



**FACTORS INFLUENCING OF CUSTOMERS PURCHASE
INTENTION OF ELECTRONIC DEALS (E-DEALS) IN KULAI,
JOHOR**

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JUNE 2016

ACKNOWLEDGEMENT

Foremost, I wish to count my blessings and thanked Allah S.W.T for providing me with the mental and physical faculties to complete this challenging research paper. Special mention goes to my research advisor Madam Shahira binti Abd Jabar for her guidance, supervision and support. Her constructive comments and suggestions greatly assist in the successful completion of this project paper. In addition, special thanks to Dr. Faridah Najuna binti Misman for her guidance and advice towards the completion of this project paper.

Last but not least, I would like to extend my appreciation to each and every one of you who have assisted in one way or another in order for me to complete this research paper. Sincere thanks to all my friends and office colleagues for their understanding, kindness and moral support during the testing time undertook to complete this assignment. Lastly, my deepest gratitude to my beloved parents for their unwavering support, invaluable assistance and sincere blessing.

Thank you.

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ABSTRACT

FACTORS INFLUENCING OF CUSTOMERS PURCHASE INTENTION OF ELECTRONIC DEALS (E-DEALS) IN KULAI, JOHOR

Recently, uses of Internet in Malaysia is growing rapidly especially for electronic deals in business. Dealers take granted of this opportunity to develop their business in online shopping because of changes in people lifestyles that did not have time with their daily routines. Most of companies or dealers have software, computers, and Internet to expand their business to local and international arena. An addition, according to Utusan Sarawak Online stated that Lazada Group are looking at the opportunity to work with local SMEs in Sarawak to market their products through online business or e-deals. Due to these, there are many factors that influence customer purchase intention through e-deals. The aims of this study is to determine the factors that lead influencing customer purchase intention of electronic deals (e-deals) in Kulai, Johor. The customer purchase intention is choose as dependant variable in this study. There are three independent variables are choose which are perceived value, normative influence, and perceived behavioural control. A set of questionnaire is used to measure the influence factors of customer purchase intention of electronic deals (e-deals). Peoples in Kulai, Johor was chosen as a sample for this study. 100 sets of questionnaires will be distribute to 100 respondents of customers at Kulai, Johor. Quantitative method approach is use in this study. The primary data will be collect through questionnaires. To analyse the data, descriptive analysis, validity and reliability test, correlation test, factor analysis and regression analysis for hypothesis testing would be use. Interactive software IBM SPSS Statistics 21 would be used for testing and analysing the data collected. (261 words)

Keywords: electronic deals (e-deals), factors of customers purchase intention, perceived value, normative influence, and perceived behavioural control.

CHAPTER 1: INTRODUCTION

1.1 Introduction

In the first chapter of this study will be discuss about the overview or background of this study, problem statement of the study, research question, research objective, significant of the study and limitation of the study. This study is focused on the factors influencing of customers purchase intention of electronic deals (e-deals) in Kulai, Johor.

In this research will be discuss about the dependent and independent variables in this chapter. Dependent variable of this study is customers purchase intention and the independent variables in this study are the factors that lead influencing customers purchase intention of electronic deals (e-deals) in Kulai, Johor, which the factors are perceived value, normative influence, and perceived behavioural control.

The main research question of this study is dependent variable that it is the basis of this research. Another research question will be supportive of the main research question.