TABLE OF CONTENTS

Abstract... i
Acknowledgements... ii
Table of Contents... iii
List of Tables... v
List of Figures... v

CHAPTER ONE: INTRODUCTION

1.1 Background... 1
1.1.1 Internet Usage in Malaysia... 3
1.1.2 Online Shopping... 4
1.1.3 Online Shopping in Malaysia... 6
1.2 Research Problems... 7
1.3 Research Questions... 8
1.4 Objectives of the Study... 8
1.5 Purpose and Significant of the Study... 9
1.6 Scope of the Study... 10
1.7 Organization of the Study... 10
1.8 Conclusion... 11

CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction... 12
2.2 The Internet and Online Shopping... 12
2.3 Trust in Online Shopping... 14
2.4 Factors Influencing Consumers' Trust in Online Shopping... 16
2.4.1 Perceived Usefulness... 18
2.4.2 Perceived Ease of Use... 21
2.4.3 Perceived Reputation... 23
2.4.4 Perceived Security... 24
2.4.5 Perceived Privacy... 27
2.4.6 Propensity to Trust... 30
2.5 Actual Purchase in Online Shopping... 31
2.6 Factors Influencing Consumers' Trust (Perceived Usefulness, Perceived Ease of Use, Perceived Reputation, Perceived Security, Perceived Privacy and Propensity to Trust) and Trust... 33
2.7 Trust and Actual Purchase... 34
2.8 Factors Influencing Consumers' Trust, Trust and Actual Purchase... 36
2.9 Trust Model... 37
2.10 Conclusion... 39
CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction
3.2 Proposed Model Framework
3.3 Development of Hypotheses
3.4 Selection of Measures and Questionnaire design
3.5 Sampling Design and Data Collection Procedures
3.6 Pre Testing
3.7 Data Analysis Techniques
3.8 Conclusion

CHAPTER FOUR: RESEARCH RESULTS

4.1 Introduction
4.2 Descriptive Statistic
4.3 Validity and Reliability of Instrument
4.4 Mean Score
4.5 Testing of Hypotheses
4.6 Multiple Regression
4.7 Conclusion

CHAPTER FIVE: SUMMARY AND CONCLUSION

5.1 Introduction
5.2 Findings of the study
5.3 Limitations of the study
5.4 Recommendation for future Research
5.5 Conclusion

References
Survey Questionnaires
LIST OF TABLES

Table 2.1: Factors Influencing Consumer’s Trust 17
Table 3.1: Research Hypotheses 42
Table 3.2: Measures of Independent, Mediating and Dependent Variables 43
Table 4.1: Frequency Table of Respondents Data 49
Table 4.2: KMO and Bartlett’s Test 50
Table 4.3 Factors Analysis, Eigenvalues and Percentage of variance 52
Table 4.4 Cronbach’s Alpha, Mean and Standard deviation of variables 53
Table 4.5: Correlation coefficients Matrix of Relationship between Perceived Usefulness, Perceived Ease of Use, Perceived Reputation, Perceived Security, Perceived Privacy, Propensity to Trust, Trust and Actual Purchase 59
Table 4.6: Coefficient Correlations and Significant result between Perceived Usefulness, Perceived Ease of Use, Perceived Reputation, Perceived Security, Perceived Privacy, Propensity to Trust towards Actual Purchase 61
Table 4.7: Coefficient Correlations and Significant result between Perceived Usefulness, Perceived Ease of Use, Perceived Reputation, Perceived Security, Perceived Privacy, Propensity to Trust towards Trust 62
Table 4.8: Coefficient Correlations and Significant result between Trust Towards Actual Purchase 63
Table 4.9: Coefficient Correlations and Significant result between Trust, Perceived Security, Propensity to Trust, Perceived Privacy, Perceived Reputation, Perceived Usefulness, Perceived Ease of Use towards Actual Purchase 64
Table 5.1: Summary of research findings 75

LIST OF FIGURES

Figure 2.1: Model for Consumers’ Initial Trust in Online Stores 37
Figure 2.2: Model for Trust in Internet Shopping 38
Figure 2.3: Model for Initial Trust in Company 39
Figure 3.1: Proposes Research Model and Hypotheses Paths 41