



**A STUDY OF FACTORS THAT INFLUENCE CONSUMER'S BEHAVIOUR
TOWARDS ONLINE SHOPPING**

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ABSTRACT

The aim of this study is to investigate the factors that influence consumer's behavior towards online shopping. The five selected independent variables in this study are effort expectancy, enjoyment factor, website quality, information available, and trust. This study is using IBM SPSS Statistics 20. The data used is primary data which is collected using questionnaires response from respondent who had experience in shopping online. The result indicates that there is positive and significant relationship between independent variables of Effort Expectancy (EE), Information Available (IA) and Trust (T) towards consumer behavior (CB). Meanwhile, Enjoyment Factor (EF) and Website Quality (WQ) have insignificant relationship with Consumer Behavior. Therefore, the relationship discovered from the result would be useful for future researchers and online retailer.

Keywords: Online Shopping, Consumer Behavior, Effort Expectancy, Enjoyment Factor, Website Quality, Information Available, Trust.