

UNIVERSITI TEKNOLOGI MARA

**FACTORS AFFECTING ONLINE PURCHASING
BEHAVIOUR AMONG MUSLIM CONSUMERS IN
SELANGOR**

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Final Year Project Paper submitted in fulfillment
of the requirements for the degree of
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AUTHOR'S DECLARATION

I declare that the work in this final year project paper was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Undergraduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

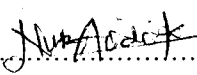
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ABSTRACT

This paper is conduct to look at the factors affecting online purchasing behaviour amongst Muslim consumers. The population of this examine is Malaysian and sample of study (respondent) is among Muslim consumers in Selangor. Sampling approach is convenience sampling and the usage of questionnaire to collect the facts. Statistical package for Social Science (SPSS) use to analyse the statistics and method for examine the data is by the usage of Frequency analysis, Descriptive analysis, Multiple Linear Regression, Correlation Analysis and Reliability Analysis (Cronbach's Alpha). The questionnaire could be distribute to 250 Muslims in Selangor. The questionnaire focus on the independent variables, which include perceived benefits, perceived risks, hedonic motivations, psychological factors and website design whilst the dependent variable is online shopping behaviour. The researcher of the study experts to know whether independent variables of perceived advantages, perceived risks, hedonic motivations, psychological factors and website design are significant with the dependent variable, online purchasing behaviour.

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TABLE OF CONTENTS

	Page
AUTHOR'S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
LIST OF TABLES	vii
LIST OF FIGURES	viii
LIST OF SYMBOLS	ix
LIST OF ABBREVIATIONS	x
CHAPTER ONE INTRODUCTION	1
1.1 Introduction	1
1.2 Background of the Study	1
1.3 Problem Statement	3
1.4 Research Questions	4
1.5 Research Objectives	5
1.6 Significance of the Study	5
1.7 Scope of the Study	6
1.8 Limitation of the Study	7
1.9 Definition of Key Terms	7
1.10 Summary	9
CHAPTER TWO LITERATURE REVIEW	10
2.1 Introduction	10
2.2 Literature Review on Online Purchasing Behaviour	10
2.3 Literature Review on Perceived Benefits	11
2.4 Literature Review on Perceived Risks	14
2.5 Literature Review on Hedonic Motivations	16
2.6 Literature Review on Psychological Factors	17
2.7 Literature Review on Website Design	17
2.8 Research Framework	19