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**ONLINE SHOPPING AMONG PUBLIC SERVANT IN  
SAMARAHAN LAND AND SURVEY DEPARTMENT AND  
SALCRA : RISK, SATISFACTION AND INTENTION TO  
PURCHASE**

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## **ABSTRACT**

Online shopping has become the norm and most people all over the world prefer to shop online. Information Technology (IT) has changed the way most business unit regardless in public or private sector conduct their operations. Reduced costs and simplified processes are but simply some of the benefits being through improve technology usage. Online shopping initiatives are to ensure that the public servant or customer's purchasing process become easier, reduce unnecessary inconvenience matters like traffic jams, parking space and in line with the development of the nation. However, there are risks that need to be awared by those online shoppers that may lead to their satisfaction on purchasing online. The satisfaction also will become the factor whether these shoppers will in future intent to repurchase or revisit the online shopping websites.

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## ▪ **CHAPTER 1: INTRODUCTION**

This proposal is to study about the online shopping and its risk, satisfaction and intention to purchase among the public servant in Land and Survey Samarahan Division and SALCRA. We often heard of people talking about online shopping and the online service quality, but some of them might not know what the risk when doing online shopping and do such behavior will affect their performance. Therefore it is understandable why there have been numerous studies carried out in this area. The study intend to examine the online shopping behavior among the government workers, risk during online purchasing, satisfaction and the suggestion on how to enhance the security of shopping online. The scope of the proposal also covers the approach to research and instruments used to obtain the required information.

### **1.1 BACKGROUND**

Online shopping also known as internet marketing, electronic marketing, online purchasing or internet buying. Online shopping can be defined as the process of purchasing goods and services over the internet. Online shopping describes the process of consumer buying goods and services over the internet. Nowadays online shopping has become the norm and most people all over the world prefer to shop online.

Online shopping has gained its popularity mostly among the young generation and working adult especially. The group of generation has been exposed to the advance technology where

## ▪ **CHAPTER 2: LITERATURE REVIEW**

Numerous studies have been carried out in various sectors to look into online shopping behavior, purchase intent, satisfaction and how to enhance the security of online shopping.

### **2.1 ONLINE SHOPPING IN GENERAL**

In online shopping context, shoppers evaluate their shopping experiences in terms of their perception regarding product information, form of payment, delivery terms, service offered, risk, security, privacy, navigation, entertainment and enjoyment (Bruke, 2002, p11; Monsuwe et al., 2004, p39). The more the consumer consume online, the more experience they will obtain and the more satisfied they are with their past online transactional experiences. This situation also will lead to the higher amount they purchased online and the more likely they are make repeat purchases (Park and Jun, 2003, p43; Brown et al., 2003, p8) satisfactory experiences also could improve consumers perceptions of usefulness, ease of use and enjoyment and decrease the perceived risk associated with online shopping when consumers get experience with the internet, they adjust their perception of it as a shopping medium in a positive direction (Monsuwe et al., 2004, p39).