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ABSTRACT

In the era of globalization the widely use of modern technology is a great revolution. Over the last decade maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behaviour in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

This research will cover Papar district, particularly departments under State Government, Federal and Local Government and Housing only. The sample size selected for this research is 120 and we have used convenience sampling technique.

Our findings indicated that among the four factors selected for this research the most attractive and influencing factor for online shoppers is product quality, following convenience the second most influencing, thirdly the time saving and finally the price. Results have also showed that security is of important concern among online shoppers in this research. The research has also found that there are some other factors which influence online shoppers including, less price, discount, feedback from previous customers and quality of product. For the second research question i.e. who are online shoppers in term of demography: the correlation results for the age and attitudes towards online shopping has showed that elderly people are not so keen to shop online.

In this study it concluded that consumers regards Online Service Quality in term of on time delivery websites accuracy and product guarantees provided during online shopping as very important factor and had great influenced on consumers' attitude towards online shopping. Consumers are very particular on punctuality or on time delivery, after they made their payment they expected the product purchased online to be delivered to them as soon as possible according to online procedure.

A Study On Factors Influencing Consumer Attitude Towards Online Shopping Among Government Servants in Papar, Sabah

1.0 INTRODUCTION

In Globalization era of industries, companies from one country link with companies and consumers across the boundary. The exchange of information about the product and services are quicker in today's business entities than ever before, this is because of the usage of modern technology example internet. In the present time, Internet has become most basic but important of part of most of the activity conducted during daily process. Internet has become so flexible and it had made the marketers or company to approach their consumers much easier and for the consumer they feel that with the usage of internet it had made their life much easier in term of gathering information of a product etc, bills payment, shopping online and so on, instead of driving themselves to town and wasting their time with all the jammed. Consumer's efficiency can be enhanced by online shopping to provide rapid access to product related information, saving consumers time, effort and money, quality of the product, and shopping experience (McGaughey & Mason, 1998).

In Malaysia, since the introduction of the first Internet Service Provider (ISP) JARING back in 1990, and later TMNET in 1996, the growth of Internet usage in Malaysia has been steadily growing. From a mere number of 90 Internet users in 1992, the Internet crazes to get connected increased to a vigorous 50,176 in 1996, then 100,103 at the end of 1997 (Hassan, 1997), and later ata staggering 2 million in March 2002; 21 percent of Malaysia's population of 22.2 million people (Nua, 2002).

Marketers have never stopped searching for the best ways to satisfy consumer's needs and expectation; companies are listening to what consumers wants. Customer satisfaction is the consequence of experiences during various purchasing stages: needing something, gathering information about it, evaluating purchasing alternatives, actual purchasing decision, and post purchasing attitude (Kotler & Keller, 2006). For the consumers, they are looking for experiences