



FACTORS AFFECTING ONLINE BUYING BEHAVIOUR AMONG  
WORKING WOMEN IN PLUS MALAYSIA BERHAD

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JULY 2019

**DECLARATION OF ORIGINAL WORK**



**BACHELOR OF BUSINESS ADMINISTRATION  
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“DECLARATION OF ORIGINAL WORK”**

I, Nor Ashikin binti Mohd Nor, (I/C Number: 970315-01-5694)

Hereby, to declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is the result of any independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation mark and sources of my information have been specifically acknowledge.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## LETTER OF SUBMISSION

1<sup>st</sup> JULY 2019

The Head of Program  
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Dear Sir / Madam,

### SUBMISSION OF PROJECT PAPER

Attached is the project paper title “FACTORS AFFECTING ONLINE BUYING BEHAVIOUR AMONG WORKING WOMEN IN PLUS MALAYSIA BERHAD” to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you,

Yours Sincerely,

---

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## **ABSTRACT**

This study examines on the factors affecting buying behaviour in online shopping among employees of PLUS Malaysia Berhad (PMB). Online uring behaviour is a broad scope that encompasses many determinants but in this study, the researcher specifically focuses on five determinants which are perceived benefits, perceived risks, hedonic motivation, psychological factor and website quality. Data were collected from 100 respondents using convenience sampling. The information gathered were assessed using the Social Science Statistical Package (SPSS) version 22. Numerous studies such as reliability analysis, descriptive assessment, correlation of Pearson and multiple regression analysis have been converged using SPSS. The findings suggested that there is a favourable connection in online shopping between perceived benefits, perceived risk, hedonic motivation and psychological factor towards the purchasing behaviour of customers. However, there is no significant relationship between website design towards consumers' buying behaviour in online shopping. Recommendation and direction for future studies were discussed in this study.

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