



UNIVERSITI TEKNOLOGI MARA

A STUDY ON

**USER'S ATTITUDE TOWARDS USING MOBILE SHOPPING
SERVICES AMONG RESIDENT'S EMPLOYEES IN
LIMBANG DISTRICT**

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ABSTRACT

A STUDY ON USER'S ATTITUDES TOWARD USING MOBILE SHOPPING SERVICES AMONG RESIDENT'S EMPLOYEES IN LIMBANG DISTRICT

This project paper titled "A Study On User's Attitudes Toward Using Mobile Shopping Services Among Resident's Employees In Limbang District" is undertaken in the Resident's Office in Limbang District. 30 respondents have involved in this survey which was conducted for two weeks and the data from the questionnaires were analysed and computed as mean score. The purpose of this study is to investigate Limbang consumers' response to mobile shopping services. To investigate the mobile phones users respond toward mobile shopping services, the respondents is represented by Resident's employees in Limbang District which is also a group that active in mobile phone users. Based on the types of population background, four factors were tested which are usefulness, ease of use, enjoyment and compatibility.

From this research, ease of use is the most significant factor affecting the attitude of Resident's Office's employees towards Mobile Shopping Services. This research also discovers general attitude towards mobile shopping services. This research also determines that there is a significant relationship between usefulness and ease of use. Those who are interested in providing mobile shopping services may also helpful in guiding their efforts.

CHAPTER 1 INTRODUCTION

1.1 Background of Study

The following chapter provides the background of the research, the statement of problem, research objectives, research questions and scope of study and significance of the study. This will provide better understanding on mobile shopping services.

Mobile phones today is a must for many consumer including teenagers. With the existence of mobile phones, there are something to do with the mobile phone when they are on move. Smart phone or mobile phone giving chance to marketers to develop a wider range of services and also employ a larger set of marketing techniques (Persaud & Azhar, 2012). As an example, smart phone apps like Amazon's Price Check and Google Shopper allow consumers in a physical retail store to use their smart phone to enter the barcode of a product or take a photo of the product and they can immediately receive price comparisons, customer reviews, discounts, coupons, and other information of the products on their smart phone (Persaud & Azhar, 2012).

Capabilities of the smart phones presented marketers expended their possibilities in reaching and serving consumers not only using by reach media but, marketers also serve consumer by variety of apps to use. The most popular apps sites are Facebook, Instagram, WeChat, and more. These apps are being medium for