



**ATTITUDES TOWARDS ONLINE SHOPPING AMONG
UNIVERSITI TEKNOLOGI MARA (UiTM) STUDENT IN KOTA
KINABALU, SABAH**

**AHMAD SYAZWAN BIN AB AZIZ
2013559359**

**BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH**

DECEMBER 2016

ACKNOWLEDGEMENT

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“BismillahirRahmanirRahim”

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First and foremost, Alhamdulillah and praise to Allah S.W.T for giving me the chances and such opportunity with adequate physical and mental throughout completing this research. I would like to express my deepest gratitude to my advisor Madam Imelda Albert Gisip for her patience, motivation and continuous support during this period of making research become successful. I would also like to thank Madam Farida Bin Mohd Shah as my second advisor for his effort and perseverance in assessing my research. Not to forget, a big thanks to Madam Jasmine Vivienne Andrew for allowing me to be able to go for industrial practical training and doing this research paper. Besides that, I am very grateful to my industry's supervisor Mrs. Jane Jin Sah Guan in giving me access to do my practical training at 1Borneo Kaison Furnishing, Kota Kinabalu, Sabah. My thanks to all staff of 1Borneo Kaison Furnishing in guiding me and most importantly become friends with me and taught me about working experience scenario. Lastly, I would like to thank my beloved family for their encouragement and endless support in aiding me throughout my Bachelor Degree study and mostly in my entire life. Thank you very much.

1.5 Scope of Study

1.6 Significance of Study

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CHAPTER 1

INTRODUCTION

This chapter begins with the background of the study, which provides an overview of attitudes towards online shopping. Next, the problem statement addresses the various issues and gaps identified in this study. This is followed by research questions, research objectives, a scope of study and significance of the study.

1.1 Background of Study

In 2012, more than 2.41 billion of people are using the internet (Internet World Stats, 2014). Those amounts are representing around 34.3 percent of the whole population of the world. In Malaysia, the amount of internet user has also increased rapidly. In fact, the internet usage penetration rate in Malaysia shows an increasing figure from 38.9 percent in 2006 to 60.7 percent in 2012 (ITU, 2015). Advancements technologies and extensive spread of internet are not only giving a huge effect on people life but also affects business operations. It is clear that the internet and other technologies that related had stimulated new and different forms of business that enjoy advanced levels of productivity and range. According to Vazquez and Xu (2009) and Çelik (2011), there are a lot of business that is rapid growth such as online expenditure, trade business and lastly online shopping. Even though the fact that online shopping occurrence is still in the early stage in Malaysia, consumers still can buying online from a diversity of local and international online shopping website such as Zalora, eBay, Amazon, Lazada, and others.