



FACTORS INFLUENCING PURCHASE INTENTION IN ONLINE SHOPPING
AMONG FEMALE STUDENTS IN UITM SABAH

ADISTI ADINTYA BINTI PATAR

2012177303

NUR ANNISA BINTI HAMID

2012171841

HARLINDA BAILEY

2012723545

BACHELOR OF BUSINESS ADMINISTRATION WITH
HONOURS (MARKETING)
FACULTY OF BUSINESS ADMINISTRATION
UNIVERSITI TEKNOLOGI MARA
SABAH

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ABSTRACT

Problem:

Nowadays, the technology advancement had been revolved in part of our daily life especially those in Generation Y. Technology makes our live easier especially in buying and purchasing online because online shopping give a lot of benefits for many shoppers due to the problem of time, parking space, schedule, price and so on. However, people are still sceptical regarding online purchases since the number of fraud cases increases. In the matter of fact, a reason for the continuation of purchasing online is still vague. Thus, the factors influencing purchasing intention in online shopping among female student is yet to be investigated. Thus, understanding the relationship of factors influencing online shopping and purchasing intention of female are crucial to provide effective marketing strategies to the marketers. Therefore, this research will cover the factors that influencing female student in UITM Sabah who does online shopping. In the meantime, the relationship between factors and purchasing intention is also investigated.

Purpose:

This study aims to examine the factors that can influence the purchasing intention among female students in online shopping and to investigate the relationship between the factors and purchasing intentions.

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