

UNIVERSITI TEKNOLOGI MARA

**ONLINE PURCHASING:
MALAYSIAN CUSTOMERS AWARENESS
FACTORS**

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ABSTRACT

While an increasing number of customers in Malaysia frequently shop on the internet, research on what drives customers to shop online has typically been fragmented. This paper therefore proposes a framework about the understanding of customer awareness factor on online purchasing. The review shows that customer's awareness on online shopping are not only affected by web design and internet security, but also by information on the internet and internet trustworthy. The purpose of this study is to look into the current situation of customer awareness on online purchasing in Malaysia as the impetus in meeting the efforts towards larger internet marketplaces such as eBay and Amazon.com. The objective of this study is to identify the awareness factors of online purchasing and to recommend guidelines for customers before purchasing online. Awareness factors that are involved in this thesis categorized by four. The first one is internet security, second is internet trustworthy, third is web design and the last is information on internet. Method that are used in this research is survey and 100 questionnaire was distributed among UiTM Shah Alam student. There are some limitations occur during completing this research. The small sample size make the result of this research not entirely accurate and the population in UiTM Shah Alam student does not represent the whole population of Malaysia. In this paper, the author used both primary and secondary data in information gathering. The sample design used is probability sampling in which researcher used convenience sampling to collect data.

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