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RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6th Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6th Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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THE CHALLENGES OF ONLINE SHOPPING

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ABSTRACT

Online shopping, based on the Internet's growth, is emerging in a fast manner. A great number of opportunities for e-vendors have arisen to create and preserve interaction with customers. Although not all customers are the same for a company, those who spend more money and buy more often are the most important ones. Consumers shop enormously online. Online shopping is rapidly gaining popularity since it provides a wide range of goods and services and a convenient purchasing environment. Online transactions have been gradually rising due to increased mobile device usage and affordable Internet access.

Keywords: Technology Acceptance Model, online shopping, customer satisfaction

BACKGROUND OF STUDY

In 1979, a British entrepreneur named Michael Aldrich invented online shopping. Aldrich was previously able to connect a modified family television to a real-time multi-user transaction processing computer using a cellular connection. The device was first introduced in 1980 as a business-to-business device that could be purchased in the United Kingdom, Ireland, and Spain (Jeremy Norman, 1979). Book Stacks Unlimited, an online bookstore founded by Charles M. Stack in 1992, was one of the first customer purchasing experiences. The bookstore began as a dial-up message board three years before Amazon. In 1994, Barnes & Noble sold Book Stacks Unlimited, which later transferred to the Internet as Books.com (Jeremy Norman, 1992).

The year 1994 was also a watershed moment in online purchasing because it was the year Amazon launched, which sold primarily books at the time. eBay debuted in 1995. After expanding into Western markets in recent years, Rakuten, Japan's largest e-commerce site, launched two years later. Alibaba, a Chinese firm, was founded in 1999. With a wide range of items, customer accessibility, and cutting-edge technology, these companies have been building the framework for the online shopping revolution.

Customer pleasure is the outcome of experiences at some stage in quite a number of buying stages: wanting something, gathering records about it, evaluating buying alternatives, authentic purchasing decisions, and publishing buying conduct (Kotler & Keller, 2006). Due to the speedy boom of online shopping in Malaysia, it emphasises the significance of focusing on client delight whilst creating an online retail store. According to Kim and Stoel (2004), patrons will no longer return to the online outlet if they are unhappy with their shopping experience. Compared to the developed nations' online customers, Malaysian customers are distinct in terms of their faith in shopping online. Customers in Malaysia are very cautious in shopping for choice, and additionally,

they are very fee-sensitive. Thus, it is very necessary for Malaysians to observe the elements that influence online buying satisfaction.

THE CHALLENGES OF ONLINE SHOPPING

Convenience

The primary advantage is convenience. Where could consumers sleep well in their pyjamas? There are no queues to wait in or cashiers to assist customers with transactions, and shoppers may finish their purchases in minutes. Online stores enable you to shop at any time of day or night and reward you with a "no-pollution" purchasing experience. There is no better site to purchase educational materials such as e-books, which are immediately available when payment is made. Downloadable gadgets ordered online avoid any need for any form of physical fabric, benefiting the environment. Online, comparing and researching items and their prices is considerably easier. Look for user reviews and product comparisons for all the top alternatives on the market, as well as links to the best pricing, while shopping for appliances, for example. For most items and shops, look for first-hand experience, ratings, and reviews.

When compared to conventional shopping, online shopping provides far more benefits and convenience. Traditional shopping involves the buyer physically visiting stores one by one, which wastes time, and nowadays, not everyone has much time to travel to retail locations. As a result, buyers have a few options thanks to the Internet. Except for actual travelling stores, they may easily search, analyse, and review a product with more than one manufacturer and product variation from their home. They may place their order through the Internet and have their preferred items and services delivered to their home.

Better price

Because items are sold directly from the manufacturer or seller rather than through intermediaries, both low and high prices are accessible online. Furthermore, it is simpler to compare costs and obtain a better deal. Many websites also provide discount coupons and rebates. Not only are expenses reduced. Customers can, however, purchase tax-free since online shops are only required to collect income tax if they have a physical location. When you include the savings from gas and parking, you have saved your clients a lot of money. Some online shopping carts and structures will provide yearly membership services that include discounts and free delivery on all purchases. Even if this is no longer the case, internet users may save money since they can simply compare prices to get the best deal. When the competition is only a mouse click away, there is a tremendous incentive to give the lowest possible price. Price has always been a major aspect in securing sales, and the ability to compare prices on the web is a significant advantage of online shopping. Another economic advantage of online shopping is that, depending on the state, many internet merchants no longer levy income tax, giving online firms a major competitive edge.

Variety

Online choices are almost unlimited. Customers may locate practically any manufacturer or item they seek. They may take part in cutting-edge global trends without having to spend money on trips. Customers can save money by shopping in different sections of the state, country, or even the world rather than just their own neighbourhood. There is a much higher resolution of colours and sizes accessible than they would find locally. Furthermore, the inventory is much larger, so you should be able to locate the correct size and colour. Some online sellers even accept out-of-stock item orders and dispatch them as soon as they come. Sending presents to spouses, children, and friends, regardless of their location, is straightforward. All consumer packaging and shipping have been prepared, and marketers routinely deliver wrapped items to customers.

There is no longer any need to forgo sending a present for occasions such as birthdays, weddings, anniversaries, Valentine's Day, Mother's Day, Father's Day, and so on because of distance. Furthermore, websites may provide a wider range of earnings and discounts than

physical stores, and customers may be able to discover items that were no longer discounted in-store available online for a much lower cost.

Security and privacy

While the advantages of online purchasing entice buyers to save money, customers' safety and privacy remain a worry. Credit card fraud was the most prevalent kind of price fraud in 2013, accounting for RM29.4 million, or nearly 60% of all online transactions (The Star, 2014). As more customers want to keep their mobile devices online, they become more exposed to cyber-attacks since they use insecure public Wi-Fi (Ngui & Estelle, 2015). Apart from credit card fraud, purchasing without an authorised online pricing gateway machine has resulted in several problems. Losses of up to 500,000 Ringgit have come through the usage of websites such as Facebook to market things. The most popular payment method is via a direct internet transfer into the seller's bank account (Ngui & Estelle, 2015).

Even though internet shopping has been available in Malaysia for many years, businesses must regularly improve their internet security to prevent cybercrime. Customers place a high priority on security in addition to privacy. Customers who purchase online often have two main concerns: privacy and security. While privacy worries customers about manipulating personal data, safety concerns customers about their private information being compromised and given to one-third of a birthday party (Martin & Murphy, 2017; Martin et al., 2017). Customers would frequently save money online using a professional pricing structure platform.

Tanadi et al., (2015) reported that 8% of Internet consumers abandoned online purchasing owing to privacy concerns, and 54% of people never attempt to buy online because they feel it is harmful and risky for them and they will get into problems. Privacy concerns were frequently given as a reason for not purchasing online. Furthermore, it has no discernible effect on purchasing intentions or customer behaviour. There is also consumer uncertainty regarding a product's harm intention. Consumers' intentions to purchase online may be expedited by ensuring that the consumer's non-public data is secure, protected, and private. It can improve consumers' intention to purchase and improve consumers' online purchasing behaviour.

Delivery service

Shipments can be delayed due to extensive lead times and a lack of proper stock management. Though choosing, shopping for, and paying for an online item can now take less than 15 minutes, the product's delivery to the customer's door can take up to 1-3 weeks. This frustrates the consumer and makes it difficult to make an online purchase. The delivery service is concerned with the supplier's capacity and competence to deliver items to a client within the agreed-upon time limit. It is critical since it will result in customer satisfaction and loyalty. As a result, proper planning and strategy ensure that the essential item is supplied on time.

Rajendran et al.,(2018) mentioned that one of the most critical aspects of the e-commerce ecosystem is the effectiveness of merchandise coordination in meeting customer demand. The supplier's capacity to deliver orders regardless of the consumer's location is important to the success of an e-commerce business. As a result, it is crucial to guarantee that the critical item is delivered securely to the consumer's location with no delays caused by inefficient delivery methods. The delivery service is critical since it is the last and most crucial stage of the order fulfilment process from the customer's point of view. Shipping should be a significant priority for any online business anywhere globally because it is vital to their success.

CONCLUSIONS

Online shopping refers to buying something through the internet and from any location. Online shopping encompasses a wide range of activities. Online shopping is rapidly gaining popularity since it provides a wide range of goods and services and a convenient purchasing environment. The e-commerce business has been gradually rising due to increased mobile device usage and affordable Internet access.

Customers' expectations should be met, if not exceeded, by the services and goods they deliver. Online shopping is rapidly gaining popularity since it provides a wide range of goods and services and a convenient purchasing environment. Compared to online buyers in developed nations, Malaysian shoppers have a distinct level of trust in online purchases. Customers are careful while making purchasing decisions and are price sensitive.

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