



**FACTORS INFLUENCE ATTITUDE TOWARDS ONLINE
SHOPPING OF MiCoST STUDENTS**

MUHAMMAD AIZAT AFIQ BIN ABD JALIL

2015154361

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

BANDARAYA MELAKA

JANUARY 2018

**FACTORS INFLUENCE ATTITUDE TOWARDS ONLINE
SHOPPING OF MiCoST STUDENTS**

MUHAMMAD AIZAT AFIQ BIN ABD JALIL

2015154361

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

FACULTY OF BUSINESS & MANAGEMENT

UNIVERSITY TEKNOLOGI MARA

BANDARAYA MELAKA

JANUARY 2018



DECLARATION OF ORIGINAL WORK

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS & MANAGEMENT
UNIVERSITY TEKNOLOGI MARA
“ DECLARATION OF ORIGINAL WORK “**

1. MUHAMMAD AIZAT AFIQ BIN ABD JALIL,(I/C Number: 941222055117)

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 extracts have been distiguised by quotation marks and sources of my information have been specifically acknowledged.

Signature: *Aizat Afiq*

Date:9/1/2017



LETTER OF SUBMISSION

Head of Program
Bachelor of Business Administration(Hons) Marketing
Faculty of Business & Management
UNIVERSITY TEKNOLOGI MARA
Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

With reference to the above matter, I am student of BBA (HONS) Marketing would like to hand in my project paper entitled “**FACTORS INFLUENCE ATTITUDE TOWARDS ONLINE SHOPPING**” to fulfil the requirement as needed by Faculty of Business & Management, UNIVERSITY TEKNOLOGI MARA.

ABSTRACT

This project report presents the project Factors Influence Attitude Towards Online Shopping of MiCOST Students. My project is to develop system for Student in Melaka International College of Science and Technology .The objective of this project is to know the attitude and behavior of cutomers after they have use online among MiCOST students where in specifically Faculty of Information and Technology. The report initially identifies and analyses the attitudes towards online shopping objectives of the project to be implemented. This research can give advantages because after know the result from collect the data from MiCOST students the company can improve their services to customers.