

THE STUDY ON THE INTEREST OF ONLINE SHOPPING AMONG  
BM232 STUDENTS AT UiTM JENGA PAHANG

SUBMITTED TO:  
TUAN HAJI ABDUL RAZAK BIN SAID

PREPARED BY:  
NOR FAEZAH BTE MD AHYAR  
NUR ZURIANA BINTI MOHAMMAD  
WANORZIYAN BINTI DAHLAN

UNIVERSITI TEKNOLOGI MARA (UiTM)  
FACULTY OF BUSINESS MANAGEMENT

JULY 2012

## TABLE OF CONTENTS

LIST OF TABLE	i
LIST OF FIGURE	ii
CHAPTER 1	
INTRODUCTION	
Background of the Study.....	1
Statement of the Problem.....	3
Research Objectives.....	4
Research Question.....	5
Hypothesis.....	5
Significance of the Study.....	6
Scope of Study.....	7
Limitation of the Study.....	7
Definition of Terms.....	8
CHAPTER 2	
LITERATURE REVIEW	
Variables and Supportive Thesis	
Technology Acceptance Model (TAM).....	10
Great Design of Website.....	13
Ease of Use.....	15
Usefulness.....	16
Privacy.....	17
Trust.....	19
Conceptual Framework.....	22
CHAPTER 3	
METHODOLOGY	
Research Design.....	24
Sampling Frame.....	24
Population.....	25
Sample Size.....	25
Sampling Technique.....	26
Unit of Analysis.....	26
Research Instrument.....	26
Data Collection Procedure.....	27
Data Analysis.....	27
Plan for Data Analysis.....	28

## CHAPTER 4

### FINDING AND DISCUSSION

Introduction.....	30
Analysis of Data.....	31
Section A: Demographic Information of Respondents.....	31
Section B: Factors that Affect Online Shopping.....	38
Chapter Summary.....	47

## CHAPTER 5

### CONCLUSION AND RECOMMENDATION

Introduction.....	48
Demographic Background.....	48
Research Question 1.....	49
Research Question 2.....	51
Research Question 3.....	52
Recommendations.....	53
Recommendation for Future Research.....	54
Chapter Summary.....	55

REFERENCES.....	56
-----------------	----

APPENDICES.....	58
-----------------	----

A. Agreement Form (Supervisor).....	59
B. Agreement Form (Co-Supervisor).....	61
C. Consultation Form.....	63
D. Cover letter(English).....	65
E. Questionnaire (English).....	66
F. Cover letter (Malay).....	70
G. Questionnaire (Malay).....	71
H. Description Analysis of Respondents.....	76
I. Description Analysis of Interest FactorOnline Shopping.....	84
J. Respondent List Name .....	89

## LIST OF TABLES

	<b>Page</b>
3.1 Data Collection Procedure.....	27
3.2 Data Analysis.....	28
4.1 Crosstab between gender and age of the respondent.....	32
4.2 Income from PTPTN.....	33
4.3 Income from scholarship.....	34
4.4 Income from family.....	35
4.5 Income from others.....	36
4.6 Crosstab between gender and knowledge of the respondent.....	37
4.7 Ease of Use .....	38
4.8 Usefulness.....	40
4.9 Trust.....	41
4.10 Web Design.....	44
4.11 Privacy.....	46

# CHAPTER 1

## INTRODUCTION

### **Background of the Study**

Online shopping concept shows the online transactions of individual that capable them to searching information and making purchases on the Internet. It also incurred the customer to feel safe and comfortable during the interaction (Blanca, Julio & Marti'n, 2010). Electronic commerce environment are reflecting from the customer electronic commerce that had developed rapidly for recent years, it advances with the Internet, and online shopping that must have further reduced trade boundaries (Talal, Charles & Sue, 2011).

In facilitating online shopping, trust is very important elements that can makes online transaction becomes more vulnerable. According to Crowell (2001), the success of online shopping activities is from the trust implication. Trust could moderate risk that focus in studies of interpersonal behavior in organizations and marketing setting. There are many types of characteristic that may influence trust such as society, organization and location (Lee, Park & Han, 2011).