UNIVERSITI TEKNOLOGI MARA

ELDERLY PERCEPTIONS TOWARD ONLINE GROCERY SHOPPING

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ABSTRACT

The internet use has increasing in Malaysia and it helps marketers in develop their prospect to sell product online. Therefore, they should identify the consumer's behaviour using the online shopping in order to develop their own marketing strategies to attract new customer from the elderly and at the same time retaining existence customer. This study helps retailers to determine elderly behavioural intention in using the online grocery shopping with prospect of usefulness and ease of use which can ensure developer develop a better grocery shopping website in future. This study also proposed a revised model based on the result and analysis. Technology Acceptance Model (TAM) was used in this study that accurately reflects use of grocery shopping influenced an elderly perception toward using the online grocery shopping and their intention whether to use the online grocery shopping or not.

Keywords: Online Grocery Shopping, Elderly, Technology Acceptance Model.

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TABLE OF CONTENTS

CHAPTER ONE

INTRODUCTION

This chapter provides an overview for the study. It discusses on the problem which derive to the background of study, problem statement, scope, significances and also the conclusion. This chapter also consists of research questions and objectives.

1.1   Background of Study

In this globalisation era, an Internet has becomes increasingly widespread and important to facilitate online business transactions. Currently, the trend of online business has been rapidly increased due to the growing use of internet. Internet acts as an important role in supporting the phases in purchasing activities (Wang and Hou, 2011). Gotland (2011) revealed that after the use of email and web browsing, the third most popular activity in internet is online shopping. Gotland (2011) also revealed that one of the Internet business applications that have received much attention is Online Grocery Shopping (OGS). For the time being, online grocery shopping refers to the retailer's website used by consumer to buy grocery product through online and delivery were made by retailers (Ferraro, 2007). Zetty et al. (2011) stated in their research that grocery shopping has been regarded as a stressful job that most people involved every day, as many people go to supermarket, search for their groceries for many hours. Therefore, that is why so many retailers had introduced this kind of online shopping which give benefits to consumers in buying their groceries online.

There are several explanations on why certain businesses are interested with the acceptance of IT applications and their development. Despite the reason of the