

**CLICK IF YOU DARE**

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**Kuala Kangsar, Perak**

Online shopping has become an immensely popular trend among Malaysian. Lisa who is one of the online shoppers is a public servant who work at one of the public agency. Like a life routine, at least once Lisa will browse the LAZADA.com. It doesn't matter whether she just get paid for the month or not. She must buy at least one item from the online shopping website. This has became her habits. Is she really addicted to online shopping? Lisa questioned herself. She came across this article about e-commerce while browsing the internet.

### **Body**

What is the origin of all today's e-commerce? There wasn't a single society capable of producing every single thing it desired. As we have met some needs, others arose with time. This fundamental principle is precisely what necessitated the trade among each other.

Put plainly; e-commerce is to commerce what email is to mail. It is an electronic enhancement and a modernised solution to an old-fashioned process. If commerce is a transaction of physically buying or selling goods, e-commerce is its electronic counterpart – selling and buying online. Online shopping is big business these days, with more and more consumers across the world turning to the world wide web to purchase goods. This is especially the case in countries where e-commerce is really taking hold over the way people shop. Shopping can lead to self-destruction that will cause financial disaster.

Take BMW for instance, their slogan is "The Ultimate Driving Machine." This slogan tricks people into thinking that if they don't own a BMW then whatever car they do own is not good enough. Other catchy slogans include Levi jeans, "You Walk a Little Taller in Levis" or Visa "Everywhere You Want to be." Companies use these tactics to persuade people to spend and spend and spend, attracting the shopaholics until individuals can't spend any more.

The expected growth in e-commerce is due to a rapid rise in the number of PCs in Malaysia, as well as growth in the proportion of PCs hooked up to the Internet each year. This provides greater opportunities for Malaysians to conduct both business and shop online. The convenience of online shopping rendering it an emerging trend among consumers, especially the Gen Y<sup>1</sup>.

Consumers shop on the Internet because of many advantages of online shopping. In recent years, shopping online has become much more convenient via mobile payment solutions. Just as shoppers need to take security measures when shopping in brick-and-mortar stores, online users should also be aware of the risks involved when it comes to online transactions. Now that data breaches and incidents of hacking and identity theft are becoming more common, online shoppers should protect themselves against likely attacks that could threaten their privacy. Based on the statistics shared by CyberSecurity Malaysia, as generated by My Computer Response Team (MyCERT), the Incident Statistics report in 2015 shows that spam recorded the highest number of incidents at 3,500, while fraud came in second with a total of 2,960 cases.

There are a number of different methods that can be used to invade a user's privacy, and sooner or later, an unaware user is bound to run into threats such as phishing, online scams, spam, Internet fraud, and malicious URLs. Fraud purchases is a common case of scamming. Scammers usually advertise some products on social media for purchase. But when consumers have placed their orders for their goods and paid for them, they end up not receiving them. Recent research<sup>6</sup> suggested that consumers in Malaysia perceive a higher level of risk when making a purchasing online as compared with traditional forms of shopping. These perceived risks associated with online shopping in turn have a critical effect on consumer decision making.

**27<sup>th</sup> November 2017, Monday, 10.00 pm**

Lisa realized that online shopping also has many disadvantages and risks. Lisa realized that she should take more precautions when shopping online.

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<sup>1</sup> Gen Y is the generation of people born during the 1980s and early 1990s.

<sup>2</sup> M.Majid, Firend Al. R. (2017). Social Media, Online Shopping Activities and Perceived Risks in Malaysia. International Journal of Economics And Financial Management.

## INSTRUCTOR'S MANUAL

<b>CASE SUMMARY</b>	Internet shopping or e-commerce is a phenomena that is growing rapidly nowadays. The expected growth in e-commerce is due to a rapid rise in the number of PCs in Malaysia, as well as growth in the proportion of PCs hooked up to the Internet each year. This provides greater opportunities for Malaysians to conduct both business and shop online. The objective of this case were to study the growth of e-commerce and the risks and threats that e-commerce posed to the consumers. This case study was based on published journal, internet website, newspapers and magazines. The finding of this case study shows that the expected growth in e-commerce is due to a rapid rise in the number of PCs in Malaysia and shopping online has become much more convenient via mobile payment solutions. Despite the advantages e-shoppers also were exposed to various threats.	
<b>OBJECTIVES OF THE CASE</b>	(1) To study the growth of e-commerce in Malaysia (2) To study the advantage of e-commerce (3) To identify the disadvantage and risk of e-commerce (4) To identify the steps need to be taken to avoid internet fraud	
<b>BASIC PEDAGOGI</b>	<b>COURSE</b>	Accounting Information System I
	<b>LEVEL</b>	Degree
	<b>POSITION IN THE COURSE</b>	Chapter 5: Internal Control and Computer Based Information System (CBIS)
	<b>PREREQUISITE</b>	KOM 6013 Introduction to Information Technology
<b>RESEARCH METHODOLOGY</b>	Collecting secondary data: publish journal, printed media, internet website, newspapers and magazines.	
<b>DISCUSSION QUESTIONS</b>	(1) Elaborate the advantages of e-commerce (2) Elaborate the disadvantages of e-commerce (3) Explain the steps of precaution to avoid the internet fraud. (4) Identify the actions that have been taken by government to prevent internet scams.	

<p><b>SUGGESTED RESPONSES</b></p>	<p>(1)</p> <ul style="list-style-type: none"> <li>• <b>Overcome Geographical Limitations</b> - If business has a physical store, the business is limited by the geographical area that it can service. With an e-commerce website, the whole world is your playground. Additionally, the advent of m-commerce, i.e., e-commerce on mobile devices, has dissolved every remaining limitation of geography.</li> <li>• <b>Gain New Customers With Search Engine Visibility</b> - Physical retail is driven by branding and relationships. In addition to these two drivers, online retail is also driven by traffic from search engines. It is not unusual for customers to follow a link in search engine results and land on an e-commerce website that they have never heard of. This additional source of traffic can be the tipping point for some e-commerce businesses.</li> <li>• <b>Eliminate Travel Time and Cost</b> - It is not unusual for customers to travel long distances to reach their preferred physical store. E-commerce allows them to visit the same store virtually, with just a few mouse clicks.</li> <li>• <b>Enable Deals, Bargains, Coupons, and Group Buying</b> - Though there are physical equivalents to deals, bargains, coupons, and group buying, online shopping makes it much more convenient. For instance, if a customer has a deep discount coupon for turkey at one physical store and toilet paper at another, she may find it infeasible to avail of both discounts. But the customer could do that online with a few mouse-clicks.</li> <li>• <b>Remain Open All the Time</b> - Store timings are now 24/7/365. E-commerce websites can run all the time. From the merchant's point of view, this increases the number of orders they receive. From the customer's point of view, an "always open" store is more convenient.</li> </ul>
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(2)

- **E-commerce Delays Goods** - Unless you are using a website to merely order a pizza online, e-commerce websites deliver take a lot longer to get the goods into your hands. Even with express shipping, the earliest you get goods is usually "tomorrow" (with the exception of some Amazon services). But if you want to buy a pen because you need to write something right now, you cannot buy it off an e-commerce website
- **Many Goods Cannot Be Purchased Online** - Despite its many conveniences, there are goods that you cannot buy online. Most of these would be in the categories of "perishable" or "odd-sized." Think about it, you cannot order a popsicle (also referred to as an ice pop or ice lolly) or a dining table set.
- **Security** - When making an online purchase, you have to provide at least your credit card information and mailing address. In many cases, e-commerce websites are able to harvest other information about your online behavior and preferences. This could lead to credit card fraud, or worse, identity theft
- **Anyone Can Set Up an e-Commerce Website** - We live in an era where online storefront providers bring you the ability to set up an e-commerce store within minutes. The lowered barriers to entry might be a great attraction to the aspiring e-commerce entrepreneur. But for the buyer, reliability can be an issue. This could lead customers to restrict their online purchases to famous e-commerce websites.
- **E-commerce Does Not Allow You to Experience the Product Before Purchase** - In many cases, customers want to experience the product before purchase. E-commerce does not allow that. If you buy a music system, one cannot play it online to check if it sounds right. To purchase a home-theater system, one would much rather sit in the "experience center" that several retail stores set up.

(3)

- **Frequently check the bank statements** - It's easier than ever for fraudsters to go after bank details thanks to online banking; but it's also easier for users to check bank statements now that every detail is available at the touch of a button.
- **Be careful when opening attachments** - Think carefully before opening email attachments, especially when these come from senders that you don't know. Some of the most destructive viruses are spread via attachments.
- **Use a strong password** - Choosing a strong password for all services you use (preferably a different password for each service) will make it harder for thieves to gain access to your details. When selecting a password use at least eight characters, with a mixture of upper and lower case and both letters and numbers.
- **Try not to keep financial information on the laptop** - Laptops are much more likely to be stolen than desktops: try not to store any financial information on your laptop unless absolutely necessary. It's also important to ensure that your computer is password protected in case it is misplaced.
- **Check for company email addresses** - If you're receiving communications claiming to be from your bank, an online store, a social network, or any other company, the email should be sent from an email extension registered to that company. Banks do not correspond with their customers from email addresses provided by gmail.com, yahoo.co.uk etc. – it's safer to avoid sending personal details via email at all if you can avoid it.

	<p>(4)</p> <ul style="list-style-type: none"> <li>• <b>Review of the current law</b> - Introduction of new technologies and economic innovation, with rapid and uncontrolled IT development posed serious challenge to government.</li> <li>• <b>Participation in Awareness Campaign</b> - This is to ensure the public is aware and take more precautions to internet scams.</li> <li>• <b>Upgrading the forensics, equipment and application capabilities</b> - Transition from offline data recovery to online/ real time analysis. Government also introduce the formation of “First Responder Team”.</li> <li>• <b>Inter-agency/ international corporation</b> - working in borderless environment with laws of multiple jurisdictions and provide training to each department such as the Cybercrime Investigation Unit, Multimedia and Network Forensics Unit.</li> </ul>
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