



**FACTORS INFLUENCING ONLINE SHOPPING BEHAVIORS AMONG  
STUDENTS IN UiTM CAWANGAN MELAKA KAMPUS BANDARAYA**

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## **ABSTRACT**

### **“FACTORS INFLUENCING ONLINE SHOPPING BEHAVIORS AMONG STUDENTS IN UiTM CAWANGAN MELAKA KAMPUS BANDARAYA”**

The technology acceptance model has been a theory that is most widely used to explain an individual's acceptance of an information system. This study has reviewed numerous literatures available in this area. The different studies in this area were evaluated to understand the modifications that were done on this model. It is necessary to better understand the antecedents and determinants of independent variables. Data collected supported the hypothesis that an individual's perception of a particular system is anchored to their general computer self-efficacy at all times, and objective usability has an impact on TAM theory perceptions about a specific system only after direct experience with the system. This study then tries to provide an insight on future trends in the technology acceptance model.

## TABLE OF CONTENTS

TITLE PAGE	i
DECLARATION OF ORIGINAL WORK	ii
LETTER OF SUBMISSION	iii
ACKNOWLEDGEMENTS	iv
TABLE OF CONTENTS	v
LIST OF TABLES	viii
LIST OF FIGURES	viii
ABSTRACT	ix

### **CHAPTER 1: INTRODUCTION**

1.0	Introduction	1
1.1	Background of Study	1
1.2	Problem statement	2
1.3	Research Objectives	5
1.4	Research Questions	5
1.5	Scope of Study	5
1.6	Significance of Study	6
1.7	Definition of Terms	7

### **CHAPTER 2: LITERATURE REVIEW**

2.0	Chapter Overview	9
2.1	Online Shopping	9
2.2	Online Shopping Behavior among Students	10
2.3	Technology Acceptance Model (TAM)	12
	2.3.1 Perceived Usefulness (PU)	13
	2.3.2 Perceived Ease of Use (PEOU)	14
2.4	Limitation of TAM theory	14
2.5	Perceived Security	15
2.6	Theoretical Framework	17

2.7	Hypothesis	18
<b>CHAPTER 3:</b>	<b>RESEARCH METHODOLOGY</b>	
3.0	Chapter Overview	19
3.1	Research Design	19
3.1.1	Purpose of Study	19
3.1.2	Type of study	20
3.1.3	Unit of Analysis	20
3.1.4	Study Setting	20
3.1.5	Research Strategies	21
3.1.6	Time Horizon	21
3.2	Data Collecting Method	21
3.3	Population & Sampling Design	22
3.2.1	Population	22
3.2.2	Sampling Technique	22
3.2.3	Sample Size	23
3.4	Questionnaire Design	23
3.4.1	Likert Scale	23
3.4.2	Questionnaire Items	24
3.5	Data Analysis	26
3.5.1	Frequency Testing	26
3.5.2	Reliability Analysis	27
3.5.3	Descriptive Statistical	28
3.5.4	Pearson Correlation Coefficient	29
3.5.5	Regression Analysis	30
3.5.6	Hypothesis Testing	30
3.6	Pilot Study	30
<b>CHAPTER 4:</b>	<b>DATA ANALYSIS AND FINDINGS</b>	
4.0	Chapter Overview	31
4.1	Response Rate	31
4.1.1	Frequency Analysis	31