



**FACTORS OF GENDER DIFFERENCE PREFERENCES IN
ONLINE SHOPPING**

**NUR DARINA BINTI MD AKHBAR
2013750321**

**Submitted in Partial Fulfillment
Of the Requirement for the
Bachelor of Business Administration (Hons)
Islamic Banking**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SEGAMAT, JOHOR.**

DECEMBER 2016

ACKNOWLEDGEMENT

IN THE MOST NAME OF ALLAH S.W.T, THE MOST COMPASSIONATE AND THE MOST MERCIFUL

Alhamdulillah, all praise to ALLAH, the most merciful and the most benevolent for giving me the opportunities in completing this research paper on time in order to fulfill the graduation requirement of Bachelor of Business Administration (Hons.) Islamic Banking. It would be possible for me to spent time to complete this study without the grace and help of ALLAH S.W.T.

First of all, I want to thank and express my deepest appreciation to my research advisor PuanAflahBinti Isa for valuable guidance and advice. She inspired me greatly to work on this project. Her willingness to motivate me contributed tremendously to my project. Without her encouragement, suggestions, ideas and comment throughout this study, this research could not be completed.

Besides, I would like to thank to University Technology Mara (UTM) for providing me with a good environment and facilities to complete this project and also my second advisor DrFaridahNajunaMisman.

I dedicate this research to my beloved parents for their understandings and supports on me in completing this project and also to the rest of my families. I want them to know that I really appreciate what they have done to me.

ABSTRACT

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Based on *The Star* news, with the headline of “Malaysian online shoppers set to increase” (*The Star*, 29/5/2015), it shows Malaysian was interested to the convenience of online shopping. According to 11Street Online Shopping Index, Hoseok Kim, which is the 11Street Chief Executive Officer said that the market is expecting to see online shopping trends evolving for both men and women. Kim added, as the data shows that women are no longer the only gender that drives purchasing trends when it comes to online shopping, whereby 11Street shoppers are a healthy ratio of 48 men to every 52 women. (*The Star*, 01/09/2015). Besides, based on *Malaysian Communications and Multimedia Commission, Pocket Book of Statistics 2015*, published by Malaysian Communications and Multimedia Commission (MCMC) state that the percentage of male that is internet users is 51.4% compared with female which is 48.6%. It shows that male users are higher than female users. This is also possible if the online shopping tend to be as convenience to male. This study aim to identify whether online shopping preferences is different from gender perspective. This study focuses on the factor that affects the different preferences by males and females on online shopping. There are several factors that determine the different preferences by gender on online shopping such as information quality, system quality and customer-relation quality. The study will use a quantitative method approach. The primary data collection will be through survey questionnaire and secondary sources such as journal and internet.

Keywords: Online Shopping Preferences, Information Quality, System Quality, Customer-Relation Quality

Table of Contents

TITLE PAGE	ii
DECLARATION OF ORIGINAL WORK	iii
LETTER OF SUBMISSION	iv
ACKNOWLEDGEMENT	v
ABSTRACT	vii
LIST OF TABLES AND FIGURES	viii
NAME OF FIGURE AND TABLE	viii
PAGE	viii
CHAPTER 1: INTRODUCTION	1
1.1: OVERVIEW/ BACKGROUND OF STUDY	1
1.2: PROBLEM STATEMENT	3
1.3: RESEARCH QUESTIONS	5
1.3.1 Main Research Question	5
1.3.2 Specific Research Question	5
1.4: RESEARCH OBJECTIVE	6
1.4.1 General objective:	6
1.4.2 Specific objective:	6
1.5: SIGNIFICANCE OF STUDY	7
1.6: SCOPE AND LIMITATIONS OF STUDY	8
CHAPTER 2: LITERATURE REVIEW	9
2.1: INTRODUCTION	9
2.2: REVIEW OF LITERATURE	9
2.2.1: <i>Gender Difference Preferences in Online Shopping</i>	9
2.2.3: <i>System Quality</i>	14
2.2.4: <i>Customer-Relations Quality</i>	15
2.3: CONCLUSION	16
CHAPTER 3: RESEARCH METHODOLOGY	17
3.1: INTRODUCTION	17
3.2: RESEARCH DESIGN	17
3.2.1: Questionnaire Design	18
3.3: SAMPLING DESIGN	20

CHAPTER 1: INTRODUCTION

1.1: OVERVIEW/ BACKGROUND OF STUDY

In background of the study, this research will discuss about the dependent and independent variables. Dependent variable in this study is the factor that affects gender difference preferences in online shopping while the independent variables are information quality, system quality and customer-relations quality. The research question in this chapter will discuss about the question related to on how the factors affects the gender difference preferences.

According to John Paynter and Jackie Lim (2010), online shopping was introduced to the market in the last decade as many individuals and organizations purchase through the World Wide Web. The year 1995 was considered the beginning of the Internet age in Malaysia. The growth in the number of Internet hosts in Malaysia began around 1996. In Malaysia, with the introduction of third generation (3G) and Long Term Evolution (LTE) services along with reduced smartphone prices and the rise of online social networks, online shopping is rapidly growing in emerging economies. The 4G LTE officially launched in Malaysia earlier 2013 with limited coverage and support. (ExpatGo, 2013). In fact, Internet connectivity and usage have risen dramatically in the past decade, providing people with easier means for obtaining information, and engaging in economic and social exchanges, social activities and online communities. A recent survey showed that technology adoption rates are growing in emerging economies and people in these regions are catching up with those in developed countries in terms of usage of technology (Poushter, 2016). For example, Internet users in emerging economies use online social networks more frequently than Internet users in Europe and the US (Poushter, 2016)..