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CUSTOMERS' ATTITUDE TOWARD ONLINE SHOPPING



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ABSTRACT

Internet has become increasingly popular. Online shopping is a business medium for transactions among entrepreneurs and customers. As a new channel for marketing, online shopping played a significant role. It provides satisfaction for customers seeking convenience and speed when they purchase products. Customers' online shopping attitudes refers to customers' psychological state of decision making on internet, and customers' attitudes will affect customers' intention to make purchases online. Therefore, understanding the behaviour of the consumers, what they buy from online shops, why they choose online shopping becomes a vital issue for online entrepreneurs. The scope of this study is to examine the factors influenced on customers' attitudes towards online shopping in terms of customers' shopping orientation, website quality and psychological perception. This study comprised of respondents who are graduate students in University Utara Malaysia and Qin Hai University of China. The study shows that the three independent variables have significant influence on customers' attitudes towards online shopping.

Keywords: Online shopping, E- commerce, B2C, consumer buying attitude.

ABSTRAK

Internet telah menjadi semakin popular. Membeli-belah atas talian merupakan satu medium urusniaga di kalangan usahawan dan pelanggan. Sebagai salah satu saluran baru dalam pemasaran, membeli-belah atas talian memainkan peranan penting. Ia dapat memberikan kepuasan kepada para pelanggan yang menginginkan kemudahan dan kelajuan apabila mereka membeli sesuatu produk. Sikap pelanggan dalam membeli-belah atas talian merujuk kepada keadaan psikologi para pelanggan ketika membuat keputusan di internet, dan sikap pelanggan ini akan menjejaskan niat untuk membuat pembelian atas talian. Oleh itu, dengan memahami tingkah laku para pengguna, apa yang mereka membeli dari kedai-kedai atas talian, dan sebab mereka memilih membeli-belah dalam talian menjadi satu isu yang penting bagi usahawan yang menjalankan perniagaan atas talian. Skop kajian ini adalah untuk mengkaji faktor-faktor yang akan mempengaruhi sikap para pelanggan terhadap membeli-belah atas talian dari segi orientasi para pelanggan dalam membeli-belah, kualiti laman web dan persepsi psikologi. Kajian ini mengandungi daripada responden yang terdiri daripada pelajar siswazah di Universiti Utara Malaysia dan Qin Hai University of China. Kajian ini menunjukkan bahawa tiga pembolehubah tidak bersandar mempunyai pengaruh yang besar ke atas sikap pelanggan terhadap membeli-belah atas talian.

Kata Kunci: Membeli-belah atas talian, E-dagang, B2C, consumer buying attitude.

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CHAPTER ONE

INTRODUCTION

1.0 Background of the Study

Internet has changed the world and we are living in a digital era. In 1990, the first World Wide Web was created by Tim Berners-Lee, in 1994 the German company Intershop invented online shopping system, and in 1996 eBay emerged (Kessays, 2014). Online shopping is a type of electronic commerce which allowed customers to purchase products and services directly from websites.

Online shopping may focus on business to customer (B2C), whereby entrepreneurs developed online stores or websites sell their products and services to individual customers. Another type of online shopping which focuses on business to business (B2B), B2B allows entrepreneurs to exchange their products and services to other businesses. In the past, traditional business model applied various marketing interactions such as mass marketing and direct marketing that are face to face in nature in physical markets. Now with internet marketing, more interactive model can engaged customers in a modern way which is electronic-based in the virtual marketplace (Arnott & Bridgewater, 2002).

There is a large number of online shops on the World Wide Web, and online shopping has become a trend. Customers feel satisfied with the benefits of shopping online (Vaggelis, Adamantia, & Maro, 2010). The Web has become a distribution channel for many successful enterprises (Thompson, 2002). Online shopping has become popular in business transactions. Before a company attempt to conduct

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