

Universiti Teknologi MARA

Undergraduate's Motivation and Issues for Online Shopping

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**Thesis submitted in fulfillment of the requirement for
Bachelor Science (Hons.) Information Technology
Faculty of Computer and Mathematical Sciences**

July 2012

ACKNOWLEDGEMENT

In the name of Allah, the most gracious and the most merciful. Alhamdulillah, thanks to the Almighty for giving me the idea and blessing me with strength and courage to complete this research. First of all, I would like to take this opportunity to dedicate my appreciation and special thanks to all people who involved in finishing this research study especially to my dedicated supervisors, Madam Maslina Binti Abd Aziz and Madam Juliana Hamka Kamaroddin for their encouragement, support, guidance, idea, and excellent advice during the preparation of this research.

I would like to express my appreciation to my thesis coordinators, Madam Fariza Hanis and Madam Jamaliah Binti Taslim for their guidance, criticism, and advice for betterment of this research. I also would like to express my appreciation to my lecturer, Madam Siti Sarah Binti Jauhari for her guidance and support.

Last but not least, I also would like to thank to my family and my future husband for their support, financial and encouragement to complete this research. Thank you, may Allah bless all of you.

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ABSTRACT

Online shopping was introduced to the market in the last decade as many individuals and organizations purchase through the Internet. Online shopping offers the Internet users a wider range of benefit that can motivate them to shop online. However, various issues can appear to affect the adoption of online shopping. This study sets out to identify the undergraduate's motivations and issues for online shopping at FSKM UiTM Shah Alam through a 5-point Likert Scale questionnaire. A sample of 140 students was selected among computer science undergraduates at FSKM UiTM Shah Alam. The data analysis is done by using SPSS software and the technique that used is descriptive statistics and mean comparisons. The results of the study found four motivational factors that are accessibility factor, reliability factor, convenience factor and distribution factor which motivate students to shop online. This study also identifies six issues that make students refuse to shop online. The issues are privacy issue, reluctance to change issue, quality issues, security issue, trust issue, and payment issue. It is concluded that online retailers should concern with all issues for online shopping in order to attract existing users of the Internet to shop online.