



**BACHELOR OF BUSINESS ADMINISTRATION
(HONS.) MARKETING
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
PERLIS**

DECLARATION OF ORIGINAL WORK

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Hereby declared that :

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for these degrees or any other degree
- This project-paper is the result of any independent work and investigation , except where otherwise stated
- All the verbatims extracts have been distinguish by quotation marks and sources of my information have been specifically acknowledged

Signature:_____ Date_____

LETTER OF SUBMISSION

Date :

Head of Program
Bachelor of Business Administration (Hons.) Marketing
Faculty of Business and Management
Universiti Teknologi MARA
Perlis

Dear sir/Madam,

SUBMISSION ON PROJECT PAPER (MKT672)

Enclosed here is the research entitled “ **FACTOR INFLUENCING ATTITUDE TOWARD ONLINE SHOPPING IN PASIR MAS, KELANTAN**” to fulfil requirement of Bachelor Administrative with honours and achieved the objective of the study.

I hope this report will fulfil the requirement of Bachelor of Business Administration with Honor and achieved the objective of this objective.

Thank you

Yours faithfully,

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ABSTRACT

This study consists of five chapters, Chapter one consists of Introduction. Chapter two consist of literature review, chapter three containing threoretical framework and research methodology, chapter four consists of analysis and interpretation of data and chapter five contains the disccusion about the result of the topic and chapter six consists of conclusion and recommendation. This study was conducted to find out the factor such as convenience, website design, time saving and security with the consumer attitude toward online shopping in Pasir Mas, Kelantan.

By investigating all these factors, the researcher will able to know the most critical factor contributes to consumer attitude toward online shopping in Kelantan, specifically in Pasir Mas. The respondents were public sector government workers, customer in supermarket and student with the total of 384 respondents. The researcher used simple random sampling technique in order to collect the data from the distributed questionnaires. Later, the researcher used the Statistical Package for Social Science (SPSS) to analyze all the collected data. The finding then were discussed and a few recommendation and suggestion for future research were stated.