

**“TO STUDY THE FACTOR AFFECT CONSUMER ATTITUDE TOWARD ONLINE
SHOPPING”**

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ABSTRACT

This research is about to study the factor affect consumer attitude toward online shopping. The objective of this research is to study the relationship between perceived benefit and consumer attitude toward online shopping. The second aim and objective is to find out the relationship between product characteristic and consumer attitude toward online shopping. Other objective is to investigate the relationship between personal characteristic and consumer attitude toward online shopping. Last objective for this research is to identify the most influential factor that affect consumer attitude toward online shopping among consumer in Melaka. The demographic section such as gender, age, race, employment status, education level, monthly income, type of mobile device use and time spent online per day also is included into the questionnaire. That is easier to identify what actually consumer demographic section have in area Melaka. About 55 respondents were selected as sample size for this research. Other than that, convenience sampling technique was used when selected the 55 respondent in Melaka. The respondent require to answer questionnaire that consist of 23 questions. Therefore, this research has been set up and been carried out to test and reveal the answer of this research objectives.