



**FACTORS AFFECTING ATTITUDES TOWARDS
ONLINE SHOPPING AMONG STUDENTS AT UiTM KOTA
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ABSTRACT

Online shopping is a common shopping method among young people these days. There are various reasons why they choose to shop online, among them are the fact that online shopping is ubiquitous and has a global reach. However, there are also other concerns about online shopping. This study is to investigate some of those issues, namely the awareness, trust, perceive ease of use and perceive usefulness. This study set out to examine the factors that affecting students' attitudes towards online shopping at UiTM Kota Samarahan through a five-point Likert scale self-administered questionnaires. A sample of 350 students was selected among diploma and degree holder at UiTM. Descriptive analysis and compare means were employed to achieve the objectives of the study. The result of the study shows that the level of online shopping attitude is relatively high and direction towards it was positive among university students. Moreover, it is found that the demographic characteristics (gender, age, race and current level of studies) were significantly and positively correlated with the attitude towards online shopping. In addition, the result revealed that online shopping brings high perceived usefulness and perceived ease of use towards university students. Other than that, they are aware of the use of online shopping and the level of trust towards it is significant and positively correlated with online shopping attitude.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter explains about the background of study, problem statement, research questions, and research objectives, significance of study, definition of terms and limitation of study.

1.1 Background of Study

In this generation, the use of online shopping has become a common activity for the general population in Malaysia, especially among students. With the rapid growth of the internet, shopping online has become more competitive, convenient, cheaper and faster for consumers (Lim Yi Jin, 2015).

According to the United National Conference on Trade and Development (2015), compare to 2013 the online consumers or users will grow to 1.623 billion in 2018. Other than that, research has also identified that the East Asian countries will poise to become the developing and emerging economies among the e-commerce of 130 regions across the world (Lim Ying San, 2015). So, it is plausible to say that in the future, online shopping will become very promising and will create very good opportunities for new people who are interested in e-commerce.

Shopping online is the “in thing” for many students, especially with the advent of internet, the availability of smart phones that comes with Mobile Apps. It is common for students these days to do online shopping as it is fast, ubiquitous and cheaper compare to the traditional way of shopping.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter reviews the current literature related to online shopping. This review is important to provide background information about the current trend in online shopping.

2.2. Internet usage among Malaysians

Table 2 : Daily Internet Usage Rate in Malaysia in 2014 by Age Group

Age	%
16-24	73
25-34	63
35-44	66
45-54	62
55 and above	35

Source: www.statista.com (2016)

Table 2 shows the daily internet usage rate in Malaysia in 2014 by age group. From the table, it shows that the highest age group using the internet is around 16-24 years (73%) and lowest users is at the age group 55 and above (35%). Other than that, in Malaysia online shopping has become a trend for the teenagers especially to the university students. Based on the (Yin, 2012), the young consumers among at the age 19-24 years are the group the favored the online shopping compare to in store purchases.

Other than that, to participate in online shopping need the high level of trust towards the site or transactions through online and aware of the existing of online shopping website. The perceived usefulness and perceived ease of use also encouraged the students to involve in shop online.