

UNIVERSITI TEKNOLOGI MARA

**EXAMINING CONSUMER TRUST BASED
ON PRODUCT INFORMATION
IN E-COMMERCE**

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IT Project submitted in partial fulfillment
of the requirements for the degree of
Master of Science in Information Technology

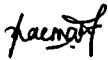
Faculty of Computer and Mathematical Sciences

January 2016

AUTHOR'S DECLARATION

I declare that the work in this IT Project was carried out in accordance with the regulations of University Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This IT Project has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

Trust is the main factor that affects consumers to buy through e-commerce. The challenge for a consumer to buy a product in e-commerce is to make a decision to buy or not to buy the product. Lack of product information is one of the challenges for a consumer as they are unable personally to inspect the products that they want to buy. In addition, poor quality of product images is also another factor causing difficulty of visualizing the condition of the product. These challenges may influence consumer trust in e-commerce. This study is aimed to determine the significant factors that contribute to consumer trust based on product information in e-commerce. Three objectives have been formed. The first objective is to identify the measurement of trust in e-commerce. Secondly, is to identify factors based on prior studies that affect consumer trust in e-commerce. Lastly the third objective is to examine consumer trust based on the product information in e-commerce. The survey is conducted using quantitative methods with 226 students and working people with Information Technology background. The results from analysis have found that there are relationships between: information presentation and consumer trust; consumer satisfaction and consumer trust; consumer satisfaction and the consumer willingness to buy; and the relationship between consumer trust and consumer willingness to buy. These findings indicate that product information is very important in gaining consumer trust in e-commerce.

ACKNOWLEDGEMENT

First and foremost, the deepest gratitude of all shall be bestowed to Allah the Almighty and The Merciful for all the insight which He gave to us that lead to the completion of this research. Without His blessings and consent, I might not have enough courage and determination to complete this research. All my thanks and appreciation will be lay upon Him.

My deepest gratitude is extended to Wan Adilah Binti Wan Adnan (Assoc. Prof. Dr.), for all assistance, advice, guidance, encouragement, new ideas and invaluable support given as my project supervisor for a better quality in my research. Thank you for being such a great mentor. I also would like to express my gratitude and sincere appreciation to Dr Wan Rahim Bin Wan Mohd Isa for his invaluable knowledge, comments and recommendation on how to enhance my research.

Not forgetting very special thanks to all participants and all the lecturers, friends also colleagues of Master Science (Information Technology) for their support and encouragement during the process of completing this research.

Finally, I would like to express my deepest gratitude to my beloved parents and families for all support and courage towards my success. Without their personal sacrifices and being a constant source for encouragement, especially in the final stages, this thesis would not have been possible.

Thank You.

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