



A STUDY OF WOMEN CONSUMERS' IN KOTA KINABALU:
FACTORS THAT INFLUENCE WOMEN CONSUMERS
TOWARDS THEIR PREFERENCE OF ONLINE SHOPPING

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ABSTRACT

An online shopping system allows a customer to submit online orders for items and/or services from a store that serves both walk-in customers and online customers. The online shopping system presents an online display of an order and an associated delivery window for items selected by the customer (<http://forum.jntuworld.com/online-shopping-system>).

In association to man (*manusia*), shopping has their own significant relationship as needs and wants are fulfilled when it comes to purchasing products/ services (Dhalokia, 1999). According to (Fram & Axelrod, 1990), the reason why female shop more than male is that they have the primary responsibility for household shopping.

There are two (2) types of shopping; Traditional (sometimes Conventional) and Online Shopping. As revolution in technology, especially internet, is advancing, online shopping has gained their popularity among women; It is more convenient and time savvy.

However, each of the shopping using Traditional or Online method, has its own pros and cons. In view of that, this study will concerns on what are the factor that influence female consumers to do online shopping, their level of satisfaction towards online shopping and their choices of shopping either through traditional or online approach.

CHAPTER ONE

1.0 INTRODUCTION

1.1 Research Background

The usage of the internet as a communication and transaction medium in consumer markets is growing rapidly (Castells, 2000, Hart, Doherty, & Ellis – Chadwick, 2000). It has become a common means for delivering and trading information, services, and goods. The development of the internet has increased the popularity of online purchasing which means, Internet become an alternative for consumers to do shopping activities since it is more comfortable than conventional shopping which usually associated with crowd anxiety, traffic jam, time consuming, lack of parking space etc. Internet users encounter many different purchasing system and user interfaces, some with substantial variation and purpose. According to Oppenheim & Ward (2006), the current primary reason people shop on internet is the convenience among other reasons, such as the ability to shop at any time, view and purchase product, visualize their needs with products, and discuss the product with other consumers (Joines et al.2003).

1.2 Problem Statement

Generally, people shopped online because they find it convenient, it increases their choice, helps them to hunt for lower prices, easy payment, very fast as well as less time required compared to conventional shopping. (Oppenheim & Ward (2006). Meanwhile, retailers sell online to reach more