



**THE FACTORS THAT INFLUENCING CUSTOMER PURCHASE INTENTION FOR
BUYING DIGITAL ITEMS**

NAJWA SYAHIRA BINTI KAMARODDIN

2017267202

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT UNIVERSITI TEKNOLOGI MARA

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ABSTRACT

Digital items is famous for nowadays generations. They know which providers or companies sell all the items they want. A digital items consists of software, audio, music, graphic for wallpaper, and many others. With this things that exist it will create a relationship among the social networking users or customers with other users. This study is helping to provide more understanding why all this people tend to buy the digital items instead they can get it free without premium access. A descriptive study being conducted for this research whereby the data is being collected from 100 respondents. Likert scale questionnaires are being distributed to the residents at Section 17 Shah Alam. The data obtained is being analyzed using reliability test, pearson correlation, and multiple regression. The objectives of this study are to determine the factors that influencing customers purchase intention for buying digital items. The result from the study indicate that two factors of independent variables (functional value and emotional value) had significant relationship towards customers purchase intention for buying digital items.

TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF FIGURES	viii
LIST OF TABLES	ix
ABSTRACT	x

CHAPTER 1 INTRODUCTION

1.1 Introduction	1
1.2 Background of the study	1-2
1.3 Problem Statement	3
1.4 Research Objectives	4
1.5 Research Questions	4
1.6 Scope of Study	5
1.7 Significance of study	5
1.8 Limitations of study	6

1.9 Definition of Terms	7-8
-------------------------	-----

1.10 Conclusion	9
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CHAPTER 2 LITERATURE REVIEW

2.1 Introduction	10
------------------	----

2.2 Theoretical Framework	10
---------------------------	----

2.3 Purchase Intention	11
------------------------	----

2.4 Functional Value	12
----------------------	----

2.5 Emotional Value	13
---------------------	----

2.6 Social Value	13-14
------------------	-------

2.7 Hypothesis of study	14
-------------------------	----

2.8 Conclusion	15
----------------	----

CHAPTER 3 RESEARCH DESIGN AND METHODOLOGY

3.1 Introduction	16
------------------	----

3.2 Research Design	16-17
---------------------	-------

3.3 Population	17
----------------	----

3.4 Sample Size	17
-----------------	----

3.5 Sampling Technique	18
------------------------	----

3.6 Data Collection Method	18
----------------------------	----

3.7 Questionnaire Design	19-21
--------------------------	-------