



اَوْنُوْزِ سَيِّدِي تِيكُوْلُوْ كِي فَايَا
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MUF655 RESEARCH PROJECT

**THE PREFERRED E-COMMERCE FOR
PURCHASING HIGH-END MUSIC PRODUCT IN
MALAYSIA: GENERAL ANALYSIS AND
PRODUCT REVIEWS**

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ABSTRACT

A general analysis was done to find out which is the most preferred e-commerce platform for purchasing high-end music products. This is because, online shopping offers a lot of conveniences, so it should be an ideal choice of shopping for most people and it should include musicians as they need to buy music products online. But even with all the conveniences that online shopping offers, it also comes with its own draw backs or dangers. One of them is the risk of fraud. Threat of fraud Online purchases carry a higher risk of fraud due to the prevalence of credit card scams, phishing, hacking, identity theft, fake websites, and other scams. With all this in mind, each people's online shopping experience might differ from each other and different people might have different opinion on online shopping. Therefore, the objectives of this research are 1) To analyse product reviews using e-commerce platforms. 2) To investigate the preferred E-commerce platform for purchasing high-end music products in Malaysia. Qualitative and Quantitative method are adopted for this research as this research collects the total number of sales and reviews, and analyse customers written reviews. This research analyses four different e-commerce platforms which are Shopee, Lazada, Swee Lee and Music Bliss. Findings show that Shopee and Lazada are the most preferred e-commerce platform for purchasing high-end music products because both of them have the most positive reviews or feedbacks from customers and their reviews are reliable. The significant of this study is that musicians will know which e-commerce platforms that are reliable and are able to make comparison when they need to purchase high-end music product online.

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