

Title of Thesis	Comparison Study of Online Shopping and Offline Shopping in Miri
Name	Monica Thye Lok San
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, Kuala Lumpur)
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ABSTRACT

The research that has been conducted to study the comparison study for online shopping and offline shopping in Miri. The research methodology used was quantitative research. Questionnaires were distributed to targeted Malaysians in Miri. The research finding shows that most of the respondents were using 1-2 hours to shopping and different timing. Most of the respondents are young consumers. The majority of the respondents usually go online shopping using mobile phone at their home. Most of the respondents will purchase the mobiles and tablets to get the direct detail information at online shop. The most of respondents are focus on customer view to do the discussion before purchase the product when online shopping. The recommendations are the business owners need to do the promotion such as special offer in limited product at the timing that the customers go to offline shopping and can using Instagram or other social media to maintain the relationship with customers. The online seller can using the discount, free gift or purchase coupon to attract customers purchase at their online shop. In future research, the researcher can conduct in different segment group such as working person, business owners, online sellers, older adult or others. The researcher also can enlarge the sample size of the research and alert the probability of uncertainty of invalid data and unreturned questionnaires.