

I hereby confirm that I have examined this project paper entitled:

The Impact of Web Design Towards Customer Online Purchase Intention among  
Gen Y in Melaka: Business School of Universiti Teknikal Malaysia Melaka

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THE IMPACT OF WEB DESIGN TOWARDS CUSTOMER ONLINE PURCHASE  
INTENTION AMONG GEN Y IN MELAKA: BUSINESS SCHOOL OF  
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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## DECLARATION OF ORIGINAL WORK

I, SITI MARIAM BINTI GHAZALI “

I hereby declare that the work of this exercise is mine except for the quotations and summaries that have been duly acknowledged.”

Signature :

Name : SITI MARIAM BINTI GHAZALI

Date :

## DEDICATION

This Research Paper is dedicated  
To my beloved family who have been my constant source of inspiration. They have  
given me the drive and discipline to tackle any task with enthusiasm and  
determination.

Without their love and support this project would not have been made possible.

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## ABSTRACT

This paper aims to propose a structure for the impact of web design for online shopper. This structure is based on the characteristics, sub-characteristics and attributes of three main dimensions (site design, shopping convenience and information usefulness) that verified the web design according to customer online purchase intention. Based on the literature and the researcher's observation and respondents' perception through survey framework it was proposed for a quality evaluation of the impact web design in Melaka area. The data collected are considering the results of some studies, as well as the systematization of the knowledge available in several bibliographies, web-based and other method can be grouped into three main dimensions: site design, shopping convenience and information usefulness. Data used are collected by distributing questionnaire and analyze using the main software which are Microsoft Excel and Statistical Package for Social Science (SPSS). The paper presents the research of the impact of web design towards customer online purchase intention among gen y in Melaka.

**Keywords** : Web Design, Customer Online Purchase Intention

## TABLE OF CONTENTS

CHAPTER PAGE	ITEM	
	DECLARATION OF ORIGINAL WORK .....	iii
	DEDICATION .....	iv
	ACKNOWLEDGMENT .....	v
	ABSTRACT .....	vi
	TABLE OF CONTENTS .....	vii
	CHAPTER 1 .....	1
	1.1 Introduction .....	1
	1.2 Statement of the Problem .....	2
	1.3 Research Question .....	3
	1.4 Research Objective .....	3
	1.5 Scope, Limitation and Key Assumption of the Study....	4
	1.6 Importance of the Study (Significance/Contribution)....	4
	1.7 Conclusion .....	5
	CHAPTER 2 .....	6
	2.1 Introduction .....	6
	2.2 Background of the study .....	7
	2.2.1 Site Design .....	7
	2.2.2 Shopping Convenience .....	8
	2.2.3 Information Usefulness .....	9
	2.3 Customer Online Purchase Intention .....	10
	2.4 Proposed Theoretical Framework .....	11
	2.5 Conclusion .....	12
	CHAPTER 3 .....	13
	3.1 Introduction .....	13

3.2 Research Design.....	13
3.2.1 Methodological Choices .....	15
3.2.2 Research Strategy.....	16
3.2.3 Time Horizon .....	16
3.3 Population and Sample .....	17
3.4 Scientific Canons .....	19
3.4.1 Internal Validity .....	19
3.4.2 External Validity.....	20
3.5 Primary and Secondary Data Sources.....	20
3.5.1 Primary Data .....	21
3.5.2 Secondary Data .....	22
3.6 Research Instruments .....	22
3.6.1 Validity Test.....	23
3.6.2 Reliability Test.....	23
3.7 Method Data Analysis.....	25
3.8 Summary .....	26
3.9 Expected Outcomes .....	27
CHAPTER 4 .....	28
4.1 Introduction.....	28
4.2 Analysis of Pilot Test.....	29
4.2.1 Validity of Pilot Test.....	30
4.2.2 Reliability of Pilot Test.....	31
4.3 Demographic Analysis.....	31
4.3.1 Gender of the respondents .....	32
4.3.2 Course of the respondents.....	33
4.3.4 Personal Monthly Spending.....	35
4.3.5 Experience Using Online Shopping Website.....	36
4.3.6 Experience with Website Always Great .....	37
4.3.7 Website Fulfill Needs .....	38
4.4 Descriptive Statistic .....	39
4.4.1 The Descriptive Statistic for Site Design.....	39
4.4.2 The Descriptive Statistics for Shopping Convenience .....	40



4.4.3 The Descriptive Statistic for Information Usefulness.....	41
4.4.4 The Descriptive Statistic for Consumer Online Purchase Intention .....	42
4.5 Pearson Correlation Coefficient.....	42
4.5.1 Correlation .....	44
4.6 Multiple Regression Analysis (MRA) .....	45
CHAPTER 5 .....	52
5.1 Introduction.....	52
5.2 Discussion .....	53
5.3 Summary of Key Findings.....	56
5.4 Recommendations for Future Research.....	57
5.4.1 Limitations .....	57
5.5 Conclusion .....	58
REFERENCES .....	59
APPENDICES .....	62
APPENDICES 2 .....	67

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

According to Sahi, G. (2015) the great potential offered by online presence, rises number of businesses have been built Website as a tool for the spreading an important information. The success or failures of these web pages are liable on how many users dissatisfied use it. Satisfaction of user can be defined as a customer appraisal of the product or service given in terms of whether it has met their needs and outlooks. As time change, internet become popular and many private business sectors use this medium as opportunity to spread their information. However, the identities of website characteristic user are site design, shopping convenience, and information usefulness is also different and website appearance will influence customer purchase intention among Gen Y.

Website is also the platform of communicating with customers. It will provide information that can help them in making a decision to buy a product or service. The stride and creativeness of web design are almost outlandish to normal business activity. However, with website quality it can guide the behavior of the customers (Hsu, C., Chang, K., & Chen, M.,2011).

This research discovered the impact of web design in order to get purchase intention among gen Y in Malacca. An observation, survey and a web-based analysis based on respondents' satisfaction using website will be conducted as the methods to stimulate data. Impacts that will hypothesize are site design, shopping convenience, and information usefulness.

## **1.2 Statement of the Problem**

The Malaysian business environment has become more competitive. In order to remain competitive, many companies struggle to maximize their sales volume and use advertisement to market their product or services. In general, traditional advertising still play its role as a popular advertising technique and it is applied by most of the organizations around the world. However, in this millennium, most of the companies around the world advertise, promote, give information by using internet.

Rationally, with such a great number of smartphone user in Malaysia, it is easy to utilize the online marketing activities among millions of smartphone users at anytime and anywhere. Nowadays, people intend to use internet in their life style. People do not only use smartphone to browse the internet but also use laptop. Furthermore, smartphone is not only personal device to stay connected with family and friend but also use for their need and want in lifestyle such as shopping online. The company or organization should take this opportunity to reach and serve consumers anytime and anywhere by provide website with complete information and others which can make consumers have intention to buy it.

The researcher has two issues on impact of web design towards customer online purchase intention. The problem is web design not user friendly. According to (Kim, J., & Lennon, S. J. 2013) for determining factors that give impact to become online retailers' success, they failed to recognize consumer decision is based on more to factors internal of web sites such as navigation and graphics.

The next problem is the web site not fulfill information that consumer need affect emotion of consumer purchase intention. Emotion is an important factor to make a decision and it represent a mental state of readiness for next action taken (Wakefield, R. 2013).

### **1.3 Research Question**

- i. What character web design that could be effect on purchase intention?
- ii. What attributes of web design more effective?
- iii. How far does web design give an impact towards online purchase intention?

### **1.4 Research Objective**

- i. To identify factor affecting online purchase intention.
- ii. To examine the effectiveness of web design.
- iii. To determine the relationship of web design and online purchase intention.

### **1.5 Scope, Limitation and Key Assumption of the Study**

In overall, the research explains about how a web design gives an impact towards online purchase intention. In conjunction with that, the research also contained the study of site design, shopping convenience and information usefulness.

As for the limitations for the research, the knowledge of respondent about this research are as the limitation underwent by researcher. In addition, the biasness of respondent's feedback on the questionnaires in term of knowledge and experience possess is the limitation the researcher perceives. The research area also was limited to Melaka area only.

The key assumption will stand between site design, shopping convenience, information usefulness and purchase intention.

### **1.6 Importance of the Study (Significance/Contribution)**

In recent years, technologies have a lot of changes in line with time and organization interacting with customers using technology of internet. As the growth of Malaysian people using an internet to shopping is a significant change for the company or organization to know what type of web design gives impact towards online purchase intention.

Importance of the study is to provide the solution to organization to know what behavior of consumer during the decision making process to purchase the product or service provided. This study expected to contribute to the body of knowledge by finding the impact of web design to construct a better understanding of consumer buying behavior.

## **1.7 Conclusion**

The next section sets the underpinning by briefly reviewing the relevant literature. The researcher discovered about the need of the report including research question, research objective and the indicator needed for the research.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Introduction**

In this chapter, the researcher explained about the theoretical framework and the previous researchers' said about the impact of web design with the consideration of three variables which are included site design, shopping convenience, and information usefulness. Lastly, research model of the research will be drafted on this chapter.

## **2.2 Background of the study**

### ***2.2.1 Site Design***

Social media, websites or social networks actually plays a big role with our technology nowadays. Within a few minute, news spread all over the world. With click of button, we got a lot of information that we want about all around the world. Information available on the internet through online, people can search for online shopping. Therefore, for company site design is needed because website is as representing your company. Site design also must have good quality because customer nowadays observe fewer real product and show less brand loyalty, and becoming more quality sensitive and price in their search for value. Consumer nowadays also like comparing the site quality of others (Shin, J. I., Chung, K. H., Oh, J. S., & Lee, C. W. 2013).

Important of site design in term of quality because to give satisfaction for customers. Make sure that content in website are not confusing design items, navigation in your website is predictable, consistent and easy to understand. Therefore, it will help company build a positive relationship with your visitors. The most important is avoiding technical glitches such as lengthy loading times, broken links and dropped image that can make customer turn away.

According to Ha, Y., & Im, H. (2012) online shopping are affecting by various website design factors such as font color, background color, animated images and interactive features will influence the emotions or moods felt by online shoppers.

In the literature stated above, the private business sector can take or use website as a tool of communication in the context of the site design for the user to seek information with easily without technical problem through online.

If the website is too complex, it will affect the company reputation whenever people talk bad things about your company's website.



### ***2.2.2 Shopping Convenience***

Nowadays, enjoyable and convenience of online shopping which is experienced by many is the ability for the shop to boost sales of their products or services at a time which is convenient for the consumer. Ability of online shopping convenience is can make order products from around the world and 24 hours accept orders.

There are five dimensions of online shopping convenience such as convenience to access, search, evaluation, transaction and post-purchase convenience (Jiang, L. (., Yang, Z., & Jun, M. 2013). Access conveniences have two types of flexibility which are place and time. Consumer can access anywhere they want and what time they want to access. In term of search convenience, basically customers can research the product and compare the price offered without physically visit the location to find their need. For evaluation convenience, it is related to details provided whether it is easy to understand or not by presenting features such as text, graphic and video on website. Transaction convenience is online shopper did not need too queue for payment because customer just need to follow simple and easy step to make online payment. Post-purchase convenience where is concern of customer's perception of time during process of delivering.

Shopping convenience was needed for continuing purchase from customer because satisfaction related to individual online shopping continuance intention. Ease of website use and information usefulness contributed to customer's satisfaction. (Mohamed, N., Hussein, R., Zamzuri, N. H., & Haghshenas, H. 2014)

### ***2.2.3 Information Usefulness***

A website information design refers to the site's ability to deliver current information, relevant and easy to understand to the user. Information design is related with ease of use and usefulness information because online shopping involve purchase transactions with substantial amounts of information related to products info, services, vendors and delivery. The availability and relevant information will create trust in online shopping and enhances purchase intention. (Hasan, B. 2016)

Based on the internet's growth, online shopping is emerging in a fast manner. A countless number of opportunities have risen in order to create and preserve interaction with customers (Pappas, I. O., Pateli, A. G., Giannakos, M. N., & Chrissikopoulos, V. 2014).

Appropriate information is needed for customer to know what product they need and want. It is also to make customer feel secure by increasing the available information. Then, it can reduce customer's perception of risk (Zha, X., Li, J., & Yan, Y. 2013).

To minimize risk, online customers depend on the information available regarding product's quality, functionality and manufacturer's reputation. Useful information will affect customer purchasing whether in reduce perception of risk or satisfactory which is give shopping experience (Zha, X., Li, J., & Yan, Y. 2013).

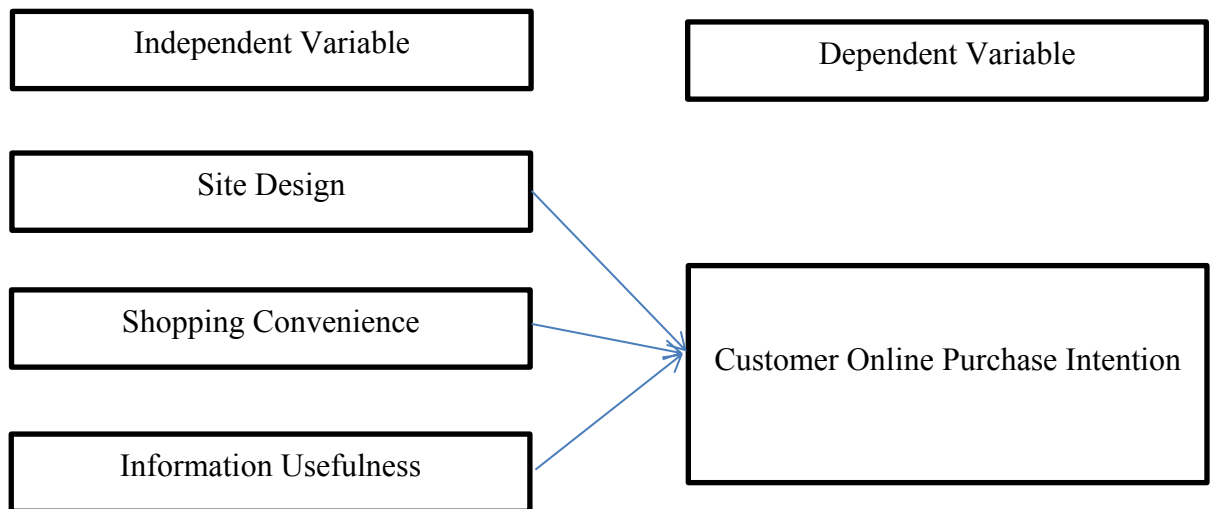
### 2.3 Customer Online Purchase Intention

Customer online purchase intention define as a measurement that gives strength to consumer to make online purchasing (Thamizhvanan, A., & Xavier, M. 2013). Online purchasing involves with online transaction, so it need consumer trust to make consumer purchase it. Through some resources, customers not only aggregate product and price information but collect and publish reviews and ratings online retailers.

For understanding the online shopping behavior mindset, the company and organization must always encourage to explore the determinants of customer online purchase intention. Online trust has been the major influence on customer online purchase intention ((Thamizhvanan, A., & Xavier, M. 2013).

Online purchasing shows that word of mouth (eWOM) gives an impact through two channels. First is when consumer experienced online purchasing it will enhance purchase intention. Second it will impact on consumer trust (See-To, E. W., & Ho, K. K.2014). Both of these channels give a high impact if they experiencing online purchasing and it will gain trust of buying online. The word of mouth will happen in areas families, friends, colleagues, viewer and so on for give a suggestion best online purchasing.

## 2.4 Proposed Theoretical Framework



**Figure 1: Research Model**

A proposed theoretical framework is a collection of interconnected concepts. The independent variable and dependent variable are the key roles in theoretical framework. In this study, the customer online purchase intentions are the dependent variable and independent variable which are site design, shopping convenience, and Information usefulness.

The hypothesis's studies are: -

### Hypothesis

H0: The impact of web design does not affect customer online purchase intention among gen Y in Melaka.

H1: The impact of web design does affect customer online purchase intention among gen Y in Melaka.

H0: The web designs of website are not effectiveness did not affect customer online purchase intention among gen Y in Melaka.

H2: The web designs of website are not effectiveness did affect customer online purchase intention among gen Y in Melaka.

H0: The web design and customer online purchase intention are not related in affecting purchase intention among gen Y in Melaka.

H3: The web design and customer online purchase intention are related in affecting purchase intention among gen Y in Melaka.

## **2.5 Conclusion**

Based on literature review discussed above website and online purchase intention research article give an advantage and shows the parallel concept with this research paper. The independent variables of web design (site design, shopping convenience, and information usefulness) are good measurement to study the impact of web design towards customer online purchase intention.

## **CHAPTER 3**

### **RESEARCH METHODS**

#### **3.1 Introduction**

This chapter covered about steps, procedures and samples as methods for data collection. This research aims to gain an understanding of the research method that being used in gathering the information on impact of website towards customer online purchase intention among gen Y. The impacts are including the site design, shopping convenience, and information usefulness.

The terms of research method and research methodology are used traded. The term methods are referring to technique that used to collect and analyze the data. Therefore, it includes interviews, observation and questionnaires as well as both qualitative (non-statistical) and quantitative (statistical) analysis techniques. The research believed that it is significant to have some understanding about this to make the researcher have an informed choice about the research. (Saunders et al., 2012) This research method completely designs how the research of this study was conducted. The research question is “Does the impact of website will attract customer online purchase intention?” Moreover, the research objectives on this study are to identify factor effecting online purchase intention, to examine effectiveness of web design and to determine the relative of web design and online purchase intention among gen Y.

#### **3.2 Research Design**

Research design is a plan or strategy for conducting the research. It spells out the basic strategies that researchers adopt to develop evidence that is accurate and interpretable. Research design also deals with matters such as selecting participants for the research and preparing for data collection. (Saunders et al., 2012) said that the research design is a framework for the collection and analysis of data to answer research questions and meet research objectives providing reasoned justification for choice of data sources, collection methods and analysis techniques. The research proposal will be descriptive, exploratory and explanatory. For descriptive, the researcher can use both research methods either qualitative method or quantitative method. Qualitative method is explanation about the independent and dependent variables obtained from research model. Exploratory study is more on to qualitative study. Exploratory method is for new topics or new researches which researcher needs to explore more and create new information about the new researches. (Saunders et al., 2012)

For this research, the researcher will use the descriptive method. The purpose of descriptive research is to produce an accurate representation of persons or situation for the related research. A discipline that describes the main characteristics of a collection of data is called descriptive analysis. The aim of the discipline is to summarize a set of data (Saunders et al., 2012). Hence, this research will use descriptive data analysis as the research design which description and explanation detail on the topic of the impact of web design towards customer online purchase intention among Gen Y in Melaka.

### ***3.2.1 Methodological Choices***

Methodological choice in this research is related to whether the researcher follows a single quantitative or qualitative or mixed method which use both quantitative and qualitative. Each of these options is likely to call for a different set of an element to achieve coherence in this research design (Saunders et al., 2012). This research uses the quantitative research design to collect and analyses data. On this research, the data will be measured on a numerical scale. Quantitative data is numerical data that have been specified which analyzed by using statistical techniques and the result can be shown using charts, histograms, tables and graphs. (Saunders et al., 2012)

Quantitative research inspects relationship between variables from the research model which are measured numerically and analyzed using a range of statistical techniques. For this research, the researcher will choose the method of survey which is distribute questionnaire to target respondents. This question will be stated clearly so that respondents are understood in the same way. This methodology frequent uses probability sampling techniques to ensure generalizability.

To analyze the collection data from survey, Statistical Package for Social Science (SPSS) will be used. Data mining will be carry out before perform the actual analysis of the data. Then all the data will be record in the data files and the data analyzed by using Reliability. Correlation and Regression Analysis are to answer the objectives of this research. The researcher can know the factors that contribute to the dependent variables, relationship between the independent and dependent variables and also the impact of web design towards customer online purchase intention among gen y.