

**UNIVERSITI TEKNOLOGI MARA  
FACULTY OF ADMINISTRATIVE SCIENCE  
AND POLICY STUDIES**



**BACHELOR OF ADMINISTRATIVE SCIENCE (HONS.)**

**A RESEARCH ON FACTORS CONTRIBUTING  
TO ONLINE SHOPPING AMONG  
UITM KAMPUS SAMARAHAN 2 SARAWAK STUDENTS**

**LAILA FARZANA BINTI YUSUF AZAM**

**2022901101**

**MIZA ZAFIRAH BINTI ABDUL HALIM**

**2022771535**

**FEBRUARY 2024**

## **ABSTRACT**

Online shopping has become an essential aspect of modern consumer behavior, having a substantial impact on a wide range of demographic groups, including students. The convenience, accessibility, and wide range of options provided by online shopping platforms have changed the way people make purchasing decisions. The purpose of this study is to look at the many factors that influence online shopping among students at UiTM Kampus Samarahan 2. Understanding the exact characteristics that drive online shopping decisions is becoming increasingly important as the digital landscape continues to transform consumer habits. This study uses a questionnaire-based approach to examine the preferences, perceptions, and behaviors of UiTM Kampus Samarahan 2 students towards online buying platforms. The research design entails the creation and distribution of a structured questionnaire in order to collect quantitative data from UiTM Kampus Samarahan 2 students, with a sample size of 169 students suggested. The study's primary factors were convenience, time saving, website design/features, and security, with the goal of determining the relationship between the factors contributing to online shopping among UiTM Kampus Samarahan 2 Sarawak students.

## TABLE OF CONTENTS

ACKNOWLEDGEMENT .....	2
DECLARATION .....	3
ABSTRACT.....	4
LIST OF TABLES AND FIGURES.....	8
INTRODUCTION .....	9
1.1 Introduction .....	9
1.2 Problem Statement .....	10
1.3 Research Questions .....	12
1.4 Research Objectives .....	13
1.5 Scope of Study .....	13
1.6 Significance of the Proposed Study .....	14
1.7 Definition of terms, terminology and concepts.....	14
CHAPTER 2 .....	15
LITERATURE REVIEW & CONCEPTUAL FRAMEWORK.....	15
2.1 Literature Review.....	15
2.2 Conceptual Framework .....	19
2.2.1 Independent Variable .....	19
2.2.2 Dependent Variable .....	24
2.3 Theory Behavior .....	27
2.3.1 Theory of Planned Behavior (TPB).....	27
2.4 Summary.....	29
CHAPTER 3 .....	30
RESEARCH METHOD.....	30
3.1 Introduction .....	30
3.2 Research Design.....	31
3.3 Unit/Level of Analysis .....	31
3.4 Sample Size .....	32
3.5 Sampling Technique .....	33
3.6 Measurement/Instrumentation.....	34
3.6.1 Variables .....	34
3.7 Data Collection .....	38
3.8 Data Analysis .....	39
CHAPTER 4 .....	40
FINDINGS.....	40
4.0 Introduction .....	40
4.2 Preliminary Analysis.....	41
4.2.1 Reliability Pilot Test .....	41
4.2.2 Normality Pilot Test.....	43
4.2.3 Reliability Full Test .....	44
4.2.4 Normality Test Full Result.....	45
4.3 Main Findings.....	46

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Online shopping has become a significant aspect of the modern era of globalization, particularly among youths, especially university students. Online shopping refers to the process of purchasing goods or services directly from a seller over the internet using a web browser (Kaur & Kochar, 2018). It has gained popularity due to its convenience, accessibility, and the wide range of products available (Veerakumar et al., 2019). The rise of online shopping can be attributed to various factors, including the increasing penetration of internet technology, the shift in consumer behaviour, and the benefits it offers to consumers (Usman & Kumar, 2020).

One of the key reasons online shopping is relevant in this new era of globalization is the paradigm shift in consumer purchasing behaviour after the strong emergence of e-commerce stores and the increase in the number of internet users. Online shopping has opened the doors of globalization and changed consumers' preferences towards choices, services, product attributes, selling and buying strategies. It has provided a wide range of buyers with the capacity to purchase anything, anywhere, and any item, regardless of its location in any part of the world (Veerakumar et al., 2019).

Online shopping, also known as e-shopping, refers to the process of searching for and purchasing goods and services online using a web browser. One of the key advantages of online shopping is the convenience it offers to consumers, allowing them to find and buy the items they need without ever leaving their homes. Essentially, online shopping is a form of electronic commerce where consumers can directly purchase goods or services from vendors through the internet. Popular online shopping platforms such as Shopee, Lazada, Shein, Zalora, Carousell, and even TikTok shop have gained significant attention from consumers, particularly among students or Generation Z. Nowadays, the scope of online shopping is vast, encompassing a wide range of products and contributing to billions of dollars in sales annually.

## CHAPTER 2

### LITERATURE REVIEW & CONCEPTUAL FRAMEWORK

#### 2.1 Literature Review

Online shopping, usually referred to as e-commerce, is the process of ordering products or services from a website. Recent years have seen a rise in its popularity as a result of technological developments and the ease it provides to customers. The goal of this literature review is to give readers a thorough knowledge of what online shopping is. According to Kleindl (2019), online shopping is described as "the act of purchasing products or services over the internet." It entails exploring various websites or online shops, choosing desired things, placing them in an online shopping cart, and finishing the transaction using safe methods of payment. Without having to leave their homes or schedule a physical visit to a store, consumers can buy online whenever it is convenient for them. Turban et al. (2018) goes into more detail on the idea of online buying by identifying its essential elements. They claim that computerised catalogues, which offer comprehensive details about products or services, including descriptions, photos, and prices, are what make online purchasing distinctive. Additionally, search features that help customers identify certain things fast are frequently provided by online purchasing platforms. Online banking transfers, digital wallets, and credit cards are just a few of the practical payment methods available. The popularity of online buying is significantly influenced by consumer behaviour. According to research by Li et al. (2019), consumers are encouraged to shop online by convenience, time savings, website design, and security. Online retailers give customers the chance to choose from a wide variety of goods, frequently at low costs.

Consumers' online shopping selections are greatly influenced by convenience. One of the main motives for choosing internet shopping over going to physical locations is well acknowledged. Numerous investigations into the connection between convenience and online buying have thrown light on the many factors that contribute to this phenomenon. Liang and Huang's 1998 study looked at the variables affecting consumers'