



FACTORS INFLUENCING LOCAL SHOPPERS TO SHOP AT GLOBAL ONLINE STORES

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JULY 2015

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**Submitted In Partial Fulfillment of the Requirement for the Bachelor of Business
Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS**

JULY 2015

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”

I, RABIATUL AIN BINTI MD SAID, (IC NUMBER: 920831-06-5780)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

July 2015

PUAN NORAZAMIMAH BINTI BOGAL
Practical Training Advisor
Universiti Teknologi MARA (UiTM) Melaka
KM26 Jalan Lendu, Alor Gajah
Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Enclosed herewith is my project paper entitled "Factors Influencing Local Shoppers to Shop at Global Online Stores" for your kind perusal.

It is very much believed that this thesis will fulfill the requirement necessary for the completion of the course, Bachelor in Business Administration (Hons.) International Business.

Your kind acceptance and recognition will be much valued and highly appreciated.

Thank You.

Yours Sincerely,

RABIATUL AIN BINTI MD SAID

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Bachelor of Business Administration (Hons.) International Business

ABSTRACT

The development of dot com companies in 90s opened a new door of sales and revenue generation for the businesses worldwide. Online shopping has attracted a lot of attention in recent years due to its great potential for buyers and sellers. By enhancing understanding of online shopping, this study is to investigate “FACTORS THAT INFLUENCE LOCAL SHOPPERS TO SHOP AT GLOBAL ONLINE STORES” such as Lazada, Zalora, Groupon, and others online stores in Bangi area. In this study, four variables on factors that influence local shoppers were selected, namely perceived usefulness, shopping convenience, perceived pricing and online shopping intention.

This research outlines a survey conducted with 200 respondents in Bangi area which is selected students and working professional who are engaged with online shopping due to ascertain the main factors that influence local shoppers to shop global online stores. Data collection procedure of this study by took the form of a self-administered online questionnaire by spreading through email and analyzed through multiple regression analysis by using SPSS.

In this research, the outcome or result will be difference than previous researcher due to a researcher was not fielding same independent variables than previous research.

Based on the findings, data that has been analyzed, it shows that positive significance of perceived usefulness, shopping convenience and perceived pricing with online shopping intentions which is more than 0.9. Furthermore, shopping convenience was the major dominant that has a strong significant with online shopping intention in correlation analysis.

Keywords: Online Shopping, Shopping Intention, Theory of Acceptance Model (TAM), Theory of Reasoned Action (TRA).