FACTORS THAT AFFECT PERCEPTION TOWARD ONLINE SHOPPING AMONG OFFICE MANAGEMENT STUDENT'S AT UiTM JENGKA, PAHANG.

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CHAPTER 1

INTRODUCTION

Background of Study

According to the Business Dictionary (2010), online shopping refers to the process of consumers purchase products or a service through the internet and these activities was popular in excess of the years because the consumers find that it was convenient and easy to bargain. The statement from the Business Dictionary (2010), was supported by Vanggelis, Adamantia and Maro (2010), which stated that online shopping was become the transaction medium between the consumers and firms for a quite recent time.

However, online shopping were still a new industry among Malaysian. Many people especially young consumers like the idea of shopping through online shopping sites such as Amazon, e-Bay, and Mudah.com, but because of the perception and trust while doing the bargaining, only the small number of them are willing to involve with this activities Hoffman, Novak and Peralta, (1995): Wang, Chen and Jiang, (2009). According to Cheung (2003), people have a different characteristics that may interact them to differ ways and perception while surf the websites. As identified by Vrechopoulos, Siomkos and Doukindis, (2001): Syed Shah Alam, Zaharah, Hishamuddin and Nilufar, (2008), online shopping holds a great prospective for young consumers especially students because that population is the main buyers who use to buy products through online. Other than that, relationship between age and internet shopping shown

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that the young consumers are more straighten to the online shopping (Dholakia and Uusitalio, (2002): Syed Shah Alam, Zaharah, Hishamuddin and Nilufar, (2008)), According to Sorce, Perotti and Widrick, (2005): Syed Shah Alam, Zaharah, Hishamuddin and Nilufar, (2008),, proves that most of the young consumers desire to buy and get the services throughout internet because they are agreeing that online shopping was more convenient for them. This section was view about the online shopping, and the next discussion the researchers were discussed about the elements in the perceptions which is, trust, website attribute, security, and privacy.

Besides that, other factors that have most significance effect on online shopping are trust. According to Mukherjee and Nath, (2003): Ainin, Suhana and Ahmad, (2007), trust is a cross discipline concepts that come out with idea from economic, marketing, sociology, psychology, organization behavior, strategy, information system and decision science. McNight, Choudhury and Kacmar, (2002): An and Kim, (2008), agrees that customer who are views the trust in psychology perception defined trust a deep rooted feeling or belief that exist from individual's life experiences. However, Lee and Turban, (2001): Tang and Chi, (2005), stated that trust as an expectations of one party to another as well as associated risks bring along with it regarding the social psychology perspective. The concept of trust has been studies from different perspective and opinion by the parties.

Under the website design, there is another element that are important relates to the research which is website attributes. Consumers shop to pursue specific values. In order for e-retailer to attract more visitors to shop on the Internet, e-retailers have to deliver preferred value to their target customers. Retail sales is influence through interpersonal communication, by introducing an onscreen character with whom the prospective customer can interact could address at least some of the problem in the website attributes (Crosby, Evans, and Cowles, 1990; Keillor, Parker, and Pettijohn,

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