

E-COMMERCE : A STUDY ON THE ONLINE PURCHASING BEHAVIOR OF GENERATION Y IN MALAYSIA

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ABSTRACT

Keywords: E-commerce, online purchasing behavior, Generation Y, online purchasing criteria

Purpose: This study is conducted aimed to discover the factors which will directly influence the Generation Y's online purchasing behavior in Malaysia, as well as exploring their purchasing criteria while making online purchase.

Background: Along with the growing internet usage in Malaysia, e-commerce in Malaysia is showing a promising trend. The issue of factors influencing consumer behavior regarding online purchasing has dealt with many researchers and it is interesting to determine what factors have an influence on customer's online purchasing behavior.

Method: Quantitative research method was conducted by distributing 150 questionnaires to the Gen Y-ers in Malaysia who aged between 18 to 29 years old.

Conclusion: The study revealed that factors which will influence Generation Y's online purchasing behavior include gender, education level, purchasing power, internet usage and shopping experience. Meanwhile, the study also revealed that products that Generation Y in Malaysia are more willing to purchase through internet include entertainment tickets, travel related products/services as well as books.