

**FACTORS INFLUENCING ONLINE SHOPPING BEHAVIORS OF
FACEBOOK USERS AMONG UNDERGRADUATE STUDENTS IN
UUM, SINTOK, KEDAH**

By

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**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
Universiti Utara Malaysia,
in Fulfillment of the Requirement for the Master of Science (Management)**

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ABSTRAK

Membeli-belah dalam talian di Malaysia adalah satu inovasi teknologi baru kerana baru sahaja bermula untuk menewaskan sektor peruncitan Malaysia dengan perkhidmatan membeli-belah dalam talian. Proses tingkah laku membeli membincangkan mengenai produk yang dibeli melalui dalam talian. Proses membeli dalam talian mempunyai persamaan dengan tingkah laku membeli-belah tradisional kecuali tiada bersemuka transaksi berlaku. Tujuan kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi tingkah laku membeli-belah dalam talian di kalangan pelajar. Kajian ini memberi tumpuan kepada pelajar sarjana muda di universiti Utara Malaysia, Sintok, Kedah yang mempunyai akaun Facebook. Seramai 250 pelajar dipilih sebagai responden tetapi hanya 168 daripada mereka memberi maklum balas kepada soal selidik. Perisian Pakej Statistik untuk Sains Sosial (SPSS) Versi 22.0 telah digunakan untuk menganalisis data yang dikumpul. Kebolehpercayaan analisis, regresi dan korelasi telah digunakan untuk kajian ini. Analisis korelasi Pearson menunjukkan risiko mempunyai hubungan negatif kepada tingkah laku sebenar membeli-belah dalam talian manakala sikap dan pengalaman mempunyai hubungan positif dengan pembolehubah bersandar. Tambahan pula, analisis regresi berganda menunjukkan bahawa semua pembolehubah tidak bersandar mempunyai pengaruh yang besar ke atas pembolehubah bersandar. Cadangan untuk penyelidikan pada masa hadapan untuk melihat cara untuk mempengaruhi sikap pembeli dalam talian di kalangan pelajar dengan menyiasat beberapa faktor penting lain yang dapat meningkatkan tingkah laku membeli mereka pada masa akan datang.

ABSTRACT

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

Alhamdulillah by the will of Allah S.W.T I am able to complete this thesis within required time. My sincerest gratitude, thanks and utmost appreciation go to everyone that has helped on my study. First and foremost, I would like to express my deepest thanks to my supervisor, Mr. Shahmir Sivaraj Abdullah for his invaluable effort and time in providing proper guidance and encouragement for me to complete this study. He is the mentor of my academic life who constantly showed me support as well as providing with useful of knowledge in completing this paper.

Not to forget, I would like to show my thankfulness to the undergraduate students in Universiti Utara Malaysia, for participation in answering this questionnaire, thus without their cooperation, this research will never be completed.

I would like to express my sincerest gratitude to my parents for support and encouragement. Your sacrifices have not gone unnoticed and truly appreciated. Last but not least, many heartfelt thanks to my best buddy and my love one in being supporter and always being there for me throughout this journey.

May Allah shower all of you with His blessing..... Insyallah...

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LIST OF ABBREVIATIONS

CAGR	Compound Annual Growth Rate
SMBs	Small and Medium sized Businesses
MBA	Master in Business Administration
TAM	Technology Acceptance Model
TRA	Theory of Reasoned Action
PU	Perceived Usefulness
PEOU	Perceived Ease of Use
TCT	Transaction Cost Theory
IDT	Innovation Diffusion Theory
CAS	College of Science and Art
COB	College of Business
COLGIS	College of Law, Government, and International Studies
SPSS	Statistical Package for Social Science
UUM	Universiti Utara Malaysia
FB	Facebook
DV	Dependent Variable
IV	Independent Variable

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

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