



**INVESTIGATING THE IMPACT OF ONLINE SHOPPING  
CONVENIENCE FACTORS ON BEHAVIORAL INTENTION: A  
STUDY OF UITM KOTA SAMARAHAN CAMPUS 1**

**NURUL AFFIDZAN BINTI SHAMSUDIN  
2013577605**

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## **ABSTRACT**

In this era globalization, online shopping or marketing is the use of technology for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers, they are busy in studying consumer behaviour in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore we have also decided to study consumer's attitudes towards online shopping and specifically studying the behavioural intentions to shop online. This research will be using frequency statistics, reliability analysis, multiple regression analysis and Pearson's correlation analysis in answering the objective of the research. Recommendations will be made based on the findings.

# **CHAPTER 1: INTRODUCTION**

## **1.0 INTRODUCTION**

This research presents experience of Degree Students in UiTM Sarawak, Campus 1 towards online shopping convenience. This case study is based on degree students in UiTM Kota Samarahan Sarawak. Boundless (2011) states online shopping context, experiences and behaviour are also significant to determine the development and trend of online shopping. Besides that, the positive attitude towards online shopping intention would precede actual internet shopping. The market segments for over time that use the internet and digital services has changed significantly, so it is important for digital markets to be aware of the importance of customer experience and behaviour.

## **1.1 BACKGROUND OF THE STUDY**

University is a place where students seek knowledge and learn how to socialise with everyone around them and get involved with campus activities. As for students, they use internet on a daily basis in order to complete their daily task such as assignments and all. In order to get information to complete their assignments they need the internet to do some searching. Internet becomes a medium for students to communicate among other students even lecturers. Accordingly, internet access in schools has increased greatly over the last 20 years (Berson, 2000).

At free times, student likes to surf the internet and browse through social network such as Twitter, Facebook and Instagram to socialise with friends. As the trend goes by, marketers see the opportunity to approach consumer easily by going online. Online shopping is defined as the act of purchasing products through internet without the need of visiting the brick and

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 INTRODUCTION**

A literature review is selected by analysing previous research which is relevant to the topic and how it relates to this study. This chapter reviews some theories that related to the online shopping, service, trust, price, customer satisfaction, buying behaviour and quality. It will be elaborated in detail to prove how the investigation may help to answer some of the questions or gaps in this research area. Thus, the link between these concepts and sets of independent variables and dependent variables will be discussed in detailed. It is also not a straight forward summary of everything. However, the development of proposed conceptual framework of the study will be explained.

### **2.1 ONLINE SHOPPING**

Online shopping offers advantages to its purchaser contrasted to brick and mortar. Web shopping is convenient to the point that it is a period sparing action which is no more voyaging and holding up in the lines required. Online stores are almost timeless and space less contrasted to brick and mortar which they opened at 10AM-10PM and they need concrete building and space. Web shopping is available at whatever time and anyplace. More often than not, online stores furnish purchasers with heaps of data about the items and administrations. They have been talked about the accomplishment of the online business trouble on their capacity to pull in and hold for clients to their clients can prefer utilization of their time over the costs and to get any sort of item data through web. With the quantity of hosts on the web having full-fledge from 1.7 million in 1993 to 110.0 million in 2001 (Ruthkowski, 2000). The quantity of web clients is always expanding which is