

**UNIVERSITI TEKNOLOGI MARA**

**THE FACTORS INFLUENCING THE CONSUMER-BUYING  
BEHAVIOR ON ONLINE SHOPPING TRENDS: A CASE  
STUDY IN FACULTY OF ECONOMICS AND  
MANAGEMENT IN UKM**

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## **ABSTRACT**

Nowadays, online shopping has grown rapidly and is widely used globally. It has a sophisticated purchasing system where people can buy anything at the tip of finger through the e-commerce. A good online purchasing system will retain the current customers and hence attract others to participate in online shopping. Therefore, the trends that may affect Consumer-Buying Behaviour must be defined. This cross-sectional descriptive research study was conducted to determine the factors that influence the Consumer-Buying Behaviour towards online shopping and also the factor that has been most important in determining Consumer-Buying Behaviour. This research also determined which product category is most popularly purchased by youth in order to forecast and give recommendations to the e-commerce organization. This study was carried out in Universiti Kebangsaan Malaysia with 204 of Economics and Management students through stratified sampling. The data were collected by a valid and reliable questionnaire adapted from relevant sources. The data were analysed using Structural Equation Modelling (SEM). The result shows that Consumer-Buying Behavior especially for youth is significantly influenced by two factors which are Convenience and Personal Information Privacy. However, the youth mostly influenced by the Convenience factor when purchasing online. The product category that is mostly purchased by youth when purchasing online was clothes.

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