

Effects of Web-Based Shopping on Consumers' Buying Behaviour: A Consumer Perspective

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ABSTRACT

Online shopping has become a popular trend nowadays because more and more people are buying products online due to the continuous development of technology. People's increasing concerns about online shopping have become the key element for changing their consumer buying behaviour. Due to the current situation of COVID19 and the changes of the era, many people buying products through online shopping. People think that buying products or services through online shopping can bring them convenience. Many companies move their business to online business because online business can help companies earn more sales and promote their products and services online to attract more new customers. Therefore, online shopping has become a popular trend nowadays, and more people are concern about online shopping. This is because consumers might consider the security of the websites, the usefulness, price, service quality of the products or services before they purchase through online shopping. With the rise of e-commerce, the number of online buyers is also increasing along with it. In 2020, the number of online buyers worldwide is expected to be 2.05 billion (Mohsin, 2020). Besides, a report shows the ranking of the mobile shopping apps in Southeast Asia. Lazada apps was the highest ranking in Malaysia, Singapore, Thailand and Philippines in 2019. For Vietnam, Shoppe apps was the highest ranking (Moey, 2019). According to Statista (2020), the report shows that in 2021 and 2022 the number of online shoppers in Malaysia is expected to reach 2.2 million and 2.53 million respectively. So, this research aims to make a clear understanding of consumer buying behaviour towards online shopping. The factors that have been shown in this research are trust, perceived risk, perceived ease of use, service quality and information. This research has discussed the fundamental research and clearly understand consumer buying behaviour and those factors that affect consumer buying behaviour towards online shopping.

Keywords: Buying Behaviour, Trust, Perceived Risk, Perceived Ease Of Use, Service Quality