



THE INTENTIONS TOWARDS ONLINE SHOPPING AMONG UiTM STUDENTS KAMPUS
BANDARAYA MELAKA

NUR INTAN ZULIANA BINTI ZULKEFLEE

2015144463

BACHELOR OF BUSINESS ADMINISTRATION WITH HONORS

(MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITY TEKNOLOGY MARA

MALACCA CITY CAMPUS

JULY 2018

ACKNOWLEDGEMENT

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the name of ALLAH, the most gracious and the most merciful with Selawat and Salam to Prophet Muhammad S.A.W. Alhamdulillah, a big gratitude to ALLAH S.W.T for blessing me with His mercifulness for my health, strength and life all this while. With the assistance and permission of ALLAH, a lot of efforts, time spent and self-confidence in doing this research, I was granted the opportunity to complete this final year project. Firstly, I would like to take this opportunity to express my gratitude to my beloved advisor, Sir Riduwan for his guidance, advices, worthy suggestion, encouragement and moral support throughout the completion of this project. A million thanks to him for being so kind, patient and nice in dealing with my queries and questions and problems during this semester and for giving me lots of information during preparing the implementation of this research. Finally, I would like to represent my gratitude to beloved family and all my friends. Thanks you for being so supportive, may ALLAH bless all of you at all times. Last but no least, to UiTM and those who have directly or indirectly contributed in this research whom I am not mentioned. Thank you very much.

TABLE OF CONTENTS

CONTENT	PAGE
TITLE PAGE	2
DECLARATION OF ORIGINAL WORK	3
LETTER OF SUBMISSION	4
ACKNOWLEDGEMENTS	5
LIST OF TABLES	9
LIST OF ABBREVIATIONS	10
ABSTRACT	11
CHAPTER 1 RESEARCH OVERVIEW	
1.0 Introduction	1
1.1 Background of Study	1
1.2 Problem Statement	14
1.3 Research Questions	17
1.4 Research Objectives	18
1.5 Hypotheses	19
1.6 Significance of Study	20
1.7 Scope of Study	23

1.8 Limitation of Study	24
1.9 Definition of Terms	25
CHAPTER 2 LITERATURE REVIEW	
2.1 Introduction	26
2.2 Customer Attitude towards Online Shopping	26
2.3 Factors Influencing Customer Intention Towards Online Shopping	28
2.4 Cognition and Intentions Towards Online Shopping	31
2.5 Perceived Usefulness and Intentions Towards Online Shopping	32
2.6 Perceived Ease of Use and Intentions Towards Online Shopping	33
2.7 Theoretical Framework	35
2.8 Summary	36
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Introduction	37
3.2 Research Design	38
3.3 Population of Study	38
3.4 Sampling Technique	39
3.5 Question Development	40
3.6 Instrument	43

ABSTRACT

Marketers are constantly searching for other ways to deliver the right message to their targeted market. Online shopping has been one of the way used by the marketers and has grown for years and years that a lot of firms have used in their marketing communication method. It has been established that customers are enjoying online shopping more as it benefits them in terms of convenience, a lot more of variety, and saving up customers' time and effort to search on their desired product.

There are many studies done by the researchers all over the world regarding the effectiveness of online shopping. However, the results are different according to the geographical location as the customers' preferences vary according to different variables. This research project analyzes the relationship between the intentions towards online shopping among UiTM students Kampus Bandaraya Melaka towards the independent variables which are cognition, perceived usefulness and perceived ease of use.

In this study, the result shows that the general feedback towards intentions towards online shopping are positive for UiTM students. It is proven that perceived usefulness is the strongest variable to have impact on intentions towards online shopping among UiTM students Kampus Bandaraya Melaka according to the results derived from the SPSS data.

Keyword: Intentions towards online shopping, Cognition, Perceived Usefulness and Perceived Ease of Use