



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

**Bachelor of Administrative Science**

**FACTORS AFFECTING ONLINE SHOPPING BEHAVIOUR  
AMONGST YOUTH IN BENTONG, PAHANG & SEGAMAT, JOHORE**

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**FEBRUARY 2022**

## **Acknowledgement**

Alhamdulillah, praise to Allah the Almighty, for giving us the opportunity to complete this research study successfully. With his blessings, we finally managed to finish our proposal successfully with great enthusiasm and determination. A special thanks to Faculty of Administrative Science and Policies Study (FSPPP) at UiTM Seremban 3 for allowing us to get involve in completing this proposal on the right time. We gain a lot of experience, knowledge and exposure which will not be learn in any syllabus and definitely has helped us to handle all the challenges and situation very well in future.

Secondly, we would like to express our deepest gratitude to people who give support from initial plan until the end of this research. This paper and the research behind it would not have been possible without the exceptional support of our supervisor, Madam Nur Ain binti Yaacob. Her enthusiasm, knowledge and exacting attention to detail have been an inspiration and kept our work on track from the first place. She helps us with brilliant advices to ensure this research paper can be done according to the actual plan and timeline.

We also would like to thank to people who are involve directly and indirectly in the successful completion of this report. Lastly, we would like to thank our parents for giving us motivation and moral support that we need in the journey of this assignment completion. Without them, we would be less motivated and spirited to finish this assignment. We hope that our proposal report is complete and will be received. May our effort be worth and meet the desired criteria.

## **Abstract**

Nowadays, the trend of online shopping has changed tremendously in Malaysia especially during our country are facing with COVID-19 pandemic and Movement Control Order (MCO). This situational factor might contribute for the trend of online shopping as many physical stores are has to close down and several sector able to operate within the specified time. Indirectly, it has forces people to learn and expose to many online shopping platforms. It's become one of the competitive advantages for the marketers or entrepreneurs to improve their approaches and strategies in understanding the youth consumer behaviour in purchasing one product. Hoping this research may helpful for the marketers and entrepreneur to understand more deeply and do not ignore the perspective of youth consumer as one of their targeted customers. Therefore, a set of questionnaires was distributed through google form in order to develop and understand deeply about the pattern, trend and perception of human behaviour towards the online shopping for the youth specifically. A total of 150 respondents from Pahang (Bentong) and Johor (Segamat) youth has participates to answer this survey. A cross- sectional design with quantitative methods are used in order to measure accurately the findings based on the primary sources. This study indicates convenience, time and cost efficiency, website design quality and trust has contributed to the factors of online shopping behaviour amongst youth in Malaysia. The ultimate goal of this study is to identify which the factors that has the most significant factor in influencing the online purchase intention amongst youth in Malaysia. All the data and information gathered also has been extended in this study.

**Keywords:** COVID-19, Movement Control Order (MCO), Online Shopping, Trend, Youth

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