



UNIVERSITI TEKNOLOGI MARA

“COMPARISON BETWEEN ONLINE SHOOPING AND MALL SHOPPING.”

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Patience and perseverance is the part and parcel to make fulfill any desired motto successfully. Not only this two indispensable characters but also kind co-operation and zestful help are always required by dint of which one can be able to reach his ultimate goal after passing through a series of several incidents. Likewise we do have the pleasure to expose that we have completed our first semester practical file with grand success.

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Abstract

The shift from physical (brick and mortar) stores and hard copy catalog stores toward electronic stores(e-tailing) may be seen as a continuous innovation building on past changes brought about by in-home shopping methods such as catalog, TV and direct mail. In this paper, we have examined the influence of customers characteristics on perception of shopping benefits associated with electronic and physical shopping. The empirical study finds the two shopping formats to be clearly different from each other in terms of perceived shopping benefits.

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