



**FACTORS AFFECTING ACCEPTANCE & USE OF
ONLINE SHOPPING INTENTION AMONG
STUDENTS IN UNIVERSITY TEKNOLOGI MARA
(UiTM) CAWANGAN MELAKA.**

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“In the name of Allah, the Merciful, the Beneficent”

Glory to Allah S.W.T., the most gracious, the most merciful and peace to upon his messenger Holy Prophet Muhammad S.A.W. the worship belongs to only Allah S.W.T.

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ABSTRACT

Technology has transformed the way retail business is done with leading players shifting to mobile specific platforms. The aim of this study is to investigate the factors that affect online shopping behaviour among students in UiTM Cawangan Malacca. There are millions of people online any time and they are a potential consumer in the online market. Since there are many providers, the most important thing for organizations is to understand what are consumer want and needs in this competitive business environment. Customer behaviour are influenced by the different factors such as culture, social class, references group relation, family, salary level and salary independency, age, gender and so they show different customers behaviours. Among all the theories, the Unified Theory of Acceptance & Use of Technology model determines particular salient beliefs that might influence Information Technology usage and will predict the behavioural intention more reliable. This study sets out to examine the factors influencing students' online shopping attitudes and intentions at one of public university in Malaysia. In this research the non-probability sampling were chosen and the data were collected from 370 students in the UiTM Cawangan Malacca. Data were analysed by using SPSS version 20.0. The result of the study that been analysed and shown that all variabile is positively related to the dependent variable. The study also resolved that most significant factor that influencing student's intention to shop online was performance expectancy which contributed to acceptance and use of 'Online Shopping' among students in UiTM Cawangan Melaka.