



**CONSUMER INTENTION TOWARDS ONLINE PURCHASING
IN JOHOR BAHRU**

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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA
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MARCH 2015**

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**Submitted in Partial Fulfilment of the
Requirement for the
Bachelor of Business Administration with Honours (Marketing)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITY TECHNOLOGY MARA
KAMPUS BANDARAYA
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**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (MARKETING)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
"DECLARATION OF ORIGINAL WORK"**

We, SYED MOHAMED SYAHIR BIN SYED HAMID (930802-01-5097)
and NOOR HANANIE BINTI AB MALEK (931203-01-6578)

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

MARCH 2015

The Head of Program
Bachelor in Business Administration (Hons) Marketing
Faculty of Business Management
Bandaraya Melaka
Melaka

Dear Miss/Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project title “CONSUMER INTENTION TOWARDS ONLINE PURCHASING IN JOHOR BAHRU” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi Mara (UiTM)

Thank you,

Yours Sincerely,

SYED MOHAMED SYAHIR BIN SYED HAMID

NOOR HANANIE BINTI AB MALEK
(Bachelor in Business Administration (Hons) Marketing)

ABSTRACT

This study is to determine the relationship between factors that influence consumer intention towards purchasing products from online vendors. It means, a research is done to identify which factor affect the most in influencing consumer online purchase intention. Online shopping has never been more popular than nowadays. Use of the Internet for retail shopping has expanded immensely in recent years and has had a profound influence on the shopping process for many consumers. Social media is being used by vendor as an online retail site. Originally, people are using social media for own personal purpose like chatting, share pictures and getting knows with other people. But today, people have utilized it for business matter like online shopping. In this study, the researcher used questionnaire as a method to collect the data by distributing it to respondents around Johor Bahru. The population of Johor Bahru is 1.3 million. In gathering the data, 60 set questionnaires had been distributed. After the questionnaires have been collected and analyzed, it can be seen that there is no strong relationship between the dependent variable and independent variable. The result shows no significance between vendor trust, brand trust and product trust towards online purchase intention.