



اَبُو سَيِّدِي تَكُونُ لَوْ كُنِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOUR
(INTERNATIONAL BUSINESS)

FACTORS INFLUENCING STUDENTS TO BUY COSMETIC AND BEAUTY
CARE PRODUCTS ONLINE

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UNIVERSITY TEKNOLOGI MARA

BACHELOR OF BUSINESS ADMINISTRATION WITH HONOUR (INTERNATIONAL BUSINESS)

ORIGINAL LITERATURE WORK DECLARATION

I, ASPHELAILA ANAK SANG, (I/C Number: 960627-13-6330)

Hereby, declare that:

1. This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
2. This project paper is result of my independent work and investigation except where otherwise stated.
3. All verbatim abstracts have been distinguished by quotation marks and sources of my information has been specifically acknowledge.

Signature: _____

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LETTER OF TRANSMITTAL

Ida Izumi Binti Abdollah
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Dear Madam,

RE: SUBMISSION OF PROJECT PAPER (IBM 670)

I am pleased to forward you three copies of my final year project paper.

The first copy is for the faculty whilst the other two copies for the first and my second examiner, Madam Ida Izumi Binti Abdollah and Madam Hamizan Binti Mohammad Kamarruddin.

It has been a pleasure and a challenge to prepare this report research and I sincerely hope that this report will meet the academic requirement of the faculty and our beloved university.

Thank you and best regards,

Yours sincerely,

.....

Asphelaila anak Sang

2015675572

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ABSTRACT

The revolution of the internet has changed the way people do their business. This research study aims to identify the factors influencing students in Kuching area to purchase cosmetics and beauty care products online. This study intends to examine the relationship of privacy, convenience, online banking, website credibility, price and social media with online shopping decision. Students between the age of 18 to 30 years old were selected randomly in Kuching as respondents of analysis. 200 questionnaire were answered and valid for coding and analysis. Collected data were analyzed using SPSS version. The findings of this study show that all six elements have significant relationship with online shopping decision. The results show that social media is the main contributing factor influencing students to purchase online.

However, further study may suggest to develop a bigger sample size and bigger geographical scope for a better findings.