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**THESIS OF:**

**“A STUDY ON FACTORS THAT INFLUENCE CUSTOMER PURCHASE  
DECISION IN ONLINE SHOPPING”**

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Sincerely,

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(Rashidah Abdul Rashid)

## EXECUTIVE SUMMARY

This research paper is studied on factors that affect customer purchased decisions in online shopping. This studies will be conducted by the researcher to discussed about to what extent consumer purchased decision towards online shopping based on six major criteria which is product/ services available, payment method, price, security/ privacy concern, promotion and internet availability. Researcher want determine whether there is significance relationship between six factors determine with the customer decision to shop online. This study will be divided into 5 main chapters. The first part of this paper, the researcher will discussed about background of the study, problem statement, research objectives, theoretical framework, hypothesis, significance of study, definition of terms, and limitation of study and scope of the study. The objectives of this study is to identify what factors that influence customer who do and do not purchased product in online shopping. Second part of this paper, the researches discuss all six factors based on past literature research that obtain from journals, books and articles.

In research methodology, researcher will discuss clearly researcher research plan. This part will cover the research design that is used in conducting marketing research project. All the method used to gain understanding and answers to the research objectives, research questions and the research hypotheses. This section discusses the methods used in the study. The scope that will be discuss including the research design, sampling and data collection, the instruments used for the research, measurement and scaling, and the procedure in data analysis. All the technique to develop the questionnaire and how it will be distributed to the respondent were also discuss in this part.

For findings and interpretation, there is a climax way to all the researchers who had done the research. This section is normally the longest part of the report and the results should be organized in a coherent and logical way. Based on this research, the researcher had interpreted the data and findings by using the tables, graphs and also the figures. All of these outputs were come out from the data that the researcher had gathered from the respondents. From the finding, the researcher can conclude that all the objectives were achieved. Based on the Cronbach's Alpha, the entire question are relevant to ask to the respondent. The Cronbach's Alpha value for Payment is 0.846, for Product Selection is 0.906, Security or Privacy is 0.892, Promotion is 0.922, Price is 0.944, Internet 0.822 and the last one is dependent variables which is 0.828. Based on the result, the strength of the associations for all variables is very good and excellent to be asking to the respondent. For the hypothesis, 5 of the hypothesis were accepted and only one is rejected due the not significant with the dependent variables. Hypothesis 1

which is the relation between product offer and customer purchase decision in online shopping, the correlation is 0.690 which is moderate relationship. This shows that there is significant relationship between dependent and independent variables. For hypothesis 2, the correlation is 0.145 which is show that there is no significant relationship between payment method and customer purchased decision. For hypothesis 3, the correlation is 0.574 which is there is significant relationship between price and customer purchased. For hypothesis 4, the correlation is 0.301. This show that there is significant relationship between security or privacy with customer purchased decision. Correlation for hypothesis 5 is at 0.721 which is there is significant relationship between promotion and customer purchased decision in online shopping. Last is correlation for hypothesis 6. There is significant relationship between internet availability and customer purchased decision in online shopping with the correlation is at 0.377

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