

Title of Thesis	A Study On Female Consumers Behavior Towards Online Shopping In Miri
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### **ABSTRACT**

Online shopping has become a popular way for consumers to purchase goods and services. In considering that online shopping is still at the early stage of development in Malaysia, there are know little about consumer behaviors toward adopting this new shopping channel and factors that influence their behavior towards it. The purpose of this study is to examine female consumers' behavior towards online shopping in Miri. For this research, the researcher adopted quantitative method and the collection was through self-designed questionnaire to get the research data. The data are collected and analyze using simple statistic method.

The study revealed that most of the respondents have been shopping online for 1-3 years. Besides that, respondents usually go online for shopping from their home. The results also indicated that female consumers visit fashion store most often when they are shopping online. Moreover, respondents spend below RM500 per month on online transactions. The results also indicated that the time-saving score the top reasons respondents to shop online.

From the results, the researcher suggests several recommendations for implemented. The recommendation advice online retailers put more effort to increase their online store's awareness by using proper marketing tools. Also suggest online retailers and consumers can focus on the security and privacy policies. Besides that, online retailers can focus on the business of fashion industry. The finding also suggests that online retailers need to provide competitive prices to attract online shoppers. Moreover, online retailers need to ensure that their websites is designed to be as easy and simple for consumers to shop online.

Future research could explore male consumers' behavior towards online shopping in Miri. Besides that, future research can investigate the female consumers' behavior towards online shopping in whole Malaysia. Moreover, future researchers can also conduct the research based on the comparison study such as comparison of races and age group. the survey results. The responses of each question have been assigned for the data analysis. The analysis of the data from receivable feedback by using questionnaire in Microsoft excels for instance in average index and relative index calculation and generation of tables.