Motivation and concern factors for internet shopping: A Malaysian perspective

Abstract

Electronic Commerce (E-Commerce) growth is increasing at a rapid rate and is replacing traditional commerce. The benefits of shopping online cannot be underestimated. The E-Commerce offers Internet users a wider range of benefits, such as finding the products which cannot be available locally and reducing Internet users' time for searching the related products. Furthermore, the Internet users receive more attractive sales promotional offers from Internet sellers and also through individual e-mail accounts. Despite these motivational factors, there are various transactional and non-transactional issues involved such as, Internet users being uncomfortable while giving their credit card numbers on the Internet, Internet merchants' misuse of users' personal information, lack of help from sales representatives whilst purchasing onl ine and offer of products are in different currencies. These and other factors appear to affect emerging trends of Electronic Commerce in Malaysia. This study therefore, focuses on the concern factors, which affect the online buyers in Malaysia. A total of 579 randomly selected respondents in this research study, who were selected from the three different states in Malaysia namely Penang, Selangor and Kuala Lumpur. The above states were chosen because they are generally known to have a high number of Internet users