



THE DETERMINANTS OF E-COMMERCE PURCHASES
THROUGH ONLINE SHOPPING AMONG BACHELOR STUDENTS IN UTM
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DECLARATION OF ORIGINAL WORK



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“DECLARATION OF ORIGINAL WORK”

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ABSTRACT

Online shopping is the process of buying goods and services from merchants who sell on the internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. The main purpose of this study is to determine the e-commerce purchases through online shopping among university students. The independent variable of this research are convenience, quality of goods, promotion and price of goods while the dependent variable is online shopping. Stratified sampling and convenience sampling method was conducted in this study and the sample comparison of 308 respondents from bachelor students of UiTM Kota Kinabalu. Data were collected from questionnaire which contains 4 questions in Section A (Demographic profile), 4 questions in Section B (Personal experience) and 12 questions in Section C (Different views regarding online shopping). Frequency Analysis, Crosstabs Analysis and Chi-Square Tests were the three method that were used in this research. The findings revealed that there is a significant between convenience (p-value = 0.029), quality of goods (p-value = 0.043) and promotion (p-value = 0.045) but there is no significant between price of goods (p-value = 0.136) with online shopping. Further study should explore other factors that will determine the e-commerce purchases through online shopping among university students such as service, security, method of payment, policy of return, time taken to ship and many more. Other than that, future researcher may also further the scope of study in different geographical locations and different environment.