

THE USE OF INTERNET AS A RETAIL MEDIUM IN MALAYSIA

A project paper submitted to the Graduate School in partial fulfillment of
the requirement for the degree Master of Science (Management),
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By
Norlaila Binti Abdullah @ Abdul Hamid

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Sekolah Siswazah
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*Noraila Abdullah @ Abdul Ahmid
Master of Science (Management)*

ABSTRACT

The objective of this study is to find out the use of the Internet as a retail medium in Malaysia. A total of 150 retailer's companies were chosen from their Web site on the Internet and they were interviewed by using electronic-mail questionnaire.

Generally, the respondents showed positive perspective of the Internet as a retail medium in Malaysia. The Computer and IT sector is the biggest user of the Internet in Malaysia, but the usage is still at the early stage. The preferred criterion for Internet evaluation and approval into business is the capability of the Internet to support business activities. The currently usage of Web server among retailers in Malaysia is to publicize the company information. The most common Internet application used among retailers is the use of electronic mail. Internet is expected to enhance the sources of knowledge. And they also believed other companies succeed because of Internet applications. Even though the Internet is promising the bright prospect in business, the security of the Internet is still vague to its users.

From the regression analysis, it showed that the size of employee in a firm, the type of firm, the number of employee with Internet access and duration of practicing Internet in the company did not influenced the use of Internet as a retail medium in Malaysia.

ABSTRAK

Objektif kajian ini adalah untuk mengkaji penggunaan Internet sebagai media peruncitan di Malaysia. Sebanyak 150 syarikat peruncitan dipilih melalui laman web mereka di Internet. Mereka yang dipilih telah ditemubual menggunakan borang soal selidik melalui mel elektronik.

Umumnya, kajian menunjukkan kesan yang positif penggunaan Internet dikalangan peruncit Malaysia. Sektor Teknologi Maklumat dan Pengkomputeran merupakan pengguna terbesar Internet di Malaysia. Namun begitu, penggunaannya masih di peringkat awal. Ciri-ciri utama yang mempercepatkan penilaian dan persetujuan perlaksanaan mengguna Internet di dalam syarikat ialah kebolehan Internet membantu aktiviti perniagaan. Penggunaan terkini pelayan Web syarikat ialah untuk memaparkan maklumat syarikat kepada umum. Aplikasi Internet yang biasa digunakan oleh peruncit Malaysia ialah mel elektronik. Internet juga dijangka dapat meningkatkan sumber pengetahuan peruncit di Malaysia. Mereka juga percaya kebanyakan syarikat yang berjaya masa kini menggunakan perkhidmatan Internet. Walaupun Internet dilihat menjanjikan masa depan yang cerah dalam perniagaan, keselamatan penghantaran maklumat melalui Internet masih kabur bagi penggunanya.

Analisis regresi menunjukkan bilangan pekerja, jenis firma, bilangan pemegang akses Internet dalam syarikat dan jangka masa penggunaan Internet dalam syarikat tidak mempengaruhi penggunaan Internet sebagai media peruncitan di Malaysia.

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CHAPTER 1

1. INTRODUCTION

On the Internet, distance is irrelevant, and borders and time zones are meaningless. The information for the entire world is literally at our fingertips. For businessmen, going global is not a choice, but it is an inevitable necessity. To survive in the electronic marketplace, organizations of all sizes – from the tiniest one-person basement to the largest multinational conglomerate – must become adept at operating in a real-time global market.

Before the Internet and the liberalization of global trade, international trade was expensive, complex, time consuming and largely for biggest players only. Today, cross-border commerce is low cost, simple, instant and accessible to virtually any business no matter how small. Within the Internet, sales channels began delivering what consumers ever wanted – timeliness, accuracy and dramatically lower costs. Stronger commercial links, more efficient trade routes, and faster information flow are now the foundations of new global marketplace (Browning R., 1997). Borders and languages no longer limit the ability of business to expand internationally.

In this environment, global marketplace can be seen as helping to redefine time and space for employees and businesses. Work can be performed from home, the office or while on the road. Networks of business clusters

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