



**A STUDY ON THE FACTORS AFFECTING CONSUMERS' INTENTION
TO ADOPT ONLINE SHOPPING**

NOR ATINA BINTI AHMAD FUAD

2012109591

NUR ADILA BINTI MUHAMMAD AZHAR

2012970799

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (FINANCE)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TECHNOLOGY MARA

MALACCA CITY CAMPUS

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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

I, NOR ATINA BINTI AHMAD FUAD

I, NUR ADILA BINTI MUHAMMAD AZHAR

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 been specifically acknowledged.

Signature: Nor Atina Ahmad Fuad

Date: 01/07/2015

Signature: Nur Adila Muhammad Azhar

Date: 01/07/2015

ACKNOWLEDGEMENT

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We hope that all the information and data collected and interpreted throughout in this research will help to expand and escalate the knowledge and understanding of anyone who will be accessing and interested in this topic of study.

Last but not least, we would like to apologize for any mistakes and weaknesses in this report. We sincerely welcomed any comments and suggestions for further improvements.

ABSTRACT

The vast and swift development of information technology and the internet have affected the retailing and services industry worldwide. An impact of this rapid advancement of the internet in the retailing and services sector is the introduction of a new way of purchasing goods and services which is by online shopping. Online shopping is said to be still in its infancy stage. There are people that have already adopted online shopping and some have the intention to adopt online shopping. The consumers in Malaysia have started to adopt online shopping to purchase goods and service however there is a lack in research on the factors affecting consumers' intention to adopt online shopping in Malaysia. This has attract our interest to conduct a research on what are the exact factors that are affecting the adoption of online shopping of consumers in Malaysia and we have specifically chosen the consumers in Wangsa Maju, Kuala Lumpur as the sample of study. Four main factors have been selected as the independent variables which are the availability of information on the products and services, the quality of services provided by the online retailers, comparison of price by the consumers and time convenience. A total of 250 questionnaires were distributed using stratified random sampling but only 150 have been received as the sample. The data have been analysed and interpreted using Statistical Package for Social Sciences (SPSS). The tests that we have conducted are on the frequency, reliability, descriptive and multiple regression analysis. All the four independent variables have a relationship with the intention to adopt online shopping but only two factors are found to have significant relationships with the adoption of online shopping which are information availability and service quality but the independent variable information availability is the most significant of all. This research can be used as a guideline and literature reference for the future researchers and information seekers on the similar topic of study on online shopping adoption.

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