



FACTORS AFFECTING CONSUMER ATTITUDES ON ONLINE SHOPPING

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JULY 2020

ACKNOWLEDGMENT

First and foremost, praises and thanks to the God, the Almighty, for His showers of blessings throughout my research work to complete the research successfully. With His blessing, I would be able to endure all the obstacles and challenges that surpass me upon completing this research as a requirement by Faculty of Business Management, Universiti Teknologi MARA (UiTM) Bandaraya Melaka in order to obtain my Degree in Business Administration (Hons) Human Resource Management.

I would like to express my deep and sincere gratitude to my research supervisor, Puan Norraeffa Md Taib, for giving me the opportunity to do research and providing invaluable guidance throughout this research. Her dynamism, vision, sincerity and motivation have deeply inspired me and has taught me the methodology to carry out the research and to present the research works as clearly as possible. It was a great privilege and honor to work and study under her guidance. Not forget to my second examiner Madam Nur Hidayah Binti Zaini for her comments and valuable recommendation that need to improve for this research.

I am extremely grateful to my parents for their love, prayers, caring and sacrifices for educating and preparing me for my future. Besides, thanks to all the respondents that had answered my survey to collect data for this research.

Finally, my thanks go to all the people who have supported me to complete the research work directly or indirectly.

Thank You.

ABSTRACT

Consumer attitudes is the consumers belief, feeling and behavioral towards that products or services when to purchase it. Consumer attitudes also can influenced consumers to purchase products or services if that product or services is meet with their requirements and expectation. Online retailers also need to take this chances to make sure that they can attracts many customers and can retain their loyal customers. So, can increase their profits. There are several factors that affecting consumer attitudes towards online shopping that are convenience, time saving and website design. The purpose for this study is to examine factors affecting consumers attitudes on online shopping. A total of 163 citizen in Johor area were surveyed through a self-administered questionnaire. The analysis revealed that only two factors significant with consumer attitudes on online shopping that are convenience and website design while time saving is not significant with consumer attitudes towards online shopping. As website design is the most significant factor affecting consumer attitudes on online shopping, online retailers need to design their website with user friendly which everyone can easily and understand how to access the website and make a transaction in that website. Hence, this can give huge impacts to all online retailers to make sure that their website is more attractive with other. So, can attracts more consumers to buy at their store.

Keywords: Consumer attitudes, convenience, time saving, website design, Johor

TABLE OF CONTENTS

	Page
TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF TRANSMITTAL	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v-viii
LIST OF TABLES	ix-x
LIST OF FIGURES	xi
LIST OF ABBREVIATIONS	xii
ABSTRACT	xiii
CHAPTER 1: INTRODUCTION	
1.1 Introduction	1
1.2 Background of the Study	1-4
1.3 Problem Statement	5-8
1.4 Research Questions	9
1.5 Research Objectives	9
1.6 Significance of the Study	10
1.7 Scope of Study	10
1.8 Definition of Terms	11
1.8.1 Consumers Attitude	11
1.8.2 Convenience	11
1.8.3 Time Saving	11
1.8.4 Website Design	11
1.9 Chapter Summary	11

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction	12
2.2 Consumer Attitude	12-15
2.3 Theory	15
2.3.1 Theory of Planned Behavior (TPB)	15-17
2.3.1.1 Theory of Planned Behavior Variable	17-18
2.3.2 Technology Acceptance Model (TAM)	19
2.4 Convenience	20-22
2.5 Time Saving	22-23
2.6 Website Design	23-24
2.7 Theoretical Framework	24
2.8 Hypothesis	25
2.9 Summary	25

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction	26
3.2 Research Design	26
3.2.1 Purpose of Study	26
3.2.2 Types of Study	27
3.2.3 Type of Investigation	27
3.2.4 Extent of Research Interference	27
3.2.5 Study Setting	27
3.2.6 Unit of Analysis	28
3.2.7 Time Horizon	28
3.3 Research Population and Sample	28
3.4 Measurement of Variables	29
3.5 Data Collection Method	30
3.5.1 Primary Data	30-31
3.5.2 Secondary Data	31
3.6 Data Analysis	31
3.6.1 Frequency Distribution	32