

ABSTRACT

Internet shopping is not new to developed countries, particularly from the western part. However, survey shows that the volume of Internet purchase in Malaysia is far behind compared to those countries. The percentage of Internet shopping in Malaysia is relatively low compared to other Internet usage.

Lack of initial trust on Internet vendors is an issue in Internet shopping. Without a trusting foundation, Internet shoppers are reluctant to move forward to make transactions online. Therefore, formation of trusting attitude is imperative in any success of Internet business. However, the factors that influence the formation of initial trust Internet shopping remain unidentified and to what level this trust influence the intention to purchase online remain unknown to most of the Malaysian Internet vendors.

The aim of this study is to identify the antecedents of initial trust in Internet shopping and its influent on intention to purchase online. Conceptual framework had been developed based on prior studies from researchers. Initial trust in Internet shopping has been examined from different dimensions, include cognitive, disposition to trust, institutional trust and propensity to trust. A total 305 questionnaires from respondents in Klang Valley has been used for data analysis and testing. The finding of this study is aimed to enhance the understanding of initial rust formation in Internet shopping so to help Internet vendors in their strategy planning.

ACKNOWLEDEMENTS

Many people have contributed, be it directly or indirectly to the success of this research. I would like to take this opportunity to acknowledge the assistance and encouragement of all who have supported me during this thesis work. Without their support and advice, I would have never been to accomplish the work of this thesis.

First of all, I would like to express my gratitude to my thesis supervisor, Dr. Noor Akma Mohd Salleh, for her continuous support throughout the writing of this thesis. Without her trust and patience, this thesis would not be possible.

My special acknowledgement to Mr. Lau Sear Haur, Mr. Pooyan, Ms. Tan Meng Lee and Mr. Chin Kian Teck for their advice, assistance, encouragement and suggestions related to this study. I would like to thank all participants who took part in the surveys conducted as part of this research.

Last but not least, special thanks go to my family and friends for supporting, encouraging and, most importantly, entertaining me!

Chin Kian Hoong