

|                     |   |
|---------------------|---|
| Title of Thesis     | A Study on Male Consumers' Behavior Towards Online Shopping in Miri |
| Name                | Stephen Chua Bing Gee   |
| Program             | BA (Hons) Business Administration (In collaborations with UCSI)     |
| Date of Submission  | August 2019   |
| Student Thesis Code | 2019/AUG/UCSI/BABA/01   |

### **ABSTRACT**

Online shopping is becoming popular way for consumers make purchasing goods and services without visit to the physical stores which also including Malaysia, it also become alternative in this country. Based on research, the researcher get those online shopping it still at the early stage of development in Malaysia if compared with other country. The purpose of this study is to examine male consumers' behavior towards online shopping especially in Miri. Doing through this research, the researcher using the quantitative method and distribute the self- designed questionnaire after that analyze the situation constructed in simple language in order to collect the opinion from large group of people based on real life experience and data opinions. The data are collected and analyze using simple statistic method.

The study refer to those respondents they have been shopping online experience for 1-3 years. Besides that, most of respondent usually go online for shopping go online for shopping from their own home. From research data collected from respondent also indicated that t types of stores or products do male consumers visit most often when they go for shopping online is electronic stores. Furthermore, the factors will make respondent go for shop online because the website provided the 24 hours accessibility, so that they can access in anytime especially midnight.

The researcher suggests several recommendations for implemented. The recommendation advice online retailers put more effort to build or increase their website or online store's awareness by using proper marketing tools. Rather that, online retailers and consumer keep focus on security and privacy policies. Online retailers can focus more on to operate the business for electronic stores among online store. Through the finding, researcher also suggests that online retailers not only provide the 24 hours accessibility at the same time they should provide enough technical support in midnight through their consumers.

Moreover, Future research could explore together with male and female consumers' behaviour towards online shopping in Miri. Besides, future research can investigate the between male and female consumers' behavior towards online shopping in whole Malaysia. Future research can also conduct a research based on study for cultural differences exist towards online shopping in different country.