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CUSTOMER TRUST IN ONLINE SHOPPING AT
TAMAN LEMBAH BUJANG

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Declaration

I hereby declare that the work contained in this research proposal is my own except those which have been duly identified and acknowledged. If I am later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against me under the Academic Regulations of UiTM's.

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Acknowledgement

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CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter focuses on the background of these studies, which is customer trust in online shopping. It introduces the overall concept of customer trust and followed by problem statement, research question, research objectives, scope of study, significance of the study, and the definition of terms and concepts that is use in this study.

1.2 Background Of Study

Nowadays, internet is widely used by all people around the world. Many consumers used internet for many reason and purpose such as searching for product feature, price or reviews, selecting product and services through internet, or making payment (Moshrefjavadi, M. H. et al., 2012). In a survey conducted by the Statista, the number of internet users worldwide for 2018 are 3.9 billion users which has increased from 3.65 billion from the previous years (Statista, 2018). In Malaysia, Malaysian Communications and Multimedia Commission (MCMC) conducted the Internet Users Survey (IUS) and find that the percentage of internet users in national level increased from 76.9% in 2016 to 87.4% in 2018. (Malaysian Communications and Multimedia Commission, 2018). Internet is an important tool that be used for the online vendor to grow their businesses, achieve their goals and remain competitive in market. The internet can help the online vendor to work more effectively and productively. Since many people use the internet, the possibility for the business to earn more profit is high.