Impact of Recommendation Mechanism: Empirical Study in West Malaysia

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ABSTRACT

This study aims to evaluate whether the Recommendation System actually does reduce the time it takes to search for an item. This research will also study if customers actually do us the System once an item has been recommended to them. We will also examine if it builds loyalty between the website and the customer.

To examine this research, research questions where formulated so as to achieve the objectives that where set for the project. The research method which was used in this project is questionnaires and they were distributed to the customers who purchase items online.

In total 230 questionnaires were distributed but only a two hundred will be analyzed. The questionnaire was analyzed using the Statistical Package for the Social Sciences (SPSS). The findings reveal that expectations and insight of customers about recommendation mechanisms.