A SURVEY ON BUYERS PERCEPTION TOWARDS PUCHASING PRODUCTS"

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1.1 Background of the study

Increasing numbers of people are gravitating towards more intensive use of the Internet as the accessibility of technology, the availability of information, and the ability to interact through the Internet increase and evolve. Obvious capabilities of the Internet include avenues for gathering information, purchasing a product, or rendering a service. These advances in Internet technology allow for the expansion of shopping options beyond traditional methods that may be more time consuming. Issues with having to physically gather information with offline shopping methods are alleviated, and customers are better able to efficiently use their time. For instance, instead of having to physically visit different stores to compare prices or rely on circular pamphlets in newspapers, a consumer is able to search and retrieve needed information through the Internet.

The Internet explosion has opened the doors to a new electronic world. Consumers are now able to use the Internet for a variety of purposes such as research, communication, online banking, and even shopping. With such advantages, the Internet is rapidly becoming the main method of communication and of conducting business conveniently. With a growing number of households turning towards the Internet and the world of e-commerce to shop, invest, make payments, and do online banking, new technological advancements will have to come about to make these transactions secure.

However, not all consumers are participating in online transactions as part of the Internet boom. As more and more businesses continue to establish an online presence, they are finding that some consumers are still reluctant to shift in that same direction. For various

CHAPTER 2

2.0   Literature Review

Electronic commerce has become one of the essential characteristics in the Internet era. According to UCLA Center for Communication Policy (2001), online shopping has become the third most popular Internet activity, immediately following e-mail using/instant messaging and web browsing. It is even more popular than seeking out entertainment information and news, two commonly thought of activities when considering what Internet users do when online. 18.3 million Internet users in Malaysia, 9.7 million buyers made online purchases in 2011 and for 2012, 18.9 million internet users, made online purchase is increase to 10.5 million buyers (estimated).

In the business to consumer (B2C) e-commerce cycle activity, consumers are Internet for many reasons and purposes such as searching for product features, process or reviews, selecting products and services through Internet, placing the order, making payments or any other means which is then followed by delivery of the required products through Internet, or other means and last is sales service through Internet or other mean.

Online shopping behavior refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behavior (Liang and Lai, 2000). In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at time potential consumers are attracted by information about products or services associated with the felt need. Finally, a transaction is conducted and post-sales services provided. Online shopping attitude refers to consumers' psychological state in terms of making purchases on the Internet (Li and Zhang, 2002).

CHAPTER 3

3.0   Research methodology

This chapter will explain about the research design, data collection, sampling technique and procedure for analysis of data for the study. Survey will be used as a tool to collect data from respondents located at Kuching area.

3.1   Research design

Research design is considered as a "blueprint" for research, dealing with at least four problems: which questions to study, which data are relevant, what data to collect, and how to analyze the results. The best design depends on the research question as well as the orientation of the researcher. Every design has its positive and negative sides. In sociology, there are three basic designs, which are considered to generate reliable data; these are cross-sectional, longitudinal, and cross-sequential.

For this study, researcher has chosen the descriptive research method as it describes the characteristics of relevant groups that are study.