

**FACTORS AFFECTING ONLINE PURCHASE
INTENTION**

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(2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any others university, or other institutions learning.

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ABSTRACT

Factors Affecting Online Purchase Intention.

Online shopping in Malaysia, according to Economist Intelligence Unit (2006) companies whose business plans relied completely on online operations have found it difficult to survive, especially in the business-to-consumer (B2C) area. On the other hand, a higher Internet usage has been noted and this paves the way for possible business opportunities of the Internet. This is a positive indicator for the Asian online retailers. This provides greater opportunities for Malaysian to conduct both business and shop online through the internet. The main study of this research is to preliminary assessment, evaluation and understanding of the characteristics of internet shopping in Malaysia and from the result as guideline to the business owner on how to increase the business sale for the companies through online business. In addition, it investigates the relationships and effects between the independent variables (Convenience, Trust, Attitude, Subjective Norm and Perceived Behaviour Control) and dependent variable (Intention to shop Online). Reliability analysis was used to access the appropriate of the measurement of each dimension from the data collected. Multiple linear regression used to examine the relationship, effect and the influential between the independent and dependent variable. At the same time, Anova test used to test the significant of difference in Education. A survey of 300 respondents was conducted in Klang Valley, Penang and Johor Bharu area.

Keywords: Internet Shopping, Shop Online, Intention.