



**BEHAVIOURAL INTENTION TOWARDS ONLINE GROCERY SERVICES IN
MELAKA**

**MUHAMMAD NASRUN SYAHMI BIN BAHARUN
2016438106**

**BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS
(MARKETING)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITY TEKNOLOGY MARA
BANDARAYA MELAKA CAMPUS**

JANUARY 2019

BEHAVIOURAL INTENTION TOWARD ONLINE GROCERY SERVICE IN MELAKA

**MUHAMMAD NASRUN SYAHMI BIN BAHARUN
2016438106**

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

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
(CAWANGAN MELAKA) KAMPUS BANDARAYA**

JANUARY 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONORS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, MUHAMMAD NASRUN SYAHMI BIN BAHARUN, 940813035017

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

The Head of Program

Bachelor of Business Administration (Hons) In Marketing

Faculty of Business Management

Universiti Teknologi Mara

Melaka Kampus Bandaraya

110 Off Jalan Hang Tuah

75300 Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper tittle “Behavioural Intention on Online Grocery Service in Melaka” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara. Thank you.

Yours sincerely,

MUHAMMAD NASRUN SYAHMI BIN BAHARUN

2016438106

ABSTRACT

Since the late 1980s, the online grocery has been around and adopted in regions such as Europe, Australia and Asia. The online grocery trend has been inflamed by the growth of the Internet and now the smart device era. Advanced technology, including Internet technology, is used to communicate, search for information, easily text and send e-mails to anyone worldwide. There are many factors that influence the consumers' actual usage of e-grocery. This dissertation studies Malaysian consumers and why some of them are willing to use e-grocery, while some do not. Therefore, the research had been conducted to study the behavioural intention of consumers towards online grocery services by determining the factors influence it. The independent variables that had being examined in this study are perceived usefulness, perceived ease of use, perceived risk and social influence that influencing consumers' behavioural intention towards online grocery. Questionnaires had been distributed to 200 respondents at shopping mall around Melaka City and the respondents are being selected using convenience sampling and 200 target respondents successfully being return and valid questionnaires. Social Sciences (SPSS) for Statistical Package had been employed for data analysis on descriptive, correlation and regression analysis. Based on results, the research objectives and research questions have been answer which is to identify level of behavioural intention on online groceries products, to identify the most influence factors that affect behavioural intention on online groceries products and to identify relationship between perceived usefulness, perceived ease of use, perceived risk, social influence and behavioural intention on online groceries products.