UNIVERSITI TEKNOLOGI MARA
FACULTY OF ADMINISTRATIVE SCIENCE AND POLICY STUDIES
BACHELOR OF ADMINISTRATIVE SCIENCE (HONOURS)

APPLIED RESEARCH PROJECT (ADS555)

A STUDY ON THE FACTORS OF ONLINE SHOPPING THAT INFLUENCE THE ONLINE SHOPPING BEHAVIOR AMONG STUDENTS OF BACHELOR OF ADMINISTRATIVE SCIENCE (AM228) AT UiTM CAMPUS SAMARAHAN 2

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ABSTRACT

Online shopping has not been a new phenomenon in this era of globalization. It has been introduced or used since a few decades ago by some of the innovative inventors' around the world. Basically, online shopping is a web-based online business that involved a buyer and a seller whereby it has no different than a traditional business, in which the buyers and sellers interact with each other about buying a certain product. Therefore, through this research findings, we had identified the factors of online shopping that influence the online shopping behavior among students of Bachelor in Administrative Science (AM228) at UiTM Campus Samarahan 2. The finding of this research shows that the most dominant factors that influenced the students' online shopping behavior are service quality and shopping motivations. 186 of the AM228 students had participated in filling the questionnaires of our research. It is found that generally, our independent variables which are the factors of online shopping has a significant positive relationship with our dependent variables which are the students of AM228 online shopping behavior. The study also revealed that most of the students prefer to do online shopping because of the quality of service provided by the seller and also the shopping motivations that the students have in their mind. Therefore, although that we know there are many researchers who had or will conducted the same research study regarding on the online shopping towards the students, however, we have specified our study that will surely focuses on the narrow aspects only.

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CHAPTER 1

INTRODUCTION

1.1   INTRODUCTION

This chapter focuses on the background of the study which is the factors that contributed to the online shopping behavior among the students of Bachelor of Administrative Science (AM228) in Universiti Teknologi MARA Campus Samarahan 2. In this matter, the next sub-topic 1.2 will firmly discusses about the background of the study for this research, afterwards. The next one which is in sub-topic 1.3 will explain about the problem statement of this research. All of it will be explained thoroughly in the given sub-topic. Apart from that, sub-topic 1.4 will tells about the research objectives and sub-topic 1.5 will continue on explaining about research questions. Next, sub-topic 1.6 will discuss about the scope of this study whereby what scope this research focuses on. Then, sub-topic 1.7 will explain further regarding on the significance of this study. Afterwards, sub-topic 1.8 will explain further on definitions of the term or the concept of this study. Lastly, sub-topic 1.9 which explains regarding on the limitations of the study, which is about the limitations regarding on this research.

1.2   BACKGROUND OF THE STUDY

Internet plays a very significant role in everyone lives especially in these modern world today that we lived in. In other words, people also use internet to interact with other people and make business with potential buyers or even traders. (Katawetawaraks & Wang, 2011). Social networking sites (SNS) are very common in the 21st century especially in terms of trading business and venturing in marketing. (Fard et al, 2016). Furthermore, people who ventures in SNSs can use it as a mechanism to spread their knowledge in terms of business information and experiences to other people and also keep themselves up-to-date with the world today so that they can earn more. Not just that, SNSs are a web-based individual centered service, platform or sites that provide an occasion for dealings to involve and interrelate with potential clients (Davis, 1989).