



Faculty of Technology and Technopreneurship

**FACTOR INFLUENCING STUDENT PERCEPTION TOWARD ONLINE
SHOPPING IN UTEM**

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UNIVERSITI TEKNIKAL MALAYSIA MELAKA
Bachelor of Technopreneurship

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AHMAD ADAM AZAHARI BIN RUSLY

**Report submitted in fulfilment of the requirement for the degree of Bachelor of
Technopreneurship with Honours (BTEC)**





UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2023

DECLARATION


I declare that this thesis research project of title “factors that influencing student perception toward online shopping” is the result of my own research except the cited in the references. The research project has not been for any degree and is not concurrently submitted in candidature of any other degree.

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APPROVAL

I hereby declare that I have checked this report entitled “factors that influencing student perception toward online shopping” and in my opinion, this thesis it complies the partial fulfilment for awarding the award of the degree of Bachelor of Technopreneurship.

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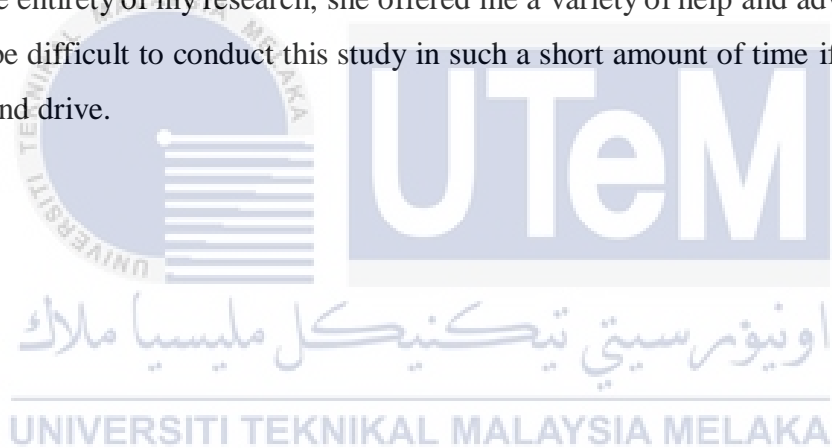
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DEDICATION

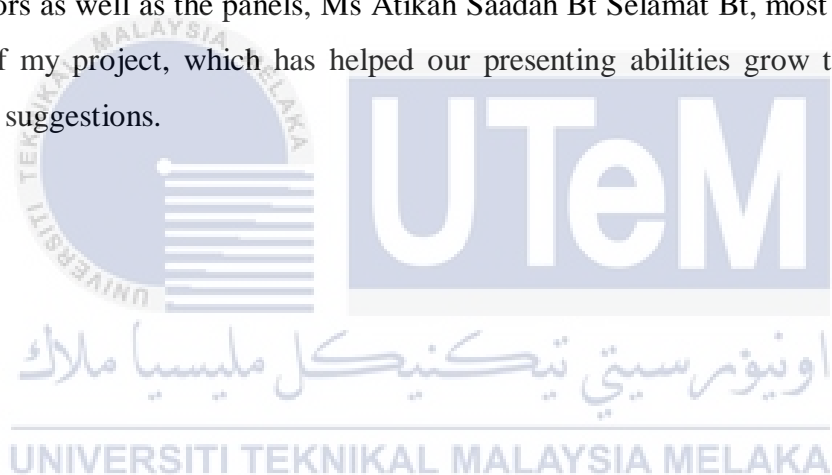
I would want to thank all of my close friends and family members for their support during this process. My parents, Rusly Wan Jaafar and Siti Balkis, deserve a very heartfelt thank-you for the words of encouragement and the push toward perseverance that they have spoken into my life. Members of my institution that have been there for me during this journey. I will never be able to thank them enough for all they have done for me, and especially for helping me improve my SPSS abilities and for assisting me with my survey.

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ABSTRACT

This research aims to examine the factors that influence students' perceptions of online shopping, given that the internet is now the major source of information and its application has been extensively utilized for our convenience. From our reading, researcher determined the following variables: (1) Convenience (2). Ease of use, (3), usefulness, (4), and privacy and security are the primary influences on student online shopping. Researcher samples consist of the Technology Acceptance Model (TAM) and 449 questionnaire respondents from a Malaysian institution, which is UTEM. In addition researcher process the data using the Descriptive Analysis, the Reliability Analysis, and the Multiple Regression Analysis. Researcher believe that the collected data is extremely beneficial and valuable to students, supervisors, academics, researchers, learning institutions, business organizations, and the government because it allows us to measure and comprehend the factors that influence students' perceptions of online shopping. However, researcher theoretical framework restricts them to focusing on the above-mentioned four variables, and researcher will open up a number of avenues for future research, in which one can focus more on other influencing factors such as trust, risk, complexity, pervasive technology use, and tech-savvy generations. Implication that can be found from this research is that perceived usefulness affects student perception of online shopping. Online grocers should capitalize on this advantage and improve it so their products and services appear helpful to customers. A buyer may think buying food online is easier than in a store. Thus, online grocers must provide convenient service. Offering customers a user-friendly website or mobile app that helps them save time while grocery shopping and providing enough information about products can achieve this. the products they are buying and making it easy to find previous purchases. Our finding indicate that, perceive usefulness was the most significant factor. This probably due to, student do the online shopping because of its usefulness that benefit them.

Keywords: Online shopping; Student perception

ABSTRAK

Penyelidikan ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi persepsi pelajar terhadap membeli-belah dalam talian, memandangkan internet kini menjadi sumber utama maklumat dan aplikasinya telah digunakan secara meluas untuk kemudahan kita. Daripada pembacaan kami, pengkaji menentukan pembolehubah berikut: (1) Kemudahan (2). Kemudahan penggunaan, (3), kebergunaan, (4), dan privasi serta keselamatan adalah pengaruh utama pada beli-belah dalam talian pelajar. Sampel penyelidik terdiri daripada Model Penerimaan Teknologi (TAM) dan 449 responden soal selidik dari institusi Malaysia iaitu UTEM. Selain itu, pengkaji memproses data menggunakan Analisis Deskriptif, Analisis Kebolehpercayaan, dan Analisis Regresi Berganda. Penyelidik percaya bahawa data yang dikumpul amat bermanfaat dan bernilai kepada pelajar, penyelia, ahli akademik, penyelidik, institusi pembelajaran, organisasi perniagaan dan kerajaan kerana ia membolehkan kami mengukur dan memahami faktor yang mempengaruhi persepsi pelajar terhadap membeli-belah dalam talian. Walau bagaimanapun, rangka kerja teori penyelidik menghadkan mereka untuk memfokuskan pada empat pembolehubah yang disebutkan di atas, dan penyelidik akan membuka beberapa jalan untuk penyelidikan masa depan, di mana seseorang boleh memberi lebih tumpuan kepada faktor-faktor lain yang mempengaruhi seperti kepercayaan, risiko, kerumitan, teknologi yang meresap, penggunaan, dan generasi yang celik teknologi. Implikasi yang boleh didapati daripada kajian ini ialah persepsi kebergunaan mempengaruhi persepsi pelajar terhadap membeli-belah dalam talian. Peniaga runcit dalam talian harus memanfaatkan kelebihan ini dan memperbaikinya supaya produk dan perkhidmatan mereka kelihatan membantu pelanggan. Pembeli mungkin berpendapat membeli makanan dalam talian adalah lebih mudah daripada di kedai. Oleh itu, peniaga runcit dalam talian mesti menyediakan perkhidmatan yang mudah. Menawarkan pelanggan tapak web atau apl mudah alih mesra pengguna yang membantu mereka menjimatkan masa semasa membeli-belah runcit dan menyediakan maklumat yang mencukupi tentang produk boleh mencapai matlamat ini. Produk yang mereka beli dan memudahkan untuk mencari pembelian sebelumnya. Penemuan kami menunjukkan bahawa, kebergunaan yang dirasakan adalah faktor yang paling penting. Ini mungkin disebabkan oleh, pelajar melakukan membeli-belah dalam talian kerana kegunaannya yang memberi manfaat kepada mereka.

Keywords: Membeli-belah dalam talian; Persepsi pelajar

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FACTOR INFLUENCING STUDENT PERCEPTION TOWARD ONLINE SHOPPING IN UTEM

CHAPTER 1

INTRODUCTION

1.1.1 Introduction

On this chapter, provides information about the background of the study, the research problem, the research question, the research objectives, the scope, the limitations and importance of the study. To complete a Bachelor Degree Dissertation in Faculty of Technology Management and Technopreneurship, a researcher has chosen to investigate the factor influencing student perception toward online shopping at UTEM. Nowadays, in the era of globalization, the online shopping has attracted the attention of students in this generation. The main objective of the study is to examine the factors that influence students ' perception of Internet purchases. Online purchases gradually replaced physical purchases due to time constraints, traffic congestion, etc. Internet shopping is thus becoming increasingly popular, as it is easy to access in everyday life. From the point of view of consumers, Internet purchases have many advantages over physical purchases, as they can save money, time and effort (Liu et al., 2012, Kim et al., 2008). We believe that these benefits have an important and significant impact on consumer behaviour with respect to online purchases (Delafronz et al., 2011).

1.2 Background of the study

Nowadays, the Internet plays an important role in our daily lives. Through the extensive use of the Internet, people can speak across the globe. In addition to this, the Internet will help people send e-mails without time limits, and they can send e-mails at any time to find information and details, and most importantly, they can use the Internet to purchase products called online purchases. At the same time, Internet shopping has been widely accepted as a way of purchasing products and services and has become a more popular way in the Internet world (Katawetawaraks & Wang, 2011).

Now, with the passage of modern time, online shopping is becoming more and more popular for various reasons. There are certainly external factors such as rising gas prices, difficulties in getting to traditional shops and hassles often associated with shopping malls and other traditional shops to contribute to increased interest in online shopping. Consumers can obtain complete information about the product by sharing their assessments with existing users. If you want to buy a product, he/she is no longer limited to asking friends and families because there are many product reviews on the web that give opinions of existing users of the product. Online shopping websites contain a wide variety of goods both high quality and mild quality taking into account the levels of people. Childers et al., (2001) found “ ‘enjoyment’ to be a consistent and strong predictor of attitude towards online shopping. If consumers enjoy their online shopping experience, they have a more likely to adopt the Internet as a shopping medium”.

Many studies have been conducted on online shopping behaviour, but none of them has been specifically investigating the behaviour of university students, which is a potential market. Previous studies have looked at important aspects of online shopping behaviour. For example, Aghdaie, Piraman, and Fathi (2011) studied how different factors affect the attitude of trust in consumers, while Lai and Wang (2012) looked at how online shopping behaviour is affected by trust levels. Therefore, this study will look at factor influencing university student perception toward online shopping.

1.3 Problem statement

Online shopping is becoming increasingly popular. Today's consumers especially student are more comfortable shopping online, which has led to several online shopping trends. Although online shopping is increasingly diversified, clients have to face a number of problems. Despite of the development in information technology and the increase in internet technology users, there only some number of then that use internet technology to do online purchasing. Other than that, Guardian (2014) said that nearly half of consumers who bought goods online over the past two years had problems with their purchase. Online shopping in Malaysia is a new technology breakthrough since it has just begun to assault the Malaysia retailing sector with online shopping services (Haque et al., 2006).

According to Jariah, Husniyah, Laily and Britt (2004), university students are one of the most important market segments for two reasons; first, they have money and secondly, they have shopping interests. Second, this is the segment of the population that has the potential to earn more money than other groups. Therefore, it is important to find out the factors that influence students' perception toward online shopping if we want to increase the number of online buyers and the volume of e-commerce. But, unfortunately, there are few studies examining student online shopping behavior in the UTEM (University Technical Malaysia Malacca). According to Tam model, these factors include perceived utility, perceived ease of use, perceived enjoyment, perceived trust, and perceived danger. The researcher will describe these factors by referring to previous research. Within the scope of this investigation, the Technology Acceptance Model (TAM) hypothesis is used (Davis, 1989).

1.4 Research questions

- 1.4.1 What factor influencing online shopping toward student?
- 1.4.2 What is the most significant factor affecting student attitude toward online shopping?

1.5 research objectives

- 1.5.1 To examine the factor influencing online shopping toward student.
- 1.5.2 To analyze the most significant factor influencing university student's attitude toward online shopping.

1.6 Scope of study

This study is aimed to identify the factor influencing university student perception toward online shopping in Malaysia. The respondents in this study are focusing on university students from the University Technical Malaysia Malacca (UTeM), as they are technology savvy. Most people who are technology savvy are able to shop online easily because of their knowledge of technology. There is a high tendency among students to use online shopping, and this will help the researcher to study their perception toward online shopping. This study will be conducted at the University Technical Malaysian Malacca.

1.7 Limitation of study

In conducting this research, researcher faced some limitations, such as time constraint, lack of skill and knowledge, and the cooperation of respondents. The researcher is having a difficult time finishing the research due to the short time frame given. The researcher has difficulty finding as much information and details related to her study in a given timeframe. A researcher must have the necessary knowledge and skills to conduct a study, and may lack some experience if they haven't done this before. Moreover, many respondents refuse to cooperate with researchers. In cooperation with respondents, it was agreed that they would complete questionnaires. Most of the respondents are not answering it completely, and another limitation is that it is related to honesty. The researcher cannot know for sure whether the respondents' answers are honest.

1.8 Significant of study

The research that was conducted will increase data about online shopping in Malaysia about online shopping and factor about student perception toward online shopping. Nowadays, most of the student do online shopping because they thought that online shopping may be associated with positive results that are not found in traditional way of shopping such as consumers' ability to shopping 24/7 without time restricted, and the easiness' while shopping without using physical. e. From the consumers' perspective, online shopping has a lot of advantages compared to physical shopping as it can save money, time, and effort (Liu et al., 2012, Kim et al., 2008). Thus, this research will then help gain knowledge related to online shopping, allowing people to learn and use online shopping. Since there are a number of people who lack the knowledge to shop online, this study will raise awareness of the use of social media in online shopping. People will be more concerned about online shopping

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

In this chapter, the researcher will determine how previous research may be utilised to offer knowledge and specifics, hence making it possible to develop the conceptual theoretical framework. The fundamental theory underlying internet and online shopping serves as the foundation for the theoretical framework of this study. The perception of online shoppers among student in UTEM is investigated, as well as the most applicable theory for effectively controlling student' purchasing decisions when they make use of social media technology. According to the current difficulties of increased online purchasing activity and increasing number of internet users among the Student in UTEM, this study was also able to identify a proper barrier that prevents client online shopping related to advanced types of social networking sites. This barrier was found to be related to advanced types of social networking sites.

This chapter is where the researcher will describe the factors that influence online shopping perception among student in UTEM who use social networking sites and also e commerce. These factors include perceived utility, perceived ease of use, perceived enjoyment, perceived trust, and perceived danger. The researcher will describe these factors by referring to previous research. Within the scope of this investigation, the Technology Acceptance Model (TAM) hypothesis is used (Davis, 1989).

2.2 Online Shopping

For a variety of reasons, online buying is getting more and more popular. The growing popularity of online shopping can be attributed to a variety of external causes, such as rising petrol prices, the difficulties of visiting traditional retailers, and the related headaches. Existing users' reviews provide consumers with a wealth of knowledge about a product. Buying a product is no longer confined to asking friends and family because there are many product reviews on the internet that reflect the thoughts of current customers. People of all income levels can find a wide range of products on online shopping sites, from high-end to low-end.

Everyone can benefit from internet shopping because it allows them to buy more quickly, with more options, and at a cheaper cost (Cuneyt Koyuncu; Gautam Bhattacharya, 2017). According to 2017 Malaysia's Top E-Commerce Website (2017), Lazada had 30,300,000 monthly visits in June 2017 and was followed by 11street Malaysia with 10,200,000 and Lelong.my with 6,200,000, both in the online shopping category (Top e-commerce sites in Malaysia 2017, 2017). The necessity of purchasing some things is recognised by customers. They will typically look up to the internet in order to shop online, and then begin searching for information regarding the items that they will buy, as well as seek for all of the alternatives, and eventually make a purchase that is the finest price to meet their requirements (Rangampet, 2015). Consumers are limited in their ability to make the best decision possible by a number of factors, including advertising and language, before they make their final purchase decision.

2.3 Internet

The computer and communications industries have been completely upended as a result of the advent of the Internet. This extraordinary integration of capacities was made possible by the introduction of the telegraph, telephone, radio, and computer, all of which laid the stage for this integration. The Internet is simultaneously a facility for worldwide broadcasting, a method for the diffusion of information, and a medium for collaboration and interaction between individuals and their computers regardless of physical location. The Internet is one of the most effective examples of the benefits that can be gained from making consistent investments and maintaining a commitment to the research and development of information infrastructure. Since the beginning of the research into packet switching, the government, private sector, and academic institutions have all worked together to develop and use this innovative new technology. Terms such as "bleiner@computer.org" and "http://www.acm.org" are so commonplace in today's culture that even the most random person on the street² can recite them. This history is meant to be concise, thus it will just cover the highlights and will be incomplete. There is a lot of content available right now regarding the Internet, and it covers its history as well as its technology and its usage. When you visit practically any bookshop, you will find shelves filled with books and other materials that are published about the Internet.

2.4 Technology Acceptance model (TAM) (Davis, 1989)

Because it is the theory that is most closely connected to the progress of technology, the Technology Acceptance Model (TAM) (Davis, 1989) is being used in the research that is being done to identify and construct a conceptual research framework for the study of the factors that influencing student perception toward online shopping in UTEM. TAM is one of the extant theories that is used to explain the adoption of information technology (IT), and it is the theory that has been used by the majority of researchers in the past as a framework to understand the process of users' acceptance. It is widely acknowledged. In addition to this, TAM has been shown to be the model that is the best applicable to explaining the differences in users' behavioural intentions in relation to the adoption and usage of IT in a broad range of different scenarios. According to Mathieson, the TAM is favoured above other models in a variety of user situations, specifically the Theory of Reasoned Action (TRA).

According to Jambulingam, Sorooshian, and Selvarajah (2016), TAM proposes that the two factors that are important for the actual usage of a technological innovation are perceived usefulness (PU) and perceived ease of use. This is because PU and PEOU are perceived to be important for the actual usage of a technological innovation (PEOU). The TAM theory states that the impacts of external variables such as system features, development process, and training on intention to use are mediated by perceived utility and perceived ease of use. This is stated in Venkatesh and Davis's (2000) research.

Diagram 2.4 shows the original Technology Acceptance Model by Davis 1989, Davis et al. 1989.

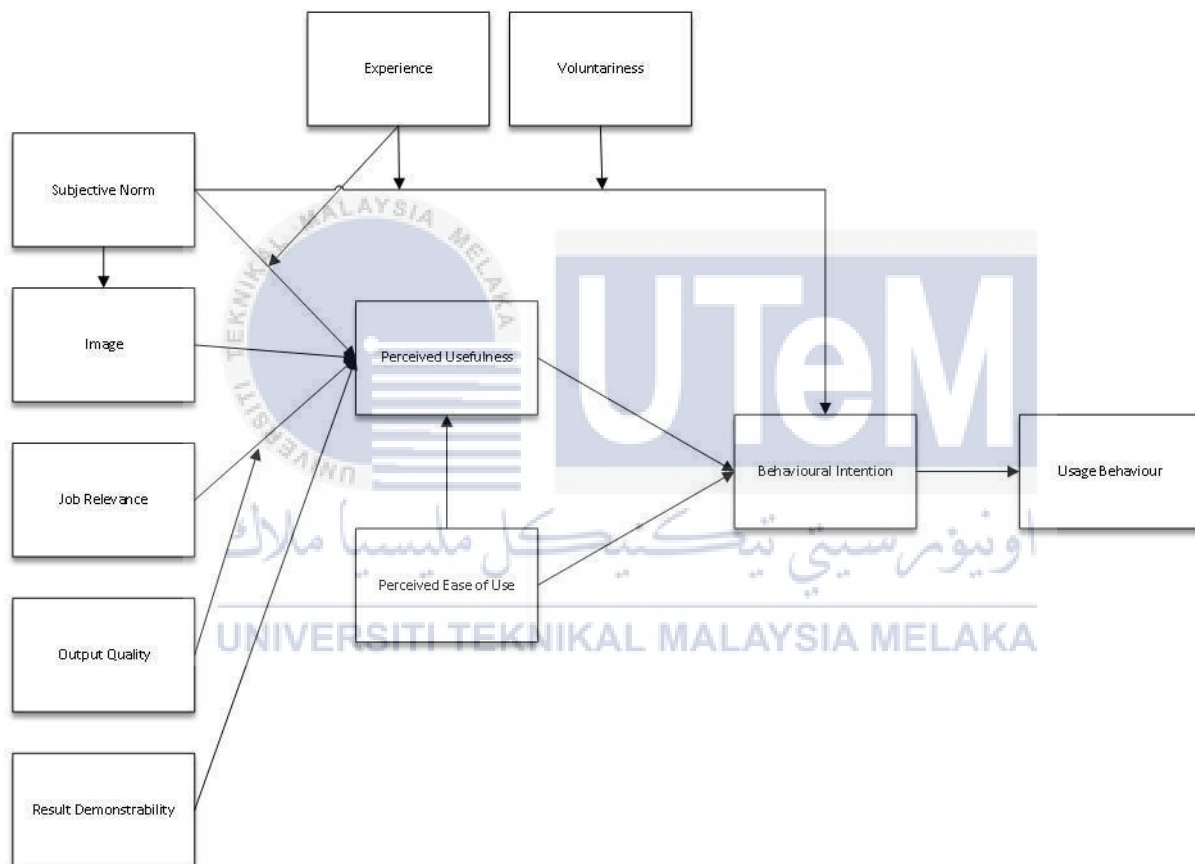


Diagram 2.4: original Technology Acceptance model

2.5 Perceived usefulness

According to Davis 1993, the term "perceived usefulness," or "PU," refers to an individual's views that employing new technology would improve their performance. When discussing online

buying, "usefulness" refers to the extent to which customers feel that making use of the internet as a medium would result in an increase in their level of productivity or performance, and thus, an improvement in their overall shopping experience. The primary advantages of making purchases online are their easy accessibility and quickness, as well as their wide availability of purchases that are both affordable and handy. Aside from that, the most beneficial aspects of making online purchases through social media are the accessibility and the quickness of the process. The system's perceived usefulness is linked to the system's efficiency and efficacy, as well as its overall benefits for improving user performance. According to the TAM, people's use of technology is influenced by their perceived usefulness (PU) and perceived ease-of-use (PEOU) of that technology (Jones & Kauppi, 2018). According to the findings of this study, the following hypothesis is proposed: there is a substantial positive association between perceived usefulness and the factor influencing student perception toward online shopping in UTEM (Muda et al., 2016).

2.6 Perceived convenience

According to findings from previous studies, "Convenience" is an essential component of making purchases online (Clemes et al., 2014). According to the findings of Burke's research from 1998, the most common reason given for making purchases online is that doing so is more convenient. According to Delafrooz, Khatibi, and Paim (2010), the capacity of people to shop online is influenced by the fact that it is more convenient. The primary benefit of making purchases on the internet is that it is more convenient than buying in conventional stores (Delafrooz et al., 2009). Internet users in Malaysia who make purchases from online stores are looking for a variety of benefits, including an easy way to search for information, reasonable pricing, a convenient manner of purchasing goods, and round-the-clock customer care (Zuriahti Azura, 2010). The convenience, company name, freedom of choice, information enrichment, and familiar homepage design are consumer impressions of interest, and they have a significant association with views regarding online shopping (Shwu-Ing, 2003). In addition, convenience factors have been shown to have a substantial relationship with purchasing behaviour influenced by internet advertising (Hasan and Rahim, 2004). The capacity to compare a large number of products in one location at any given time is one aspect of convenience (Cho and Sagynov, 2015). Other aspects of convenience include saving time, energy, and anxiety (Hung et al., 2014). In addition to this, clients feel more at ease when buying online as opposed to intraditional stores because the process is more streamlined and organised (Delafrooz et al., 2010). Customers have the ability to make purchases at any time of the day or from any location (McKinney,

2004; Kim and Kim, 2004, as quoted in Delafrooz, Paim, and Khatibi). This presents a big opportunity for online retailers (2010).

2.7 Perceived ease of use

According to the research conducted by Davis (1989), Davis, Warshaw, and Bagozzi, the "Ease of use" variable, which is our second variable, is the extent to which individuals believe that utilising a new method does not require a great deal of effort (1989). When this setting was applied to online purchasing, the ease of use meant that customers believed they were going to spend the least amount of money and put in the least amount of effort on the Internet (Davis, 1989). To tell you the truth, consumers consider a criteria called perceived ease of use, which indicates that they can utilise technology or systems to discover information without making any kind of an effort (Davis, 1989). The consumer's opinion of the results of their online shopping experiences is referred to as perceived utility, while the consumer's perception of the process that leads to the ultimate result of their online buying is referred to as perceived ease of use (Monzuwe, Ruyter, and Dellaert, 2004). According to Selamat, Jaafar, and Boon's (2009) research, customers who shop online would rather have a system that is easier to navigate and requires less effort on their part. On the other hand, if users come to the conclusion that navigating the site is challenging and hostile for them, their likelihood of making purchases online will decrease (Green, Pearson, and Pearson, 2007; Cheng and Yee, cited in 2014). According to the findings of Oentario et al. (2017), the ease of use has a significant and direct impact on the opinions of the consumers. In addition, it has been discovered through previous study that researchers have drawn out that the simplicity of use had a positive association with online purchase intents. This was proven to be the case. There is a positive relationship between the perception of how easy something is to use and the propensity to make purchases online. It is crucial for online user projections to consider how user-friendly technology is and how satisfied customers are with their experiences shopping online (Ramayah & Ignatius, 2005).

2.8 Security and Privacy

The concept of "Security and Privacy" is another factor that influence students in UTEM perception on online shopping. According to Ramayah, Teck, Aafaqi, and Dahlan (2003), the primary impediments to the adoption of electronic retail are the customer's beliefs in security and privacy difficulties; therefore, in order to resolve this problem, we need to improve technology. Consumers

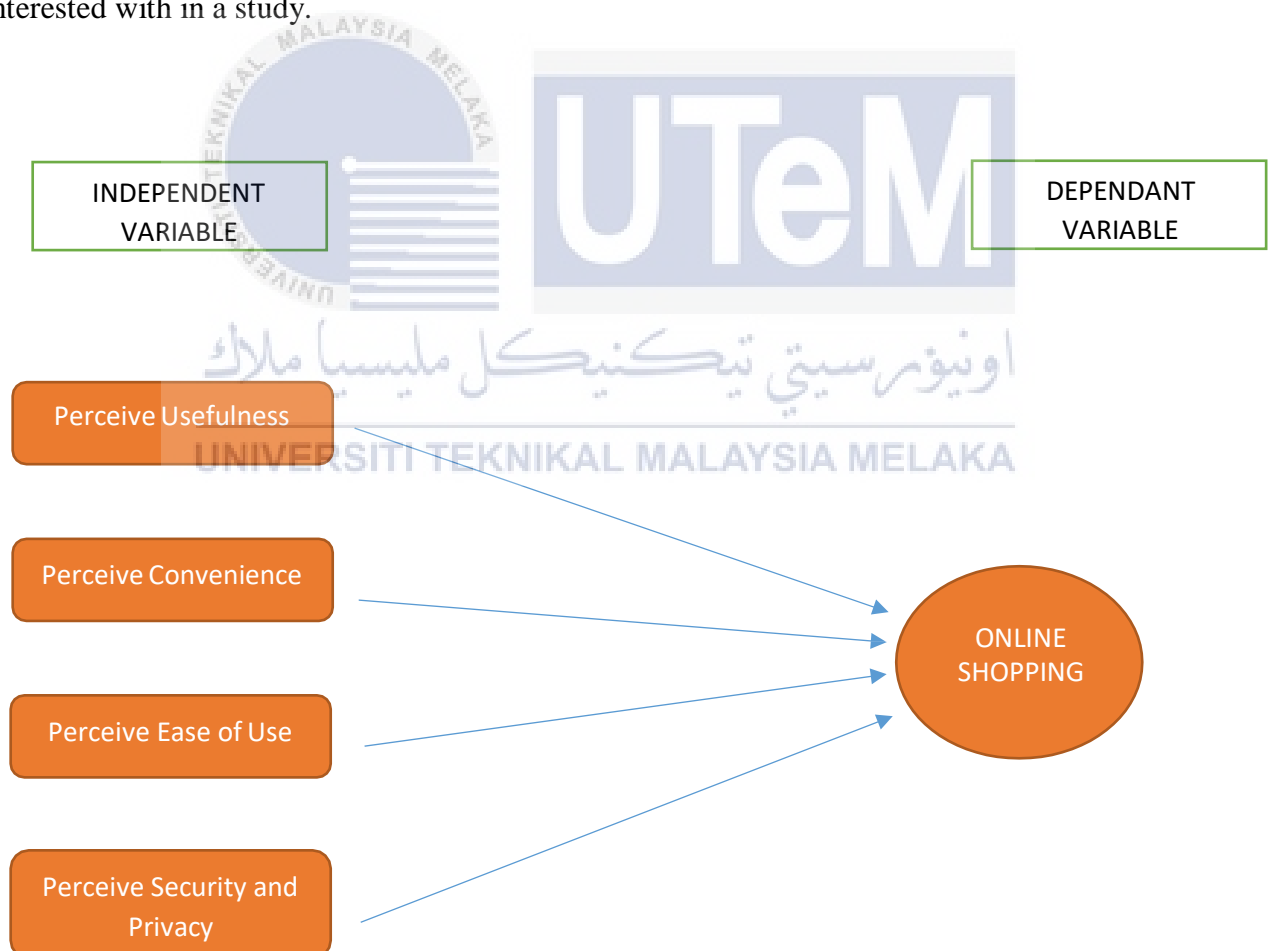
are hesitant to complete transactions over the internet in part because of the many hurdles involved in making a purchase online, as well as privacy and safety concerns (Grandinetti, 1996; Udo, 2001). Based on our observations, internet users place a significant amount of importance on both their privacy and the protection of their personal information. This is because internet users have a fundamental desire to have a sense of safety and to guard their sensitive data. However, the company's decision to process consumer data was not primarily based on a concern for consumers' right to privacy. This is because there was a presence of third-party consumer data that might potentially misissue consumer data, such as through identity theft or hacking. According to Salim (2000), in the future, hackers would not just be located within the firm; rather, they will also originate from other locations that are either external or unidentifiable. According to Guo Xiaoying, Guo Cuiling, and Liu Min (2012), security refers to the ability of online shopping websites to safeguard the personal information of their customers against any potential dangers posed by the unlawful use of such information in commercial transactions. The primary focus is on the protection of online transactions and data, while the second component is built around authenticating users (Guo, 2012). When it comes to maintaining users' faith in online transactions and the website itself, concerns over privacy and security are among the highest priority criteria (Chellappa, 2002). To find a solution to this problem, Yu and Abdulai (2000) demonstrated that in order for the government to have a role in encouraging the expansion of online shopping, it must do so in a manner that is consistent with the protection of consumers.

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2.9 Conceptual Theoretical Framework

Existing theory that is applied to a specific topic is included in a theoretical framework. This theory is comprised of concepts, along with their definitions and citations to relevant academic publications. The theoretical framework has to demonstrate a comprehension of theories and concepts that are pertinent to the topic of the research article and that link to the wider areas of knowledge that are being explored. The theoretical framework is established based on the theory that is utilised as the basis for the study and research that may be conducted. Validation of the theory relies on the framework's description of the variables and their interrelationships. Researchers are able to grasp the relationship between the variables of the theory and to forecast the type of relationship that exists between them when they use a theoretical framework. There are two different kinds of variables, which are referred to as independent variables and dependent variables respectively. A researcher can modify or control an independent variable, while a dependent variable is one that the researcher is interested with in a study.



2.10 Hypothesis

The theoretical framework is the source from which hypotheses are created, and the purpose of a hypothesis is to test the relationship between the variables. The null hypothesis and an alternate hypothesis are the components that make up a hypothesis statement. While alternative hypotheses demonstrate the existence of a relationship between the two variables in question, the null hypothesis concludes that there is neither a connection nor an influence between them. Following hypotheses have been formed as a result of the debate and reasoning derived from the review of the relevant literature in order to investigate the relationship between the variables.

Hypothesis 1

H₀: There is no significant relationship between perceived usefulness with online shopping among student in UTEM.

H₁: There is significant relationship between perceived usefulness with online shopping among student in UTEM.

Hypothesis 2

H₀: There is no significant relationship between perceived conveniences with online shopping among student in UTEM.

H₁: There is significant relationship between perceived conveniences with online shopping among student in UTEM.

Hypothesis 3

H₀: There is no significant relationship between perceived ease of use with online shopping among student in UTEM.

H₂: There is significant relationship between perceived ease of use with online shopping among student in UTEM.

Hypothesis 4

H₀: There is no significant relationship between security and privacy with online shopping among student in UTEM.

H₃: There is significant relationship between security and privacy with online shopping among student in UTEM.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This chapter provided an in-depth explanation of the research methodology that was utilised to discover the factor that influence student perception toward online shopping in UTEM. This chapter also provided an overview of the study strategy, the research methodology, the sources of data, and the sample design.

3.2 Research Design

A research design can be defined as the "procedures for collecting, analysing, interpreting, and reporting data in research projects." (Creswell & Plano Clark 2007, p.58). It is the overarching strategy that will be used to connect the conceptual research concerns with the relevant empirical research that can be accomplished. In other words, the study design determines the procedure that must be followed for the required data, the methods that must be utilised to collect and analyse this data, and the manner in which all of this is going to provide an answer to the research question (Grey, 2014). Exploratory, descriptive, and explanatory research designs are the three different approaches that can be taken while conducting studies, as described by Robson (2002). According to Given and Lisa (2008), qualitative research is mostly exploratory research. It

is utilised for the purpose of achieving a more nuanced comprehension of the underlying reasons and motivations. Quantitative research is an analysis of social phenomena that is conducted in a methodical and empirical manner using statistical, mathematical, or computational methods. His basis for classification is based on the purpose of the research area, since each design is intended to accomplish a particular goal in the end. For instance, the goal of a descriptive study is to paint a picture of a scenario, person, or event; to demonstrate how things are related to each other; and to explain how things occur naturally (Blumberg, Cooper and Schindler, 2005). Descriptive studies, on

the other hand, are not capable of providing an explanation as to why a certain event took place and are best suited for a research field that is relatively new or has not yet been thoroughly investigated (Punch, 2005). For this reason, when there is a wealth of descriptive data available, it is best to employ other research approaches such as exploratory or explanatory methods.

3.2.1 Descriptive research design

In this study, the researchers chose to utilise a descriptive research design. In order to obtain data and assess the students' perception on online shopping in UTEM, the researchers conducted a study that was quantitative in nature, descriptive in nature, and in the form of a survey. According to Siedlecki (2020), a descriptive study is one in which the researchers analyse the variables in their natural environment as they are found. There is no modification of the data in this type of study. This is supplemented with a procedure called a survey, which is helpful for gathering information from a group in order to describe characteristics, such as opinions and attitudes, of the population that the group is a part of (Fraenkel, Wellen & Hyun, 2012). For the purposes of this study, a questionnaire will be designed specifically for the student in UTEM. When researchers use previous studies like this, it gives them access to alternative methods of data collection. For instance, a questionnaire can provide information regarding the factor influencing student perception toward online shopping in UTEM.

3.3 Methodological choice

As the plan and framework of inquiry of an aim or topic on which research is relaying is known as the research methodology, several methods are utilised in order to obtain the answers of required questions. The theory of how research should be carried out, including the theoretical and philosophical assumptions upon which research is based as well as the consequences of these for the method or methodologies that are chosen, is known as methodology (Saunders. M, et al, 2007). According to Kaplan's discussion of this concept in 'The Conduct of Inquiry,' He distinguishes several senses of methodology: (1) techniques, which are the specific procedures used in a given science; (2) honorifics, which are a ritual invocation attesting to concern with meeting standards of scientific acceptability; and (3) epistemology, which involves the most fundamental philosophical questions about the pursuit of truth.

In this study, quantitative research methodologies were utilised. According to the contents of a book produced by John W. Creswell, quantitative research is a strategy that identifies the link between variables in order to test the objectives of various hypotheses. Due to the fact that these variables, which are normally found on devices, may be measured, numbered data can be examined utilising statistical processes. The completed report features a set of structure that includes an introduction, a literature and theory review, methodology, findings, and a discussion section. Those that engage in this type of research, much like qualitative researchers, make assumptions about testing hypotheses deductively, building in defences against bias, controlling for alternative explanations, and having the ability to generalise and repeat the findings (Dhanapal et al., 2015).

On the basis of a theory or hypothesis, quantitative approaches often begin with the collection of data. In the third stage, either descriptive or inferential statistics are utilised. Surveys and observations are two examples frequently used when describing statistical relationships. The quantitative method is appropriate for measuring the association between the independent variable (IV) and the dependent variable (DV) (DV). According to Manimekalai Jambulingan and Shahryar Sorooshian (2016) and Leedy and Ormrod (2001), the quantitative research method is the most appropriate traditional strategy for this study. It was utilised to test the hypothesis and examine the relationship between the variables. Then, a survey questionnaire is used as an instrument in this study since it enables the researcher to collect data fast and in a short amount of time. In addition, it has a large sample size and enables quick access to a large collection of data points. (Jambulingam et al., 2016).

3.4 Sources of data

The process of gathering and measuring information on variables of interest in an established systematic manner that enables one to answer stated research questions, test hypotheses, and evaluate outcomes is referred to as data collection. Data collection is the process of gathering and measuring information on variables of interest. The phase of research known as data collecting is standard throughout all academic subfields, including the social and physical sciences, the humanities, and business, among others. Although approaches change depending on the field, the overarching goal of correct and ethical data collection continues to be a priority.

Primary data and secondary data are two distinct types of information collections. When talking about research, "primary data" refers to material collected directly from sources like interviews, questionnaires, and direct observation. The term "secondary data" refers to the information gleaned from already-existing sources such as prior studies, scholarly publications, books, and newspapers by the other researcher. For this research, the researcher will presumably use this method of data collection.

3.4.1 Primary Data Sources

As the major method of data collection for this study, the researchers relied primarily on questionnaires that were distributed to the participants. In the form of a series of questions, questionnaires are a type of data collection instrument in which respondents are prompted to submit answers that are consistent with those asked of them. One of the many advantages of using a questionnaire is that it is a more cost-effective way. If the instructions and questions on the questionnaire can be comprehended with little effort, it may be distributed to respondents by the mail or through the internet. The cost of accessing a large population sample can be cut down significantly when compared to the cost of conducting interviews in person. This indicates that the majority of respondents will be aware of it. Because so many people already have questionnaire-filling experience, recruiting more participants is simpler.

3.4.2 Secondary Data Sources

The interpretation of secondary data is based on primary data. Examples of secondary data include articles published in academic journals, novels, newspapers, and magazines. In this particular investigation, the researcher relied on secondary data sources to assemble the information and particulars that were contained in the literature review. When conducting a literature review, researchers would traditionally seek out relevant material from earlier research in the form of journal articles and books. The conceptual framework and working hypothesis will both be constructed with the help of all of the material that was obtained.

3.5 Research strategy

The researcher makes use of research strategy as a methodology to assist him in studying the issues that are associated with the topic. The researcher is able to provide methodical responses to the research questions while using this technique from the research strategy. An efficient research plan includes delineated objectives, distinct resources for data collection, and in-depth research inquiries. The researcher went on to list a variety of obstacles that needed to be overcome in order to carry out this research, including time restraints, the need for cooperation from respondents, and a deficiency in knowledge and abilities that will have an impact on this study. The development of a research strategy can be of assistance to a researcher in performing this research in an efficient manner. The researchers made use of a questionnaire methodology and conducted a pilot test in order to collect data and construct variables for this investigation.

3.5.1 Questionnaires design

Three questionnaire sections—Part A, Part B, and Part C—are included in this study. Questions about demographic, socioeconomic, and geographic information were included in part A. For instance, the section will inquire about the gender, age, and level of schooling. The researcher will then create a questionnaire in part B that includes the study's independent variables, which are perceived usefulness, perceived usefulness, perceived convenience, and perceived security and privacy. Part C is to analyse the most significant factor affecting student attitude toward online shopping

This questionnaire will include a total of 21 question and should be scored using a Likert scale. The Likert Scale will offer 5 points to indicate how strongly consumers agree or disapprove. Diagram 3.5 show Likert scale.

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Diagram 3.5: Likert scale

3.5.2 Pilot test

A survey, a piece of information in a questionnaire, or an observation form are all examples of things that could be subjected to a pilot test in order to determine whether or not the respondents will understand them. For the purpose of determining whether or not the questionnaire being used in this survey should be considered relevant, the researcher must first have it piloted by a select group of individuals who are either experts in the field or have prior experience in the field. The primary goal of the pilot test is to ensure that the questionnaire that the researcher prepared will be interpreted in the same manner by all respondents. Researchers are able to determine whether or not there are any issues with their questionnaire and then make any necessary adjustments before distributing it to further respondents.

For the purpose of determining the validity of the questions, the researchers behind this study decided to poll a total of 30 students enrolled at UTEM. This test will provide researchers with a better indication of whether or not there is a problem with the surveys and whether or not respondents can answer them correctly. The researcher must also make certain that the responders will not only comprehend the questions but that they will grasp them in the same way.

3.6 Sampling design

The method that is used to select samples is an essential component of any study because it influences both the data that are gathered by researchers and the conclusions they draw from the examination of those data. The researcher was able to choose the sampling design, as well as the

sampling size, sampling location, and time horizon, thanks to the sampling design. In addition to this, the goal of sampling procedures is to demonstrate how the researcher provides a scope to the target population as well as the scope of this study.

3.6.1 Sampling technique

Probability sampling techniques and non-probability sampling techniques are the two different sorts of sampling techniques that can be developed from one another. Probability sampling technique consist of simple random technique, systematic random technique, stratified random sampling technique and cluster random technique while non-probability sampling techniques consists of convenient sampling technique, judgmental sampling technique, quota sampling technique and snowball sampling technique.

In this particular study, the researcher has decided to utilise a technique known as probability sampling, which is essentially just a random sample technique. Because it concentrates on one place and gives every member of the population an equal opportunity to act as a respondent, this methodology is appropriate for this particular piece of study. It will concentrate on the University of Technical Malaysia in Malacca (UTEM), and any member of the community between the ages of 18 and 40 will be eligible for selection as a respondent.

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

3.6.2 Sampling size

The term "sample size" is a phrase that is utilised in the field of market research for the purpose of specifying the number of participants that are included in a sample size. We understand a group of participants that are picked from the general population and is believed to be representative of the actual population for the purpose of that particular study to be the "sample size." For instance, if we want to forecast how the people in a particular age bracket would react to a new product, we can first test the product on a sample size that is representative of the population that we are trying to reach. In this particular instance, the sample size will be determined by the total number of participants in that age bracket who will be subjected to the survey.

According to the findings of this survey, there are a total of 10,434 students enrolled in undergraduate programmes and 4582 students enrolled in graduate programmes in UTEM. Because

there were so many people in the population, the researchers chose only 449 individuals out of the whole population so they could gather more accurate data. The students currently enrolled at UTEM made up the population that the researcher chose to analyse. This is something that can be measured by the survey in regard to their typical way of living. According to the Krejcie and Morgan Table, the minimum number of participants in a sample that a researcher should have is 169. Diagram 3.6 shows Morgan Table.

Populasi	Sampel	Populasi	Sampel	Populasi	Sampel	Populasi	Sampel
10	10	150	108	460	210	2,200	327
15	14	160	113	480	214	2,400	331
20	19	170	118	500	217	2,600	335
25	24	180	123	550	226	2,800	338
30	28	190	127	600	234	3,000	341
35	32	200	132	650	242	3,500	346
40	36	210	136	700	248	4,000	351
45	40	220	140	750	254	4,500	354
50	44	230	144	800	260	5,000	357
55	48	240	148	850	265	6,000	361
60	52	250	152	900	269	7,000	364
65	56	260	155	950	274	8,000	367
70	59	270	159	1,000	278	9,000	368
75	63	280	162	1,100	285	10,000	370
80	66	290	165	1,200	291	15,000	375
85	70	300	169	1,300	297	20,000	377
90	73	320	175	1,400	302	30,000	379
95	76	340	181	1,500	306	40,000	380
100	80	360	186	1,600	310	50,000	381
110	86	380	191	1,700	313	75,000	384
120	92	400	196	1,800	317	100,00	384
130	97	420	201	1,900	320		
140	103	440	205	2,000	322		

Diagram 3.6: Morgan Table

3.6.3 Sampling location

This research was carried out at the University Technical Malaysia Malacca (UTEM) by the researcher. The researchers chose this location because it has a significant amount of population who were born between 1982 and 2004 and who are currently enrolled at the University of Technical Malaysia in Malacca. The researcher gave out questionnaires to members of this population in order to collect information regarding online shopping among students.

3.6.4 Time horizon

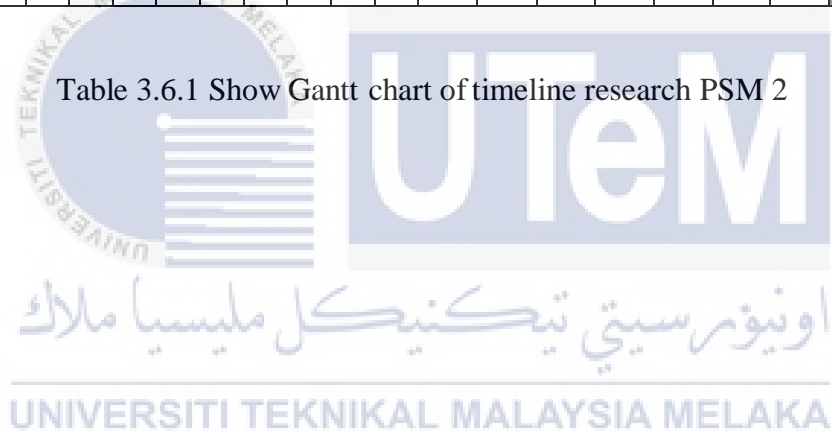
A time horizon is a presentation of numerical data that has been gathered at consistent intervals over the course of a length of time. This time horizon may be displayed on a yearly, monthly, weekly, or daily basis, depending on the context. The advancement of the research into the factors that influence student perception of online shopping is the time horizon for this study. This research will take the researchers a total of nine months to complete, beginning in April 2022 and ending in December 2022. Every step of the research process has been meticulously mapped out in a Gantt chart, which organises each of the tasks involved in the investigation in accordance with a predetermined schedule. The researcher spent four months finishing the proposal, and then spent the remaining five months doing the research, which included gathering the data, conducting the analysis, and obtaining the findings and conclusions for this research.

TIME / TASK	WEEKS														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Finding and discussion on the research topic and supervisor															
Finalizing and approval the title research by supervisor															
Formulating the research questions and research objectives															
Identify the variables and constructing the theoretical framework															
Studying and finding the sources for secondary data															
Determining the methodology to be used in the research															
Drafting the research proposal															
Submission and do correction for the final proposal															
Prepare proposal presentation															
Presentation proposal															

Table 3.6 show Gantt chart of timeline research for PSM 1

TIME / TASK	WEEKS																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Pilot Test	■	■															
Distribute Questionnaire		■	■														
Data Collection			■	■	■	■	■	■	■								
Data Analysis					■	■	■	■	■	■							
Recommendation and Conclusions									■	■	■	■	■	■	■	■	
Submit Final Year Project																■	■
Final Presentation																	■

Table 3.6.1 Show Gantt chart of timeline research PSM 2



3.7 Statistical tools

3.7.1 Pearson correlation analysis

The Pearson correlation coefficient is a test statistic that quantifies the statistical link or association between two continuous variables. It is named after its namesake, Karl Pearson. Because it is founded on the theory of covariance, it has earned a reputation as the most accurate way for determining how closely two variables are associated with one another. It provides information on the strength of the association or correlation, as well as the trajectory of the link between the two variables. Pearson's correlation coefficient The strength of a linear link between two variables can be measured with the use of something called a coefficient. The sample correlation coefficient, denoted by the letter r , is used to estimate the population correlation. The value that is returned by the correlation coefficient, r , falls somewhere in the range of $+1$ to -1 . When the value of r is close to zero, it will indicate a bigger deviation in the data from the line of best fit, whereas when the value of r is closer to $+1$ or -1 , it will show a lesser deviation in the data from the line of best fit.

Size of Correlation	Interpretation
.90 to 1.00 (–.90 to –1.00)	Very high positive (negative) correlation
.70 to .90 (–.70 to –.90)	High positive (negative) correlation
.50 to .70 (–.50 to –.70)	Moderate positive (negative) correlation
.30 to .50 (–.30 to –.50)	Low positive (negative) correlation
.00 to .30 (.00 to –.30)	negligible correlation

Table 3.7 Show Pearson Correlation Analysis

3.7.2 Linear Regression Analysis

The researcher made predictions about the changes in the independent variable by using linear regression analysis. These predictions were based on the value of the other independent variables or predictors (s). An equation that describes the relationship between the independent variable (X) and the dependent variable is arrived at through the use of the regression analysis (Y). The additive constant and the regression coefficient are both part of the equation that describes the regression. The general form of the multiple regression models that were utilised in this research can be seen in the equation that follows.

$$Y = b_0 + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

Where,

Y = online shopping among student in UTEM

b₀ = Regression constant

X₁ = Perceived usefulness

X₂ = Perceived Convenience

X₃ = Perceived Ease of Use

X₄ = Privacy and Security

b₁, b₂, b₃, b₄, = Regression Coefficient

3.8 Summary

In previous sections of this chapter, the researcher had provided an explanation of the study methodology and approach that was utilised to finish this investigation. The researcher will use it as a guide to select the method that is most appropriate for carrying out the research objectives, research questions, discussion, data analysis, and findings of this study.

CHAPTER 4

DATA ANALYSIS

4.0 Introduction

The output or findings based on the respondents' responses will be discussed in this chapter. The respondents received 22 sets of the questionnaire. The menu-driven software program Statistical Package of Science Social (SPSS) version 27.0 for Windows is used to analyze all of the collected data. Each question on the questionnaire was looked at to see if the goals of the study were met. For a better understanding of the respondents' demographic profiles and the factors that influence student perception toward online shopping, the results of the analysis are presented and illustrated in tables and charts. In addition, the relationship that was discussed in Chapter 2 between the output and the theory and literature review is the subject of this chapter.

4.1 Pilot Test

The properties of tests and measures are referred to as their reliability. The degree to which a test or measure is stable, consistent, and repeatable is known as its reliability. More specifically, internal consistency reliability, or the degree to which items that reflect the same construct produce comparable outcomes. It is evaluated using the question's greater reliability.

Estimating the idea. Cronbach's Alpha is calculated in terms of how positively correlated the items in a set are to one another if their average inter correlations are closer to 1. Cronbach's reliability. Cronbach's Alpha is a reliability coefficient that shows how the estimate internal is most frequently used.

The reliability of the questionnaire is tested with 30 samples in this study. The 30 questionnaire samples demonstrate that the rules demonstrate that all scales are suitable for further analysis and have relatively high reliability.

Table 4.1: Table of Reliability Statistic

Variable	Cronbach Alpha	Number Of Item
Independent Variable (IV)		
Perceived Convenience	0.829	4
Perceived Ease of Use	0.926	4
Perceived Usefulness	0.778	4
Security and Privacy	0.790	4
Dependent Variable (DV)		
Online Shopping	0.820	5
Overall (Total)	0.964	21

Most of the questions, as shown in Table 4.4, are higher than 0.700 and below 1.00. It is thought that the question can be asked. All the inquiry is solid to be poll. The reliability of the SPSS-based pilot test was shown in the table above. Cronbach's Alpha for each variable was greater than 0.70. In the Pilot Test, variables with values above 0.70 will be considered to have an acceptable level of reliability, and values above 0.80 are very good. Variables with values greater than 0.70 are acceptable; however, some modifications will be made for variables with values greater than 0.70 but less than 0.80. Because the respondents clearly understood the questions when they answered the questionnaire, the questions can continue for variables above 0.80.

4.2 Respondent Rate

449 responses are required in total to collect the data. A total of 449 responses to the questionnaire, which was distributed via Google Form, were collected. All of the questions on the Google Form were marked as "*required" so that respondents would answer them before submitting it.

As a result, there are no responses that are completely blank and devoid of any response. Due to the fact that responses to the questionnaire were required before they could be submitted.

Table 4.2: Rate of Responses that Completed and Incomplete

	Number Of Responses	Percentage (%)
Total Responses that Completed	449	100
Total Responses that Incomplete	0	0
Total	449	100

4.3 Descriptive Analysis

The researcher used a pie chart to show the frequency of respondents' demographics. And the diagrams of their relative frequencies are shown. The diagram that shows the mean, frequency, and percentage of questionnaires for age, gender, marital status, race, education, and religion are discussed. This section's data on respondents' overall perceptions are detailed in the table. The total of respondent is 449 respondents. Frequencies just allude to the times different subcategories of specific peculiarity happen, from which the rate and the aggregate level of their event can be effectively determined. The mean is a measure of the central tendency that provides a general picture of the data without unnecessarily inundating the observer with every observation in a set.

4.3.1 Demographic Profile

Each respondent's demographic profile was gathered by asking them to complete Section A of the questionnaire. Gender, age group, race, highest educational level, household income, marital status, and time spent were among the demographic information gathered from respondents.

Table 4.3 Demographic Profile of Respondents

Variable	Description	Number	Percentage
Gender	Male	269	59.9
	Female	180	40.1

Age	< 20 years	194	43.2
	21-30 years	102	22.7
	31-40 years	53	11.8
	> 41 years	100	22.3
Race	Malay	166	37.0
	Chinese	145	32.3
	Indian	138	30.7
Marital Status	Single	248	55.2
	Married	101	22.5
	Separated	100	22.3
Education Level	Undergraduate Diploma	94	20.9
	Undergraduate Bachelor	196	43.7
	Master	56	12.5
	PhD	103	22.9
Monthly Income	< Below RM1000	207	46.1
	RM1001- RM 2000	47	10.5
	RM2001- RM3000	57	12.7
	RM3001-RM4000	38	8.5
	> RM4001	100	22.3
Time Consumption	Never	36	8.0
	Rarely	5	1.0
	Seldom	123	27.4
	Often	123	27.4
	Very Often	162	36.1

4.3.2 Gender

Table 4.4: Distribution of Gender

	Frequency	Valid Percent (%)
Male	269	59.9
Female	180	40.1
Total	383	100

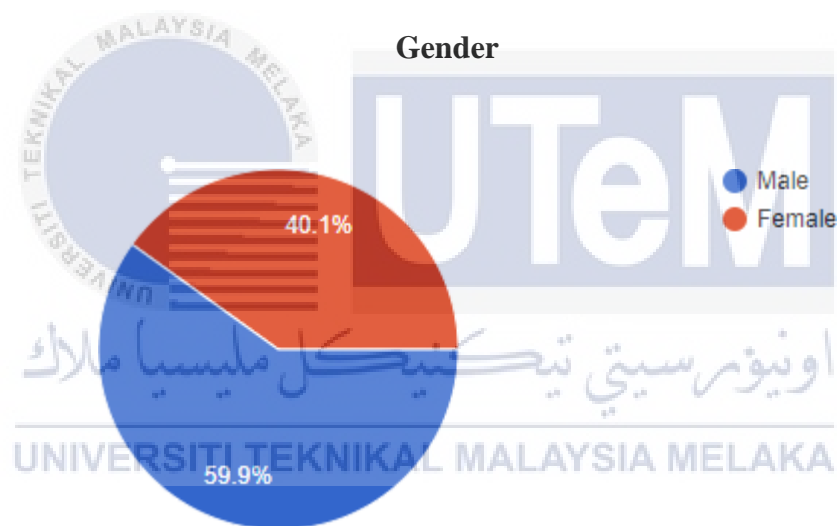


Figure 4.4: Distribution of Gender

Gender is a set of characteristics that separate men and women. Figure 4.4 above depicts the gender distribution of respondents. There were 449 respondents, 40.1% of whom were female, 59.9% male respondents participated.

4.3.3 Age

Table 4.5: Distribution of Age

	Frequency	Valid Percent (%)
< 20 years	194	43.2
21-30 years	102	22.7
31-40 years	53	11.8
>41 years	100	22.3
Total	384	100

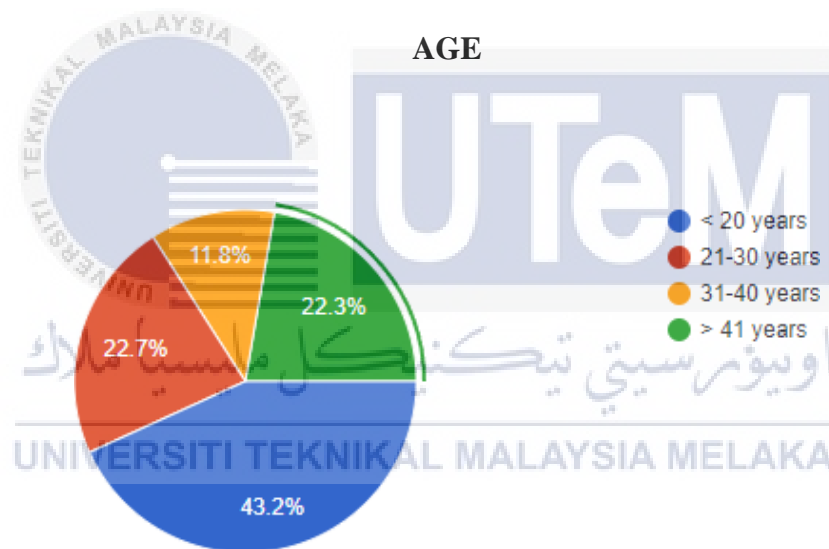


Figure 4.5: Distribution of Age

This study's age groups are younger than 20, between 21 and 30, between 31 and 40, and older than 40. According to Table 4.6, the highest age group is between the ages of 20 below. With 194 respondents, or 43.2%, it rises to the top. The lowest number of respondents, or four, were 31-40 which is only 11.8 percent.

4.3.4 Race

Table 4.6: Distribution of Race

	Frequency	Valid Percent (%)
Malay	166	37.0
Chinese	145	32.3
India	138	30.7
Total	449	100

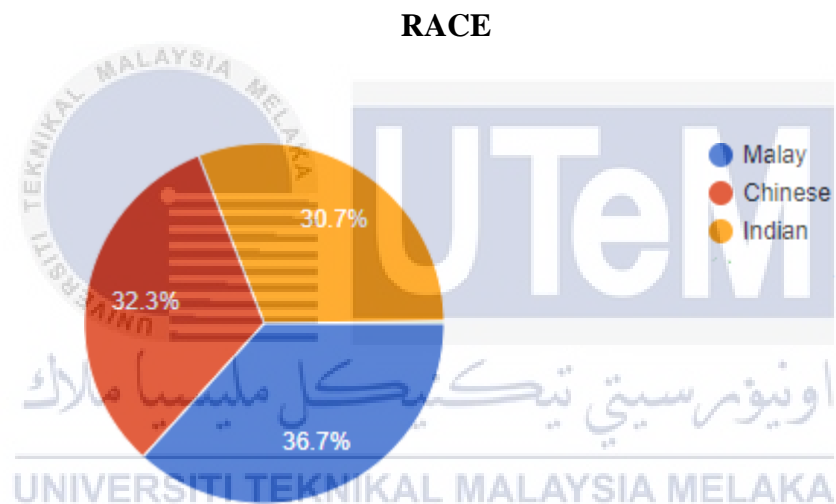


Figure 4.6: Distribution of Race

The respondents' race distribution is shown in Table 4.7 and Figure 4.6. According to the previous result, the majority of respondents—36.7% or 166 people—are Malay. Chinese make up 32.3% of respondents, or 145, and Indian make up 30.7 percent, or 138.

4.3.5 Marital Status

Table 4.7: Distribution of Marital Status

	Frequency	Valid Percent (%)
Single	248	55.2
Married	101	22.5
Separated	100	22.3
Total	449	100

MARITAL STATUS

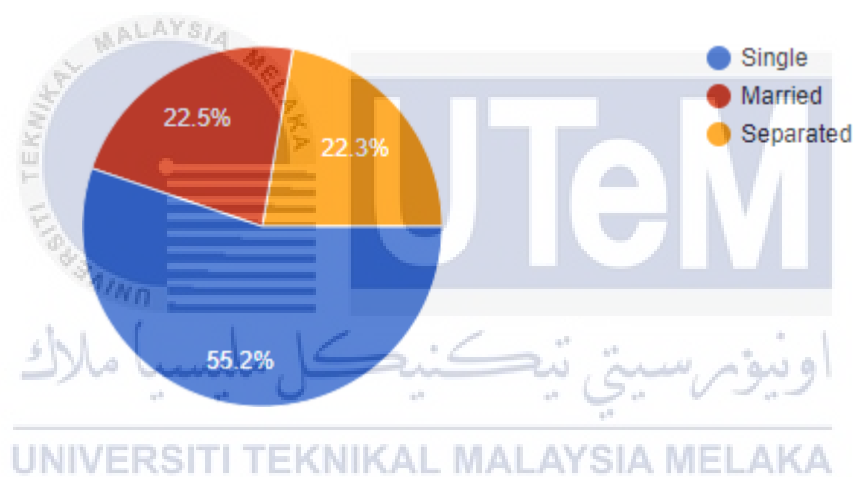


Figure 4.7: Distribution of Marital Status

According to the figure 4.7, there are 55.2% of single which is the highest from the two categories. The lowest shown that 22.3% which is separated, and the remaining percentage is for married category.

4.3.6 Level of Education

Table 4.8: Distribution of Level Education

	Frequency	Valid Percent
Undergraduate Diploma	94	20.9
Undergraduate Bachelor	196	43.7
Master	56	12.5
PHD	103	22.9

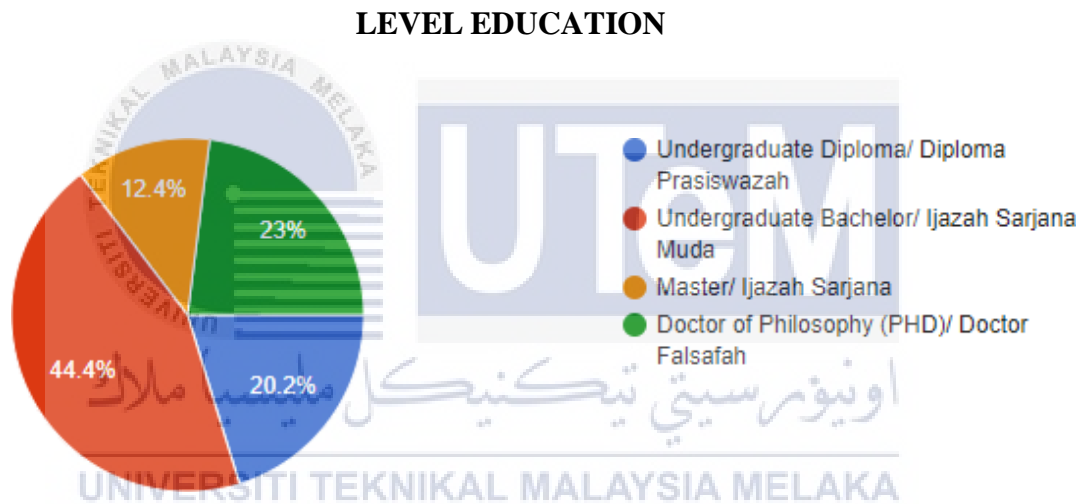


Figure 4.8: Distribution of Level Education

Figure 4.8 and Table 4.8 depict the daily frequency with which respondents. A total of 196 respondents, or 44.4 percent, are from undergraduate bachelor. 94 respondents, or 20.9 %, are from undergraduate diploma Only 56 respondents, or 12.4%, are from Master.

4.3.7 Personal Monthly Income

Table 4.9: Distribution of Personal Monthly Income

	Frequency	Valid Percentage
Below Rm1000	207	46.1
Rm1001-2000	47	10.5
Rm2001-3000	57	12.7
Rm3001-4000	38	8.5
>Rm4001	100	22.4
Total	449	100

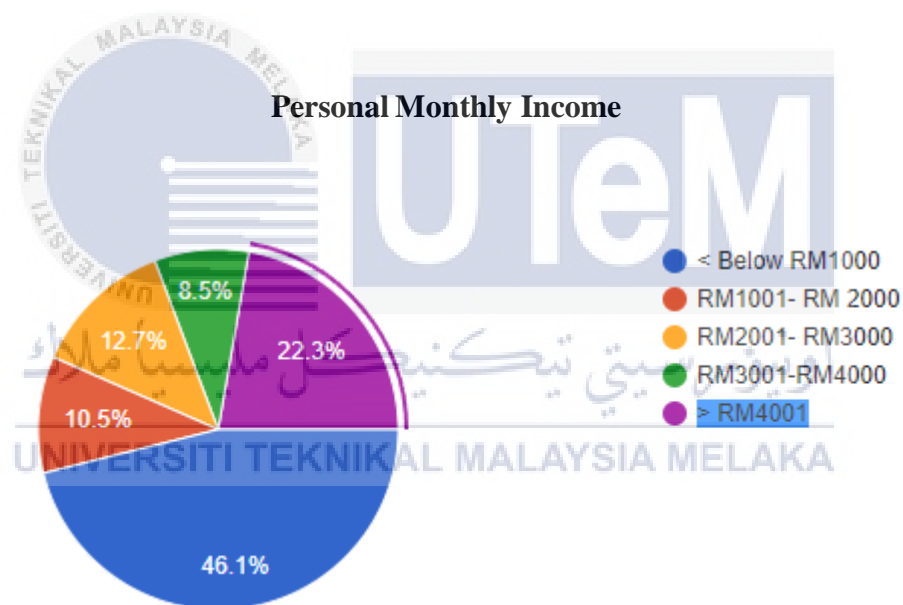


Figure 4.9: Distribution of Personal Monthly Income

Household income percentages for 449 respondents are shown above. 207 of 449 participants answered household incomes below Rm1000, the highest percentage. 100 respondents' household incomes exceed RM4001, the second highest proportion. 8.5% of respondents' household earnings are between RM3000 and RM4000.

4.3.8 Time Consumption

Table 4.10: Distribution of Time Consumption

	Frequency	Valid Percent (%)
Never	36	8.0
Rarely	5	1.1
Seldom	123	27.4
Often	123	27.4
Very Often	162	36.1
Total	449	100

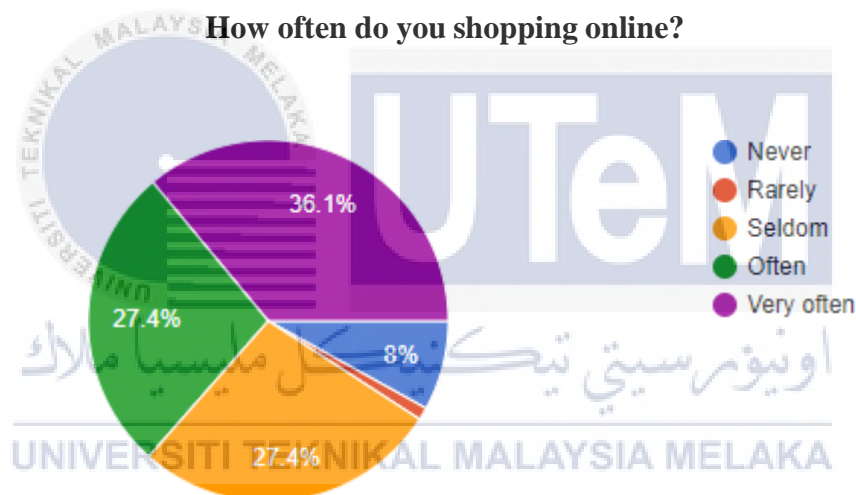


Figure 4.10 Distribution of Time Consumption

Figure 4.10 and Table 4.10 depict the daily frequency with which respondents. A total of 162 respondents, or 36.1 percent are very often doing the online shopping. Meanwhile, 123 respondents, or 27.4 % have recorded same amount on different categories which is seldom and often. Only 5 respondents, or 1.1%, are rarely do the online shopping.

4.4 Research Validity

According to Phelan & Wren (2005), research validity must be assessed to determine whether it is measuring the intended quantities. Because it is crucial to confirm the relationship between the variables in this study, Pearson Correlation is used to validate the research's validity.

4.4.1 Pearson Correlation

Pearson Correlation is required (Magiya, 2019) to calculate the strength of linear significance or implication between two variables. As a result, Pearson Correlation was used in this study to confirm the connection between factor influencing student perception toward online shopping and Perceived Convenience, perceived usefulness, perceived ease of use, privacy and security. Between -1 and 1, the Pearson Correlation Coefficient will be calculated. The positive relationship is stronger the closer the R value is to 1; the stronger the negative relationship, while 0 indicates that there is no relationship, the closer the R value is to -1:.

Table 4.11 Relationship interpreted through R value (Glen, 2020)

R Value	Relationship
0.70 or higher	Very Strong Positive Relationship
+0.40 to +0.69	Strong Positive Relationship
+0.30 to +0.39	Moderate Positive Relationship
+0.20 to +0.29	Weak Positive Relationship
+0.01 to +0.19	No or Negligible Relationship
0	No Relationship
-0.01 to -0.19	No or Negligible Relationship
-0.20 to -0.29	Weak Negative Relationship
-.030 to -0.39	Moderate Negative Relationship
-0.40 to -0.69	Strong Negative Relationship
-0.70 or higher	Very Strong Negative Relationship

Table 4.12 Pearson Correlation Results between Variables

(Source: SPSS Output)

Correlations						
		Perceived Convenience	Perceived Ease of Use	Perceived Usefulness	Privacy and Security	Online Shopping
Perceived Convenience	Pearson Correlation	1	.811	.891	.902	.826
	Sig. (2 tailed)		<.001	<.001	<.001	<.001
	N	449	449	449	449	449
Perceived Ease of Use	Pearson Correlation	.811	1	.896	.882	.849
	Sig. (2 tailed)	<.001		<.001	<.001	<.001
	N	449	449	449	449	449
Perceived Usefulness	Pearson Correlation	.891	.896	1	.931	.933
	Sig. (2 tailed)	<.001	<.001		<.001	<.001
	N	449	449	449	449	449
Privacy and Security	Pearson Correlation	.902	.882	.931	1	.914
	Sig. (2 tailed)	<.001	<.001	<.001		<.001
	N	449	449	449	449	449
Online Shopping	Pearson Correlation	.826	.849	.933	.914	1
	Sig. (2 tailed)	<.001	<.001	<.001	<.001	
	N	449	449	449	449	449

The SPSS-analyzed Pearson Correlation results are presented in Table 4.15. As the significant output between the variables is 0.000, there is a significant relationship between all of the variables, including the dependent and independent variables, as shown in the table above. This is because a study is considered statistically significant if the p-value is less than 0.05 (Jaadi, 2019). For the dependent variable, which is how students feel about online shopping, the independent variables were perceived usefulness, perceived ease of use, usage of online shopping, and privacy and security. R-

values greater than 0.7, as shown in Table 4.14, indicate a very strong positive relationship between the independent and dependent variables. As a result, the R-values are greater than 0.7 and the Sig. () indicate that the perceived usefulness, perceived ease of use, usage of online shopping, privacy, and security all have a strong positive significant relationship with factor influencing student perception toward online shopping. 2-tailed) are less than 0.001 between these variables.

4.5 Research Reliability Test

The questionnaire needed to be completed by 384 people in order to be considered reliable for this study. However, there were a total of 449 responses to the questionnaire. There are 21 questions about Perceived Convenience, perceived usefulness, perceived ease of use, security and privacy, and 5 questions about factor influencing student perception toward online shopping The Cronbach's Alpha level of consistency is used to assess this study's level of reliability, as shown below:

Table 4.13: Cronbach's Alpha Level Consistency

Cronbach Alpha	Internal Consistency
$0.5 > \alpha$	Unacceptable
$0.6 > \alpha \geq 0.5$	Poor
$0.7 > \alpha \geq 0.6$	Questionable
$0.8 > \alpha \geq 0.7$	Acceptable
$0.9 > \alpha \geq 0.8$	Good
$\alpha \geq 0.9$	Excellent

The table below shows the results of Cronbach's Alpha:

Table 4.14 Reliability Statistics

(Source: SPSS Output)

Variable	Cronbach Alpha	Number Of Item
Independent Variable (IV)		
Perceived Convenience	0.829	4
Perceived Ease of Use	0.926	4
Perceived Usefulness	0.778	4
Security and Privacy	0.790	4
Dependent Variable (DV)		
Online Shopping	0.820	5
Overall (Total)	0.964	21

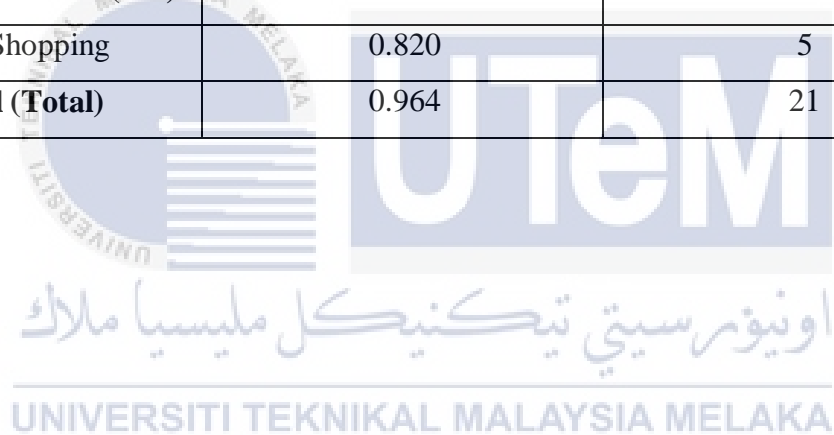


Table 4.15 Overall Cronbach's Alpha

(Source: SPSS Output)

Reliability Statistics	
Cronbach's Alpha	N of Items
.964	21

The results of the reliability test that were analyzed using SPSS are shown in Table 4.15 above. When Cronbach's Alpha is greater than 0.70, the results are deemed valid. According to Cronbach's Alpha Level Consistency, the reliability test for Perceived Convenience produced a Cronbach's Alpha

value of 0.829, which falls within the range of Good. It received a Cronbach's Alpha value of 0.926, which is also considered to be good, in terms of perceived ease of use. On the other hand, the Cronbach's Alpha values for privacy and security, perceived usefulness, and hedonic motivation are in the Good range and fall within the Acceptable range, respectively, at 0.778 and 0.790. The Cronbach's Alpha value for the dependent variable, which, factor influencing student perception toward online shopping was 0.820, placing it in the Good range as well. In a nutshell, since each variable scored higher than 0.70 on the reliability test, the results are acceptable.

According to the Cronbach's Alpha Level Consistency table, which can be found in Table 4.14, this study received a score of 0.964 for the overall reliability test. This indicates that the study's internal consistency is excellent. Consequently, based on this reliability test, this research can be deemed highly reliable.

4.6 Multiple Regression Analysis

In this study, Multiple Linear Regression is used to perform Multiple Regression Analysis in order to determine the linear relationship between the independent and dependent variables (Kenton, 2020).

Table 4.16 Multiple Linear Regression

(Source: SPSS)

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.945 ^a	.892	.892	.16926	1.277

- a. Predictors: (Constant), Privacy and Security, Perceive Ease of Use, Perceived Convenience, Perceived Usefulness
- b. Dependent Variable: Online Shopping

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.572	4	26.393	921.304	<.001 ^b
	Residual	12.719	444	.029		
	Total	118.291	448			

- a. Dependent Variable: Online Shopping
 b. Predictors: (Constant), Privacy and Security, Perceive Ease of Use, Perceived Convenience, Perceived Usefulness

Coefficient						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.378	.079		4.765	<.001
	Perceived Convenience	-.124	.026	-.186	-4.853	<.001
	Perceived Ease of Use	-.024	.026	-.034	-.933	.352
	Perceived Usefulness	.638	.045	.707	14.168	<.001
	Privacy and Security	.424	.046	.454	9.140	<.001
a. Dependent Variable: Online Shopping						

The Coefficient for Multiple Determination R Square is 0.892, this is due to dependent variable was influencing the factor perceived convenience, ease of use, usefulness, and privacy and security. The remaining R Square which is 0.108 was been influencing by other factor that have not been research in this study. As shown in the Model Summary. The independent variables—Perceived Convenience, perceived usefulness, perceived ease of use, privacy, and security—had an impact on factor influencing student perception toward online shopping. According to the Anova Table, the significance value is 0.01 and the F value is 921.304. When the F value is high and the significance value is low, all results will be significant (Glen, 2020). It is possible to draw the conclusion that there is a statistically significant relationship that exists between the independent variables—Perceived Convenience, perceived usefulness, perceived ease of use, privacy and security—and the dependent variable—student perception of online shopping—since the significance value is also less than the alpha level of 0.05.

4.7 Hypothesis Testing

Table 4.17 Multiple Linear Regression (Coefficient)

(Source: SPSS Output)

Coefficient						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	.378	.079		4.765	<.001
	Perceived Convenience	-.124	.026	-.186	-4.853	<.001
	Perceived Ease of Use	-.024	.026	-.034	-.933	.352
	Perceived Usefulness	.638	.045	.707	14.168	<.001
	Privacy and Security	.424	.046	.454	9.140	<.001
a. Dependent Variable: Online Shopping						

Hypothesis testing for this research are done by referring the p-value

(Significance value) in the Table 4.20. When p-value is larger than 0.05, the null hypothesis will be accepted. Oppositely, the null hypothesis will be rejected when the p-value is less than 0.05. In short,

When

$p < 0.05$, accept alternative hypothesis.

$p > 0.05$, reject alternative hypothesis.

Hypothesis 1

i) Perceived Usefulness: $p\text{-value} = <0.01$

H0: There is no significant relationship between perceived usefulness with online shopping among student in UTEM.

H1: There is significant relationship between perceived usefulness with online shopping among student in UTEM.

According to the p-value of perceived usefulness in the Table 4.17, the p-value is <0.01 which means it is less than 0.05. This had indicated that there is significance relationship between perceived usefulness and dependent variable. Since the p-value is less than 0.05, the alternative hypothesis, H0 is rejected while the null hypothesis (H3) is accepted.

Hypothesis 2

ii) Perceived Convenience: $p\text{-value} = <0.01$

H0: There is no significant relationship between perceived conveniences with online shopping among student in UTEM.

H2: There is significant relationship between perceived conveniences with online shopping among student in UTEM.

Based on the p-value of Perceived Convenience in the Table 4.17, the p-value is <0.01 which means it is less than 0.05. This had shown that there is significant relationship between the Perceived Convenience and student perception toward online shopping, therefore, the alternative hypothesis, H1 is accepted while the null hypothesis (H0) is rejected.

Hypothesis 3

iii) Perceived Ease of Use: $p\text{-value} = 0.352$

H0: There is no significant relationship between perceived ease of use with online shopping among student in UTEM.

H3: There is significant relationship between perceived ease of use with online shopping among student in UTEM

For perceived ease of use, the p-value shown is <0.01 which is more than 0.05 as well. It shows that it has no significant relationship with the dependent variable since the p-value is very high. Thus, the alternative hypothesis, H_0 is accepted while the null hypothesis (H_2) is rejected as well.

Hypothesis 4

iv) Privacy and Security: $p\text{-value} = <0.01$

H_0 : There is no significant relationship between security and privacy with online shopping among student in UTEM.

H_4 : There is significant relationship between security and privacy with online shopping among student in UTEM.

The table above shown the results of p-value of privacy and security is <0.01 . This results can be concluded that there is very strong and significant relationship between independent variable and dependent variable. Hence, the alternative hypothesis, H_4 is accepted while the null hypothesis (H_0) is rejected.

4.8 Summary

SPSS Statistics Software 27 was used for each and every one of the analyses that were carried out for the purposes of this chapter. First, a pilot study was carried out in order to evaluate the reliability of the questionnaire. After that, the data that was collected from the 449 respondents was incorporated into the discussion, analysis, and conclusion of this chapter. This chapter utilized four distinct types of statistical analysis: a descriptive statistics analysis, a Pearson correlation analysis, reliability testing, and a multiple regression analysis.

The testing of the hypothesis came once the data analysis was complete. As long as the p-value was lower than 0.05, H_1 , H_2 , and H_4 were all considered valid hypotheses. On the other hand, H_3 was rejected due to the fact that its p-values were greater than 0.05.

CHAPTER 5

DISCUSSION, IMPLICATION AND CONCLUSION

5.0 Introduction

This chapter will elaborate on the findings and outcomes that were analyzed in Chapter 4. The explanation begins with a summary of the data and outcomes analyzed through descriptive statistical analysis. The following section addresses scale measurement, followed by objectives and hypotheses. In addition to highlighting the research's implications, this chapter also provides recommendations for future research. This research is summarized in the latter section of this chapter.

5.1 Descriptive Statistic Analysis Summary

In accomplishing the Descriptive Statistic Analysis, one must first conduct an analysis of the data gathered from respondents in Sections A and B. In UTEM, there is a total of 449 responses, which have been completed by 449 different respondents. There were 269 male respondents, which accounts for 59.9% of the total respondents, and there were 180 female respondents, which accounts for 40.1% of the respondents. 194 of the 449 respondents, or 43.2%, are younger than 20 years old, 102 of the respondents, or 22.7%, are between the ages of 21 and 30, 53 of the respondents, or 11.8%, are in the age category of 31 to 40, and 100 of the respondents, or 22.3%, are in the age group of 41 and older. The 449 people who participated in the survey are all from Malaysia; none of them are from a different country.

In addition to this, 94 of the total respondents (20.9%) have an undergraduate diploma, 196 of the total respondents (43.7%) have an undergraduate bachelor's degree, 56 of the total respondents

(12.5%) have a Master's degree, and 103 of the total respondents (22.0%) have a PhD. When it comes to race, 166 of the respondents, which is 37.0%, are Malay, 145, which is 32.3%, are Chinese, and 138, which is 30.7.0%, are Indian. In the aspect of household income, 207 (46.1%) of the respondents are having household income below RM1,000, 47 (10.5%) are in the range of RM 1,001- RM 2,000, 57 (12.7%) of the respondents are in the range of RM 2,001- RM 3,000, 38 (8.5%) of them are having household income in the range of RM 3,001- RM 4,000 while another 100 (22.4%) of the respondents have household income of RM4,001 or above.

On the other hand, 55.2% or 248 of the 449 respondents are single, 101 (22.5%) of the respondents are already married and another 100 (22.3%) are separated.

5.2 Scale of Measurement

5.2.1 Research Validity

The Pearson Correlation Test was used to determine whether or not this study may be considered valid. Therefore, this is done to determine the validity of the relationship between the independent variables, which are Perceived Convenience, perceived usefulness, perceived ease of use, and privacy and security, and the dependent variables, which is a factor influencing student perception toward online shopping. The independent variables include: The perceived utility of the information received a score of 0.933, which was the highest Pearson Correlation when compared with the other independent variables. On the other hand, the perceived simplicity of use, as well as privacy and security, each showed a Pearson Correlation that was 0.849 and 0.914, respectively. The Pearson correlation score for the frequency of online buying is 0.826, making it the variable with the lowest value.

5.2.2 Research Reliability

Initially, a pilot test was carried out in order to determine the reliability of the questionnaire. This was followed by the reliability test. Following that, the reliability test was carried out on the data that had

been gathered from the 449 respondents in order to determine whether or not this research could be trusted. Cronbach's Alpha Value for the usage of online shopping, perceived usefulness, perceived ease of use, and perceived privacy and security are correspondingly 0.829, 0.926, 0.778, and 0.790. The whole output has been assigned a Cronbach's Alpha Value of 0.964. Because the value of Cronbach's Alpha is greater than 0.70, it is possible to draw the conclusion that the research is very reliable.

5.3 Discussion

5.3.1 General Objective 1: To examine the factor influencing online shopping toward student.

The primary purpose of this research is to determine the reasons and factors that influence student internet shopping. Using earlier studies by other researchers and the Technology Acceptance Model, this study identified a number of variables that may influence consumers' purchasing decisions about online grocery shopping (TAM). The included factors are perceived convenience, perceived usefulness, perceived ease, and perceived privacy and security. After completing a Multiple Regression Analysis on the data, the findings were used to prove the hypothesis. Consequently, the results indicated that online shopping usage, perceived usefulness, and privacy and security have a significant relationship with factors that influence students' attitudes toward online shopping, as the p-values calculated using Multiple Regression Analysis are 0.01 and 0.05, respectively, indicating a significant relationship. The findings of Multiple Regression Analysis revealed, however, that the p-value of perceived ease of use is greater than 0.05, i.e. 0.352%. Consequently, the results demonstrated that perceived ease of use had no significant link with factors that influence students' perceptions of online buying. This study concluded that the elements that influence student perception are perceived usefulness, perceived convenience, and privacy and security.

5.3.2 General Objective 2: To analyze the most significant factor influencing university students' attitude toward online shopping.

After determining the factors that influence student perception toward online shopping, the most significant factor is figured out as well from the three factors, which are either perceived usefulness, perceived convenience, perceive ease of use and privacy and security. This is done after determining the factors that influence student perception toward online shopping. The Pearson correlation reveals that the perceived usefulness, perceived convenience, and privacy and security are, respectively, 0.933, 0.826, and 0.914. Despite the fact that these three factors have a strong positive relationship with the consumer buying behavior towards online grocery shopping, the perceived usefulness of the service is the factor that has the strongest relationship with this behavior. The Pearson Correlation score for this factor was the highest. The perceived utility factor has a beta value of 0.933, making it the highest among all of the components. Then it is also proven in Multiple Regression Analysis that the p-value of hedonic motivation is the lowest among the three factors as well. This is the case since hedonic motivation is the one with the highest probability.

In conclusion, hedonic motivation is the most important component that influences the purchasing behavior of customers with regard to doing their grocery shopping online. Students are influenced to shop online by a number of factors, one of which is the perceived usefulness of the products. Also, perceived utility can refer to any of the reasons that encourage a customer to look forward to doing their online buying.

5.3.3 Specific Objective 1: To find out the relationship between perceive ease of use and factor influence student toward online shopping.

According to the findings of this study, the perceived ease of use does not have a positive influence on the factors that influence student perception toward online purchasing. This additionally demonstrated that there is no meaningful connection between these two different factors. This was discovered by referring to the Multiple Regression Analysis, where it was found that the p-value of perceived ease of use was 0.352, which is more than 0.05. This indicates that there is no positive link

between perceived ease of use and the dependent variable. Therefore, it is possible to draw the conclusion that there is no connection between the perceived ease of use and the factors that influence students' perceptions of the benefits of purchasing online.

5.3.4 Specific Objective 2: To determine the relationship between perceive usefulness and factor influence student toward online shopping.

This study demonstrated that perceived usefulness has a favorable effect on the online shopping behavior of consumers and that there is a correlation between these two factors. This was determined by using the Multiple Regression Analysis to determine that the p-value of perceived usefulness was less than 0.05, indicating a positive association between perceived utility and student perception of online purchasing. Students are inclined to shop online for the following reasons: less physical effort is required, more time is saved during the purchasing process, product information is easier to obtain when shopping online, and it is simpler to compare prices when shopping online as opposed to at a real store. Thus, it can be inferred that there is a correlation between perceived utility and the factors that influence students' attitudes toward online buying.

5.3.5 Specific Objective 3: To determine the relationship between perceive convenience and factor influence student toward online shopping.

In addition to perceived usefulness, perceived convenience is claimed to be a factor that influences students' perceptions towards online shopping. The alternative hypothesis was accepted based on the Multiple Regression Analysis performed in the previous chapter, as the p-value is 0.01, which is also less than 0.05. Since the alternative hypothesis may be accepted based on the low p-value, it can be established that perceived convenience and the dependent variable have a positive connection.

Since perceived convenience is one of the most influential factors on students' attitudes toward online shopping, websites and apps for online shopping should ensure that they are simple to navigate. To promote consumer interest in online buying, it is necessary to give additional conveniences, such as a payment system, delivery service, and a pricing comparison system. Each of these conveniences

may increase a consumer's preference for online shopping. Therefore, it should not come as a surprise that these factor influence student perceptions of online shopping.

5.3.6 Specific Objective 4: To determine the relationship between privacy and security and factor influence student toward online shopping.

This study's specific purpose is to determine what factors, if any, affect students' views on the safety and privacy of online buying. This study used a multiple regression analysis to determine the factors that students believe affect the safety and privacy of their online purchasing experiences. Additionally, the p-value for security and privacy is less than 0.05, at 0.01. For this reason, the researcher could not reject the null hypothesis. Students' views on online shopping are unaffected by concerns about privacy and security since they may have faith in online grocers and expect their orders to arrive in good condition. To further reassure customers, the credit card processing system is safe enough for them to shop online without hesitation.

5.4 Implication of Research

There are a few different approaches or options of how this study might be referred to plan for approaches, and they are discussed in this study. It is strongly recommended that online grocers consider to the aspects described in these studies while formulating successful tactics to assist their firm in attracting customers, satisfying those customers, and also maintaining the customers' loyalty all at the same time. The results of this study indicated that the perceived usefulness is going to have an impact on the student perception with regard to online buying. The online grocers need to take advantage of this advantage and work to improve it so that their products and services can actually give customers the impression that they are helpful. A buyer may believe, for instance, that purchasing food online is more convenient than doing so in a traditional shop setting. The online grocers will consequently be required to make their service as convenient as is humanly possible. This can be accomplished by offering customers a user-friendly website or mobile application that can assist them in saving time while they are shopping for groceries, giving customers adequate information about

the products they are purchasing, and making it simple for customers to search for products that they have previously purchased.

Because it was determined that one of the factors influencing student perception toward online shopping was the perceived ease of use, online grocers should also try to make the process of online purchasing to be easy to carry out. This is because perceived ease of use had been clarified as being one of the factors influencing student perception toward online shopping. There are a substantial number of rivals who engage in direct and indirect competition with each individual online grocer. As a result, online grocers have an obligation to simplify the steps involved in the purchasing process and make them easy to understand and implement. It is very crucial for online retailers to have a payment procedure that is easy to arrange as well as a delivery process that is easy to plan. The one-of-a-kind approaches, including a way to return the product in the event that there is a problem with it, a personal shopper service, or an easy way to contact the connected person in charge who can provide appropriate solutions, can boost consumer satisfaction and sustain their loyalty.

It is even more extensive in terms of perceived convenience, necessitating additional work from online grocers. For online grocers to be able to provide customers with a shopping experience that satisfies all of their needs, they need to focus their attention on each and every aspect that occurs along the process of selling food. The online grocers are required to offer enticing websites, an uncomplicated method of making a purchase, helpful customer service, sales and discounts, the sale of fresh groceries, delivery of the groceries through reputable delivery partners, a procedure for making returns and receiving refunds, and even more.

5.5 Limitation of Research

One of the limitations of this study is that it focuses solely on the factors that influence students' perception toward online shopping and on online grocers that offer their services via both online and offline channels simultaneously. On the other hand, the data obtained from the respondents in this study may be marginally influenced by the fact that certain online grocers do not sell their products via either the online or the offline approach. As a result, the findings of this research are not able to provide an exhaustive account of consumer purchasing behavior with regard to all forms of online grocers.

There are only a few different kinds of factors looked at in this research, which is another disadvantage of this study. It is thought that there are more elements at play that influence the attitudes that students have regarding internet buying. In addition, because this research is focusing on the students at UTEM, the group that it is researching is quite large.

This research focused on the age range of Malaysians who were at least 18 years old when the study was conducted. It is difficult to specify the factor that influences student perception based on each age group in this research because the questionnaire was randomly distributed to any student, graduate or undergraduate, that was 18 years old or older. This makes it difficult to determine which factors influence student perception. It's possible that different age groups have different factors that influence their perception due to the fact that their histories, experiences, financial capacities, and perspectives are all unique to them.

5.6 Recommendation for Future Research

Because this research solely focused on students at UTEM, the researcher who conducted it suggests that researchers in the future include a greater variety of demographics regarding the locations where people do their online shopping. Researchers in the future could possibly include all of the students in Malaysia and conduct research on how their experiences connect to this study. Since the advent of the COVID-19 virus, the number of people purchasing online has increased, as indicated by the statistic. Online grocers in Malaysia can gain a deeper understanding of their customers by conducting more research on the many different sorts of customers who purchase online.

Aside from that, this study suggests additional research be conducted in the future to find additional elements that influence student opinion with regard to online shopping. The subsequent researchers are free to concentrate more on other elements besides those that have previously been analyzed in this research. In subsequent research, consumers' expectations, their level of satisfaction during the shopping experience, and any other characteristics that may be relevant to the topic at hand may be included as potential contributors to the research question.

The researchers who carried out this study have stimulated the work of subsequent researchers to investigate the variables that prevent consumers from opting to do their shopping online. In subsequent studies, it will be important to investigate not only how the findings vary across states or cities, but also within educational institutions.

5.7 Conclusion

Many people are turning to the convenience of buying online for a growing number of reasons. There are clearly external variables that contribute to the increased interest in online shopping, such as rising gas prices, the difficulty in travelling to traditional stores, and the difficulties that are frequently connected with shopping malls and other traditional retailers. Consumers are able to obtain complete information about the product by reading the reviews that have been submitted by previous consumers. One is no longer restricted to asking their friends and family members for advice before making a purchase due to the proliferation of product reviews available on the internet. These reviews present the perspectives of people who have already purchased and used the item in question. Shopping websites offer a diverse selection of products, ranging from those of the highest to the lowest possible quality, with consideration given to the types of customers.

In addition, the convenience of online purchasing is making our lives easier, and the development of this industry is continuing apace. According to the findings of this study, there is a strong and favorable association between perceived usefulness, privacy and security, and perceived convenience as factors that influence student perspective of purchasing online. On the other hand, the findings from the analysis of the data showed that there is no significant association between perceived ease of use and the component that influences student perception regarding online purchasing. The degree to which students believe that internet shopping is useful is one of the most important factors affecting their attitudes toward the practice.

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APPENDIX A

(Gant Chart Timeline for PSM 1)

TIME / TASK	WEEKS														
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Finding and discussion on the research topic and supervisor															
Finalizing and approval the title research by supervisor															
Formulating the research questions and research objectives															
Identify the variables and constructing the theoretical framework															
Studying and finding the sources for secondary data															
Determining the methodology to be used in the research															
Drafting the research proposal															
Submission and do correction for the final proposal															
Prepare proposal presentation															
Presentation proposal															

(Gant Chart Timeline for PSM 2)

TIME / TASK	WEEKS																
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Pilot Test																	
Distribute Questionnaire																	
Data Collection																	
Data Analysis																	
Recommendation and Conclusions																	
Submit Final Year Project																	
Final Presentation																	

APPENDIX B

SECTION A: GENERAL INFORMATION

In this section, you are required to fill your personal details in the box given. Please TICK (/) for your answer.

1. Gender

Male ()
Female ()

4. Race

Malay ()
Chinese ()
Indian ()
Other : _____

2. Age

20 years old and below ()
20-30 years old ()
31-40 years old ()
41 years old and above ()

5. Marital status

Single ()
Married ()
Separated ()
Other ()

3. Occupation

Self-employed ()
Employed ()
Students ()
Other: _____

6. Personal monthly income

Below RM 1000 ()
RM 1001-RM 2000 ()
RM 3001-RM 4000 ()
Above RM 4000 ()

4. How often do you shopping online?

Never ()
Rarely ()
Seldom ()
Often ()
Very Often ()

SECTION B: ASSESSMENT OF FACTOR INFLUENCING STUDENT PERCEPTION TOWARD ONLINE SHOPPING IN UTEM.

This paper aims to examine the factors that influence online shopping towards student in UTEM. It also to identify most significant factor in terms of perceived ease of use, perceived usefulness, convenience, privacy and security that influenced the student. Thus, the following questions are to assess the level of factor influencing student perception towards online shopping. Please indicate your opinion for each of the statement below by TICK (/) the most appropriate number based on the scale below:

Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	2	3	4	5

Perceived Convenience	1	2	3	4	5
1. I know how to order item from internet.					
2. I like using online shopping platform than shopping directly					
3. Online shopping provides various type of item to choose.					
4. Online shopping have various of promotion					

Perceive Ease of Use	1	2	3	4	5
1. Shopping via online is more easy and convenience than go to shop directly.					
2. Online shopping can be done at anytime and anywhere.					
3. Online shopping make me choose the item without limited time.					
4. I don't need to line up or waiting in receiving the item that have beenbuy online.					

Perceive Usefulness	1	2	3	4	5
1. Buying via online give more details and information about the preferreditems.					
2. Shopping online platform can save my time.					
3. Online shopping provides me the comparison of price with other retailers.					
4. Online shopping can reduce my monetary cost.(Ex: parking fees, petrol,etc.)					

Privacy and security	1	2	3	4	5
1. Online shopping platform provide safety when making payment					
2. Buying via online is more secured compared to manually.					
3. I'm able to determine the retailer trustworthy or not when shopping online.					
4. I'm able to buying online without having any doubt					

SECTION C: DEPENDANT VARIABLE

Online Shopping	1	2	3	4	5
1. I intend to continue using online shopping platform to purchased things.					
2. I more prefer to do online shopping than physical shopping					
3. Online shopping are more faster and convenience than physical shopping					
4. While shopping online, you are having more control while buying than physical shopping					
5. Online shopping are suitable for all ages.					

