

Consumer shopping behaviour on the Internet: Insights from Malaysia

Abstract

Shopping on the Internet enables consumers to search for information on products or services and make purchases through direct interaction with online retailers. This study investigates consumer shopping behaviour on the Internet based on four aspects, i.e. the Internet marketing environment, product characteristics, familiarity, and promotional offers. The impact of influencing factors was checked by questionnaire survey, which was then processed and evaluated. Two hundred randomly selected respondents (students and employees in a public higher learning institution in the Federal Territory of Labuan, Malaysia) participated in the survey. Multiple regression analysis was used as a statistical measure to determine the most influential relationship aspect among a series of independent variables of consumer shopping on the Internet. The results revealed that familiarity has a great influence on consumer shopping on the Internet, followed by promotional offers. The assimilation of these aspects, and the empirical examination of the factors that influence consumer shopping on the Internet, advanced understanding of these constructs and their link to dynamic technology deployment for shopping. The paper suggests managerially actionable implications, and future research directions.