

# THE IMPACTS OF E-COMMERCE TOWARDS RETAIL INDUSTRY IN MALAYSIA

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## ABSTRACT

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The objectives of this research are to review the current situation of the retail industry in terms of customer satisfaction, accounting system and tax issue, to investigate the possible impacts of E-Commerce towards retail industry in term of customer satisfaction, accounting system and tax issues primary data for this research.

Descriptive research is carried out to study the impacts of E-Commerce towards retail industry in Malaysia. Meanwhile, questionnaire is the technique that solely adopted in collecting the primary data for this research.

Results of analysis shows that average of the general public who attended to the questionnaires agree that e-commerce has positive and negative impacts towards customer satisfaction of retail industry. In addition, average of the accountants who attended to the questionnaires agree that e-commerce has positive and negative impacts towards accounting system of retail industry. Lastly, average of the tax practitioners who attended to the questionnaire agree that E-Commerce has positive impacts towards tax issue of retail industry but they do not have comment regarding the negative impacts of E-Commerce towards tax issue of retail industry.

Retailers are advised to sell both online and offline because physical presence will be particularly important to e-retailers in building brand awareness and trust. The government is recommended to provide more tax incentives to newly established companies that involved in E-Commerce and deliver clear guidelines to clarify grey areas of taxation issue arising from E-Commerce.