

**EVALUATING STRATEGIES FOR E-COMMERCE
SITES: A MALAYSIAN PERSPECTIVE**

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UNIVERSITI UTARA MALAYSIA

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**EVALUATING STRATEGIES FOR E-COMMERCE SITE:
A MALAYSIAN PERSPECTIVE**

A dissertation submitted to the Graduate School in partial
fulfilment of the requirements for the degree
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By
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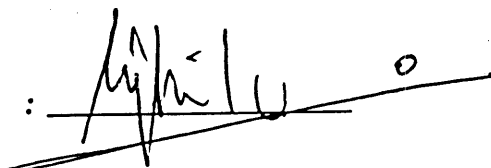
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ABSTRAK

Setiap organisasi perlu menilai secara berterusan strategi yang digunakan dalam pembinaan tapak Web. Ini adalah disebabkan sifat Internet yang dinamik. Dengan menggunakan model AIPD yang dibangunkan oleh Simeon, kajian ini menilai strategi-strategi yang digunakan untuk pembinaan laman Web dalam perbankan Internet di Malaysia. Terdapat 10 bank komersial di Malaysia yang menjalankan perbankan Internet.

Tapak Web menjadi penghubung antara organisasi dan pelanggan. Keperluan dan tanggapan pelanggan sering berubah mengikut perubahan di dalam persekitaran pemiagaan. Organisasi perlu mengenalpasti keperluan dan tanggapan ini bagi memastikan mereka terus berdaya saing. Oleh yang demikian, strategi e-dagang perlu diberi perhatian yang serius oleh organisasi dan perlu penilaian yang berterusan.

Kekurangan penilaian dalam menilai strategi yang digunakan untuk membina tapak Web e-dagang tempatan mendorong kepada kajian ini. Penilaian telah dilaksanakan dengan menggunakan tiga pakar. Keputusan penilaian digunakan sebagai perbandingan kepada hasil kajian yang telah dilaksanakan oleh Simeon. Hasil kajian menunjukkan bank komersial di Malaysia menggunakan strategi 'informing', 'positioning' dan 'delivering' dengan efektif. Model AIPD digunakan untuk mengenalpasti strategi-strategi perbankan Internet di Malaysia yang perlu kepada penambahbaikan. Kajian ini menunjukkan penggunaan teknologi terbaru memainkan peranan yang penting dalam merekabentuk tapak Web dan strategi edagang.

ABSTRACT

An organisation needs to evaluate its strategy for e-commerce site constantly due to the dynamic nature of the Internet. Using the 'AIPD' model developed by Simeon, this research attempts to evaluate strategies for e-commerce site for Malaysian Internet banking environment. There are 10 commercial banks with Web presence in Malaysia and all of these banks were included in this study.

An organisations' e-commerce site is the interface that connects the business with the customers. The needs and expectations of the customers are always changing due to changes in the business environment. This needs and expectations must be **recognised** in order to stay competitive. As such, e-commerce strategy is a crucial part that needs constant **evaluation** and taken seriously by the organisations.

The lack of study in domestic e-commerce site strategy evaluation has motivated this research. The evaluation was carried out using three experts. Results from the evaluation were then used to compare the results from Simeon's findings. The result reveals that Malaysian commercial banks are following **effective** informing, positioning, and delivering strategies. The **AIPD** model is later used to identify strategies in the Malaysian Internet banking that needs improvement. This study reveals that technological advancement plays important role in Web site design and e-commerce strategy.

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CHAPTER 1

INTRODUCTION

The Internet is revolutionising the way business is done due to technological developments in the area of Telecommunication and Information technology. The Internet is linked with network of computers; it is valuable, powerful, and fast growing business tool because it is flexible, economical, and easy to use. The emergence and the popularity of the Internet allow business firms to get more customers and to increase public awareness of their firms, services, and products. The number of potential and existing customers is large on the Internet because of its affordable cost and easy access to view product, service, and information offerings from an unknown number of potential entrepreneurs (Aldridge *et al.*, 1997). Besides that, according to Damanpour (2001), electronic commerce (e-commerce) is important for every business, and it is no longer an alternative.

E-commerce is mostly related to any transaction using the World Wide Web (WWW) for business purposes (Turban *et al.*, 2002; Bloch *et al.*, 1996; and Murphy & Bruce, 2003). The advent of new technologies such as mobile commerce, wireless commerce, and interactive digital TV has also enabled access to e-commerce activities (Chaffey,

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