

## **Factors influencing consumers' attitude towards e-commerce purchases through online shopping**

### **ABSTRACT**

Online shopping is the process of buying goods and services from merchants who sell on the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. The main purpose of this study is to determine the factors influencing consumers' attitude towards e-commerce purchases through online shopping. The study also investigate how socio-demographic (age, income and occupation), pattern of online buying (types of goods, e-commerce experience and hours use on internet) and purchase perception (product perception, customers' service and consumers' risk) affect consumers' attitude towards online shopping. Convenience sampling method was conducted in this study and the sample comparison of 100 respondents in Taman Tawas Permai, Ipoh. Data were collected via self-administered questionnaire which contains 15 questions in Part A (respondents' background and their pattern of using internet and online buying), 34 questions in Part B (attitude towards online purchase) and 36 questions in Part C (purchase perception towards online shopping). One-way ANOVA were used to assess the differences between independent variable such as age, income, occupation and pattern of online buying (type of goods) and dependant variable such as attitude towards online shopping. The findings revealed that there is no significant difference in attitude towards online shopping among age group ( $F = 1.020, p < 0.05$ ) but there is a significant difference in attitude towards online shopping among income group ( $F = 0.556, p > 0.05$ ). The research finding also showed that there is no significant difference in attitude towards online shopping among occupation group ( $F = 1.607, p < 0.05$ ) and types of goods group ( $F = 1.384, p < 0.05$ ). Pearson's correlation were used to assess the relationship between independent variable such as e-commerce experience, hours spent on internet, product perception, customers' service and consumers' risk and dependant variable such as attitude towards online shopping. The findings revealed that there is a significant relationship between e-commerce experience and attitude towards online shopping among the respondents ( $r = -0.236^{**}, p < 0.05$ ). However, there is no significant relationship between hours spent on internet and attitude towards online shopping among the respondents ( $r = 0.106, p > 0.05$ ). This study also indicated that there is a significant relationship between product perception and attitude towards online shopping among the respondents ( $r = 0.471^{**}, p < 0.01$ ) and there is also a significant relationship between customers' service and attitude towards online shopping among the respondents ( $r = 0.459^{**}, p < 0.01$ ). Lastly, this result showed that there is no significant relationship between consumers' risk and attitude towards online shopping among the respondents ( $r = 0.153, p > 0.05$ ). Further study should explore other factors that influencing consumers' attitude towards e-commerce purchases through online shopping with a broader range of population and high representative sampling method.