# Factors that influence Malaysian consumers' purchase intention through



Filesize: 6.05 MB

# Reviews

It is great and fantastic. I actually have read and so i am certain that i am going to going to go through once again yet again in the future. I realized this ebook from my dad and i encouraged this book to find out.

(Dr. Kayden Gerlach)

# FACTORS THAT INFLUENCE MALAYSIAN CONSUMERS' PURCHASE INTENTION THROUGH



To read Factors that influence Malaysian consumers' purchase intention through PDF, please refer to the button below and download the file or have access to other information which might be relevant to FACTORS THAT INFLUENCE MALAYSIAN CONSUMERS' PURCHASE INTENTION THROUGH book.

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Objective of this study was to determine factors that influence Malaysian consumers' purchase intention through the internet. The Technology Acceptance Model and the Theory of Reasoned Action were applied to develop the conceptual framework. Three independent variables, namely Perceived Ease of Use, Perceived Usefulness and Subjective Norm were tested. Primary data were collected from 145 respondents using the convenience sampling method via survey questionnaire. Binary logistic regression analysis was conducted to analyse the hypotheses. Findings showed that consumers' online purchase intentions were motivated by factors such as price, convenience, time-saving, product variety and product novelty. Results from the survey also showed that majority of the respondents viewed site security, user-friendliness and accessibility of the website as three of the most important criteria for choosing to purchase via a particular website. Findings also highlighted that 46% of the respondents admitted to impulse buying when conducting a purchase online and up to 74% of the respondents prefer to visit and purchase from online sites that are culturally adapted to their local environment. | Format: Paperback | Language/Sprache: english | 72 pp.



Read Factors that influence Malaysian consumers' purchase intention through Online



Download PDF Factors that influence Malaysian consumers' purchase intention through



Download ePUB Factors that influence Malaysian consumers' purchase intention through

# You May Also Like



### [PDF] Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values

Access the web link listed below to get "Summer Fit Preschool to Kindergarten Math, Reading, Writing, Language Arts Fitness, Nutrition and Values" PDF file.

Save Document

»



### [PDF] Would It Kill You to Stop Doing That?

Access the web link listed below to get "Would It Kill You to Stop Doing That?" PDF file.

Save Document

>>



#### [PDF] Violet Rose and the Surprise Party

Access the web link listed below to get "Violet Rose and the Surprise Party" PDF file.

Save Document

»



# [PDF] Hope for Autism: 10 Practical Solutions to Everyday Challenges

Access the web link listed below to get "Hope for Autism: 10 Practical Solutions to Everyday Challenges" PDF file.

Save Document

**»** 



#### [PDF] The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)

Access the web link listed below to get "The Well-Trained Mind: A Guide to Classical Education at Home (Hardback)" PDF file.

Save Document

»



# [PDF] California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package

Access the web link listed below to get "California Version of Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version -- Access Card Package" PDF file.

Save Document

»



#### [PDF] Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?

Access the link under to get "Read Write Inc. Phonics: Yellow Set 5 Storybook 7 Do We Have to Keep it?" PDF file.

Download ePub

>>



#### [PDF] Read Write Inc. Phonics: Purple Set 2 Storybook 3 Big Blob and Baby Blob

Access the link under to get "Read Write Inc. Phonics: Purple Set 2 Storybook 3 Big Blob and Baby Blob" PDF file.

Download ePub

\*



# [PDF] Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]

Access the link under to get "Children's Educational Book: Junior Leonardo Da Vinci: An Introduction to the Art, Science and Inventions of This Great Genius. Age 7 8 9 10 Year-Olds. [Us English]" PDF file.

Download ePub

»



### [PDF] The Golden Spinning Wheel, Op. 109 / B. 197: Study Score

Access the link under to get "The Golden Spinning Wheel, Op. 109 / B. 197: Study Score" PDF file.

Download ePub

»



# [PDF] Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications.

Access the link under to get "Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications." PDF file.

Download ePub

»



# [PDF] History of the Town of Sutton Massachusetts from 1704 to 1876

Access the link under to get "History of the Town of Sutton Massachusetts from 1704 to 1876" PDF file.

Download ePub

**»**