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**FACTORS INFLUENCING ONLINE PURCHASE  
INTENTION AMONGST MALAY FEMALES OF GEN Z IN  
CENTRAL MELAKA**



**MASTER OF SCIENCE (MANAGEMENT)  
UNIVERSITI UTARA MALAYSIA  
August 2018**

**FACTORS INFLUENCING ONLINE PURCHASE INTENTION  
AMONGST MALAY FEMALES OF GEN Z IN CENTRAL MELAKA**

**By**



**Thesis Submitted to  
Othman Yeop Abdullah Graduate School of Business,  
Universiti Utara Malaysia,  
in Partial Fulfillment of the Requirement for the Master of Sciences  
(Management)**



**Pusat Pengajian Pengurusan  
Perniagaan**

SCHOOL OF BUSINESS MANAGEMENT

**Universiti Utara Malaysia**

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Tarikh : **14 AUGUST 2018**

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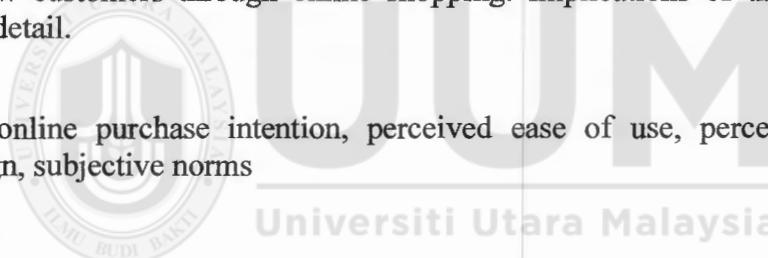
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## ABSTRACT

Online shopping is growing rapidly around the world and started to replace traditional way of shopping through brick and mortar. The purpose of this study was to provide better picture of factors influencing online purchase intention amongst Malay Females of Gen Z in Central Melaka. The Technology Acceptance Model and Theory of Planned Behaviour were employed in order to develop the conceptual framework. Four factors namely perceived ease of use, perceived usefulness, website design and subjective norms were tested. Data were gathered from 383 respondents by using stratified sampling method. The actual data collected will be analysed using Statistical Package for Social Science (SPSS) version 22. Pearson Correlation and Multiple Regression Analysis were conducted to analyse the data. Findings of this research have discovered that perceived ease of use, perceived usefulness, website design and subjective norms were significantly related to the online purchase intention. Furthermore, perceived ease of use was found to be the most significant factor that influenced intention to purchase online. Findings of this study can be beneficial for online retailer in order to draw further strategy in attracting new customers through online shopping. Implications of the research were discussed in detail.

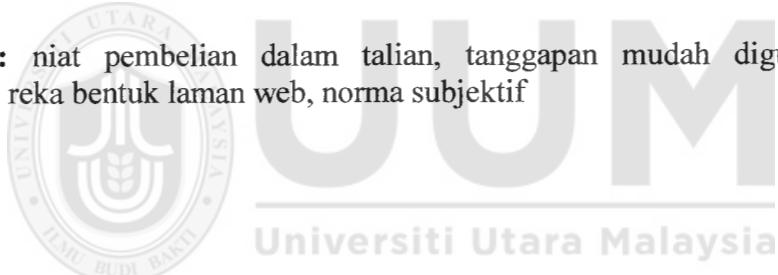
**Keywords:** online purchase intention, perceived ease of use, perceived usefulness, website design, subjective norms



## ABSTRAK

Membeli-belah dalam talian telah berkembang pesat di seluruh dunia dan mula menggantikan cara membeli-belah secara tradisional melalui batu-bata dan mortar. Tujuan kajian ini adalah untuk memberi gambaran yang lebih baik tentang faktor-faktor yang mempengaruhi niat pembelian dalam talian di kalangan wanita Melayu Gen Z di Melaka Tengah. Model Penerimaan Teknologi dan Teori Gelagat Terancang digunakan untuk membangunkan rangka kerja konseptual. Empat faktor iaitu tanggapan mudah diguna, tanggapan kebergunaan, reka bentuk laman web dan norma subjektif telah diuji. Data dikumpul dari 383 responden dengan menggunakan kaedah pensampelan berstrata. Data sebenar yang dikumpulkan akan dianalisis menggunakan Pakej Statistik untuk Sains Sosial (SPSS) versi 22. Analisis Korelasi Pearson dan Analisis Regressi Berbilang telah dijalankan untuk menganalisis data tersebut. Penemuan kajian ini telah menemui bahawa tanggapan mudah diguna, tanggapan kebergunaan, reka bentuk laman web dan norma subjektif mempunyai kaitan dengan niat pembelian dalam talian. Selain itu, faktor tanggapan mudah diguna merupakan faktor terpenting yang mempengaruhi niat untuk membeli dalam talian. Selain itu, implikasi penyelidikan telah dibincangkan secara terperinci.

**Kata kunci:** niat pembelian dalam talian, tanggapan mudah diguna, tanggapan kebergunaan, reka bentuk laman web, norma subjektif



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## **LIST OF ABBREVIATIONS**

OPI	Online Purchase Intention
EOU	Perceived Ease of Use
PU	Perceived Usefulness
WD	Website Design
SN	Subjective Norms
DV	Dependent Variable
IV	Independent Variable
GEN Z	Generation Z
TRA	Theory of Reason Action
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
IT	Information Technology
UITM	Universiti Teknologi MARA
MICOST	Melaka International College of Science and Technology
SMKST	Sekolah Menengah Kebangsaan Seri Tanjong
STSD	Sekolah Menengah Kebangsaan Tinggi St. David
ANOVA	Analysis of Variance
SPSS	Statistical Package for Social Science Software

## CHAPTER 1

### INTRODUCTION

#### 1.1 Background of the study

Nowadays, the growth of internet usage in Malaysia kept increasing year by year. People keep engaging with internet 24 hours per day. The usage of internet has become very essential to every people and this situation has improved the behaviour of customers in purchasing of their desire products. The phenomenal growth of Internet user is driven by an excitement through its businesses involvement such as E-payment, E-ticketing, E-government as well as E-commerce. Besides being a networking medium by connecting people worldwide without geographical limitations, internet has opened a wide of opportunity to everyone in the world which is become as a transaction medium for consumers at the global market. It is one of an alternative for consumers to purchase through internet since it is quick and convenience than brick and mortar shopping method.

In Malaysia, there are numerous of companies started to expand their businesses from old style of physical stores to virtual online store. For instance, companies started to create their own E-commerce website to encourage more customers to purchase their products or services through internet. According to Nurshafiqah and Izian (2013), online shopping is defined as one of the medium for purchasing desire products and services by using the

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## APPENDICES

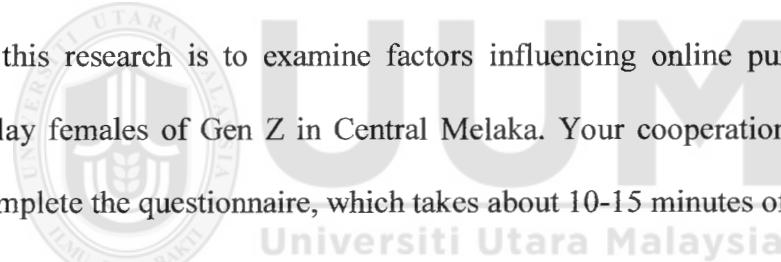
### Appendix A: Questionnaire



**Research Topic: Factors Influencing Online Purchase Intention amongst Malay Females of Gen Z in Central Melaka.**

**Dear participants,**

I am a postgraduate student of University Utara Malaysia (UUM). I am currently conducting a research paper as a part of the requirement to complete my master program. The aim of this research is to examine factors influencing online purchase intention amongst Malay females of Gen Z in Central Melaka. Your cooperation and support is needed to complete the questionnaire, which takes about 10-15 minutes of your time.



All information provided in this questionnaire will be confidential for the present study purposes. No information that identifies you personally will be revealed. Thank you once again for your precious time and kind cooperation. Your participation in this study is greatly appreciated.

**WAN ABIRAH ISMAIL**  
Msc (Management)

## **Part A: Demographic Profile**

*(Please provide the following information about yourself. Please tick (✓) for the appropriate answer).*

1. Age:

- 13 – 14
- 15 – 16
- 17 – 18
- 19 – 20
- 21 – 22

2. Marital Status

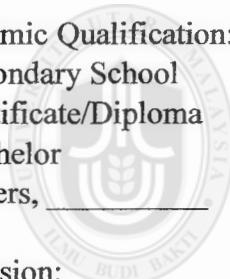
- Single
- Married
- Others, \_\_\_\_\_

3. Academic Qualification:

- Secondary School
- Certificate/Diploma
- Bachelor
- Others, \_\_\_\_\_

4. Profession:

- Student
- Employee
- Business owner
- Others, \_\_\_\_\_



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## **Part B: General Information**

**(Please tick on the appropriate box or write the correct answer)**

1. Do you have any intention to visit online shopping website?  
 Yes       No
  
2. In the last 3 months, how many times have you intend to purchase products from any website?  
 None       1-3 times       4-6 times  
 7-9 times       10 times or more
  
3. What type of products you intend to purchase through online ? (You may choose more than one option)  
 Flight tickets       Movie tickets       Books  
 Electronic goods       Cosmetics       Clothes  
 Accessories       Others (Please specify: \_\_\_\_\_)
  
4. How much do you intend to spend when purchase through online?(Per annum)  
 Below RM250       RM751 and RM1000  
 RM251 and RM500       RM1001 and RM1250  
 RM501 and RM750       Above RM1250
  
5. Which payment method you would use to purchase products or services through online?  
(You may choose more than one option)  
 Credit card       Cheque  
 Debit Card       Cash on delivery  
 Bank draft/ Money order       Bank in via ATM machine  
 Others (Please specify: \_\_\_\_\_)

**Part C: Factors Influencing Online Purchase Intention amongst Malay Female of Gen Z in Central Melaka.**

Please indicate how strongly you agree or disagree with the following statements by placing a circle on the number from 1 to 5, where;

1	2	3	4	5
Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)

**i) Online Purchase Intention**

Statements	SD	D	N	A	SA
I would like to purchase products through online store frequently.	1	2	3	4	5
I would like to use the internet as a medium for purchasing.	1	2	3	4	5
I would like to purchase products through internet to gain experience of online purchasing.	1	2	3	4	5
I will keep continue purchase products through internet in the future.	1	2	3	4	5

**ii) Perceived Ease of Use**

Statements	SD	D	N	A	SA
It would be easy to purchase through online store by learning to operate the internet.	1	2	3	4	5
It would be clear and understandable when interact with internet to buy a product.	1	2	3	4	5
It would be easy to purchase products by using internet.	1	2	3	4	5
It is flexible to interact with the internet to purchase products.	1	2	3	4	5
By purchasing a product through internet, it would be easy to become skilful	1	2	3	4	5

**iii) Perceived Usefulness**

Statements	SD	D	N	A	SA
Using internet for searching and purchasing products would improve my performance.	1	2	3	4	5
It is easier to search and purchase products by using the internet.	1	2	3	4	5
The internet will possibly increase my effectiveness when purchasing products.	1	2	3	4	5
It is more quickly to purchase products by using the internet.	1	2	3	4	5
By using the internet, it will enhance my productivity when purchasing products.	1	2	3	4	5

**iv) Website Design**

Statements	SD	D	N	A	SA
I would prefer to purchase through online shop if the website appearance are well-organized.	1	2	3	4	5
I would prefer to purchase from online stores only if the process of purchasing is user friendly.	1	2	3	4	5
I would prefer to purchase from online shop only if the content of the website is easy to understand and provide relevant information.	1	2	3	4	5
I would prefer to purchase from online shop only if the ordering and payment process are free of error.	1	2	3	4	5

**v) Subjective Norms**

Statements	SD	D	N	A	SA
People who are influence my behaviour would think that I should purchase products through online store.	1	2	3	4	5
My family would think that I should purchase products through online store.	1	2	3	4	5

\*\*\*\*\*END OF QUESTIONNAIRE\*\*\*\*\*

**THANK YOU**





