



اَوْبُو سَيِّدِي تَيْكُونُو لَوِي كِي مَارَا
UNIVERSITI
TEKNOLOGI
MARA

***“CONSUMER BUYING BEHAVIOR ON ONLINE PURCHASING FOR THE STUDENTS OF”
UNIVERSITI TEKNOLOGI MARA, KOTA SAMARAHAN, SARAWAK***

SEBERT HOLLISTINI ANAK STANLEY

2013706381

**SUBMITTED FOR THE FULLFILMENT OF THE REQUIREMENT FOR THE DEGREE
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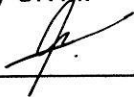
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ORIGINAL LITERATURE WORK DECLARATION

Name of Student : Sebert Hollistini Anak Stanley
Registration Matric No. : 2013706381
Name of Degree : Degree in Business Management (Hons.) Marketing
Title of Research Project : Consumer Buying Behaviour on Online Purchase for the Students of Universiti Teknologi MARA, Kota Samarahan, Sarawak.
Field of Study : Marketing

I do solemnly and sincerely declare:

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Student's Signature

Date: 27/06/2016

Solemnly declared before,

Advisor's Signature

Date: _____

Name :

Designation :

EXECUTIVE SUMMARY

In this research study, the purpose is in stating the consumer buying behaviour on online purchase for the students of Universiti Teknologi MARA, Kota Samarahan, Sarawak. The problem statement has been identified in order to know the reason why this research happened and the entire problem has been solve by analysing the finding of the research study.

All the research objectives were completed and achieved by doing the analysis. The objedctive is used in order to set and achieve the target goals of the research. The objective was answered through the findings and analysis. In addition, the research questions also have been answered through the analysis by referring to the analysis findings that had been conducted.

All the analysis had been analyse through the SPSS software. The data is accurate and all the data regarding the respondents is confidential. In finishing and achieve the goals of the research studies, there may have been some constrain that occurred during the process of this research and had been overcome.

This report concludes that the entire element needed for the purpose of the research and only for that purpose of finding the consumer buying behaviour for the students of Universiti Teknologi MARA (UiTM) Kota Samarahan, Sarawak. This report will also indicicates all the factors or variables which contributed to the research objectives.

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Chapter 1: Introduction

The study will be based on the population of those who study in Universiti Teknologi Mara (UiTM), Kota Samarahan, Sarawak on their buying behavior towards online purchase in order to gain the products that they desire. Online shopping have become one of the main method for purchasing nowadays as it does not require any energy to be spent. The drastic growth of online shopping may be due to the exposure to technology by the World Wide Web. Albarq (2006) stated that the usage of internet has also grown rapidly over the past years and become a common means for delivering and trading information, services and goods. In addition, people can discover various products as the products sold on the web are not only local product sold from our country itself but from other countries as well. Among the attractive attribute of online shopping include time and money saving; convenience and easy accessibility; shopper's ability to screen and select wide range of alternatives; and the availability of information for making purchasing or ordering decisions (Breitenbach & Van Doren, 1998; Crawford, 200; Ray, 2001; Schaeffer, 2000; Then & Delong, 1999). The attractive attribute of online shopping as describe are the strength on why the number of people purchase through online website keep increasing. In accordance to Ray (2001), online companies can convert browsers into buyers online by including incentive experiences such as free postage, sweepstakes, point reward, promotion such as "buy one get one free" and contests. Furthermore, Breitenbach and Doren (1998) stated that the consumers' online buying experiences may be enhanced by incentive programs such as saved shopping lists or personalized help, point and incentive-based premium and gift programs and cumulative discounts or rebates based on purchased amount. It can be said online purchasing is one of the new alternative for a person to acquire desire product in this modern era.