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

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Research paper submitted to
School of Business Management
Universiti Utara Malaysia
In partial fulfilling of requirement for Master of Science (Management)
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ABSTRACT

The internet has developed new distribution channels and online transactions 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.
ACKNOWLEDGEMENT

First and foremost, I would like to thank the one and only Allah S.W.T for blessing and giving me strength of mind, spirit, ability, good physical condition, good health and guidance for me to complete this research paper. Allah S.W.T is one of my motivation to keep positive in completing this research and by Allah’s blessing and permission, I have succeeded in completing this research paper. Along the way in my journey to finish this research paper, there are numerous parties involved in helping me either directly or indirectly assistance in order for me to accomplish my objective.

Secondly, my deepest gratitude and thanks of course to my supervisor, Dr Yaty Bt Sulaiman for giving committed guidance, moral support, cooperation and being helpful throughout the whole process of completing this research paper. Her valuable comments, suggestions, academic support, ideas and advices have been instrumental guidance for me in finalizing this study and I highly respect her as an amazing lecturers.

Thirdly, special thanks dedicated to my beloved husband, Muhammad Iman b. Pelim and my mom Che Hasnah bt Abdul Hamid for prayers for my success, endless love, support and cares during my journey in accomplishing this study. Both of them are also one of my motivator to be positive always. I also would like to give my sincere thanks to all my dearest fellow friends for giving me the moral support, companionship and help in finishing my study and also being my wonderful friends. May Allah S.W.T repay the kindness of everyone that I have mentioned above.
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<tr>
<td>DV</td>
<td>Dependent Variable</td>
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<tr>
<td>F</td>
<td>Frequency</td>
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<tr>
<td>IV</td>
<td>Independent Variable</td>
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<tr>
<td>KMO</td>
<td>Kaiser-Meyer-Olkin</td>
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<tr>
<td>OYA GSB</td>
<td>Othman Yeop Abdullah Graduate School of Business</td>
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<tr>
<td>R</td>
<td>Rate</td>
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<tr>
<td>Sig</td>
<td>Significant</td>
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<td>SPSS</td>
<td>Statistical Package for Social Science Program</td>
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<td>UUM</td>
<td>Universiti Utara Malaysia</td>
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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
The contents of the thesis is for internal user only
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Permanent link to this document: http://dx.doi.org/10.1108/02635570610666403


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