



**THE FACTORS AFFECTING CONSUMERS' PURCHASE INTENTION TOWARDS
ONLINE SHOPPING AMONG STUDENTS AT UiTM MELAKA CITY CAMPUS**

SAFIZA BT. RAMLAN

2015685592

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (HUMAN RESOURCE)
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
BANDARAYA MELAKA**

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ABSTRACT

In an era that full of modernity which is 21st century, internet technological advancement has grown rapidly since the middle of 1990s. Nowadays, internet usage has become a common way for transaction when purchase products, services and information over the world including in Malaysia. Growing use of internet has change the way of people shopping which from traditional brick-and-mortar retail to new modes of shopping which is purchasing over the internet. Customers' purchase intention is vital to the success and profitability of online sellers that makes the sellers want to understand the exact factors that attract customers to have intention to purchase. The respondents of this study are students from UiTM Melaka City Campus because they are in the range of age 18-26 years old as this group of age is group who shop online the most. Hence, this study is conducted to identify the factors affecting consumers' purchase intention towards online shopping among students at UiTM Melaka City Campus. There are six factors used in this study which are perceived usefulness, perceived ease of use, price, electronic-word-of-mouth, trust and perceived risk (Liew, Y. S. & M. Falahat, 2015). In this study, online and offline questionnaires are used to collect the data among students at UiTM Melaka City Campus. Data collection used in this study. The findings of this research shows, 49.6% of the independent variables such as perceived usefulness, perceived ease of use, price, electronic word-of-mouth, trust and perceived risk have influences the dependent variable which is online purchase intention. While the remaining 50.4% can be explained by using other variables. In this study, there are three out of six hypothesis which are perceived usefulness, perceived risk and trust are rejected while the remaining three hypothesis are accepted.