



**FACTORS INFLUENCING ONLINE PURCHASE INTENTION AMONG  
MILLENNIAL CUSTOMERS**

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**“DECLARATION OF ORIGINAL WORK”**

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Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extract has been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: SYAFIQ

Date: 21 July 2020

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## **ABSTRACT**

Nowadays, in this modern era where technology becoming more sophisticated, a lot of thing can be done or executed in the easiest ways than before. For instance, traditional shopping in the physical space is now can be done through online or cyberspace with minimal obstacle and interference. All step is executed online from the start of survey to pay the product and lastly to rate the product bought. Therefore, a study is done in order to investigate the factors that influence that influence the intention toward online purchase among the customers of Millennial Generation around Malaysia. The questionnaires were given to 400 respondent whether they have ever be an online customers or purchase online by adopting a convenience sampling. Out of 400 questionnaire that have been distributed, there were only 364 questionnaire were answered. In this studies, the researcher using three independent variable which are perceived risk, perceived benefit and perceived trust and dependent variable which is online purchase intention. The Statistical Package for the Social Science (SPSS) Version 21 is used in order to analyze and summarize the collected data from distribution of questionnaire. There are a few method have been used in analyzing the data such as frequency analysis, correlation coefficient analysis, demographic analysis and regression analysis.

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