



**STUDENT'S PERCEPTION TOWARDS ONLINE SHOPPING THAT  
AFFECTS BUYING BEHAVIOR**

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**JANUARY 2016**

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## **Chapter 1**

### **Introduction**

#### **1.1 Background of the Study**

University is a place where students seek knowledge and learn how to be socialized with everyone around them and get involved with campus activities. For normal students, they are using internet as a daily basis in order to complete their daily task such as assignments and all. In order to get information to complete their assignments they need the internet to do some searching. Internet also is a medium for students to communicate among other students even lecturers. Accordingly, Internet access in schools has increased greatly over the last 20 years (Berson, 2000).

At free times, student likes to go into the internet surfing and go through social network to socialize with friends such as Twitter, Facebook and Instagram. As trend goes by, marketers saw the opportunity to approach consumer easily by going online. Online shopping can be defined by the act of purchasing products through internet without the need of visiting the brick and mortar. Online store is more convenience for consumer especially students to get their purchased item because they can save time and cost because the item will be delivered straight to the house. It is the other alternative to purchase in the same time to avoid traffic jam, parking space, fuel cost even the crowdedness. Furthermore, online shopping is easier as student can browse through their phones at anywhere like college or during free time despite the fact that students are quite busy with their classes, assignments and even part time job that they have limited hour to visit the brick and mortar.

Buying behaviour is an attitude consumer has based on their past experienced on purchasing. It can be in negative or positive way, either one. As for students, online shopping can be set by the

## Chapter 2

### Literature Review

#### 2.1 Online shopping

Internet shopping offers advantages to its purchaser contrasted with brick and mortar. As expressed some time recently, web shopping are convenient to the point that it is a period sparing action and incorporate no all the more voyaging and holding up in the lines is required. Online stores are open at more often than not contrasted with brick and mortar which they just open at 10AM and shut down at 10PM. Web shopping is available at whatever time and anyplace. More often than not, online stores furnish purchasers with heaps of data about the items and administrations. They have been talked about the accomplishment of the online business trouble on their capacity to pull in and hold for clients to their clients can prefer utilization of their time over the costs and to get any sort of item data through web. With the quantity of hosts on the web having full-fledge from 1.7 million in 1993 to 110.0 million in 2001 (Ruthkowski, 2000). The quantity of web clients is always expanding which is additionally huge that internet shopping is expanding quickly (Joines, Scherer & Scheufele, 2003). Online purchaser these days have more control and bartering power than customer of block and mortar in light of the fact that the web offers more intelligent in the middle of shopper and item and administration suppliers. As expressed by Geissler and Zinkhan (1998), the web moved the parity of force for customer as it turned out to be simple for them to make shopping examinations and assess options without being constrained by sales representatives. The blend of less time accessible for shopping, restricted data handling capacity and the hazardous measure of data on the web has however driven customer to request more control, less exertion and more noteworthy effectiveness amid shopping (Jarvenpaa and Todd, 1997).

## **Chapter 3**

### **Methodology**

#### **3.1 Research Design**

The research design's that going to be use for this study is exploratory design which is conducted for problem that has not been clearly solved. The researcher is focusing on using questionnaires in completing this study. Secondary data will often be used in this exploratory research such as reviewing available literature or data, or qualitative approaches such as informal discussions with students or formal approaches through depth interviews, focus group, project methods, case studies or pilot study.

The questionnaires prepared was divided into three parts, part one consist of demographic details of the respondents, the second part is related to the online shopping perceptions that leads to buying behaviour, the last part is going to ask on students suggestion on how to improve online store. The questionnaire will be developing in order to get opinion from students for online businesses to improve their service. From the questionnaire, buying behaviour can be identified.

This study intends to investigate the student's perception towards online shopping. Thus, this study will identify the buying behaviour of students. Questionnaires will be answered by selected students who are active in online shopping activity. Thus, the primary data is obtained. From the questionnaires answered, data will be collected and gathered.

#### **3.2 Measurement and Instrument**

Estimation is the procedure of relegating numerical qualities or different images to attributes of items as per certain foreordained tenets. The attributes of the articles are being measured, not the