

UNIVERSITI TEKNOLOGI MARA

**CONSUMER ONLINE SHOPPING
BEHAVIOR TOWARDS ONLINE
SHOPPING SCAM**

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ABSTRACT

With rapid development of technology, it has been assisting and connecting people through various platform such as social networking, data sharing, information storing, online transactions and automated processes. Few years ago, people have been connecting with each other and updating news through social media. Social media has become essentials for their daily lives. Now, apart from functioning as communication platform, people started to use social media as a marketing platform to advertise their business product and services. Social media environment which is functions and navigation that allows online sellers communicate directly with their consumers has successfully made it a great channel for business marketing. However, with the success comes its challenges. Consumer are potentially threatened by online shopping scam. Apparently there are third party that take advantages on the convenience. They would create a fake account with a fake identity and set up a fake business that looks almost like real to attract consumers to purchase with them. However, one payment have been made, no products or services will be delivered. Some fake sellers would trapped consumers to paid some amount of money for a particular products but in the end, the products received is either different from advertised or lower quality from as per described. The purpose of this study is to explain the definition of online scam and to identify what contribute towards online shopping scam based on consumer online shopping behavior. This study were conducted in Malaysia with total 201 respondents. The data collected were analyzed using Statistical Package for Science Social (SPSS). This study were expected to find the significant factors that contribute towards the probabilities of online shopping scam based on consumer online shopping behavior.

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