

Title: Trading in the Foreign Exchange Market (Forex): A Study on Purchase Intention

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Abstract

This study aims to identify factors affecting the consumers' purchase intention in the foreign exchange market among expatriates who live in Kuala Lumpur. This study is looking for measuring the level of purchase intention related to trust, context, content, internet usage and infrastructure of website in FOREX market. Self-administered questionnaires were administered to clients, IBs, and brokers in this market. The questionnaires were distributed to the FOREX traders in Kuala Lumpur - Malaysia. Results showed that the main factors affecting the consumer purchase intention are trust, content, context and infrastructure of FOREX website. The correlation test is used to determine the relationship between the trust, context of FX website, content of FX website, internet usage and infrastructure of the FX website with the consumer purchase intention. The result of this research can be useful for FOREX Brokers FOREX dealers, central banks and any financial institution to develop the quality of their services in order to gain more investors and the clients' loyalty to this market. There are new opportunities to business individuals or for big companies. However, Most of the internet users don't have enough information on FOREX market. Some of these consumers stay away of this market, because lack of trust, negative information about online shopping, and negative manner toward internet purchase since they believe this market has high risk and they always lose their money in it. Despite the fact that, customers or internet consumers are the main power of this market which brokers, IBs, foreign exchange companies and online banking systems attempt to attract them to trade in this market by spending more money to change clients believes. In that case in this study, researchers challenge to represent the relationship and impact of, Internet usage, content of FOREX websites, context of FOREX websites, infrastructure of FOREX websites, and trust variables to consumer purchase intention on the Foreign Exchange market.

This study paper supplements the limited group of present literature by presenting a theoretical model that can be adopted to examine the internet usage, trust, content, context and infrastructure of the website in the FOREX. An easy model is constructed and used to estimate the determinants that affecting trusts and the structure of the website. In addition, this study supports previous untried comments as well as providing a new conceptual framework for consumer purchase. The target market of the FOREX is the traders and investors of the foreign exchange market. This study focuses on the determinants of the Expatriates clients (those who live in Kuala Lumpur, Malaysia) purchase intention in the FX market in respect of the target market.

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