



**THE FACTORS INFLUENCING CONSUMERS' ATTITUDE  
TOWARDS ONLINE SHOPPING IN KUCHING, SARAWAK**

**DAYANG HANISAH BINTI ABANG AFFENDIE**

**2014410088**

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Name of Student : DAYANG HANISAH BINTI ABANG AFFENDIE  
Student ID Number : 2014410088  
Name of Degree : Bachelor of Business Administration with Honors (Marketing)  
Title of Research Project : The Factors Influencing Consumers' Attitude towards Online Shopping in Kuching, Sarawak.  
Field of Study : Marketing

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Name : *Dr. Thalany Kamri*

Designation : *First Advisor*

# **ABSTRACT**

Nowadays, electronic marketing is developing within era globalization. Many organizations that run their business have taken various actions to make sure they can go along with the technological change which means, up-to-date to the environment that suitable for their competitiveness in the market. For better marketing performance, online shopping brings many benefits with the use of technology. It is important for every marketer to find out more about how to fulfill the demands of their customers with implementing their own strategies. Retailers nowadays are more concern studying about consumer behavior toward online shopping in order to see their attitudes. Therefore, this research will focus on studying the factors influencing consumers to shop online specifically which then will help the online retailers to determine the attitudes of consumers towards online shopping. Kuching will be the selected population for this research and then it will be narrowed down to Kuching consumers that have experience in shopping online. This research requires a minimum of 150 sample size to be used. Convenience sampling technique is used.

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# CHAPTER 1

## INTRODUCTION

### 1.1 RESEARCH BACKGROUND

With the rapid advancement of internet technology and services, internet has been widely and rapidly used by today's generation. It definitely shows its benefits in many different ways where internet users are provided with the convenience of obtaining information as well as carrying out transactions. One of the many advantages of the Internet is it allows communication to take place without leaving the computer screen. Additionally, with the help of internet, individuals across the world are able to communicate with one another and all of the information that they require can be searched with a click of a button. With these advantages, it is not surprising to see that the internet users in Malaysia have increased from 20,637,217 in 2015 to 21,090,777 in 2016 (Internetlivestats, n.d) since its introduction in Malaysia in the year 1995 (Paynter & Lim, 2001).

Since buying goods can be considered as daily routine, it becomes one of the important parts of consumers' life. While traditional shopping environments will stay on for years to come, hence people in today's generation might prefer to stay at home and perform online shopping instead. This is because they look in respective ways where online shopping could bring more benefits to them as it provides many convenience in term of time saving where their time in malls could be minimized and also an assumption