



**FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOR  
AMONG UNIVERSITY STUDENTS**

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## ABSTRACT

Nowadays, Internet is not only a networking media, but it is also used as a means of transaction for consumers at global market. The usage of Internet has grown rapidly over the past years and it has become a common means for delivering and trading information, services and goods (Albarq, 2006). According to the survey by A.C. Nielsen (2007), more than 627 million people in the world have done online shopping. University students contribute to about \$200 billion a year in the buying power to the US market, with an average student's available discretionary spending totaling to \$287 each month (Gardyn, 2002). Due to the students' purchasing power in the marketplace, it is critical for e-retailers and consumer behavior marketers to fully understand the attitude and intention of this particular population towards online shopping. With the expansion of educational services in Malaysia, university students have become one of the important consumer market segments (Sabri, MacDonald, Masud, Paim, Hira, & Othman, 2008). Online shopping in Malaysia is a new technology breakthrough since it has just begun to assault the Malaysia retailing sector with online shopping services (Haque et, 2006). In order to increase online shopping in Malaysia, understanding consumer online shopping behavior and factors influencing this behavior when shopping online should be given priority.

The result can be found out are towards the factors influencing online shopping behaviour among university students by four factors which are trustworthiness factor, entertaining advertising, convenient and price. All the factors are linked or influence the factors influencing online shopping behaviour but for trustworthiness factor and entertaining advertising are less important to the students.

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