

**Faculty of Administrative Science & Policy Studies
Universiti Teknologi MARA**

Bachelor of Administrative Science



**Online Shopping Behavior Among
The Students in Asian Institute of Medicine
Science Technology (Malaysia) Aimst Semeling Campus, Kedah.**

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THE DECLARATION

Declaration

We hereby declare that the work contained in this research proposal is our own except those which have been duly identified and acknowledged. If we later found to have plagiarized or to have committed other forms of academic dishonesty, action can be taken against us under the Academic Regulations of UiTM's.

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ABSTRACT

The fast improvement of the web has emphatically affect upon the overall showcasing condition. Right now, it has turned out to be one of our prevalent methodologies for business and clients to perform exchange over the web, particularly among the understudies. That are increasingly uncovered towards the web advancement. Business have been thinking of innovative approaches to advance their item by means of on the web. Subsequently it portrays how present day showcase is supplanting the customary markets. This investigation is occurring to decide the example of internet shopping conduct among the understudies in AIMST. For the most part, the accomplishment of internet shopping basically relies upon the understudies' fulfillment amid their buy.

Keyword: online shopping behavior; brand communication; social media usage; shopping satisfactions.

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