

PERCEIVED RISK AND PERCEIVED TECHNOLOGY INFLUENCE ONLINE
PURCHASE INTENTION TOWARDS APPAREL

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

FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
KAMPUS BADARAYA MELAKA

JULY 2016

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING)

FACULTY OF BUSINESS MANAGEMENT

UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

We are students of Bachelor of Business Administration (Hons) Marketing from Universiti Teknologi Mara (UiTM) Malacca City Campus.

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 others 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.

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LETTER OF SUBMISSION

JULY 2016

Head of Program

Bachelor of Business Administration (Hons) Marketing

Faculty of Business Management

Universiti Teknologi MARA (UiTM)

Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 662)

With the reference to the above matter, we are student of BBA (Hons) Marketing would like to hand in our project paper entitled “Perceived Risk And Perceived Technology Influence Online Purchase Intention Towards Apparel” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank You

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ABSTRACT

Purpose – To determine which factors influence the customer while purchase apparel via online medium such as Instagram, Website and others. Through this research, we will discuss the factors influence online shopping intention towards apparel.

Objective – To determine the level of factors influence online shopping intention towards apparel. Next is to determine the relationship between perceived risk and perceived technology towards online purchase intention. Last is to identify the most impactful factor between perceived risk and perceived technology towards online purchase intention.

Methodology – A closed-ended questionnaire survey is conducted with sample size of 64 respondents. SPSS is used to find the data reliability, frequencies of data, Pearson Correlation test and Regression Test in order to test all the hypothesis involved and to also answer all the objective present.

Summary of the findings – The results shows significant relationship between perceived risk and online purchase intention

Keywords – Perceived Technology, Perceived Risk, Online Purchase Intention.