UNIVERSITI TEKNOLOGI MARA
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A STUDY ON THE FACTORS THAT INFLUENCE INTERNET USAGE AMONG UNIVERSITY STUDENTS

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CHAPTER 1

INTRODUCTION

1.1 Introduction

In this chapter, the background of study will discuss on the highlighted issue which is the drastic increase of internet usage worldwide and specifically in Malaysia. The problem statement in this chapter will review on the problems arise from previous studies conducted by researchers that needed further concrete evidence to their studies. Furthermore, for the purpose of this research, we have compose three significant research questions and research objective of this study. The research questions describes what we want to study while research objectives will be the direction of what our study will consist of. In addition, our study are conducted within the scope of Universiti Teknologi MARA (UiTM) diploma and degree students.

1.2 Background of study

The internet plays a major role in our daily lives. The internet consumption does not limit only to adults but children in this new era are quick to adapt to the transformation. The usage of internet worldwide shows a drastic increase from the year of 1995 to 2017. By June 2017, the numbers of internet users worldwide are more than three billion users with Asia region having the highest percentage rate of Internet users of 49.7% (Internet World Stats, 2017). In Malaysia, the internet usage has shown a significant increase since it was first introduced in 1995 (Paynter & Lim, 2001).

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter discusses the literature related to the study by examine thoroughly on the factors influencing internet usage among university students. We will explain on the internet usage, factors of internet usage by university students and discusses on usage of the internet between male and female students. Hence, we will provide further explanation on the usage of internet usage and educational level as well as the effect of internet usage. In addition, the conceptual framework of this study will be clarified.

2.2 Internet usage

Nowadays, the usage of the internet has becoming a trend to the young adults in this modern era. The main users of the internet are college students as their daily routine and habits of technology especially internet consumption has become as ordinary as the telephone or television (Pew Internet & American Life Project, 2002). Studies have been conducted where the finding shows that the internet is significantly important in young people's everyday lives (Parycek, Sachs & Schossböck, 2011) and it has become a preferred method for them to spend their time (Sun, Unger, Palmer, Gallaher, Chou, Baezconde-Garbanati, Sussman, & Johnson, 2005).

According to a previous study titled "Internet Usage and Factors affecting on Internet Usage by University Students" conducted by Parmar (2015), the study shows that more than 80% students

CHAPTER 3

RESEARCH METHOD

3.1   Introduction

This chapter presents the discussion on the research method including the research design, unit of analysis, sample size and sampling technique. It also cover on the measurement, data collection and data analysis.

3.2   Research design

In order to achieve the objective of this study, a cross-sectional study design is used by using quantitative method. A cross-sectional survey will be used because the data collection will be collected at a particular time to answer all of the research objectives (Sekaran & Bougie, 2009). In addition, a quantitative research method is used to determine the internet usage among university students as it depends on the survey in this study.

The process of our study is designed in the manner consisting of four stages as detailed in the Figure 3.1 which provides the research design flowchart for our study. During the first stage of our research, we identify the latest problems which arises especially in Malaysia. To further strengthen our findings, we collected and combine our sources consists of secondary data such as books, journals, research reports and annual reports. Then the drafting of the research proposal commences as the start of our research.