Abstract

The trend of the new world starts with online purchasing that caters today’s modern business and technological world. E-consumers are increasing tremendously around the world as the ways of purchasing become more user-friendly and the need for e-shoppers becomes more intense. The study focuses on perceptive and manipulating the decision of e-shoppers to create a base for marketers and consumers involved with Malaysian e-business market. Although Malaysia has been improving its E-commerce and the IT industry, most of the citizens
still maintain a certain degree of thought when it comes to online purchasing. The researchers used comprehensive survey data to collect and analyze the e-consumers’ perspective of shopping decisions. A total of 230 valid feedbacks were obtained from the respondents with the study proves that there are many factors affecting online purchasing decision. As a result internet purchasing will still be a strong upcoming upon the synchronization and understanding of the issues by both e-marketers and e-consumers.

Reference


Index Terms

Computer Science
Information System

Key words
e-consumers
e-marketing
online
purchasing

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