

**ONLINE SHOPPER'S BEHAVIOR: FACTORS OF ONLINE
SHOPPING CONTEXT.**

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THE ABSTRACT

The aim of this research is to identify about Online Shopper's Behavior: Factors of Online Shopping Context. Nowadays, millions of people prefer to go online shopping rather than go to the mall because with online shopping, people may online at anytime and anywhere they want and they will be a potential and loyal consumer in the online market. Since there are so many companies nowadays use website to promote their product and services, the most important thing for companies is to understand what customer need and want toward the website itself and in this business environment. Consumer buying behavior is influenced by different demographic factor such as gender, age, education level, occupation, monthly income, time use internet and website design. There are so many factor that company should aware about which is product information quality, service information quality, security perception and website design that will influence buying behavior of consumer. There are 133 respondents had randomly distributed around Malaysia and return back 133 questionnaires also, thus were usable for research. This research will conclude with a discussion on the results, study limitation and recommendation to the company outside who need to improve their company in online shopping and for sure to future research directions.

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