



**CONSUMER'S BEHAVIOUR TOWARDS ONLINE SHOPPING:
A CASE STUDY FOR MAJLIS BANDARAYA MELAKA
BERSEJARAH EMPLOYEES**

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ABSTRACT

The purpose of this research is about consumer's behaviour towards online shopping. The most importance point is to investigate about the relation with price, quality, ease of use, service and assurance that influences consumer online shopping satisfaction that leads to repurchase buying behaviour. The target respondents of this study were 278 of respondent who bought online product or service. The secondary data were used in this study to gain information. 278 sets of questionnaire have been distributed to the respondent. In this study, a researcher using a SPSS version 22 for analyse their data given by their respondents. This report represents about the introduction view, the literature review, research methodology, findings and their interpretations of data, a recommendations, a conclusions and also for a bibliography. Furthermore, most of these chapters with explained in detailed with their subs topic that discuss with the essential procedures and steps for completing these study. On this chapter will discuss about the background of study, scope of study, problem statement, objectives and research question, limitation and significance involved and also discusses the definition of the main terms used in this research.

CHAPTER 1

INTRODUCTION

1.1 Introduction

This is a research on consumer's behaviour towards online shopping - a case study for Majlis Bandaraya Melaka Bersejarah employees.

Boundless (2011), in online shopping context, behaviour is also significant to determine the development and trend of online shopping. Besides positive attitude towards online purchase intention would precede actual internet shopping. There are many factors which influence online behaviour (Keen et al, 20014) and over time the market segments that use the internet and digital services has changed significantly, so it is important for digital markets to be aware of the important of customer behaviour.

1.2 Background of the Study

Online shopping is no doubt the future trend. Online shopping on areas, for example, style and adornments, electronic/electrical products and books are growing in Malaysia. Online shopping as defined by MasterCard Worldwide Insights (2008) is the process of purchasing goods and services from merchants who sell over the internet. Generally, it is also known as internet buying, electronic shopping, online purchasing or internet shopping. Kim (2004) further defined internet shopping as examining, searching for, browsing for or looking at a product to get more information with the intention of purchase on the Internet.

Internet is to express and communicate the information. Some companies in the world have begun to use the Internet to decrease marketing costs, and consequently reducing the prices of their goods and services to keep a competitive market in the future. In order to present their goods as well as taking feedback of their performance and get better their turnover and also customer's satisfaction. For every consumer, they are using internet as a daily basis in order to complete their daily task such as to complete their job and