COURSE CODE : STA111

TITTLE : DETERMINANTS OF ONLINE SHOPPING APPS THAT

USUALLY USE BY STUDENTS : A CASE STUDY AT UITM,

CAMPUS MACHANG, KELANTAN.

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CHAPTER 1 : INTRODUCTION

1.1 Background of Study

In this technology era, there are a lot of advanced technology that we can enjoy such as smartphone. Smartphones is something that good if we use smartly such as to do the online shopping. As we know, online shopping from website had happens years ago, but people do not really use because they scared about the information they give got leak. Also, they have no excitement to buy on online. Then, they prefer to go outside to buy because it is more real and can judge it by their own. But they slowly buy online because era got change since many apps were created. Most of apps in Malaysia own by a big and recognize company. Enthought apps also have a lot of deficiency, but they believe buying from apps are better than from website link because it can easily be hacked by unresponsible people. Moreover, apps usually have its own policy so it can be almost impossible to get information leak. Plus, people in this generation z do not have much time to go out, but they love to follow new fashion trend that sell in online shop. So, they only need to withdraw money and wait the parcel arrived. In these ages, there are multiple of apps to use, users only need to choose what the choices based on offers that the platform give. For examples, discounts, gifted, and more. So, with this technology of apps for buying online, we want to know about the opinion of people on shopping online and how they manage to use it. This is because when talking about buying online, there are a lot of things we need to consider. Such as how much money do they spend, it can cause a lot more problem happening especially when they are students. At this moment, we choose a case named **"ONLINE SHOPPING APPS THAT USUALLY USE BY STUDENTS"** to know how they depends on the apps to shopping their needed daily.

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1.2 Problems Statements

This study is conducted to identify the online shopping apps that usually use by students in UiTM (University of Technology MARA) Campus Machang, Kelantan as well as their comments about on how the online shopping apps work. As we know, students usually not having a lot of time to shop physically, it is because lack of time to go mall or places to buy things that they need. There are a lot of reason they could not go window-shopping frequently, such as have a bunch of assignments, need to present their classes and so on. So, online shopping apps are the other solutions to save their time to buy their needs. In this technology era, many of students are preferred to shop online rather than physical shopping. This is because online shopping has a lot of advantages and save more money for some people. Furthermore, online shopping also can have bad side effects for some people for examples, overspending because of these unlimited sales every month; students also buy things that are not important for them just because of sales. Nowadays, students need to be aware on how to spend wisely when experience the online shopping platform by choosing the only good items, so that they will get the benefits of buying the items. Overall, it is important for students who love to shop online to choose and spend their money fairly when it has come to sales time. Students also must budget their money if they need to spend it on online shopping, at the same time they can save their money by using discounts on the sales day.

1.3 Research Objectives

In this study, there are several objectives that needed to be fulfilled to answer the following questions about the online shopping apps that are usually used among the students in UiTM Campus Machang, Kelantan. This study suggested several research objectives as follows :

i. To identify apps of online shopping that are frequently use by students to shop online.

ii. To know how often students shop online in a month.

iii. To study on how much students spend their money for online shopping in a month.

iv. To find out on how students make their online shopping payments.

v. To study why students prefer online shopping rather than window-shopping.

vi. To know the main items of choices for students when visit the online shopping apps.

vii. To find out what kind of terms of discounts and promotions that make students decided to shop online.

viii. To identify the disadvantages students get when shopping online.

ix. To know the items that students buy lately using the online shopping platforms.

x. To study the ratings of overall online shopping experience by students.

xi. To identify the level of satisfaction using the online shopping apps among students.