

UNIVERSITI TEKNOLOGI MARA

**“DETERMINANTS OF CUSTOMERS’ ONLINE
PUCHASE INTENTION: AN EMPIRICAL STUDY
AMONG PDRM STAFF”**

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ABSTRACT

This paper discusses the proposed theoretical framework and hypotheses development of a study on the determinants of Customers' Online Purchase Intention in IPD Dungun. This study will elaborate on the theoretical framework, hypotheses and research design. The Relevant literature reviewed for the theoretical framework i.e., the empirical studies of how one theorizes or logically plausible relationship between several factors or matters that have been identified as important for the study area. It rationalizes the important of theoretical framework where it enables the researcher to hypothesize as well as to test the relationship between the variables involved in order to expand the understanding of the related research area of study. The dependent variable is online purchase intention, while the independent variables which will be studied are brand name, convenience, product variety, price and trust. This study is a hypothesis testing study which normally explains the nature of the certain relationship among groups or the independence of two or more factors in a situation. The hypotheses development of personal factor and outside factor. Then, analysis for correlation and regression will be conducted statistically. 200 respondents in IPD Dungun were selected using stratified random sampling among employees in 8 departments. The questionnaires are distributed to the respondents in all department. From the analysis, it shows that convenience, product variety and price are significant with online purchase intention among PDRM staff in IPD Dungun. However, brand name and trust not have significant with online purchase intention among PDRM staff in IPD Dungun. There are several recommendations were suggested by the researcher in order to improve the online purchase intention.

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