UNIVERSITI TEKNOLOGI MARA

FACTORS THAT INFLUENCE CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING AT KUCHING UTARA, SARAWAK : A CASE STUDY OF GENERATION Y

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ABSTRACT

Online shopping is becoming more popular nowadays with the increase of the usage of the internet. The internet has been used widely in our daily life. It bring many advantages to individuals from both marketer and consumer. Understanding what customer need for online shopping has become a huge challenge to online seller nowadays. Online seller need to understand generation Y attitude towards online shopping, make improvement in critical factor that influence the generation Y to shop online and working on factor that affect the behavioural intention for consumer to shop online whish as a result, the seller can gain the competitive edge over others seller.

The main objective of this study was to investigate the impact of online marketing on generation Y by identify the relationship and critical factor among convenience, time saving, website design/features and, privacy and security that influenced generation Y attitude towards online shopping.

The online shopping has changed the way people shop for the better form traditional shopping to online shopping which make people life easier as compare to before. The technology has created a positive changed for marketers and seller to sell their product or service by using virtual. In recent years, shopping online has become much more convenience via mobile or gadget. But, there are a few problems that customer still have to face while shopping online. Where there is a change of value with product in term of money, there will be a lot of people try to be as a hacker to hack people information for their own benefit. Customer shopping account and financial transaction could be misused by countless prying eyes.

CHAPTER 1

INTRODUCTION

1.0   INTRODUCTION

This first chapter will cover eight important sections that are the background of the study, problem statement, research objectives, and research questions, research scope, significance of the study, research limitations, and terminologies. The purpose of this chapter is to describe the context of the research and the structure of the study. Thus, researcher will portray the idea or overview of the research that will be carried out in this chapter.

Many people prefer to use internet in their daily routine. The development of internet transforms the way business runs around the world. The invention of new technology can create a great impact in organizations through the contributions that change the social environment while expediting sharing knowledge and the development of new ideas (Kling et al, 2005). Internet bring many benefits either to marketers or consumers. By using the internet people can communicate, learning, entertaining, selling and purchasing different types of product. Besides, due to internet become a powerful source to their businesses, organization usually use it as a competitive advantage to market their product.

The trend of online shopping has rapidly increased in the recent years with the development of internet plus the easy accessibility of the usage of internet. Marketing via internet can be seen as an online marketing or e-marketing that involved in any marketing activities that is conducted through internet technology. The development of internet has brought a lot of opportunity to marketers in selling and promoting their product. It makes marketer life easier to market the

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CHAPTER 2

LITERATURE REVIEW

2.0 INTRODUCTION

This study is to determine the generation Y perception towards online purchasing behaviour intention among the citizen in Kuching Utara area. This chapter will review literature on the definition of online marketing, the consumer behaviour towards online marketing and the advantages of online marketing. The significant of this study also to examine the relationship of the four characteristics of online shopping with consumer perception. The factor that are highlighted in this study will be based on the evaluation of consumer satisfaction and perspective.

The aim of this study is to understand the online purchase behaviour of Gen Y. Based on existing literature, four factors are proposed to determine the purchase intention of Gen Y mainly convenience, time saving, website design/features and privacy and security. The research begins with a literature review and provides direction for future studies.