

MALAYSIA CONSUMER'S PERCEPTION ON BUYING
CLOTHING THROUGH ONLINE SHOPPING

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ABSTRACT

Electronic commerce is a potentially growing business for today's market. While online shopping was introduced to the market in the last decade as many individuals and organizations purchase through the World Wide Web. The shift from physical (brick and mortar) store toward electronic stores may be seen as in infancy and slow responses of consumers in Malaysia especially for clothes online shopping. Hence, the purpose of this study is to investigate consumer's perceptions on buying clothes through the online shopping and to identify the mode of shopping preference in buying clothes among consumers in Shah Alam. A research finding shows that, various perceptions either positive or negative perceptions involved in buying clothes via the Internet. Respondents used online shopping to buy clothes for the reason of time saving and anytime to search. However they do not used online shopping because buying clothes through online shopping is not easy, do not trust, do not touch and try, difficult to evaluate size, color of clothes, risky, confusing, frustrating, not secure, and importantly online shopping do not gives a fully satisfaction to them. In summarization, the finding of the research shows that respondents in Shah Alam preferred to buy clothes at store shopping rather than online shopping.

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