



**FACTORS THAT INFLUENCE ONLINE SHOPPING BEHAVIOUR ON
COSMETICS AMONG MILLENNIAL**

NABILA SOLEHAH BINTI JUSOH

2016552163

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (HUMAN RESOURCES)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

MELAKA

JANUARY 2020

ACKNOWLEDGEMENT

Alhamdulillah, with the grace and blessing of Allah S.W.T, the Most Gracious yet the Most Merciful, I able to complete this project paper despite I faced a lot of obstacles and difficulties. All praise to Allah S.W.T for giving me opportunities and strengths to complete this project paper as it can only be complete and done with His help and guidance. Besides that, I owe the appreciations from the bottom of my heart to the people that helped me throughout the process of completing this project paper.

I would like to give my highest gratitude to my advisor, Madam Noorain Binti Mohd Nordin for guiding me, shared valuable knowledge, continuous encouragement and very concerns towards me during the journey to complete my project paper. I am beyond thankful for the time she invested to do the consultation for the progress of my project paper to ensure that my project paper can be completed in time.

My special appreciation goes to my parents and family who give endless support in many ways for me to complete this project paper. Without their encouragement, motivation and support, I would not be here to finish my study and completing my project paper. Also, thank you too to my friends for their moral support and helped in giving ideas to complete this project paper. Last but not least, I would like to thanks the respondents for spending their precious time to answer my questionnaires. Their information helped me in completing my project paper.

Thank You.

ABSTRACT

Since the past few decades, the cosmetic industry has been rapidly growing and cosmetic industry was an industry that fast growing globally. The rising amount of new cosmetic firms entering the market had thrived this beauty business and caused a largely competitive environment. For that factor, cosmetic companies need to consistently develop their business activities with the aim to maintain and attract the attention of new consumers by creating values and meet their needs to comprehend and satisfy their customers. In Malaysia, the cosmetics industry was fastly increasing at a yearly rate of 13% because of the number of working women keep increasing, improved development and the rising of self-awareness as a result of education.

The purpose of this research is to examine the influenced of perceived trust, perceived ease of use, and perceived security towards online shopping behaviour on cosmetics among millennial. The researcher distributed the questionnaire and successfully gathered 101 responses from millennial in UiTM Bandaraya Melaka, which the researcher focused only on students. Data gathered were analysed by using multiple linear regression. The results found that only perceived trust and perceived ease of use were positively influenced the online shopping behaviour on cosmetics among millennial. These findings might benefit to cosmetics firms and marketers to well comprehend essential factors affecting cosmetics online shopping behaviour among Malaysian consumers in order to better strive in the global and also domestic market.

Keyword: *Cosmetics, online shopping behaviour, perceived trust, perceived ease of use, perceived security, millennial.*

TABLE OF CONTENT

Cover Page	i
TitlePage	ii
Declaration Of Original Work	iii
Letter Of Submission	iv
Acknowledgement	v
Table Of Contents	vi
List Of Tables	x
List Of Figures	xi
List Of Abbreviations	xii
Abstract	xiii
Chapter 1: Introduction	1
1.1 Background Of Study	1
1.2 Problem Statement	4
1.3 Research Questions	6
1.4 Research Objectives	7
1.5 Hypothesis	8
1.6 Significance Of Study	9
1.6.1 The Practitioners	9
1.6.2 The Future Researchers	10
1.6.3 The Researcher	10
1.7 Scope Of Study	11
1.8 Limitation Of Study	12
1.8.1 Time Constraint	12
1.8.2 Financial Constraint	12

1.8.3	Lack Of Experience	13
1.9	Definition Of Terms	13
1.9.1	Online Shopping	13
1.9.2	Consumer Behaviour	13
1.9.3	Cosmetics	14
1.9.4	Millennial	14
1.9.5	Perceived Trust	14
1.9.6	Perceived Ease of Use	14
1.9.7	Perceived Security	15
1.10	Conclusion	15
Chapter 2: Literature Review		16
2.1	Introduction	16
2.2	Online Shopping Behaviour on Cosmetics	17
2.3	Perceived Trust	19
2.4	Perceived Ease of Use	21
2.5	Perceived Security	22
2.6	Relationship Online Shopping Behaviour And Perceived Trust	24
2.7	Relationship Online Shopping Behaviour And Perceived Ease of Use	25
2.8	Relationship Online Shopping Behaviour And Perceived Security	25
2.9	Theoretical Framework	26
2.10	Conclusion	26
Chapter 3: Research Methodology		27
3.1	Introduction	27
3.2	Research Design	27
3.3	Population	28
3.4	Sampling Design	28
3.4.1	Sample Size	28