

**THE USE OF INTERNET PURCHASING AMONG  
POSTGRADUATE STUDENTS IN UUM**

**A Thesis Submitted to the Graduate School in  
Partial Fulfillment of the Requirement for the  
Degree of Master of Science (Management)  
University Utara Malaysia**

**By**

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## ABSTRACT

The general purpose of this study was to find out whether a relationship between attitudes, subjective norm, perceived behavioral control and internet purchasing of postgraduate students.

The significant positive relationships between attitudes, subjective norm, perceived behavioral control and internet purchasing offer a clear indication of the importance of features to explain consumer purchase behavior. Hence, this study aims to propose, operationalize, and empirically examine an extended model (i.e. with the inclusion of self-identity) that explains and predicts consumer purchase behavior. The result of correlation, linear regression and multiple regressions in assessing the variables or the empirical relationship between attitudes, subjective norm, perceived behavioral control contribute were positively related to behavior as hypothesized. The positive association among all independent variables to dependent variable (adj.  $r^2=80\%$ ) was supported.

## ACKNOWLEDGMENT

First, I would like to thank to Allah for the vision, diligence and grace it took to complete this study. Many days and nights I wondered if I could continue another year, semester, or even another minute. I leaned on my faith; God is good.

I would like to thank my project advisor, Mr. Shamir Sivaraj Bin Abdullah for this knowledgeable supervision and valuable guidance. I value his sharp intellect in helping me to complete this research even tough during his always-busy time. Particularly, I would also like to extend my very special thank to my family. I thank my father Abdulsalam Etturki for his caring attitude and patience on me and also my brother Abdulrahman Etturki for his never ending support. I am grateful to them, who raised me to have faith in my\self and who made countless sacrifices to provide me the best possible education.

I respectfully express thank to my respondents, all postgraduate student at Universiti Utara Malaysia. My thanks also to my friends and colleagues at college of business of Universiti Utara Malaysia. I dedicated this work to them.

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# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

Since the discovery of the internet as a new communication medium it has become a part of the strategy of firms. The internet has been largely used in management: it works as an advertising medium for firms to include in their campaigns, as a distribution channel and as a source of information. Internet application to the development of diverse firm strategies is a practice that has come to be called e-commerce.

Basically, the internet added-value resides in its ability to contribute to cost reduction associated to communication and transaction (Boyd and Spekman, 2001; Porter, 2001; De Boer et al., 2002). The internet allows the access to a great amount of information with lower costs of time and money than those derived from the use of other tools (Boyle and Alwitt, 1999; Min and Galle, 1999; Avlonitis and Karayanni, 2000; Tang et al., 2001), both inside and outside the organization. Inside the firm, the development of the intranet can greatly facilitate the transmission of information among its members (Goles and Hirschheim, 2007; Osmonbekov et al., 2002).

Outside the organization, the network does not only represent a source of information, but also contributes to improve the relationships among firms (Anandarajan et al., 2005; Boyle and Alwitt, 2000; Boyd and Spekman, 2001; Rao, 2002). In this sense, the

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