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**FACTORS INFLUENCE ONLINE BUYING BEHAVIOR ON  
ONLINE SHOPPING: A STUDY AMONG UUM POSTGRADUATE  
STUDENTS**



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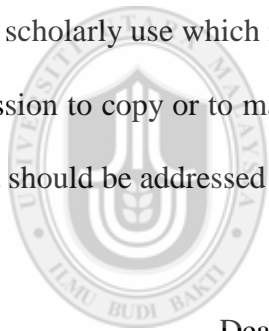
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**Research paper submitted to  
School of Business Management  
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**In partial fulfilling of requirement for Master of Science (Management)**

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## ABSTRACT

The internet has develop new distribution channel and online transaction are rapidly increasing. This has created a need to understand how the consumer perceive and effect their buying. The purpose of this dissertation is to examine if there is any particular factors that influence the consumer buying behaviour online. Primary data was collected through a survey that were conducted on students of Universiti Utara Malaysia. Price, trust, convenience, website quality and security were identified as important factors which lead to certain buying behavior in online shopping. The world wide web is rebuild around people where social circles influence is lead to online buying. Price, trust, convenience, web design and security have been identified as important factors. Price was considered to be the most important and affecting factor for the majority of internet consumer. Most of the consumers hesitate not to shopping online, because of the insecure payment and transactions systems.

*KEYWORDS: online shopping, Price, trust, convenience, web design, security, online buying behavior.*

## ABSTRAK

Internet telah menyediakan saluran pengedaran baru dan transaksi dalam talian semakin berkembang dengan pesat. Ini telah mewujudkan satu keperluan untuk memahami bagaimana pengguna melihat dan melaksanakan pembelian mereka. Tujuan kajian ini adalah untuk mengkaji jika terdapat apa-apa faktor tertentu yang mempengaruhi tabiat pembelian pengguna dalam talian. Data primer dikumpulkan melalui kaji selidik yang telah dijalankan ke atas pelajar Universiti Utara Malaysia. Harga, amanah, kemudahan, kualiti laman dan keselamatan telah dikenal pasti sebagai faktor penting yang membawa kepada tabiat pembelian tertentu dalam membeli-belah dalam talian. Laman sesawang dibina disekitar orang ramai di mana bulatan sosial mempengaruhi pembelian dalam talian. Harga, kepercayaan, kemudahan, kualiti laman dan keselamatan telah dikenal pasti sebagai faktor penting. Harga telah dianggap sebagai faktor yang paling penting dan mempengaruhi majoriti pengguna internet. Kebanyakan pengguna teragak-agak untuk membeli dalam talian, kerana sistem pembayaran dan transaksi yang tidak selamat.

*KATA KUNCI: pembelian dalam talian, harga, amanah, kemudahan, reka bentuk laman, keselamatan, tingkah laku pembelian pengguna.*

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## LIST OF ABBREVIATIONS

DV	Dependent Variable
F	Frequency
IV	Independent Variable
KMO	Kaiser-Meyer-Olkin
OYA GSB	Othman Yeop Abdullah Graduate School of Business
R	Rate
Sig	Significant
SPSS	Statistical Package for Social Science Program
UUM	Universiti Utara Malaysia



## **CHAPTER 1: INTRODUCTION**

This chapter will explain the background of the research, problem statement, objectives, research questions, significant, scope and limitations of the study. It presents the introduction of online shopping, online buying behaviour and the influence of the factors.

### **1.1 Background of research**

Internet and technology makes life easier and advance. People who do business and merge it to online have made business easier and growing fast. The internet serves a business platform in marketing the business. The internet is now the main for online business in introducing their product and service. Competitors and customer now meet at one place. It brings a new way in promoting, advertise products and services in the market (Silverstein, 2002). Online marketing has become important in business and become part of promotion in business activity. Online marketing is attracting a wider number of shopper and business. Every year, more businesses own web sites to reach internet user in increasing their sales and take advantage of technology to expand their business. Now days, internet technology is moving up and business now takes their place online. Their goal is making a profit as much as they can and to gain customer from different category.

Online consumer is searching for the new thing, new trend and the most important is price compatibility with their buying budget. Internet becomes the best way to save time, energy and money through online purchase within range of budget from anywhere. Online consumer uses the technology to compare prices of goods, catch up with the latest information, get

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