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BACHELOR OF ADMINISTRATIVE SCIENCE (HONORS)

**A STUDY ON PERCEPTIONS OF ONLINE SHOPPING BEHAVIOR AMONG
UNIVERSITY STUDENTS IN MALAYSIA DURING COVID-19 PANDEMIC**

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ABSTRACT

Online shopping is one of Malaysia's fastest-growing markets. Based on the recent trend and the impact of the COVID-19 pandemic, consumers have started to buy products online because it is more convenient and safer than going to a physical store since the virus can spread easily in public places. Hence, due to the COVID-19 pandemic, business operators could no longer rely on traditional methods of operation and they needed to start identifying what factors that may influence the customer to purchase their product online. Therefore, the aim of the study is to identify the perceptions of online shopping behavior among university students in Malaysia during the COVID-19 pandemic. Thus, several factors have been included to identify online shopping behavior including product, time savings and price factor. A total of 384 Malaysian online shoppers were given a questionnaire using Google Form by using a systematic data collection method, convenient sampling techniques, and a quantitative sampling method. Based on the findings of the study, it indicates that product, time savings, and price factors have a positive significant relationship in affecting consumers' online buying behavior. To get a better reaction from students in Malaysia, online shopping businesses need to focus on these factors. Online shoppers have developed experiences, which have impacted their buying behavior. During a pandemic, this study showed increasing importance of online shopping behavioral factors. It has been determined that the efficiency of consumers to make decisions when buying products and services online is becoming increasingly important.

Keywords: COVID-19, online shopping behavior, influential factors, online shopping

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