**RESEARCH PROPOSAL**

**A STUDY ON FACTORS AFFECTING THE ATTITUDE OF STUDENTS IN MARA PROFESSIONAL COLLEGE SERI ISKANDAR TOWARDS ONLINE SHOPPING**

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1. **INTRODUCTION**

Nowadays, internet is a worldwide collection of a computer networks that will links millions of computers. It is an interconnected system of networks that connects computers around the world via the Internet Protocol Suite (TCP/IP) protocol. It means, it will connect a computer to any other computer anywhere in the world via dedicated routers and servers. When two computers are connected over the internet, they can send and receive all kinds of information such as text, graphics, voice, video, and computer programs.

Besides that, the Internet is very widespread and it has become the most important things in our lives. This is because, through the internet a lot of things we can do. For example, we may contact them is out there and share anything with them. Based on the research by International Telecommunication Union (ITU, 2005), the worldwide online population was 870 million at the end of 2004, representing 14 per cent of the global population at that time. Mean that, it was show that the people in the world were exposed to a wide range of internet usage and know how to use it. Since the usage of internet has become wider nowadays, therefore the shopping transaction also can be occur by using the internet and it was called as “online shopping”. Now, with the internet facilities that were provided for the business on the internet, it will be easier for the customers as a buyer because now the customers can have a shopping although there are at home.

Internet usage has grown rapidly over the past years and it has become common means for delivering and trading information, services and goods (Albarq, 2006). According to ACNielsen, more than 627 million people in the world have shopped online (ACNielsen, 2007). Besides that, based on Forrester (2006) research estimates e-commerce market will reach $228 billion in 2007, $258 billion in 2008 and $288 billion in 2009. By 2010 e-commerce will have accounted for $316 billion in sales, or 13% of overall retail sales. Therefore it shows that, the online shopping have dominated the buying power of the internet.

Based on the research above, it shows that there are many people in the world have used the online shopping for buying the products. It also shows about the e-commerce market. Basically, e-commerce market is the market for online shopping because online shopping will be involved with e-commerce market. The research also show that the sales by using the internet was increase by years and have reach until the billion unit of sales.

In Malaysia, as can be seen, Malaysia has growth with the innovation of technology that will automatically enhance the internet usage in Malaysia. Therefore, the Malaysian people have started to be exposing with the online shopping. International Data Corporation (IDC) Asia Pacific has done the research and have indicates about the future forecast for online shopping in Malaysia. Based on the research, it was found that the online shopping will have a bright chance in Malaysia (Louis and Leon, 1999). This is because Malaysia has gone far and moved towards in advanced of the information and communications based on the growing trend of internet users in Malaysia. In addition, based on the research by Legard (1998), the research was state that the other factor that influence Malaysian people to have the online shopping and make business by using the internet because of due to the rapid rise in the number of PCs in Malaysia. Means that, when the number of PCs at home in Malaysia was increase, it will affect the customers influence and attitude to online shopping because it was the easiest way for shopping that make the customers do not have to go to that place that will have time consuming.

Therefore, it will give the great opportunity to the Malaysian people to have the best for the online shopping. Mohd Suki et al. (2006) have conducted the research among Malaysian students and found that the students were enjoyed purchasing books, journals and magazines through the internet. It shows that, the online shopping also involved the students in Malaysia. This because, students were willing to find another resources for their studies, therefore, to save their time to search the materials or resources about their studies they will search it by using the internet and make an online shopping.

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1. **PROBLEM STATEMENT / (QUESTIONS)**

Online shopping has become trend for shopping nowadays. This is because of the widespread use of the internet in the world. As well as in Malaysia, the Malaysian also has been started to buying online. This research need to be conduct because there is issue that arises about the customer’s attitude towards online shopping. Based on the study by Michael (1998), consumers’ attitude towards online shopping is known as the main factor that affects online shopping behavior. Meaning that, it shows the customers attitude will play the vital role in determine their behaviour towards online shopping. Based on the statement from (Michael, 1998), therefore, it is important for this research to recognize the factors that will influence the attitude of customers.

The problem is the factors that affect customer’s attitude towards online shopping. According to the study by Haque et al, (2006), there are some barriers that will contributed to the unwillingness of Malaysians to make online shopping because they are afraid their personal information will be stole or misused by others. From the research, it shows that the people in Malaysia if possible they want to avoid from buying online because they are fear of data information will be stolen by the irresponsible people that want to take advantage from the data information.

According to research by Jariah et al (2004), with the expansion of technology in educational services in Malaysia, the university students have become one of the most important market segments for the online shopping. Meaning that, there is innovation for technology in Malaysia, because the technologies nowadays have been used extensively in educational especially in university and college. Therefore, when the students know how to use the technology, means that they know how to use internet for make the online shopping. In the research by Jariah et al (2004), the research has mentioned that the university students are the most important for the online shopping segmentation. This is because; the students will have the interest to shopping and willing to spend their money for shopping. Besides that, the research also have state that the students is the great potential for the online shopping business to earning the higher income compare to others population.

Besides that, the Malaysian internet users conducting online shopping seek benefits such as cost saving, convenience, cheaper price, a way to easily search for information, and a 24-hours services (Haque, Mahmud, Tarofder, & Ismail, 2007). Based on the research by Haque et al, it shows that the users of internet in Malaysia were seeking the convenience during having the online shopping. This is because, if there is convenience in online shopping, it will make easiest for the students to buying online without thinking two times to make decision.

Therefore, it will be of great significance for this research to find out the factors that will affect and influence student’s attitude and intention to online shopping. This research will be conducted in Kolej Profesional Mara Seri Iskandar (KPMSI), Perak. This is because this research wants to focus for the students in KPMSI whether the students attitude will be influence them towards online shopping.

From the problems, that must be the question that will be arise about what are exactly this research was aim for. Below are the questions that will be arising for this research.

*RESEARCH QUESTION*

1. What are the factors that affect the student’s attitude towards online shopping?
2. What are the major factors that influence or affecting student’s online shopping attitude?
3. Is it there is existence the relationship between factors affecting student’s attitude toward online shopping and the decision making of them during purchase?
4. **PURPOSE OF THE STUDY**

*The purpose or objectives for this study are:*

1. To identify the factors that affect the students attitude towards online shopping
2. To identify the major factors that influence or affecting students online shopping attitude
3. To determine the relationship between factors affecting students attitude toward online shopping and the decision making of them during purchase.

Based on the objectives above, it shows what will this research indicate or aim and also the intended that need to be accomplish that was believed to be attainable. This research wants to know about the attitude of student toward online shopping; therefore, it must be need to this research to identify the factors that will affect the students’ attitude towards online shopping. It means, there are many factors that will influence the students’ attitude in KPMSI towards online shopping.

Besides that, this research also aims to know the most factors that will influence the KPMSI student’s attitude. It shows that, after this research have identified the factors that influence the attitude of students, this study will review in detail and specific about the most factor that will affect the students attitude.

This research will be able to identify the factors and the major factor that will influence students attitude towards online shopping, this study also want to determine the relationship between the factors that affecting students attitude toward online shopping and their decision making when they want to purchase in online. Meaning that, this research will determine whether it has existence of the relationship between it. This is because, when the attitude of students have change when they were influenced by the factors, it might be influence them to buying online. Therefore, this research will determine whether there is a relationship between the factors that affect student’s attitude toward online shopping and their decision making when they want to purchase online exists in KPMSI student’s attitude.

1. **REVIEW OF THE LITERATURE AND THEORETICAL FRAMEWORK**

*THEORETICAL FRAMEWORK*

In this research, it will exist the variables that will show the framework for this research. And we called it as Theoretical Framework. It has two variables that will consist in the Theoretical Framework. That is independent variable and dependent variable. Basically, the independent variables will influence the dependent variable.

1. Independent Variables

The independent variables for this study are (i) technology acceptance factors, (ii) website quality and (iii) convenience. Meaning that, the independents for this research are the factors that will affect the student’s attitude.

1. Dependent Variable

The dependent variable for this research is online shopping. It means, all the factors that were in the independent variables will be relying on the dependent variable. That shows the factors that affecting students attitude will influenced the students to make online shopping.

*Below will show the Theoretical Framework for this research:*

**IV DV**

**TECHNOLOGY ACCEPTANCE FACTORS**

**WEBSITE**

**QUALITY**

**CONVENIENCE**

*LITERATURE REVIEW*

According to the research by (Chiu et al., 2005; Schlosser, 2003a, b)., attitudes toward online shopping are defined as a consumer’s positive or negative feelings related to accomplishing the purchasing behavior on the internet. It shows that the customers have two feelings to purchase online shopping that is positive and also negative and it will influence the attitude of the customers to online shopping.

From the research Wolfinbarger and Gilly (2001), the consumers will have different personalities that will influence their perception and how they perceive their online shopping behaviors. It shows that, to buying online their personalities will influence them. In Malaysia, based on the research by Mohd Suki et al., (2006) show that by having the online shopping buying trends; it has increase the value for electronic commerce (e-commerce) from US$18 million in 1998 to US$87.3 million in 1999. This increase of e-commerce value is very encouraging the people to attract the customers to online shopping.

In addition, Shwu-Ing (2003) has found that consumers’ benefits perception comprised convenience. Mean that, the customers want to find the convenience to give them the benefits during online shopping. For example, in the previous research by Shwu-Ing (2003), the research has state about the convenience of online shopping such as selections freedom and information abundance. From that, it can be seen that customers want the freedom to choose whatever they want and is not bound by any conditions. Besides, they also wanted a lot of information to facilitate their understanding about the products that they would select to purchase during online shopping. To reinforce this statement, the research from Delhagen (1997) has shown that convenience is the most prominent factor that will motivates the consumers to online shopping. Besides that, the research from Delhagen, (1997); Khatibi et al., (2006) also has outline the additional reasons why people make online shopping. That is ease of search and good price or deal. Mean that, by online shopping it was easy for the customers to search about something and they are willing to have a good deal and price during online shopping. Therefore, they will seek the online shopping website that will offer the convenience. Therefore, it can be seen that the main motivation for online shopping is online shopping are more easy and convenient that shopping in the store.

Based on the previous research, the degree of interactivity that a web site offers is a strong factor that support of establishing relationship between attitude and online shopping, because experiential shoppers usually find more enjoyment in interactive environments than in pure text environments (Childers et al, 2001). That means, the researchers want to show that, the interactivity that was offer in the online shopping website will be the strong influence that will build relationship between online shopping and customers. This is because the customers will seek the fun and enjoyment during online shopping not only the website that wan fully with text and totally was not interactive.

In addition, the research also shows that the customers were more attracted to well-designed online shopping websites that were easy to navigate and visually appealing. Meaning that, the customers want the website that will have good navigators and do not have problems such as the button for navigators are does not perform well or not functionality. The visual appealing also will play the important role to attract the customers because it will give first impression of customer’s perception towards the online shopping websites. If the visual of the website was interactive it will attract the customer’s intention to keep their eyes on that website to know more about the online shopping websites. It shows that, the website will build the great relationship for the existence a sense of community for consumers.

Besides that, attitudes serve as the bridge between consumers’ background characteristics and online shopping behaviour (Armstrong and Kotler, 2000; Shwu-Ing, 2003). Based on the research, it shows that attitudes will be in the middle that is bridge to make the customers characteristic will fulfill the needs of customers. For example, the customer was interested to online shopping and they have a positive attitude towards online shopping therefore, they will make decision to purchase and fulfill their needs and wants. Therefore it shows that, there is relationship between attitude of customers and their decision making process for purchase.

Moreover, based on Haque et al (2003) research, the attitude will directly influence the decision making of customers and also a buyer’s shopping behavior. The research also suggests that the group of customers that have positive attitude should be the target market for the online shopping business. The research will strengthen the statement from Armstrong and Kotler, (2000) before, and it shows that attitude will definitely influence the customer’s decision making for online shopping.

1. **HYPOTHESES AND/OR QUESTIONS**

The hypotheses for this research must be related with the independent variable for this research. This is because, the hypotheses will show the expectation for this research. For this research, the hypotheses that will be used are alternate hypotheses which are will show the positive expectation for this research.

*Technology acceptance factors*

H1: There is relationship between technology acceptance factors and students attitude towards online shopping.

The H1 hypothesis shows that, there is relation between the independent variable with the dependent variable. That is because, when the technology acceptances are wide, then the students will have intention and know how to make online shopping. Websites is the type of information technology. The online shopping websites will allow customers to choose products based on their own needs and provide businesses with transaction platforms through interactive communications to fulfill the transactions.

*Website quality*

H2: There is relationship between the website quality and students attitude towards online shopping

The H2 hypothesis show the relationship between website quality and students attitude towards online shopping. Means that, when the quality of the online shopping website is good, then students will be attracted to buy online. This research for the website service quality is about the customer’s perception of the ability of shopping website’s to respond to the customer’s needs, be concerned about customers and provide a secure shopping online environment.

*Convenience*

H3: There is relationship between convenience and students attitude towards online shopping

The H3 also show the expectation for relationship between the convenience of online shopping and student’s attitude towards online shopping. The enhanced of fun and convenience during online shopping will increase the intention of students to make online shopping.

*Hypotheses Questions*

To develop the hypotheses for this research, it must be the questions that will be arise before the development of hypotheses. That is:

1. Does any relationship between technology acceptance factors and students attitude towards online shopping?
2. Does any relationship between the website quality and students attitude towards online shopping?
3. Does any relationship between convenience and students attitude towards online shopping?
4. **THE DESIGN--METHODS AND PROCEDURES**
5. **SAMPLING**

Sampling is the respondent for this research. It means, the respondent will be the sample for this research. The sampling for this research is convenience sampling which is the sample will be selected from the population and they must be suitable for this research. The convenience sampling is easy to be used in this research because the sample will make easiest for this research because it was convenient to be access and proximity. Therefore the sampling for this research is the students in KPMSI.

In KPMSI, there are three courses that were offered at there. That is Business in Marketing, Business in Information Technology and International Business. Therefore, this research will divide the KPMSI students according to their courses. This is aim to know the feedbacks based on the students course.

1. **INSTRUMENTATION**

The instrument that will be use for this research is questionnaire. For the questionnaire, it will have four section of question for the questionnaire. That is Section A, B, C and D. For section A, the questions will be asking about the general question such as age, gender and course. The type of question that will be use for section A is close ended question, which is the question that have multiple choice but the respondents must choose only one answer. The language that will be use for the questionnaire is English language, this is because, in KPMSI the English language are often use during the educational session.

For section B, C and D, the question must be related with the independent variable because it will make the feedbacks from the question will be suitable with the objectives of this research. Therefore the question for the questionnaire must be specifying with the information that was needed for this research. Section B will focus on questions about the technology acceptance factor. Section C will ask about the website quality. While, for section D the question that will be asked is about the convenience.

The type of question that will be used is likert scale rating question. This type of question will use the rating scale to measure the answer by scaling the answer by using rating answer such as strongly agree, agree, neither agree or disagree, disagree, and strongly disagree. The purpose of using this likert scale rating for this research is because it was easy to measure the answer from the respondents. The likert scale rating questions will allow the questionnaire to have the rating answer from positive and negative and the respondents will choose their answers.

1. **DATA COLLECTION**

This research must have the data collection because it is the method on how this research will get the data. This research will have the data collection from the primary data and secondary data. Both of these data is important to strengthen the performance for this research. The primary data for this research are by gathering the information from respondents by using the questionnaire. The primary data was important because it will be present the questionnaire and will be distributed directly to the respondent and gathering directly the answer and information from the respondents. While, for the secondary data, that is from the journal and also article that will strengthen the data that will be used for this research.

1. **DATA ANALYSIS**

To make analysis for this research, to measure the answer from the questionnaire which is the data, it will be used the Statistical Package for the Social Science (SPSS) software. SPSS software system will provide fifty statistics in the software and it was often used in research. This software will make easiest for this research especially for the process of key in data about the feedback from the questionnaire. Besides that, it also will reduce the problems that will arise during analyze the data, for example occurring the problems with the data key in process.

1. **LIMITATIONS**

The limitation will be identifying the barriers and weaknesses that will be happen in the research. For this research, the limitations that will be existing are:

1. Time constraint – time is short
2. Sampling size – too limit
3. Method for instrument - language
4. Sampling – student respondents

The first limitations are because of time constraint. It means that, the time given to complete this research is short. Therefore, there is not much information will be available from this research. This is because; it was also influenced by the sampling size problem. Basically, because of the time constraint, the size of sampling also will be limited and this research have to focus this research to KPMSI students only. Therefore, the size and scope are not big and it will lead this research to have the lack of information for this research. Actually, in Seri Iskandar there are many institutions, if the time for accomplish this research is long; the size of the respondent can be expanded and would enhance the additional information for this research. Besides, the sampling size and also location for this research also can be in big scope and wide. Maybe, this research can be conduct in Perak Tengah or Perak area.

The next limitation is the method that will be used in this research which is questionnaire. The limitation will exist based on the language that will be use in the questionnaire. This is because; the language that will be use is English language. Although, in KPMSI was using English language as the educational language at there, but there are must be the students that are not familiar or fluent with this language. Therefore, it will be the weakness for this research to achieve the answer for this research from the respondent that are not good in English language.

Besides that, there are also will be the problems with the respondents of the research because there must be the students that do not know how to use the online shopping. This is because online shopping will be different from ordinary shopping especially in terms of the transaction. Maybe, there is the students are not familiar with the online shopping transaction for the payments because it will has many procedures.

1. **SIGNIFICANCE OF THE STUDY**

The significances of this study will show about the important that will be outline from this research. It also will show the benefits and also advantages that this research will gain. The significance of this research for the society is it will give benefit to the students because; this research can be as reference for the students. It also will let the student to know about the objectives for this research and will motivate the students to buying online shopping.

Besides that, the significance of this study also will increase the knowledge of the students about the online shopping. This is because, in this research, it will show about the factors that will influence or affect the attitude during online shopping. Therefore, the students will gain knowledge about the factors that will affect their attitude and also more information about online shopping.

This research also will be significance for the business especially for the online shopping business. This is because; this research will help the online shopping business to know what the customer’s wants in online shopping are. This is because, this research will identify about the quality of the website and the convenience of online shopping that will influencing the customers especially students. Therefore, the online shopping business can make an improvement and enhancement for their business based on this research.

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