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ABSTRAK

Online shopping in Malaysia is a new technology innovation since it has just begun to beating the Malaysia retailing sector with online shopping services. Online buying behavior process discusses about the products bought through online. The process of online buying behavior is kind of similar to traditional shopping behavior except there is no face to face transaction occurred. The aim of this study is to investigate the factors that influencing the online shopping behavior among students. This study is focus on undergraduate students in university Utara Malaysia, Sintok, Kedah who have the Facebook account. A total number of 250 students chosen as respondents but only 168 of them responded to the questionnaire. Statistical Package software for Social Science (SPSS) Version 22.0 was used to analyze the collected data. Reliability analysis, multiple regressions and correlation were applied to this study. The Pearson correlation analysis indicated that perceived risk is a negatively associated with actual online shopping behavior whereas attitude and experience have positive relationship with dependent variable. Furthermore, the multiple regression analysis revealed that all the independent variables have significant prediction on dependent variable. It is suggested for future research to look at the way to influence the attitudes of online buyers among student by investigate some other important factors that able to improve their buying behavior in the future.
ACKNOWLEDGEMENT

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May Allah shower all of you with His blessing..... InsyaAllah...
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<td>CAGR</td>
<td>Compound Annual Growth Rate</td>
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<td>Innovation Diffusion Theory</td>
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<td>COB</td>
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<td>COLGIS</td>
<td>College of Law, Government, and International Studies</td>
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<tr>
<td>SPSS</td>
<td>Statistical Package for Social Science</td>
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<td>UUM</td>
<td>Universiti Utara Malaysia</td>
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<td>FB</td>
<td>Facebook</td>
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<td>DV</td>
<td>Dependent Variable</td>
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CHAPTER 1
INTRODUCTION

1.0 Background of Study

Nowadays online shopping has become very popular and familiar. This is because many people use the Internet as an alternative to purchase a product. MasterCard Worldwide Insights (2008) defined shopping online as the process of buying goods and services sold over the Internet. Shopping online has also been recognized as a purchase over the internet, e-shopping and buying or shopping online. Kim (2004) defined internet shopping as inspection, search, browse for, or view a product to get more information on the possible purchase intentions on the Internet. To see another perspective, Chiu et al (2009) considered shopping online as the exchange of time, energy and money to get your product or service. Datamonitor (2009) believed that retailers see it as an online business, e-commerce or online shop, which refers to "selling groceries through online channels, valued at retail selling prices".

There are several ways to determine the online shopping and it probably depends what kind of perspectives that people looking for. Currently, shopping through online has become a phenomenon and users accept it as it has many benefits. In the view of consumers, shopping online provides low prices and clear range types of goods and services and convenient alternative to shop easier. Indirectly it will make users become more comfortable while shopping without thinking about the difficulty of squeezing through the crowd, stuck in long lines at
The contents of the thesis is for internal user only
REFERENCES


L. C. Man (2012), Factors Affecting Consumers Purchasing Decisions in Online Shopping in Hong Kong, Institute of Textiles and Clothing The Hong Kong Polytechnic University.


