



UNIVERSITI TEKNOLOGI MARA

THE INFLUENCE OF DEMOGRAPHIC FACTORS TOWARDS CONSUMER  
ONLINE SHOPPING BEHAVIOUR

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## ABSTRACT

Online shopping had become the latest trend of shopping among the consumers. It offers convenience shopping experience because the consumers do not have to go to the physical store to get the product or services that they want. This study titled “The Influence of Demographic Factors Towards Consumer Online Shopping Behaviour” was undertaken in the Faculty of Business and Management at University Teknologi Mara, Sarawak’s Branch. A total of 132 respondents who are employees in Old Penrissen Camp, Kuching were participate in this survey. The purpose of this study is to identify wether the demographic factors has some influence towards the online shopping parameters among the respondents. The independent variables involves in this study are respondent’s gender, age, marital status, income, family members, and ability to use the internet. Quantitative approach was used in this study and the data that had been obtained was analye using Statistical Package for Social Science (SPSS) version 20. The outcome from this study indicate that gender of the consumers is an important element towards the online shopping parameters. Beside gender, income level and age can be taken into the consideration because both of the variables have significant towards the online shopping parameters while others independent variables like marital status, family size, and internet ability do not significantly influence the online shopping parameters. This study just cover a small area of population, therefore future research can be expanded into a larger population to get another perspective.

**Keywords:** Consumer Behaviour, Satisfaction, Future Intention, Buying Frequency, Amount Spent, Age, Gender, Income, Marital Status, Household Size, Internet Ability

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 Introduction**

This chapter explains about the details of the study, and the background and purpose of doing the study. This chapter will also mention the research objectives and research questions which are the main points that had to be achieved throughout the study. The definition of terms used in the study is also explained briefly to give some picture about this study.

### **1.2 Background of the Study**

Online shopping is the latest trend of shopping among consumers. It is more convenient because the consumers will not need to go to the physical shop to get the product or services which they desired to buy. This means of shopping offers great advantages for consumers as they can save money on parking fees and transportation expenses, they also can save time and energy when they buy online because they do not have to queue at the counter and deal with many people at the mall or shop. It's all at their fingertips - with just a few clicks, their desired product will be delivered to their doorstep. It is the ultimate in convenience.

Many businesses also convert their operation into an online platform to keep up with the trend. Offering good deals on products and price makes the online shop competition become more serious and everyday there are new entries in the market. It makes consumers have a wide range of choices to begin with. Therefore, the consumer behavioural will be taken into account by the online business to operate their marketing.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 Introduction

This chapter discusses the past studies that relate to the topic. The online shopping parameters that become the dependent variables in this study like consumer satisfaction, future purchasing intention, purchasing frequency, and online shopping spending amount will be co-related with the independent variables.

The independent variable factors that will be related with the parameters are the demographic elements like age, gender, income, and number of household members, marital status, education, and internet usage ability. The hypotheses and the theoretical framework will be constructed based on both dependent and independent variables.

#### 2.2 Online Shopping Parameter

The online shopping attributes can act as the measurement to calculate consumers' behaviour and attitude. From this attribute the level of satisfaction with their online shopping experience can be measured.

##### 2.2.1 Consumer Satisfaction

Customer satisfaction is the main element for the business to success and in the same time it plays a crucial role to extend the value of the market (Khadka and Maharjan, 2017). Khadka and Maharjan (2017) said that satisfaction represent the feeling content based on what is the individual need or want. Customer satisfaction can be a guideline in guessing the customer behaviour in the future (Hill, Roche and Allen 2007.)