

**A STUDY ON GENERATION Y ATTITUDE TOWARDS
ONLINE SHOPPING**

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Dear Sir,

SUBMISSION RESEARCH PAPER

Attached is the research paper titled **“Generation Y Attitude Towards Online Shopping”** for your perusal to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara in Industrial Training (MKT 671) and Industrial Training Project Paper (MKT 672). I would like to forward my sincere appreciation and thanks for your compassion to accept this research paper and to finalize it as required.

Thank you. Yours sincerely,

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ABSTRACT

Online shopping is becoming more popular nowadays with the increase of the usage of the internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the internet. Although online shopping is popular, customer who used online medium to buy things still remains poor. Understanding what customer need for online shopping has become a huge challenge to online seller nowadays. Online seller need to understand customer perception towards online shopping, make improvement in critical factor that influence customer to shop online and working on factor that affect the behavioural intention for customer to shop online which as a result, the seller can gain the competitive edge over others seller. Therefore, this study has mainly focused on the generation Y attitude towards online shopping. It is with these concerns that this study tries to determine the factors explaining online purchasing behaviour. Understanding well the factors influencing online purchasing would allow firms the possibility to adjusting or making some improvement on their strategies to finally attract most of their potential consumers and profit most from the opportunities by using the internet and online shopping.