

UNIVERSITI TEKNOLOGI MARA

**A STUDY ON CONCERN ABOUT
DISADVANTAGES ONLINE
SHOPPING AMONG ONLINE
SHOPPERS.**

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Thesis submitted in fulfillment
of the requirements for the degree of
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AUTHORS DECLARATION

I declare that the work in this academic writing was carried out in accordance with the regulation of University Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledge as referenced work.

I, hereby acknowledge that I have been supplied with the Academic Rules and Regulation for Post Graduate, University Teknologi MARA, regarding the conduct of my study and research.

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ABSTRACT

The internet has been develop and improve by year. In Malaysia, internet is one of the phenomena that we can't prevent it. Same goes to online shopping platform. Online shopping is very convince, variety of items and as shopper there can choose a better price as their budget. There is a lots of advertisement about online shopping in media social. In terms of online buying frequency, according to The Star (Monday, 27 Jun 2016) PwC said although a sizable percentage of consumers in South-East Asia report buying on a daily, weekly, or monthly basis, the percentage was still smaller compared to its overall global survey. It said that 60% of all consumers its global survey reported buying online on a monthly basis or more frequently. This show that online shopper users became higher by year. For online shopper, there will be always the way to find out the best website to buy. Somehow, there will be problem on financial side. Besides, as shopper they put a risk on their product when delivery. However, based on the findings survey by 11street through The Star Media Group on January 2017, 17% of the respondents said they had no shopped online before and 85% is more interest on cash e-commerce services. This is show that not all consumer will use online platform. The researchers will study the advantages and disadvantage of online shopping. How they use online platform as they know. In conclusion, there is always be advantages and disadvantages on how consumers used this platform. Therefore, it is hope that this research will be give more awareness on the online shoppers.

TABLE OF CONTENT

AUTHOR'S DECLARATIONS	i
ABSTRACT	ii
ACKNOWLEDGDE	iii
TABLE OF CONTENT	iv
LIST OF TABLE	vii
LIST OF PICTURE	viii
LIST OF PLATE	xi
CHAPTER ONE: INTRODUCTION	
1.1 Introduction	1
1.2 Background Research	1
1.3 Problem Statement	2
1.4 Research Question	4
1.5 Research Objective	4
1.6 Hypothesis	4
1.7 Statement of Significant	5
1.8 Scope of Study	5
1.9 Limitations	6

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction	7
2.1.1 The disadvantages Online Shopping	7
2.1.2 The advantages of Online Shopping	11

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction	14
3.2 Research Approach	14
3.3 Questionnaire	15

CHAPTER FOUR: ANALYSIS AND FINDING

4.1 Introduction	19
4.2 Finding for Demographic Section	19
4.3 Finding for Habit Section	22
4.4 Finding for Factor Section	24
4.5 Finding for an Experience Section	27
4.6 Finding for an Awareness Section	29
4.7 Finding for an Executing Section	31