



FACTORS INFLUENCING YOUTH'S ONLINE PURCHASING INTENTION

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Submitted in Partial Fulfilment of the Requirement for the Bachelor of Business  
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## DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”**

I, Mohamad Fidry Bin Ahmad, (I/C Number: 950303-05-5623)

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

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## LETTER OF SUBMISSION

Sir Mohd Halim Bin Mahphoth  
Lecturer of UiTM Melaka City Campus  
Faculty of Business and Management  
Universiti Teknologi MARA  
110, Off Jalan Hang Tuah  
75300 Melaka.

Dear Sir Mohd Halim Bin Mahphoth,

### **SUBMISSION OF PROJECT PAPER (IBM672)**

Enclosed here is the project paper entitled “**Factor Influencing Youth’s Online Purchasing Intention**” to fulfil the requirement as needed by the Faculty of Business and Management, Universiti Teknologi MARA (UiTM).

Thank you.

Yours sincerely,

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**Mohamad Fidry Bin Ahmad**

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## **ABSTRACT**

Aim of this study is to investigate the factors that can be considered as important factor of youth's online purchasing intention. Besides that, the objective of this study is to identify the most influential determinants of online shopping intention among youth's. The independent variables of this study are consisting of perceived ease of use, perceived usefulness and perceived enjoyment. One hundred (100) respondents be collected using a google form. The primary data and secondary data also used to find information for supporting sampling technique. Furthermore, the researcher used questionnaire as the method to collect all the data from sample respondents in accomplishing the research objectives. The finding showed that perceived ease of use, perceived usefulness and perceived enjoyment has influence on online shopping intention among youth's. Therefore, the three variables which is perceived ease of use, perceived usefulness and perceived ease of use show positive relationship towards the online shopping intention among youth's. Lastly, discussion and recommendation have in the last of the research to improve the skill of future researcher, convenience sampling used in the research.

**Keywords:** Perceived ease of use, perceived usefulness, perceived enjoyment, and online purchasing intention.