



**FACTORS INFLUENCING CUSTOMER'S PURCHASE INTENTION
ON ONLINE GROCERIES PRODUCTS**

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TABLE OF CONTENTS

	Pages
Title page	i
Declaration of original work	ii
Letter of transmittal	iii
Acknowledgement	iv
Table of contents	v
List of Figures	viii
List of Tables	viii
Abstract	x
CHAPTER 1	
1.1 Introduction	1
1.2 Background	3
1.3 Problem Statement	5
1.4 Research Questions	7
1.5 Research objectives	7
1.6 Significant of study	8
1.7 Scope of study	9
1.8 Limitations	9
1.9 Definition of terms	10
1.10 Conclusion	11
CHAPTER 2	
LITERATURE REVIEW	
2.1 Introduction (literature review)	12
2.2 Purchase Intention	12
2.2.1 Social influence	15
2.2.2 Hedonic motivation	18
2.2.3 Perceived risk	20

2.2.4 Perceived trust	22
2.3 Theoretical Framework	24
2.4 Research Hypothesis	25
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Introduction	26
3.2 Research Design	26
3.3 Population	27
3.4 Sampling	
3.4.1 Sampling technique	27
3.4.2 Sampling Size	28
3.5 Data collection method	
3.5.1 Primary data	28
3.5.2 Questionnaires design	28
3.5.3 Data analysis and Data Interpretation Technique	30
CHAPTER 4 DATA ANALYSIS	
4.1 Introduction	32
4.2 Reliability Analysis	32
4.2.2 Social Influence	33
4.2.3 Hedonic Motivation	33
4.2.4 Perceived Risk	34
4.2.5 Perceived Trust	34
4.2.6 Purchase Intention	34
4.3 Frequency Analysis	
4.3.1 Gender	36
4.3.2 Age	37
4.3.3 Qualification	37
4.3.4 Status	38
4.3.5 Income	38

Abstract

Nowadays, with the advanced of technology would give positive impact and improve the consumers lifestyle. Advanced technology including Internet technology is used to communicate, searching information, easily text, and email to anyone all over the world. Besides, due to the women buying online may encourage online sellers to used Internet as a platform to purchase through online including groceries products. Many studies have been conducted to investigate to determinants of customer's intentions for online grocery shopping. This paper aims to explore the factors such as social influences, hedonic motivations, perceived risk and perceived trust that influencing customer's purchase intention on online groceries products. Questionnaires will be distributed to target respondents using Internet survey. Respondents of the study will be selected using convenience sampling. After data collection, Statistical Package for the Social Sciences (SPSS) will be employed for data analysis. However, the data finding show there are negative correlation on perceived risk. Overall, the result of the study is important to marketers to identify the important factors influencing customers' purchase intention on online groceries products.