of powerful tools which used for promote the products and service through the internet. Online marketing includes a wider range