



**FACTOR INFLUENCING CUSTOMER PURCHASE INTENTION
IN E-COMMERCE: A STUDY ON F.O.S APPAREL SDN BHD**

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DECEMBER 2018

DECLARATION OF ORIGINAL WORK




BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SEGAMAT, JOHOR.
"DECLARATION OF ORIGINAL WORK"

NAJIHAH BINTI ISMAIL (I/C Number: 941024016184)

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: 18/12/2018

LETTER OF TRANSMITTAL

Mardziyana Mohamad Malom
Head of Program
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Faculty of Business Management
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Kampus Segamat, Johor.

16 December 2018

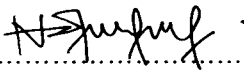
Dear Madam,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled "THE INTERACTION EFFECT ON CUSTOMER PURCHASE INTENTION IN E-COMMERCE: A STUDY ON F.O.S APPAREL SDN BHD" to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Sincerely,



NAJIHAH BINTI ISMAIL

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Bachelor of Business Administration (Hons) Marketing

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ABSTRACT

The importance of e-commerce continues to grow in retail, providing companies with a tool to improve commercial and marketing strategies. The convenience of online shopping rendering it an emerging trend among consumers. This paper examines the interaction between information richness, retailer brand, and extended offers towards customer purchase intention in e-commerce platform used by F.O.S Apparel Sdn Bhd. In the study, a set of questionnaires were distributed to 250 savvy internet consumers around Klang Valley. The findings revealed that all the variables are positively related to customer purchase intention. However, the interaction effects may differ in these relationships. From the findings of the study, it provide a new idea for future research strategy by adding sufficient factors that can give help to conclude a better results for purchase intention in e-commerce platform.

Keywords: E-Commerce, Customer Purchase Intention, Information Richness, Retailer Brand, Extended Offers