



ONLINE SHOPPING: DEMOGRAPHIC FACTOR
RELEVANCY ON PRODUCT PREFERNCES
OF IPTA STUDENTS AT KOTA KINABALU
SABAH

ZURIMAH JASMAN
2009764229

BACHELOR OF BUSINESS ADMINISTRATION
(HONS) MARKETING
FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
SABAH

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ABSTRACT

Internet is a big media around the world. The users of internet become increasing recent years and it influence consumer to aware about the technology such as online shopping (OS). In addition, there some factor that influence consumer to do OS which is demographic factor and other factor like trustworthiness consumer before purchasing goods through online. Next, researcher chose age and gender because to identify the problem or issues of demographic factor which is has a little confusion between age and gender of IPTA students at Sabah towards OS. In this study, researcher will use categorical questionnaire that will be distribute to IPTA student at Kota Kinabalu which is UMS and UiTM. Besides that, researcher try to determine demographic affect trustworthiness towards OS, to determine the trustworthiness towards OS and to measure demographic affect towards OS.

Keywords: online shopping (OS), demographic factor (age and gender), trustworthiness, IPTA students, University technology MARA (UiTM), University Malaysia Sabah (UMS).