ONLINE MARKETING PARTICIPATION AMONG KENINGAU VOCATIONAL COLLEGE'S STAFFS

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TABLE OF CONTENTS

CHAPTER 3: RESEARCH METHODOLOGY

CHAPTER 4: FINDINGS AND ANALYSIS

CHAPTER 5: CONCLUSION AND RECOMMENDATIONS

6.0 BIBLIOGRAPHY / REFERENCES

7.0 APPENDICES

ABSTRACT

The Internet is one of the ever constantly advancing technologies in the world. Nowadays, the Internet is used by almost everyone in the planet. It has been used as a medium of data or information transfer, share, and storage. It is also a tool that enables people to interact all around the globe efficiently. The Internet combines many of the features of existing media with new capabilities of interactivity and addressability, as well as making it much easier for both companies and individuals to achieve a global reach with their ideas and products.

This paper study on the online marketing participation among the staffs at Keningau Vocational College. The researcher intends to provide a clear picture on the college's staffs' level of participation in online marketing activity. The main objectives are to examine how significant is each independent customer's demographic profile associated with their intention to participate in online marketing, to examine customers' behavior in online shopping activity, and to examine customers' preferences in online shopping.

This study was executed by gathering primary data that is collected by personally handing out questionnaires which included a sample of 130 respondents. Secondary data are also used in this study. The data collected was analyzed using statistical analysis software SPSS 22.0.

The results of this research might provide some useful insights to e-marketers into the customers' intention in online shopping.