



**STUDENT AS A TARGET MARKET FOR
EBEKAL:
A STUDY OF ONLINE PURCHASING AT
PERNEC TECHNOLOGIES**

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NOVEMBER 2009

ACKNOWLEDGEMENT

In the name of Allah, The Most Gracious and The Most Merciful..

I would like to express my gratitude to all of people who gave me courage to complete this case study. First and foremost, I am deeply indebted to my advisor Mrs. PM Asmah Zainuddin and my examiner Mrs. Anidah Aziz from Universiti Teknologi Mara, Bandar Melaka who guiding and helping during time of research and report writing.

In addition, much appreciation to Group Business Development and Market Intelligence of Bursa Malaysia Berhad, for giving me permission in commencing this study as for instance, to provide information and data. Furthermore thanks to my immediate superior, Head of Department Strategic Venture Group, Ms. Norsham Malik, my colleagues Mr. Tengku Riathuddin Tengku Zain, Ms. Nurazreen Zainal, Mr. Asrul Abd Malek and Ms. Siti Khadijah Abu Bakar.

I also grateful to my classmates as they were great in giving spirit, going through difficult times as well as for others, who have contributed directly or indirectly in succession of this case study.

Above all, many special thanks to my parents, Mr. Zainal Makiman and Ms. Rohani binti Ramli for financial support, encouragement and patience during the course of this study.

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ABSTRACT

This research is a study on student as a target market for eBekal at Pernec Technologies, Ampang/Ulu Kelang. Variable such demographics, behavioral and have been identify in order to do this research. The main factor of this research is to identify student characteristics of buying online or offline and which characteristic have significant on online purchasing. The survey is conducted at Pernec Technologies which the sample of this study is students. The students are categorized into age of 18 to 26. They are full time student and presently pursuing their practical training in Pernec Technologies. They comprise of IPTA and IPTS students all over Malaysia. Respondent are required to answer the questionnaire which consist of question that potentially have a relationship with online purchasing. Data are analyse using statistical package of Social Science (SPSS). Mean or average value is the most commonly used measures of central tendency, with the most of the responses distribution around the mean. Standard error is calculated because it is to determine the reliability of the sample. The result shows that, there are a few aspects are highlighted in order to make student as a target market for eBekal based on online purchasing orientation.

CHAPTER 1

1.0 INTRODUCTION

1.1 Background of the Study

eBekal is an electronic marketplace for traders, serving as real time operational hub, offering a channel for product promotion and retailing, delivering procurement efficiencies, promoting healthy business relationship and offering a supply chain connectivity leading to innovative offerings and improved values to the whole community. eBekal is one of the alternative by PERNEC in a way to diversify business to retain its stability and earn more profit. The concept of eBekal is to be the online retailer, where market place is via the computer networks. PERNEC see that the eCommerce business line (eBekal) can be a future profitable business.

Besides “Jom Shopping Raya” and Back to School” sales, PERNEC has decided to attach a new project which is PC2U. In support of ‘Green’, PERNEC will provide refurbish laptops and PCs to make the product affordable to all interested of bridging the digital device. This new project handled by eBekal, offers customer purchases the refurbish product online. PERNEC plans to focus this project more on universities and college students because these products are really needed for their study. The idea comes when PERNEC is decided to collaborate with universities and colleges to promote these refurbish products. Besides that, PERNEC is also hope to be a large supplier of refurbish product.