

## A Study on Factors Influencing Malaysian Consumers' Intention to Use Online Shopping

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### **Abstract:**

The prevalence of online shopping in Malaysia has caught sight for the author to focus on this area. Therefore, this research aimed to examine the factors influencing consumer intention via specific factors using the attributes from the theory of reasoned action and technology acceptance model, namely, perceived ease of use, subjective norms, attitude, and perceived usefulness towards intention to use online shopping. A quantitative methodology was used to conduct the research via a close ended questionnaire. The findings are analyzed and processed using the Statistical Package of Social Software (SPSS). Four (4) hypotheses were proposed and asserted. The theoretical framework has explanatory power to elucidate the observed variable effectively, which is Malaysian consumer intention to use online shopping. The findings demonstrated a positive relationship between perceived ease of use, subjective norms, attitude, and perceived usefulness with Malaysian consumers' intention to use online shopping in Klang Valley, Malaysia. This research contributed to the asserted understanding of the factors that might influence Malaysian consumers' intention to do online shopping.