

FACTORS INFLUENCING THE PURCHASED OF PRODUCTS OR SERVICES
THROUGH THE INTERNET

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"This research report is specially dedicated to my lovely Mum and Dad,
my husband Maswira and also my lovely son Mukhriz Iskandar with the
hope that it will inspire them to achieve excellence."

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ABSTRACT

Internet shopping has received considerable attention in the popular issue as the future of in-home shopping. The Decision to attend for shopping behavior is a complex and many factors will significantly influence the consumer choice between a retail store and Internet shopping mall. The probability of adopting Web retailing by private Internet users may depend on, not only the characteristics of the products and services being marketed, but also the other characteristics of the consumers who see the Web as a viable option for their retailing activity.

In this paper, the main aim of the study is to investigate what the factors influencing the purchased of product or service through the Internet. The multistage factors that requires the consumer to consider such factors as shopping experience, time consideration, price perception, desire for comfort, risk perception and safety and security concern.

A total of 160 consumer from various level in the Kuala Lumpur were selected as a respondents of the study.

Correlation analysis were used to seek for the significant relationship between the choice decision the variables and also to seek for the significant relationship between the demographic profile and the choice decision to purchased product or services through Internet. The Descriptive analysis also used to see the percentage and standard deviation for each factors.

The result showed that all of the factors such as shopping experience, time consideration, price perception, desire for comfort, risk perception and safety and security concern are significant at the consumer choice decision to purchased product or services through Internet.

The finding of this study in general will be beneficial to consumer to make a choice for purchased product or services either through Internet or in-store based on the factors above.

ABSTRAK

Pembelian menerusi Internet telah mendapat perhatian yang serius dalam isu popular sebagai masa hadapan bagi aktiviti membeli belah di dalam rumah. Faktor-faktor yang menentukan gelagat pembelian adalah kompleks dan terdapat banyak faktor yang mempengaruhi pengguna dalam memilih antara pembelian secara runcit atau pusat membeli belah Internet. Kebarangkalian untuk mengamalkan pembelian menerusi laman web bagi pengguna Internet persendirian tidak hanya bergantung kepada ciri-ciri produk dan perkhidmatan yang di tawarkan. Ia juga di pengaruhi oleh ciri-ciri lain pada pengguna itu sendiri yang melihat Internet sebagai pilihan yang viable untuk sesuatu aktiviti pembelian tersebut.

Di dalam kertas kerja ini, objektif utama adalah untuk mengenalpasti faktor-faktor yang mempengaruhi pembelian produk atau perkhidmatan menerusi Internet. Terdapat pelbagai peringkat faktor yang menuntut pengguna untuk mengambil kira faktor-faktor seperti pengalaman membeli, faktor masa, pandangan mengenai harga, keperluan kepada keselesaan, tanggapan ke atas risiko dan perhatian keatas keselamatan dan perlindungan.

Sejumlah 160 pengguna dari pelbagai peringkat yang berada di Kuala Lumpur telah di pilih sebagai responden.

Analisis Korelasi telah di gunakan untuk mencari kepentingan perhubungan di antara pemilihan keputusan pembelian dengan pembolehubah dan juga untuk melihat kepentingan perhubungan diantara ciri-ciri demografi dengan keputusan pembelian samada untuk membuat pembelian melalui Internet ataupun secara runcit. Analisis deskriptif juga di gunakan untuk melihat peratusan dan sisihan piawai untuk setiap faktor.

Keputusan daripada kajian menunjukkan kesemua faktor yang di kaji di dalam kertas kerja ini seperti pengalaman , pengambilkiraan tentang masa, keperluan untuk keselesaan, tanggapan terhadap risiko and perhatian ke atas keselamatan dan perlindungan adalah mempunyai kepentingan keatas keputusan pemilihan di dalam membuat sesuatu pembelian produk atau perkhidmatan melalui Internet.

Keputusan kajian ini secara umumnya akan berguna kepada pengguna untuk membuat keputusan sesuatu pembelian produk atau perkhidmatan samada melalui Internet ataupun melalui runcit berdasarkan faktor-faktor di atas.

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CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

In 1993 the internet was first opened to commercial use. Before that, it was only used by the non profit sectors, such as academic, state and military institutions. In Asia the number of host computer connected to the internet started to increase from around 1996 which was considered as the first year of the internet age. Singapore, however was more advanced than other countries in this respect and the internet used started to grow from 1995.

The extent of the internet use can be assessed by comparing the number of internet hosts in each ASEAN country with its total population. Thus the countries can be divided into three groups. The first group consists of the countries with widespread internet use. Singapore, Malaysia and Brunei belong to this group. The second group consists of the countries with moderate internet use with one host for every 4,000 to 20,000 people. This group includes Thailand, Indonesia and the Philippines. The last group consists of the countries with scarce internet use. This group includes Cambodia, Vietnam, Myanmar and Laos. Therefore, in assessing the spread of the internet and electronic

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