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APPLIED RESEARCH PROJECT (ADS555)

**FACTORS CONTRIBUTING TO THE ATTITUDE OF ONLINE SHOPPING: CASE
STUDY IN UiTM SAMARAHAN CAWANGAN 2**

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CHAPTER 1

INTRODUCTION

This chapter focuses on the factors contributing to the attitude of online shopping among undergraduates student: A case study of UiTM Kota Samarahan 2. It emphasize on factors contribute to the attitude of online shopping. Section 1.1 discusses the background of the study. Section 1.2 explains the problem statement and Section 1.3 states the research questions. Section 1.4 on the other hand, states the research objective and Section 1.5 is on the information regarding the scope of the study. In addition, Section 1.6 explains the important of study and lastly Section 1.7 is all about definition of terms and concept.

1.1 Background of the study.

While the increasing of the economic, the access of the internet nowadays really give a huge impact to all the worldwide. The numerous of the internet give much more fruitful to all the people where people may access all the information, resources, services anywhere and everywhere (Vazquez and Xu, 2009;Limbu, 2012). According to (Laohapensang, 2009; Al-Maghrabi, 2011), instead of traditional methods where the consumer going to the mall to buy the item, they may do their shopping via internet that called online shopping that nowadays online shopping generally become a trend and consistently increase around the globe. This study aims at examining attitudes.

Louis and Leon, 1999 stated that online shopping in Malaysia looks exposure and booster where based on the study by International Data Corporation (IDC) Asia Pacific indicates that online shopping in Malaysia will be brighter future for all the seller and also a buyer where online shopping do give the advantages to society.

1.2 Problem Statement

Since online shopping became a major factors that contribute to the Malaysia economy, perhaps online shopping always influence all the society to invest more in online shopping.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

In this chapter, it will review some of the numerous works done by scholars and researchers which are directly related to this work. On this chapter will review in the following areas;

- **The concept of Attitude of shopping online.**
- **Factors influencing students decision making on online shopping.**
- **Relationship between perceived usefulness, perceived ease of use, and perceived trust toward attitude to online shopping.**
- **Significance difference of online shopping between gender.**

2.1 Issue related

Attitude towards a behaviour refer to “the degree to which a person has favourable or unfavourable evaluation of the behaviour of the question” and also attitude refer to human perception when encounter a certain matter that will contribute to their action (Grandom and Mykytyn, 2004). Attitudes towards online shopping is a consumer behaviour either positive or negative feeling about online shopping. Their reaction and expectation of the online shopping either in a good condition or are they liking and disliking online shopping rather than traditional store.

Internet marketing, e-retailing, e-commerce do brings the same meaning which is ONLINE SHOPPING. Online shopping does give a consumer a very simple and easy method to do shopping. Through motivation and perception, attitudes are formed and consumers make decision. An influencing that made by the product may convince and persuade the consumer to choose the goods as e-commerce are known as the market segmentation to attract more people to buy the goods and consume the service. Decision making are made based in the

CHAPTER 3

METHODOLOGY

3.0 Introduction

This chapter described the procedures involved in carrying out this study. The particular points are the research design, sampling frame, sample size, sampling technique, unit of analysis, data collection method procedure, survey instrument, and validity of instruments and plan for data analysis

3.1 Design of Study

Effective research design included identifying the sample of organization, data collection process, and the plan of data analysis (Miller, 1991). There are two main philosophies which is phenomenological and positivistic in the research philosophies. Phenomenological approach can be stated as qualitative or subjectivist that are concern about human behaviour from the perspective of the participants who are the subject of the research (Ahmad and Usop, 2011). Next, positivistic approach also refers as quantitative or scientific fact or causes of any social phenomena.

There are consisting of two methodology approaches which are qualitative and quantitative. Quantitative approach was used for this study and it was more focus on structural matters rather than on the more complex issues of the process (Ahmad & Usop, 2011). Quantitative approach has been used to examine the relationship between independent variables and dependent variable in this study.

This study will be a cross – sectional survey by using questionnaire to investigate the knowledge sharing behavior and theory reasoned action. The importance of using cross-sectional survey is the data are collected at one point in time from a sample selected to represent a larger population (Owens, 2002). Cross-sectional survey may include special