

**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE & POLICY  
STUDIES**



**THE RISE OF ONLINE PURCHASES DURING THE  
PANDEMIC COVID-19: FACTORS INFLUENCING YOUTH  
PURCHASE BEHAVIOUR IN NEGERI SEMBILAN**

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**FEBRUARY 2022**

## Abstract

The increased digital usage in Malaysia during the Covid 19 pandemic is driving the growth of the e-commerce industry. The expanding market is now witnessing the rise of active online shopping. A study is being undertaken among the youth in Negeri Sembilan to identify the factors influencing youth online purchase behaviour during the pandemic Covid-19. A convenience sample method was employed to collect 400 respondents from youths in Negeri Sembilan through the distribution of an online questionnaire designated using a Google Form. The data collected was then analysed using the Pearson Correlation Coefficient (PCC) in SPSS software. Three variables were utilised to examine the factors influencing youth purchase behaviour namely price, convenience, and security. The findings indicate that price and convenience factors influence youth online purchase behaviour toward e-commerce platforms. Security, on the other hand, has a negative impact on online purchase. This due to the fact that the security offer remains suspicious in performing online transactions. These insights are then used to make appropriate recommendations, such as greater web design, free shipping incentives, and the increase of perceived security. It is anticipated that this paper contributes a comprehensive understanding of consumer behaviour and provides merchants with valuable information to consider in effort to provide consumers with a great online platform experience.

**Keyword:** *purchasing behaviour, online shopping, covid-19, influencing factor*

## **ACKNOWLEDGEMENT**

All glory and acclaim are due to Allah, the Almighty and Merciful. First of all, we want to express our gratitude to Allah for giving us the patience and motivation to accomplish our final year project. In addition, we want to take this chance to appreciate everyone who has supported us to complete this research study by encouraging, mentoring, and supporting us.

First and foremost, we would like to express our heartfelt thanks to Mrs. Fariyah Hassan, our research study supervisor, who took a strong interest in our research study and supervised us all the time till the end of our research paper. We would also like to appreciate Mrs. Nurhanani Aflizan Mohamad Rusli, the second supervisor of this research project, for her insightful suggestions that helped us strengthen our research study.

Additionally, we would like to express the deepest appreciation to our family and friends for their unwavering assistance and motivation through our years of education as well as the process of analyzing and completing this research paper. This achievement would not be achievable without their assistance.

Last but not least, we would really like to express our sincere gratitude to all participants for their essential thoughts and recommendations in this project.

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