

**ONLINE SHOPPING: COMPULSIVE BUYING BEHAVIOUR
OF ONLINE SHOPPING AMONG GENERATION Y IN ZONE C
BANDAR PUTERI JAYA SUNGAI PETANI KEDAH**

**ATIQAHAZMARINA BINTI NORAZAM
2016437314**

**FARZANA BINTI HAMZAH
2016436942**

**SUPERVISED BY:
MADAM JUNAIDA BINTI ISMAIL**

JULY 2018

CLEARANCE FOR SUBMISSION OF RESEARCH BY THE SUPERVISOR

Name of Supervisor : Madam Junaida Binti Ismail

Title : Online Shopping: Compulsive Buying
Behaviour among Generation Y in Zone C
Bandar Puteri Jaya Sungai Petani

Name of Student : Atiqah Azmarina Binti Norazam

: Farzana Binti Hamzah

I have reviewed the final and complete research and approve the submission of this report for evaluation

(Madam Junaida Binti Ismail)

THE DECLARATION

Declaration

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

Signed



Name: Atiqah Azmarina Binti Norazam

Matric No.: 2016437314

Signed



Name: Farzana Binti Hamzah

Matric No.: 2016436942

THE ABSTRACT

Abstract

Compulsive buying behaviour refers to a condition when shoppers have the tendency to conduct repetitive buying excessively and display a shortfall of impulse control over buying. This situation has emerge in Malaysia since the development of market platform in online shopping has created platform for individuals to increase their spending power. The study examines the predictors that influence compulsive buying behaviour of online shopping among generation Y in Bandar Puteri Jaya, Sungai Petani. A total of 126 usable questionnaire obtained out of 368 of questionnaire that has been distributed among generation Y. The data obtained were analysed and the following findings were found out. The relationship between perceived identity gains, emotional enhancement, and efficiency of online system with compulsive buying behaviour were further examined. All these relationship were found to be significance towards compulsive buying behaviour. This study provides strong evidence that generation Y should be more careful in their pending power in order for them to avoid compulsive buying behaviour that brings negative consequences without further action.

Table of contents

Declaration	ii	
Acknowledgement	iii	
Abstract	iv	
Contents	v	
List of tables and figures	ix	
Chapter 1: Introduction		
1.1	Introduction	1
1.2	Background of study	1
1.3	Problem statement	2
1.4	Research questions	4
1.5	Research objectives	4
1.6	Scope of study	
	1.6.1 Level	5
	1.6.2 Territory	5
	1.6.3 Time	6
1.7	Significance of the study	
	1.7.1 To create awareness among generation Y	6
	1.7.2 To give understanding to the parents	6
	1.7.3 To give understanding about the phenomena	6
1.8	Definition of terms, terminology and concepts	
	1.8.1 Compulsive buying behaviour	7
	1.8.2 Perceived identity gains	7
	1.8.3 Emotional enhancement	7
	1.8.4 Efficiency of online system	8
	1.8.5 Generation Y	8
1.9	Conclusion	8
Chapter 2: Literature Review & Conceptual Framework		
2.1	Introduction	9
2.2	Compulsive buying behaviour	9
2.3	Symbolic Self-Completion Theory	11