

THE DETERMINANTS OF CONSUMER'S INTENTION TOWARDS
E-SHOPPING AMONG TEACHERS AT SMK AMINUDDIN BAKI

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ABSTRACT

E-shopping (on-line shopping) is increasingly becoming most popular in Malaysia by supplanting the traditional store shopping behavior of the large number of customers. The study is focusing on consumer's intention towards e-shopping among teachers at SMK Aminuddin Baki prepared for final project paper in completion of the courses in BBA (Hons) Finance. The data were collected from those Malaysian consumers who some experience on e-shopping.

There are five independent variables (IV). Therefore, this research is aims to investigate whether the products and service attributes (PS), web characteristics (WC), perceived risk (PR), perceived pricing (PP) and perceived benefits (PB) have significant influence on consumer's intention towards e-shopping (CI) among teachers at SMK Aminuddin Baki. A total of 106 teachers at SMK Aminuddin Baki completed the self-administered questionnaire of intention towards e-shopping.

The respondents come from various income, so the result obtain should be generalized. The findings show that all the PS, WC, PR, PP and PB have positive relationship with CI. Therefore, a better understanding of the factors that influence e-shopping intention would help in planning better marketing strategies in targeted segments.

CHAPTER 1

1.1 Introduction

Online shopping (e-shopping) is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. An online shop, e-shop, e-store, Internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping center. Consumers can do e-shopping from anywhere at any time now since everything is at their fingertip.

The popularity of using e-shopping is rapidly increasing all over the world in which more than 60% of the people have been involved with e-shopping in the past four years. Malaysian people are increasingly becoming internet users in the present day world. Globalization and the advance of new technological developments have opened up a new era of e-shopping (Ramayah and Ignatius, 2005) while the ease of obtaining information on goods and services, mostly through the internet.

In Malaysia, e-shopping is a new technology breakthrough as it is still at the early stage of development and just started to attack the Malaysia retailing sector with e-shopping services (Tee et al., 2013). Establishing a store on the Internet, allows for retailers to expand their market and reach out to consumers who may not otherwise visit the physical store. The convenience of e-shopping is the main attraction for the consumers. Unique online payment shopping offer easy and safe purchasing from other individuals