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**A STUDY ON ONLINE SHOPPING PURCHASE OF GOODS: A CASE
IN KOTA KINABALU**

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ABSTRACT

The Internet has become an essential part of our daily life, and companies realize that the Internet can be a shopping channel to reach existing and potential consumers.

With this consensus Online Shopping as a whole has rapidly grown. The biggest surprise is that clothing is one of the top categories purchased online. Freedman, argues that this is not surprising at all because, clothing sales has always been a top category in the catalogue channel, so naturally the Internet channel should be no exceptions.

Although online apparel shopping continues to grow, there are problems why consumers hesitate to shop for clothing online.

In this project, the main aim is to identify the factors that influence customer to purchase online.

This dissertation includes a literature review giving background information of website design, customer service, reliability and also the trust on online website. Furthermore, evaluating the finished product whether aim has been achieved.

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