



**FACTORS THAT INFLUENCE CUSTOMER ONLINE
SHOPPING INTENTION AMONG UNIVERSITI TUN HUSSIEN ONN MALAYSIA
(UTHM) STUDENTS**

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WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
MALACCA CITY CAMPUS**

JULY 2016

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**Submitted in Partial Fulfilment
of the Requirement for the
Bachelor of Business Administration
with Honours (Marketing)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
MALACCA CITY CAMPUS**

JULY 2016

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)
FACULTY OF BUSINESS UNIVERSITI TEKNOLOGI MARA BANDARAYA MELAKA
“DECLARATION OF ORIGINAL WORK”

I, **Faizzatul binti Md Zaidon,**

(I/C Number: **930413-01-5130**)

Hereby, declare that:

- This work 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 extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____ Date: _____

LETTER OF SUBMISSION

1ST July 2016

Head of Program
Bachelor of Business Administration (Hons) Marketing
Faculty of Business Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 662)

With reference to the above matter, I am student of BBA (HONS) Marketing would like to hand in my project paper entitled 'Factor That Influence Customer Online Shopping Intention Among Universiti Tun Hussien Onn Malaysia (UTHM) Students' to fulfill the requirement as needed by the faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely,

Faizzatul binti Md. Zaidon

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(BBA HONS Marketing)

ABSTRACT

The purpose of this research is to identify the factor that influences customer intention toward online shopping among Universiti Tun Hussien Onn Malaysia (UTHM) students. This research is based on a sample of 345 respondents who in Faculty of Electrical and Electronic Engineering and Faculty of Management Technology and Business Universiti Tun Hussien Onn Malaysia. The result show, there are four factors that has a significant relationship with customer online shopping intention which is internet marketing environment, product characteristic, promotional offer and trust. However, only familiarity and trust have significant influence toward customer intention on online shopping. While internet marketing environment, product characteristic and promotional offer did not have a significant influence toward customer intention on online shopping.

Key words: Customer Online Shopping Intention, Internet Marketing Environment, Product Characteristic, Familiarity, Promotional Offer, Trust