UNIVERSITI TEKNOLOGI MARA

ASSESSING SATISFACTION TOWARDS E-SHOPPING AMONG UNIVERSITY STUDENTS: A CASE STUDY OF UITM SHAH ALAM

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ABSTRACT

E-shopping has continued to become a shopping trend because of the internet accessibility. E-shopping has seen massive growths in recent years for many reasons. The convenience of online shopping has affected Malaysia's consumers as evidenced from the increment of 13.36 million users in 2016 to 15.18 million in 2017. Literature have shown that the majority of online shoppers were university students because they are more technology oriented and fashionably conscious. Hence, this study assessed the satisfaction of online shoppers particularly among university students at UiTM Shah Alam towards e-shopping nowadays. Quantitative techniques have been used in this study in order to answer the objectives of this research. From a sample size of 400 students, the returned responses were 381 or. 95.3%. The findings revealed that the factors influencing satisfaction towards e-shopping were website design, delivery, security and product variety. The implications from this study show that online shopping will continue to be popular among the younger set.

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CHAPTER ONE
INTRODUCTION

The study was focussing on satisfaction towards e-shopping among university students in UiTM Shah Alam. The researcher in this study was Nurul Aimie Binti Kamarudzaman which is Executive Master in Administrative Science (EMAS) students who responsible towards this study. By according to Rahman (2013), e-shopping refers to an online version of transaction process whereby the consumers purchase goods and services via online. Thus, this study was concerned about factors that influencing satisfaction towards e-shopping among university students in UiTM Shah Alam. In addition, this chapter explains about background of study, problem statements, research questions, research objectives, scope of study, significance of the study and definition of the key terms that related with this research.

1.1 Background of study

E-shopping has grown popularity in recent years, mainly because of convenient and easy to negotiate from home, office, college and anywhere. Increasing of the globalization towards all countries lead to the customers become more trend-conscious (Rama & Chandra, 2016). It means that people tend to influence towards any trend that arise which give benefits towards them in their daily life. The emergence of Internet in Malaysia and around the world give impact towards existing of the online business or e-shopping as a platform for business. According to Leiner, Cerf, Clark, Kahn, Kleinrock, Lynch, Postel, Roberts and Wolff (1997), Internet is a mechanism for disseminating the information and tool for connecting millions of people with their electronic devices from any geographic location. That means the internet become popular in accessing information about any related topic pertaining to public, private institutions, business, academic, government networks which from local to global scope. Today, internet become a powerful weapon for the online business to make advertisement, marketing and promotion towards their products and services which in the process to attract more online shoppers or consumer (Manju, 2016).