



**FACTORS AFFECTING ATTITUDE OF STUDENTS TOWARDS ONLINE
SHOPPING ACTIVITIES IN UiTM SABAH AND UMS**

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DECLARATION OF ORIGINAL WORK



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ABSTRACT

This paper is to identify the factors that affecting students' online shopping attitude and whether there is any impact of four factors like convenience, time-saving, security and website design on online shopping. The study was undertaken among students of UiTM Sabah and UMS. 75 respondents were collected throughout the data collection process. Quantitative method was used in analyzing the data collected. Questionnaires were distributed to respondents and their answers were analyzed using SPSS. All of the factors affecting the online shopping attitude of students were found to be significant. The results will be beneficial to be used in future studies.