FACTORS AFFECTING ONLINE PURCHASE INTENTION

FOO CHE TOANG

MASTER OF BUSINESS ADMINISTRATION

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

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FACTORS AFFECTING ONLINE PURCHASE INTENTION

By

Foo Che Toang

This research project is supervised by:

Chung Chay Yoke
Lecturer
Department of International Business
Faculty of Accountancy and Management
DECLARATION

I hereby declare that:

(1) This MKMA25106 Research Project is the end result of my own work and that due acknowledgement has been given in the reference to all sources of information be they printed, electronic, or personal.

(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.

(3) The work count of this research report is 16,268.

Name of Student          : Foo Che Toang
Student ID               : 09UKM07901
Signature                : ______________
Date                     : ______________
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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.