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**UNDERSTANDING STUDENT'S ONLINE SHOPPING
BEHAVIOUR: A STUDY AMONG UNDERGRADUATE
STUDENTS IN UUM**



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A STUDY AMONG UNDERGRADUATE STUDENTS IN UUM**



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(Management)**



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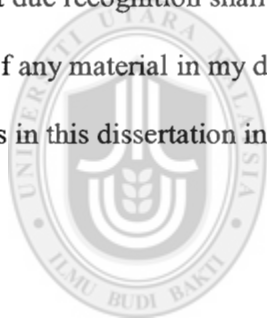
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ABSTRACT

The purpose of this study is to analyze factors that influence student's behavior towards online shopping. Students are one of the target markets towards the online retailer as they have money and interest. Most of these students are not working and most of them are provided with the educational loans. However, there are circumstances that they should not involve in online shopping due to many invalid transaction such fraud and theft. This could cause them of the financial loss. There are two theories that used in this study which are Technology Acceptance Model and Theory of Planning Behavior. The independent variables suggests by the researcher in this study is ease of use, perceived usefulness, brand orientation and website design. To investigate these hypotheses, 350 questionnaires distributed among the undergraduate students of School of Business Management. Finally regression analysis was used on data in order to test hypotheses of study. This study can be considered as an applied research from purpose perspective and descriptive-survey with regard to the nature and method (type of correlation). The study identified that all the independent variables are correlate with the dependent variable.

Keywords: online shopping, behavior, ease of use, perceived usefulness, brand orientation, website design, undergraduate students.

ABSTRAK

Tujuan kajian ini dijalankan adalah untuk menganalisa faktor-faktor yang mempengaruhi tingkah laku pelajar dalam membeli belah melalui laman sesawang. Pelajar juga merupakan satu sasaran bagi pihak penjual di laman web kerana para pelajar juga mempunyai wang serta minat. Namun, kebanyakan pelajar tidak bekerja dan mengharapkan duit daripada pembiayaan pendidikan. Terdapat beberapa situasi di mana pelajar perlu menitikberatkan sekiranya ingin melakukan pembelian dalam talian kerana terdapat banyak jenayah dalam talian seperti kecurian, penyelewengan dan sebagainya. Sekiranya pelajar tersalah langkah, mereka akan menjadi mangsa penipuan dan menghadapi kerugian. Terdapat dua teori yang digunakan di dalam kajian ini iaitu *Technology Acceptance Model(TAM)* dan *Theory of Planned Behavior(TPB)*. Pemboleh ubah bebas yang di cadangkan didalam kajian ini adalah kemudahan penggunaan, kemudahan dilihat, orientasi jenama, dan reka bentuk laman web manakala pemboleh ubah bersandar adalah tingkah laku pelajar dalam membeli belah dalam talian. Justeru itu, sebanyak 350 soal selidik telah di edarkan di kalangan pelajar ijazah sarjana muda di Fakulti Pengurusan Perniagaan atau School of Business Management (SBM). Analisa regresi telah digunakan terhadap data yang telah dikutip untuk menguji hipotesis. Kajian ini mendapati semua pemboleh ubah bebas mempunyai hubungan yang positif dengan pembolehubah bersandar.

Kata Kunci: membeli belah, tingkah laku, kemudahan penggunaan, kemudahan dilihat, orientasi jenama, reka bentuk laman web, pelajar ijazah sarjana muda.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

E-Commerce and e-shopping create opportunities for businesses to reach consumers globally and directly – indeed, they are transforming retailing (Alden et al. 2006; Holt et al. 2004). Malaysia also involve in e-commerce transactions which are growing, not least because low cost gives both businesses and consumers a new and powerful channel for information and communication. According to Griffith (2006), there are many study conducted on cross-national and cross cultural internet marketing. This shows that the e retailing businesses are growing day by day.

This study examines the factors that influence university students' behavior towards online shopping. The researcher suggests four factors that affect university students' behavior which are ease of use, usefulness, brand orientation and website design. These days, consumers are exposed towards various online and offline options, without a compelling reason to choose one retailer over another, they just rotate purchases among multiple firms. The increasing numbers in population of gen-Y are also boost the growth of e retailing business.

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