

A Study of Factors Influencing Customer's Intention to Purchase Electronic Software Distribution in Malaysia

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ABSTRACT

An increasing number of consumers are shopping online and the numbers are likely to increase rapidly in the near future. Electronic software distribution is a special part of online product. It has a short history and sprung up in the U.S.A. The business volume of global Electronic Software Distribution growing rate was over 100% every year. But it is still in the initial stage in Malaysia. There a few firms offering services in this scope, most firms offering product through staff deliver to customer. However, lake of understand about the factors influencing customer's purchasing behaviors will impede the growth of the and online vendor and Electronic software distribution industry. Therefore, it is crucial to understand the factors that affect purchasing behaviors in online shopping among the consumers. The effects of these factors affecting purchasing behaviors in online shopping are different among consumers with different level of experience. Thus, this research focuses on collect valuable data from different consumers and summarizes the different level of importance and give suggestion to Electronic Software Distribution industry online vendor.

This research focuses on those who have experience visited an online Electronic Software Distribution website and those who have conducted online shopping. Both paper-based and internet-based questionnaires were distributed and 98 usable questionnaires were distributed.

The results showed that factors have different effect on customer's purchasing behaviors. Also these factors have different effect in purchasing behaviors for each experience group. For example, with no experience, transaction security is the most important determinant. And product service is the most important determinant when consumer with experience.