A STUDY OF GENERATION Y ATTITUDE TOWARDS USAGE OF INTERNET FOR E-COMMERCE IN MSC LANDMARK, KUALA LUMPUR & SELANGOR STATE

By

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Abstract

The last two decades have experienced rapid expansion of information and communication technology. This wide application of internet stated its influence on attitude and adoption of internet among various generations. The generation Y which is "the millennial generation", are the major one who has connected with the technology, especially internet usage, widely in every aspect of life. They adopt technology application in shopping product and services, moving away from traditional purchasing behavior of consumer. Though various studies have come out in the area of generation Y and technology adoption, very less studies are observed in the Malaysian context, considering the consumer internet usage attitude and e-commerce activities. Hence this particular study, then observe and analyze generation Y attitude towards internet usage and e-commerce activities with its moderating impact of computer literacy and gender variation.

Abstrak

Dua dekad terakhir ini telah mengalami perkembangan pesat di bidang teknologi maklumat dan komunikasi. Aplikasi internet yang luas dinyatakan pengaruhnya terhadap sikap dan penggunaan internet di kalangan pelbagai generasi. Generasi Y yang merupakan "generasi milenium", adalah salah satu generasi utama yang berkaitan dengan teknologi, terutama penggunaan internet, secara meluas dalam setiap aspek kehidupan. Mereka mengamalkan aplikasi teknologi dalam produk dan perkhidmatan membeli-belah, beralih daripada tingkah laku membeli tradisional pengguna. Walaupun pelbagai kajian telah keluar dalam bidang generasi Y dan penggunaan teknologi, namun sangat kurang kajian yang diperhatikan dalam konteks Malaysia, memandangkan aktiviti pengguna internet sikap penggunaan dan e-commerce. Oleh itu kajian ini akan memerhati dan menganalisis sikap generasi Y terhadap penggunaan internet dan aktiviti e-dagang dengan kesan sederhana yang celik komputer dan perubahan jantina.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The first chapter covers six important sections namely background of the study, problem statement, research questions, research objectives, significance of the study, scope and limitations of the study, and ultimately organization of the study. The aim of this chapter is to portray the context of the research and the structure of the study. This chapter actually also portray the idea or overview of the research that will be carried out. The early evolution of internet until the advance era of information and communication technology and their implication to the business field explained in the first chapter of the research. Furthermore, the first chapter discussed the effect of advance information technology in the business field such as e-commerce activities, and their relations between generation Y users.

1.2 Background of the study

In the last two decades, anincreasing trend of the internet usage both by organizations and by individuals has contributed a major impact to our perspective to the world as a global village, by reducing the spatial separation between regions and enabling information exchange worldwide more freely and rapidly. Most of the world inhabitants now live and work in what we called as network society (Castells, 2000). This globalization has had a great impact to almost every sector of modern society including the business, education, healthcare, entertainment and social interactions. Today the internet universally regarded as one of the important aspect to the growth of business and become an indispensable resource.

The contents of the thesis is for internal user only

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APPENDIX

UUM
Universiti Utara Malaysia

Othman Yeop Abdullah Graduate School of Business (OYAGSB)

Date: _ _ / _ _ / _ _ _ _
Dear Sir/Madam

Survey on Generation Y attitude towards usage of internet for e-commerce in

I am currently pursuing a master degree in Msc. Management at Othman Yeop Abdullah Graduate School of Business (OYAGSB), Universiti Utara Malaysia. As part of my study, I am conducting the above-mentioned survey to investigate the generation Y attitude towards usage of internet for e-commerce. In this regard, I would like to invite you to be a respondent to this survey. Your contribution will provide useful inputs, as it would help to achieve the objective of this study, please be assured that all information provided will be kept strictly confidential, as findings will be presented on an aggregated basis to be used solely for academic purpose. In anticipation of your positive response, I would appreciate very much your kind assistance in completing and returning the attached questionnaire within a week or by _ _ / _ _ / _ _ _ _ .

What is your age?

1. 25 and under
2. 26-33
3. 34-40
4. 41-55
5. 55 and above

What is your gender?

1. Male
2. Female

What is your income?

1. 0 – MYR2000
2. MYR 2001 – MYR 4000
3. MYR 4001 – MYR 6000
4. MYR 6001 – MYR 8000
5. MYR 8001 and above

What is the highest level of education you have completed?

1. High school or equivalent
2. Diploma
3. Bachelor Degree
4. Master Degree
5. Doctoral Degree
6. Professional Degree

How often do you visit the Internet site you use most often several times a day, about once a day, every few days, once a week or less often?

1. Several times a day
2. About once a day
3. Every few days
4. Once a week
5. Less often Don't know

When you are away from home or work, do you ever connect to the internet wirelessly using a laptop or handheld device, or not?

1 Yes
2 No
3 Don't know

Generational Differences

Kindly rate your trait below, 1 means not applicable while 7 means very applicable

Questions								
Not Applicable	Willing to navigate office							Very Applicable
	1	2	3	4	5	6	7	
	Accepting of authority figure in the workplace							
	1	2	3	4	5	6	7	
	Ask for help when needed							
	1	2	3	4	5	6	7	
	Need supervision							
	1	2	3	4	5	6	7	
Not Applicable	Embrace diversity							Very Applicable
	1	2	3	4	5	6	7	
	Give maximum effort							
	1	2	3	4	5	6	7	
	Learn quickly							
	1	2	3	4	5	6	7	
	Like informality							
	1	2	3	4	5	6	7	
Not Applicable	Like structure							Very Applicable
	1	2	3	4	5	6	7	
	Plan to stay with the organization for long term							
	1	2	3	4	5	6	7	
	Process driven							
	1	2	3	4	5	6	7	
	Respectful of organizational hierarchy							
	1	2	3	4	5	6	7	
Not Applicable	Result driven							Very Applicable
	1	2	3	4	5	6	7	
	Retain what they learn							
	1	2	3	4	5	6	7	
	Seek work/life balance							
	1	2	3	4	5	6	7	
	Technologically savvy							
	1	2	3	4	5	6	7	
Not Applicable	Prefer to work alone							Very Applicable
	1	2	3	4	5	6	7	
	Prefer to work in a team							
	1	2	3	4	5	6	7	

Internet Lifestyle

The following items indicate your internet lifestyle. There is no right and wrong answers. The answers should reflect your attitude. Number 1 indicate strongly disagree and number 7 indicate strongly agree. Kindly choose the figure in between.

	Questions							
Strongly Disagree	Internet shopping is easier than local							Strongly Agree
	1	2	3	4	5	6	7	
	I like having merchandised delivered at home							
	1	2	3	4	5	6	7	
	Online buying is fun							
	1	2	3	4	5	6	7	
	I enjoy buying things on internet							
	1	2	3	4	5	6	7	
Strongly Disagree	I'd shop more on the internet if prices are lower							Strongly Agree
	1	2	3	4	5	6	7	
	Shopping in stores is a hassle							
	1	2	3	4	5	6	7	
	I don't like waiting for products to arrive							
	1	2	3	4	5	6	7	
	Returning product from e-commerce is simple							
	1	2	3	4	5	6	7	
Strongly Disagree	It's easy to judge merchandise quality through Internet							Strongly Agree
	1	2	3	4	5	6	7	
	Internet buying has not delivery problems							
	1	2	3	4	5	6	7	
	I don't have a problem with shipping charge on the Internet							
	1	2	3	4	5	6	7	
	Ecommerce has better service policy							
	1	2	3	4	5	6	7	
Strongly Disagree	We don't have to see things in person before we buy through Internet.							Strongly Agree
	1	2	3	4	5	6	7	
	A lot of my friend shop on the internet							
	1	2	3	4	5	6	7	
	I know about using the Internet							
	1	2	3	4	5	6	7	
	I am good at finding what I want on the internet							
	1	2	3	4	5	6	7	
Strongly Disagree	Internet ordering is easy to understand and use							Strongly Agree
	1	2	3	4	5	6	7	
	Internet stored carry things what I want							
	1	2	3	4	5	6	7	

	I go to internet for reviews or recommendations							
	1	2	3	4	5	6	7	
	I like browsing on the Internet							
	1	2	3	4	5	6	7	
Strongly Disagree	I go to the Internet for preview products							Strongly Agree
	1	2	3	4	5	6	7	
	I trust about the security (credit card number) in the Internet							
	1	2	3	4	5	6	7	
	I want my purchase private							
	1	2	3	4	5	6	7	
	I give my credit card number to the online merchant							
	1	2	3	4	5	6	7	
Strongly Disagree	Buying things on the internet is not scares me							Strongly Agree
	1	2	3	4	5	6	7	
	I trust Internet retailers							
	1	2	3	4	5	6	7	
	I search for lowest price in everything							
	1	2	3	4	5	6	7	
	I like to go shopping with my friends							
	1	2	3	4	5	6	7	
Strongly Disagree	I like the ambience at the local retail stores							Strongly Agree
	1	2	3	4	5	6	7	
	I like the friendliness at local retail stores							
	1	2	3	4	5	6	7	
	I often return items I have purchased							
	1	2	3	4	5	6	7	
	Internet shopping offers better selection							
	1	2	3	4	5	6	7	
Strongly Disagree	Internet stores has better quality than stores							Strongly Agree
	1	2	3	4	5	6	7	
	Internet stores has better prices							
	1	2	3	4	5	6	7	

Attitudes toward Internet

The following items indicate your attitude toward Internet. There is no right and wrong answers. The answers should reflect your attitude Number 1 indicate strongly disagree and number 7 indicate strongly agree

Questions								
Strongly Disagree	Using Internet makes me more efficient							Strongly Agree
	1	2	3	4	5	6	7	
	The Internet makes me feel intelligent							
	1	2	3	4	5	6	7	
	The Internet enables me to do things I wouldn't be able to do thing I will not be able to do otherwise							
	1	2	3	4	5	6	7	
	The Internet can facilitate human togetherness and give individuals sense of belonging							
	1	2	3	4	5	6	7	
Strongly Disagree	The Internet is a good way to communicate and encourage human interactions							Strongly Agree
	1	2	3	4	5	6	7	
	Using Internet makes me feel incompetent							
	1	2	3	4	5	6	7	
	The Internet makes me feel incapable							
	1	2	3	4	5	6	7	
	The Internet can lead to human separation and cause individuals to withdraw from direct human interactions							
	1	2	3	4	5	6	7	

Computer Literacy

Kindly indicate your knowledge related to computer. There is no right and wrong answer. Number 1 indicate having less knowledge and number 7 indicate having perfect knowledge

Questions									
Having Less Knowledge	Sending or reading email messages							Having Perfect Knowledge	
	1	2	3	4	5	6	7		
	Using word processing program								
	1	2	3	4	5	6	7		
	Installing computer software								
	1	2	3	4	5	6	7		
	Configuring computer driver								
	1	2	3	4	5	6	7		
Having Less Knowledge	Fixing a system problem (e.g. Windows)							Having Perfect Knowledge	
	1	2	3	4	5	6	7		
	Installing an operating System (e.g. Windows)								
	1	2	3	4	5	6	7		
	Browsing the Internet								
	1	2	3	4	5	6	7		
	Using an Internet search engine								
	1	2	3	4	5	6	7		
Having Less Knowledge	Making purchase on the Internet							Having Perfect Knowledge	
	1	2	3	4	5	6	7		
	Finding the best price on the Internet								
	1	2	3	4	5	6	7		
	Using an Internet shopping bot								
	1	2	3	4	5	6	7		
	Finding Internet retailer quality ratings								
	1	2	3	4	5	6	7		