



**A STUDY ON FACTORS THAT CAN INFLUENCE CUSTOMERS TO
BUY ONLINE**

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TABLE OF CONTENTS

Content	Page
Title	i
Declaration of Original Work	ii
Letter of Submission	iii
Acknowledgement	iv
Table of Contents	
List of Figures	v
List of Table	vii
Abstract	ix
CHAPTERS	
1. INTRODUCTION	15
1.1 Introduction and Background of the Study	1
1.2 Problem Statement	3
1.3 Research Questions	4
1.4 Research Objective	5
1.5 Significance of the Study	5
1.6 Scope and limitation	5
1.7 Research Procedure	6
1.8 Definition of Terms	7
2. LITERATURE REVIEW	
2.1 Introduction	8
2.2 Determinants of online customers behaviour	9
2.3 Influence On Online Shopping Decision	11

2.3.1	Cost and Time efficiency	12
2.3.2	Convenient of Internet	
2.3.3	User friendly Website	13
2.3.4	Information Provided	
2.3.5	Availability Of product and Services	
2.4	Conceptual Framework	14
2.5	Conclusion	15
3.	DATA AND METHODOLOGY	
3.1	Introduction	16
3.2	Research Design	17
3.3	Sampling Design	
3.3.1	Population	18
3.3.2	Sampling frame	
3.3.3	Sample size	19
3.3.4	Sampling Technique	
3.4	Data Collection Technique	20
3.9	Instrument	
3.10	Data Analysis	21
4.	FINDINGS	
4.1	Findings	22
5.	CONCLUSION AND RECOMMENDATION	
5.1	Introduction	49
5.2	Discussion	
5.3	Recommendation	50

Abstract

Introduction

This paper outlaid the factors that can influence customers to buy online. The main objective is to determine whether the factors has directly influence those online shoppers decision before buy online. The paper presents the primary data collected by personally handed out questionnaires involving a sample of 100 respondents from Bachelor Degree Student's from UiTM Sabah Branch . The results clearly indicated that factors such as cost and time efficiency, availability of products and services and user friendly website has significantly influence on customer decision's to buy online. The final finding will allow e-marketers to have clear view of what factors that can influence customers to visit on their website. Therefore, it is essentially important for the e-retailer to develop better marketing strategies in order to cope with the trends of new era of shopping medium.

social networks such as Facebook, Twitter, Instagram, Youtube for example, give them opportunity to identify and get close with their products around the world. The internet is an economic revolution that has dramatically changed our lifestyle, from the way we socialize, to how we access and consume information, promote and conduct business (Mehrdad Salehi, 2012).

Moreover, based on the survey done by Nielson Global online survey "Internet shopping Habits Globally" (2007) more than half of the internet user has made at least one purchase online. In the middle of internet users statistics, 99 % of South Korea with internet access has highest percentage of internet shopping, tracked by the UK (97 percent), Germany (97%), Japan (97%) with the U.S. eight at 94 percent. The webpage such as Ebay, Mudah.Com, Zakora.com for example has provides consumers with more choices to compare product and brands, more detail information, more choices and of course help consumer to find anything through online.