



THE ATTITUDE OF FEMALE STUDENTS TOWARDS  
ONLINE SHOPPING

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## ABSTRACT

Online business had become a trend nowadays and businessmen and businesswomen need to change their way of sale from traditional to modern in which by click. As the online purchasing grows, it is vital to identify and understand the attitude of female students towards online shopping. This research will explore the factors that influence the attitude of female students towards online shopping. Online shopping is significant with female, therefore this study will find out what are the factors that affect their attitude to purchase any products through online. This study consists of three independent variables that may influence the attitude of female students which are trust in online shopping, brand awareness and word-of-mouth (WOM).