



**FACTORS INFLUENCE YOUNG ADULT BEHAVIOUR IN
INTENTION TO PURCHASE ONLINE PRODUCT AND SERVICES**

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ABSTRACT

This study aims to investigate and understand online shopping behavior among adults customer on (products). Online shopping today is the fastest moving industry, over millions people online every day, and each and every one of them is a potential customer. Since online shopping market is easy for anyone to enter, the provider would be huge, therefore in order to gain competitive advantage, it is important for organization to understand the behavior of their customers' in making decision.

The needs and wants of customer are influenced by many factors, such factor can be identified from the market segments, and these are the following of market segments: geographic, demographic, Psychographic, and behavioral. Each segment will put the group of customer with the similar interest.

A questionnaire was designed and adopted from various online shopping studies. The result of this study can be used for any online business organization and also can be contributed to marketers who seeks for data of customer's behavior in online shopping and for those who already in the market wants to maintain their customer's loyalty.

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CHAPTER 1

INTRODUCTION

1.0 Introduction

This chapter consists of background of study, statement of problem, research questions, research objectives, scope of study, significant of study, definition of terms as well as limitation of study. The background will go into detail of the topic, in which the study aims to investigate and understand the factors influencing young adults' behavior in intention to purchase online product or services.

Studying and analyzing factors influencing customer behavior is a part and parcel of online business success. Many have agreed that internet existence has brought many advantages and total change to the world we live in today and what online shopping is currently experiencing can be described as a 'boom' with the growth and associated advantages.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This literature begins with the understanding of e-tailing and e-commerce. The second part focuses on the user profile, attitude and behavior in online purchase, furthermore, the accompanying survey of the writing assembled the issues into three areas: consumer, marketing, and technology issues that regularly are noted as impacting online shopping attitudes, then follows with research framework and research hypotheses that have been developed.

The web speaks to an all-inclusive connected system of PCs giving individuals, organizations and partnerships, instructive establishments, legislative offices and even nations the capacity to convey electronically (EMarketer, 2002). A number of reviews have explored the utilizations of the internet and it was found that internet is most usually utilized for data and item seeking, shopping, sending e-cards, on-line banking, paying bills, imparting which incorporates email and chatting, listening to music, playing games, and surfing where one peruses or takes a gander at the data on the web by indicating and clicking and exploring nonlinearly (Bourdeau, Chebat, & Couturier, 2002; Hoffman & Novak, 1996; Hypersondage, 1996; Maignan & Lukas, 1997).