

Title of Thesis	The Study of Perception of College Student Towards Online Retail Business in Miri
Name	Thien Lek Fuong
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, KL)
Date of Submission	May 2016
Student Thesis Code	2016/MAY/TIUCT/BBAIB/13

### ABSTRACT

The goal of this research is to help Miri college students to know more about online retail business. In this study, the researcher decided to choose quantitative method which the collection method is using questionnaire. It is a self-designed questionnaire to collect data from the respondents.

Furthermore, the research finding shows that most of the college students were lack of knowledge about online retail business. Nowadays, they are many different types of online retail business in the market and it also influence the other businesses in the market.

The recommendation is to attract more college student to invest in online retail business. After they poses knowledge about the online retail business, college also can play a role to encourage student to join and start up their own business. This will benefit the student by earning extra income during their study.

Moreover, the future researches are suggested to find out the perception and level of interest to invest in online retail business at Peninsular Malaysia. Besides, future research also can find out the comparison the level of interest between different city and nation in order to show the results of different needs or purpose of the college student shop online.