A STUDY OF GENERATION Y ATTITUDE TOWARDS USAGE OF INTERNET FOR E-COMMERCE IN MSC LANDMARK, KUALA LUMPUR & SELANGOR STATE

By

HARVI MUHAMMAD LUTHFI

Thesis Submitted to
Othman Yeop Abdullah Graduates School of Business,
Universiti Utara Malaysia,
in Partial Fulfillment of the Requirement for Master of Science (Management)
June 2014
PERAKUAN KERJA KERTAS PROJEK
(Certification of Project Paper)

Saya, mengaku bertandatangan, memperakukan bahawa
(I, the undersigned, certified that)
HARVI MUHAMMAD LUTHFI (813043)

Calon untuk ijazah Sarjana
(Candidate for the degree of)
MASTER OF SCIENCE (MANAGEMENT)

telah mengemukakan kertas projek yang bertajuk
(has presented his/her project paper of the following title)

A STUDY OF GENERATION Y ATTITUDE TOWARDS USAGE OF INTERNET FOR E-COMMERCE IN MSC LANDMARK, KUALA LUMPUR & SELANGOR STATE

Seperti yang tercatat di muka surat tajuk dan kulit kertas projek
(as it appears on the title page and front cover of the project paper)

Bahawa kertas projek tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan.
(that the project paper acceptable in the form and content and that a satisfactory knowledge of the field is covered by the project paper).

Nama Penyelia :
(Name of Supervisor)

PROF. DR. DILEEP KUMAR M.

Tandatangan :
(Signature)

Tarikh :
(Date)
16 JUNE 2014
PERMISSION TO USE

This Project Paper is presented in partial requirements for a postgraduate degree from the Universiti Utara Malaysia, and I would willingly allow for the Universiti Library to inspect freely its contents. I also agree that permission for copying this Project Paper in any manner, either in whole or in part, for scholarly purposes maybe granted by my supervisor(s) or, in their absence, by the Dean of College of Business. It is also hereby understood that any copying or publication or use of this Project Paper or parts thereof for financial gain shall not be allowed without my due permission. It is also strongly insisted that due recognition shall be given to me and to the Universiti Utara Malaysia for any scholarly use which may be made of any material from this Project Paper. Any requisition or permission to copy or to take other use of materials in this paper, in whole or in part, should be strictly addressed to:

Assistant Vice Chancellor

OTHMAN YEOP GRADUATE ABDULLAH

GRADUATES SCHOOL OF BUSINESS

Universiti Utara Malaysia

Sintok, KEDAH
Abstract

The last two decades have experienced rapid expansion of information and communication technology. This wide application of internet stated its influence on attitude and adoption of internet among various generations. The generation Y which is "the millennial generation", are the major one who has connected with the technology, especially internet usage, widely in every aspect of life. They adopt technology application in shopping product and services, moving away from traditional purchasing behavior of consumer. Though various studies have come out in the area of generation Y and technology adoption, very less studies are observed in the Malaysian context, considering the consumer internet usage attitude and e-commerce activities. Hence this particular study, then observe and analyze generation Y attitude towards internet usage and e-commerce activities with its moderating impact of computer literacy and gender variation.
Abstrak

Acknowledgement

First of all, I would like to praise Allah Almighty who guided me to finish this thesis. From the formative stages of this thesis, to the final draft, I owe an immense debt of gratitude to my supervisor, Prof. Dr. Dileep Kumar. His sound advice and careful guidance were invaluable.

I would also like to thank those who agreed to be interviewed, for, without your time and cooperation, this project would not have been possible.

For their supports, efforts and assistance, a special thanks as well to my parents, my family and my friends as well as my colleagues.

To each of the above, I extend my deepest appreciation. And there are a number of people without whom this thesis might not have been written, and to whom I am greatly indebted.
Table of Contents

PERMISSION TO USE ........................................................................................................... i

Abstract ................................................................................................................................ ii

Acknowledgement .............................................................................................................. iv

List of Tables ...................................................................................................................... x

List of Figures .................................................................................................................. xiii

INTRODUCTION ...................................................................................................................... 1

1.1 Introduction .................................................................................................................. 1

1.2 Background of the study .............................................................................................. 1

1.3 Problem Statement ..................................................................................................... 6

1.3 Research Question .................................................................................................... 11

1.5 Research Objective .................................................................................................... 12

1.5 Significance of study ................................................................................................. 12

1.6 Scope and Limitation of study .................................................................................. 14

1.7 Definition of key terms ............................................................................................... 14

1.8 Organization of Studies ............................................................................................ 17

LITERATURE REVIEW ........................................................................................................... 18

2.1 Introduction ................................................................................................................ 18

2.2 Generation ................................................................................................................. 18

2.3 Baby Boomer ............................................................................................................. 19

2.4 Generation X .............................................................................................................. 21
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.12 Sampling Design</td>
<td>63</td>
</tr>
<tr>
<td>3.13 The Sampling Method</td>
<td>64</td>
</tr>
<tr>
<td>3.14 Data Collection Procedures</td>
<td>64</td>
</tr>
<tr>
<td>3.15 Measurements</td>
<td>65</td>
</tr>
<tr>
<td>3.16 Pilot Test</td>
<td>71</td>
</tr>
<tr>
<td>3.17 Validity Test</td>
<td>71</td>
</tr>
<tr>
<td>3.18 Reliability Test</td>
<td>72</td>
</tr>
<tr>
<td>3.19 Data Analysis</td>
<td>74</td>
</tr>
<tr>
<td>3.19.1 Response Rate</td>
<td>74</td>
</tr>
<tr>
<td>3.19.2 Descriptive Statistic</td>
<td>74</td>
</tr>
<tr>
<td>3.19.3 Descriptive Analysis</td>
<td>75</td>
</tr>
<tr>
<td>3.19.4 Classical Assumption</td>
<td>75</td>
</tr>
<tr>
<td>3.19.5 Multiple Regression Analysis</td>
<td>76</td>
</tr>
<tr>
<td>3.20 Conclusion</td>
<td>76</td>
</tr>
<tr>
<td>RESULT AND DISCUSSION</td>
<td>78</td>
</tr>
<tr>
<td>4.1 Introduction</td>
<td>78</td>
</tr>
<tr>
<td>4.2 Response Rate</td>
<td>78</td>
</tr>
<tr>
<td>4.3 Demographic Profile</td>
<td>79</td>
</tr>
<tr>
<td>4.3.1 Profile of Respondent: Gender</td>
<td>81</td>
</tr>
<tr>
<td>4.3.2 Profile of Respondent: Age</td>
<td>81</td>
</tr>
<tr>
<td>4.3.3 Profile of Respondent: Education</td>
<td>81</td>
</tr>
</tbody>
</table>
4.3.4 Profile of Respondent: Income...............................................................81

4.3.5 Profile of Respondent: Frequency of using internet.............................82

4.3.6 Profile of Respondent: Wireless Utilization.........................................82

4.4 Descriptive Statistics..................................................................................82

4.5 Classical Assumption..................................................................................83

4.5.1 Normality Test.....................................................................................84

4.5.2 Heteroscedasticity................................................................................86

4.5.3 Multicolinearity Test..............................................................................87

4.6 Hypothesis testing.....................................................................................88

4.7 Summary of Findings..............................................................................109

4.8 Discussion...............................................................................................110

4.8.1 Generation Y will have affirmative attitude toward internet on their e-commerce................................................................................110

4.8.2 There will be significant relationship between computer literacy and attitude towards internet among generation Y.................................................................111

4.8.3 Computer literacy moderate the relationship between attitude toward internet and e-commerce................................................................................113

4.8.4 There will be significant relationship between gender and attitude towards internet among generation Y...............................................................................114

4.8.5 Gender moderate the relationship between attitude toward internet and e-commerce among generation Y...............................................................................115
CONCLUSION & IMPLICATION ................................................................. 116

5.1 Conclusion ................................................................................. 116

5.2 Implications ............................................................................. 117

REFERENCES: .................................................................................. 121

APPENDIX ......................................................................................... 131
List of Tables

Table 1: Total Malaysian Population 2010.................................................................29
Table 2: The Dynamics of Multigenerational Characteristic....................................30
Table 3: Questionnaires Distribution.....................................................................63
Table 4: Summary of Questionnaire.......................................................................70
Table 5: Cronbach’s Alpha Value............................................................................73
Table 6: Reliability Analysis..................................................................................73
Table 7: Response Rate...........................................................................................79
Table 8: Demographic Profile of Respondent.........................................................80
Table 9: Descriptive Statistics................................................................................83
Table 10: Multicollinearity Test ResultCoefficients.................................................87
Table 11: Model summary Generation Y Attitude towards Internet on their E-commerce.................................................................88
Table 12: ANOVA Generation Y Attitude towards Internet on their E-commerce....89
Table 13: Coefficient of Attitude towards Internet on E-commerce........................89
Table 14: Model Summary Computer Literacy and Attitude towards Internet.........90
Table 15: ANOVA Computer Literacy and Attitude towards Internet....................91
Table 16: Coefficient of Computer Literacy and Attitude towards Internet.............91
Table 17: Model Summary Computer Literacy and Attitude towards Internet.........92
Table 18: ANOVA Computer Literacy and Attitude towards Internet....................93
Table 19: Coefficient of Computer Literacy and Attitude towards Internet.............93
Table 20: Model Summary Computer Literacy and Attitude towards Internet.........94
Table 21: ANOVA Computer Literacy and Attitude towards Internet....................94
Table 22: Coefficient of Computer Literacy and Attitude towards Internet.............95
Table 23: Model Summary Computer Literacy Moderate Attitude towards Internet and E-commerce Activities.................................................................96
Table 24: ANOVA Computer Literacy Moderate Attitude Towards Internet and E-commerce Activities.................................................................97
Table 25: Coefficient of Computer Literacy Moderate Attitude towards Internet and E-commerce Activities.................................................................98
Table 26: Model Summary Computer Literacy Moderate Attitude Towards Internet and E-commerce Activities.................................................................99
Table 27: ANOVA Computer Literacy Moderate Attitude towards Internet and E-commerce Activities.................................................................100
Table 28: Coefficient of Computer Literacy Moderate Attitude towards Internet and E-commerce Activities.................................................................101
Table 29: Model Summary Computer Literacy Moderate Attitude towards Internet and E-commerce Activities.................................................................102
Table 30: ANOVA Computer Literacy Moderate Attitude towards Internet and E-commerce activities.................................................................102
Table 31: Coefficient of Computer Literacy Moderate Attitude towards Internet and E-commerce Activities.................................................................103
Table 32: Model Summary Gender and Attitude towards Internet.............................................104
Table 33: ANOVA Gender and Attitude towards Internet.........................................................105
Table 34: Coefficient of Gender and Attitude towards Internet..............................................105
Table 35: Model Summary Gender Moderate Attitude towards Internet and E-commerce.................................................................106
Table 36: ANOVA Computer Literacy Moderate Attitude towards Internet and E-commerce.................................................................107
Table 37: Coefficient of Gender Moderate Attitude towards Internet and E-commerce ................................................................. 108

Table 38: Summary of Findings ................................................................................................................................................. 109
List of Figures

Figure 1: Malaysian Population By Age Group and Sex ..................................................28

Figure 2 Theory Reasoned Action (Fishbein & Ajzen, 1975) .........................................42

Figure 3: The Theory of Planned Behavior (Ajzen, 1991) .............................................43

Figure 4: Technology Adaption Model Concept (TAM) ..................................................45

Figure 5: Research Framework .........................................................................................47

Figure 6: Normality Test Result .......................................................................................84

Figure 7: Histogram .........................................................................................................85

Figure 8: Heteroscesadaticity Test Result ......................................................................86
CHAPTER 1

INTRODUCTION

1.1 Introduction

The first chapter covers six important sections namely background of the study, problem statement, research questions, research objectives, significance of the study, scope and limitations of the study, and ultimately organization of the study. The aim of this chapter is to portray the context of the research and the structure of the study. This chapter actually also portray the idea or overview of the research that will be carried out. The early evolution of internet until the advance era of information and communication technology and their implication to the business field explained in the first chapter of the research. Furthermore, the first chapter discussed the effect of advance information technology in the business field such as e-commerce activities, and their relations between generation Y users.

1.2 Background of the study

In the last two decades, an increasing trend of the internet usage both by organizations and by individuals has contributed a major impact to our perspective to the world as a global village, by reducing the spatial separation between regions and enabling information exchange worldwide more freely and rapidly. Most of the world inhabitants now live and work in what we called as network society (Castells, 2000). This globalization has had a great impact to almost every sector of modern society including the business, education, healthcare, entertainment and social interactions. Today the internet universally regarded as one of the important aspect to the growth of business and become an indispensable resource.
The contents of the thesis is for internal user only
REFERENCES:


Sun, H., & Zhang, P. (2006). The role of moderating factors in user technology acceptance. International Journal of Human-Computer Studies, 64(2), 53-78.


Survey on Generation Y attitude towards usage of internet for e-commerce in

I am currently pursuing a master degree in Msc. Management at Othman Yeop Abdullah Graduate School of Business (OYAGSB), Universiti Utara Malaysia. As part of my study, I am conducting the above-mentioned survey to investigate the generation Y attitude towards usage of internet for e-commerce. In this regard, I would like to invite you to be a respondent to this survey. Your contribution will provide useful inputs, as it would help to achieve the objective of this study. Please be assured that all information provided will be kept strictly confidential, as findings will be presented on an aggregated basis to be used solely for academic purpose. In anticipation of your positive response, I would appreciate very much your kind assistance in completing and returning the attached questionnaire within a week or by __/__/____.
What is your age?

1. 25 and under
2. 26-33
3. 34-40
4. 41-55
5. 55 and above

What is your gender?

1. Male
2. Female

What is your income?

1. 0 - MYR2000
2. MYR 2001 - MYR 4000
3. MYR 4001 - MYR 6000
4. MYR 6001 - MYR 8000
5. MYR 8001 and above

What is the highest level of education you have completed?

1. High school or equivalent
2. Diploma
3. Bachelor Degree
4. Master Degree
5. Doctoral Degree
6. Professional Degree

How often do you visit the Internet site you use most often several times a day, about once a day, every few days, once a week or less often?

1. Several times a day
2. About once a day
3. Every few days
4. Once a week
5. Less often Don't know

When you are away from home or work, do you ever connect to the internet wirelessly using a laptop or handheld device, or not?

1. Yes
2. No
3. Don't know
### Generational Differences

Kindly rate your trait below, 1 means not applicable while 7 means very applicable

<table>
<thead>
<tr>
<th>Questions</th>
<th>Not Applicable</th>
<th>Willing to navigate office</th>
<th>Very Applicable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Accepting of authority figure in the workplace</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Ask for help when needed</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Need supervision</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Embrace diversity</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Give maximum effort</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Learn quickly</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Like informality</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Like structure</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Plan to stay with the organization for long term</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Process driven</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Respectful of organizational hierarchy</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Result driven</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Retain what they learn</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Seek work/life balance</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Technologically savvy</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Prefer to work alone</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Prefer to work in a team</td>
<td>Not Applicable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>
## Internet Lifestyle

The following items indicate your internet lifestyle. There is no right and wrong answers. The answers should reflect your attitude. Number 1 indicate strongly disagree and number 7 indicate strongly agree. Kindly choose the figure in between.

<table>
<thead>
<tr>
<th>Questions</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet shopping is easier than local</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I like having merchandised delivered at home</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Online buying is fun</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I enjoy buying things on internet</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I’d shop more on the internet if prices are lower</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Shopping in stores is a hassle</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I don’t like waiting for products to arrive</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Returning product from e-commerce is simple</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>It’s easy to judge merchandise quality through Internet</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Internet buying has not delivery problems</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I don’t have a problem with shipping charge on the Internet</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Ecommerce has better service policy</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>We don’t have to see things in person before we buy through Internet</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>A lot of my friend shop on the internet</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I know about using the Internet</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>I am good at finding what I want on the internet</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Internet ordering is easy to understand and use</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Internet stored carry things what I want</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Item</td>
<td>Scale</td>
<td>Response</td>
</tr>
<tr>
<td>----------------------------------------------------------------------</td>
<td>----------------</td>
<td>----------</td>
</tr>
<tr>
<td>I go to internet for reviews or recommendations</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>I like browsing on the Internet</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I go to the Internet for preview products</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>I trust about the security (credit card number) in the Internet</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>I want my purchase private</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>I give my credit card number to the online merchant</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buying things on the internet is not scares me</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>I trust Internet retailers</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>I search for lowest price in everything</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>I like to go shopping with my friends</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>I like the ambience at the local retail stores</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>I like the friendliness at local retail stores</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>I often return items I have purchased</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>Internet shopping offers better selection</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internet stores has better quality than stores</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>Internet stores has better prices</td>
<td>1-7</td>
<td></td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
**Attitudes toward Internet**

The following items indicate your attitude toward Internet. There is no right and wrong answers. The answers should reflect your attitude Number 1 indicate strongly disagree and number 7 indicate strongly agree.

<table>
<thead>
<tr>
<th>Questions</th>
<th>Strongly Disagree</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Using Internet makes me more efficient</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>The Internet makes me feel intelligent</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>The Internet enables me to do things I wouldn’t be able to do thing I will not be able to do otherwise</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>The Internet can facilitate human togetherness and give individuals sense of belonging</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>The Internet is a good way to communicate and encourage human interactions</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>Using Internet makes me feel incompetent</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>The Internet makes me feel incapable</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
<tr>
<td>The Internet can lead to human separation and cause individuals to withdraw from direct human interactions</td>
<td>1 2 3 4 5 6 7</td>
<td></td>
</tr>
</tbody>
</table>
## Computer Literacy

Kindly indicate your knowledge related to computer. There is no right and wrong answer. Number 1 indicate having less knowledge and number 7 indicate having perfect knowledge.

<table>
<thead>
<tr>
<th>Questions</th>
<th>Having Less Knowledge</th>
<th>Sending or reading email messages</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Installing computer software</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Configuring computer driver</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Installing an operating System (e.g. Windows)</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Browsing the Internet</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Using an Internet search engine</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Making purchase on the Internet</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Finding the best price on the Internet</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Using an Internet shopping bot</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
<tr>
<td>Finding Internet retailer quality ratings</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
<td>6</td>
<td>7</td>
</tr>
</tbody>
</table>