



اَوْنِيُوْ سِيْتِي تِي كُو لُو كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

CONSUMER PURCHASE INTENTION ON ONLINE GROCERY SHOPPING

TASHKAMALIAH BINTI RAZALLY

2016586741

UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA KAMPUS
BANDARAYA

FACULTY BUSINESS MANAGEMENT

BACHELOR ADMINISTRATION (Hons) IN MARKETING



اَوْنَبُوْ سَيِّدِيْ تَيَكُوْ لُوْ كِيْ مَبَارَا
UNIVERSITI
TEKNOLOGI
MARA

UNIVERSITI TEKNOLOGI MARA CAWANGAN MELAKA KAMPUS
BANDARAYA

FACULTY BUSINESS MANAGEMENT

“DECLARATION OF ORIGINAL WORK”

I am TashKamaliah Binti Razally

Hereby, declared 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 acknowledge.

Signature: _____

Date: _____

ACKNOWLEDGEMENT

Foremost, I wish to count my blessings and thanks to Allah s.w.t for providing me with the good mental and physical and also other positive attributes to complete this challenging research paper. Special mention goes to my research advisor Dr. Azlin Zanariah binti Bahtar for her guidance, supervision and support. Her goods comments and suggestions greatly assist in the successful completion of this project paper.

I also want gives my appreciation to all those who have assisted in one way or another in the completion of this research paper. Moreover, very thankful to all my friends, family and office colleagues for their understanding, kindness and moral support during I'm tried to complete this assignment.

Thank you.

ABSTARCT

In Malaysia, not many retailers offer online grocery shopping and there are many doubts and risks related with this platform. Retailers such as Mydin, Tesco and Jaya Grocers make this platform available in Malaysia, yet the consumer are still purchase groceries items using traditional way. This is because s can easily buy their groceries from the neighborhood shopping mall, or even wet markets. However, Since Malaysia Prime Minister announced a limited lock-down called the Movement Control Order (MCO) on 16th March 2020, online grocery user has increase drastically. In addition, this research was done to find out what factors influence the intention of consumers to buy using this platform.

TABLE OF CONTENTS

TITLE PAGE	Page
DECLARATION OF ORIGINAL WORK	i
LETTER OF SUBMISSION	ii
ACKNOWLEDMENT	iii
ABSTRAC	iv
CHAPTER 1: INTRODUCTION	
1.1 Preamble	1
1.2 Background of study	1-2
1.3 Problem statement	3-5
1.4 Research question	5
1.5 Research objective	5
1.6 Scope of study	6
1.7 Significant of study	6-8
1.8 Limitation of study	8-9
1.9 Definition of term	9
1.10 Conclusion	9
CHAPTER 2: LITERATURE REVIEW	
2.1 Preamble	10
2.2 Conceptual framework	10-12
2.3 Purchase intention	12-14
2.4 Perceived usefulness	14-17
2.5 Perceived ease of use	17-20
2.6 Perceived Cost	20-23
2.7 Hypothesis statement	23
2.8 Conclusion	23
CHAPTER 3: RESEARCH METHODOLOGY	
3.1 Preamble	24