UNIVERSITI TEKNOLOGI MARA

FACULTY OF ADMINISTRATIVE SCIENCE

& POLICY STUDIES

BACHELOR OF ADMINISTRATIVE SCIENCE (HONORS)

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

NUR AFIFAH RODIAH BT MOHAMMAD (2020978905)

NUR ATIRAH AFIQAH BINTI RAZALI (2020976935)

FEBRUARY 2022

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

ACKNOWLEDGEMENT

Bismillahirrahmanirrahim, first and foremost, thanks to God, the Almighty, for His showers of blessings, we were able to finish our research proposal that has been given by our lecturer based on the subject Applied Research Project (ADS555). Even though there was a little big problem during finishing this assignment, luckily all the problems can be settled down and we will be able to adapt it wisely.

Besides, we would like to express our deep and sincere gratitude to our lecturer, Miss Nur Aida Binti Mohd Kamal for giving us the opportunity to do this group assignment and providing invaluable guidance throughout this work. Without her guide, our assignment cannot be done properly. Her dynamism, vision, sincerity and motivation have deeply inspired us. She always gives guidance on how to do this assignment in order to complete this work with the right format and information.

Finally, thanks to all friends that were involved in completing this assignment with all effort and sacrifices. Hope that all the effort will give a lot of benefits to us. We would like to stress that on the fact that by completing this assignment, we have simultaneously gained countless information and ideas that we have never thought of before and it is very essential to perceive as we still have a long way to go and need more knowledge and skills.

TABLE OF CONTENTS

CHAPTER 3: RESEARCH METHOD

CHAPTER 4: FINDINGS