

Title of Thesis	Study Of Online Shopping Experience In Miri
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ABSTRACT

The goal of this research is to help the Miri's online retailers to know what influences the online consumer and how to satisfy consumer demand in order to compete in the online market. In this study the researcher decided to choose quantitative way which the collection method is using questionnaire. It involves using a self-designed questionnaire in collecting data from the respondents. Using questionnaire is an effective method because it is easy way to collect the data.

Furthermore, the finding shows that the purpose of customers shop online is to looking the best price product or service and they can take as much time as they want to decide. Next, the purchase of goods or services satisfaction affects consumer's overall satisfaction on online shopping is depend the satisfied with the delivery mode of the website. Then, the result shows that most of the consumers prefer to make their purchase from internet, especially booking cinema tickets through online (online movies/shows). The firth finding shows that customers prefer to make their purchase on the website which provides a quality of information of the products and services. Last finding is the consumers difficult to examine the product when they shop online.

Moreover, the future researches are suggested to find out the website that the online consumers shop often and explore the online shopper's buying behaviour in whole Malaysia not only limit in Miri. Besides, also can find out the comparison the buying behaviour between difference city and nation in order to shows the results of different need or purpose of the consumers shop online. Lastly, in order to find out how to design the attraction website and the effective way to promote product in online.