

Factors Affecting Online Purchase Intention of Electronic Products

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Online shopping is very popular nowadays and characterized with convenience, fast and easy. It is so effortless to purchase on the internet since the information, price and reviews about the product can be reviewed on the internet easily. Therefore, many companies choose to use social media marketing to promote their products and reach their target market. Undeniably, social media is an important marketing tools that come with numerous efficient marketing strategies since customers can be connected each other's easily, leads and sales can be identified at a minimal cost, and the awareness of a brand can be increased. The trend of online shopping is booming. As such, this study aims to investigate the impacts of social media marketing, customer trust and perceived risk on online shopping intention for electronic products. Questionnaires were distributed to 103 respondents. Statistical Package for Social Science (SPSS) was used for data analysis via methods of reliability analysis and multiple regression. The finding shows that customer's trust has a positive impact on online purchase intention. However, social media marketing and perceived risk have no relationship with online purchase intention. Future studies are recommended to further investigate the insignificant result of the study.

Keywords: *Online Shopping, Risk, Social Media Marketing, Trust*