



**PATTERNS OF ONLINE SHOPPING: A STUDY OF UNDERGRADUATE
STUDENTS IN KLANG VALLEY
A RESEARCH PROJECT IN PARTIAL FULFILMENT OF THE REQUIREMENT
FOR THE DEGREE OF
BACHELOR OF CORPORATE COMMUNICATION (HONOURS)
FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHMAN
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Jessica Soo Jhia Yi

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgement has been given in the bibliography and references to ALL sources be they printed, electronic or personal.

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APPROVAL FORM

This research paper is attached here, entitled 'Patterns Of Online Shopping: A Study Of Undergraduate Students In Klang Valley' prepared and submitted by Jessica Soo Jhia Yi in partial fulfilment of the requirements for the Bachelor of Corporate Communication (HONS), is hereby accepted.

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Encik. Raduan bin Sharif

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Date: 23 April 2024

PERMISSION SHEET

It is hereby certified that **Jessica Soo Jhia Yi (ID No: 20UJB0618)** has completed this final year project / dissertation / thesis* entitled “Patterns Of Online Shopping: A Study Of Undergraduate Students In Klang Valley” under the supervision of **Mr Raduan Bin Sharif** from the Department of Media, Faculty of Creative Industries.

I hereby give permission to the University to upload a softcopy of my final year project in PDF format to the UTAR Institutional Repository, which may be made accessible to the UTAR community and public.

Yours truly,



(Jessica Soo Jhia Yi)

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ABSTRACT

In today's digitally empowered world, a growing number of young people are making use of online shopping platforms to improve shopping habits. This includes Klang Valley Undergraduate students increasingly relying on online shopping platforms for their purchasing needs. This study investigates the online shopping habits of undergraduate students in the Klang Valley area using quantitative research methods. Utilizing an online survey as the instrument for measurement, data was collected to analyse the online shopping behaviours, preferences, and trends among undergraduate students in Klang Valley. The study aimed to provide insights into the factors influencing online shopping habits, the frequency of online purchases, preferred platforms, and the impact of various variables on the online shopping patterns of undergraduate students in the Klang Valley. The findings of this research will be able to contribute to a better understanding of the online shopping patterns among undergraduate student consumers. This deeper understanding of the communication perspectives in online shopping can inform strategic decisions for more effective research and engagement among undergraduate consumers. The research also explains the importance of effective communication strategies in capturing the attention and loyalty of undergraduate level online shoppers.

Keywords: Online Shopping Patterns, Undergraduate students, Shopping habits, Consumer Behaviour

CHAPTER 1

INTRODUCTION

1.1 Background of Study

Online shopping has changed the way people shop, becoming a popular method of shopping globally. It is the process of purchasing goods from a retailer using an online digital platform, making payments online, and having the goods delivered straight to your door from all over the world. This type of shopping provides the convenience of shopping from the comfort of one's home, at any time of the day or night, without the need to travel, find parking, or wait in long lines. Easy access to consumer reviews on online shopping platforms also helps shoppers make informed decisions (Boice, 2023).

Online business has been booming with the uprising of online shopping platforms such as Lazada, Shopee, Taobao, Amazon, and Alibaba. For example, Shopee, the largest online retailer in Malaysia, has emerged as a major player in the country's online shopping market and is the most popular site nationwide. Despite the rise of various online shopping platforms, Shopee has maintained its position as Malaysia's most visited e-commerce site, with over 55 million clicks resulting in sales. This success solidifies Shopee's reputation as Malaysia and Southeast Asia's preferred online shopping platform. Among Malaysian undergraduate students who took part in a study on their preferences for online purchases, Shopee was the most preferred choice (Ahamat, 2019).

Several other studies have attested to the convenience of online shopping. According to Pratap et al. (2023), online sites enable customers to compare prices from various websites and vendors before making a choice. The number of online shopping users and the amount of time spent online shopping has increased significantly during the COVID-19 pandemic (Gu et al., 2021). People have turned to online shopping platforms mainly due to the benefits, services, and accessibility it offers. Chevalier (2022) cited that Statista estimated global retail e-commerce sales of 5.2 trillion US dollars in 2021, which is set to increase by 56 percent by 2026. This shows that online shopping is changing the economy and the way business is conducted.

Undergraduate students have also been significantly affected by the transformation of e-commerce trends. According to Išoraitė and Miniotienė (2018), the universal availability of Internet access has expanded the opportunities for students to engage in online shopping, enabling them to conduct various activities such as purchasing, advertising, customer

interaction, order processing, and payment receipt and processing. Online shopping provides better convenience and flexibility, allowing students to shop anytime and anywhere, which is particularly beneficial for individuals with busy academic schedules. It also offers a positive social environment, with professional support and the ability to connect with platforms. Students perceive that their needs will be met online, making it a reliable option for purchasing goods.

Taking into account the increasing importance of online shopping, this study intends to investigate the online purchasing patterns of undergraduate students in the Klang Valley using the Technology Acceptance Model (TAM). By doing this, it will be possible to ascertain the consumer behaviour of undergraduate students in the Klang Valley, how social media influences their online shopping preferences, and how the growth of online shopping platforms influences the shopping interests of undergraduate students.

1.2. Problem Statement

While online shopping has become increasingly popular, especially after experiencing the lockdown during the COVID-19 pandemic, offline in-store shopping is still widely impacting business and our country's economy. However, the transition from online and offline in-store shopping among undergraduate students is a growing habit that can see a change in their purchasing behaviour.

Numerous studies have researched the online shopping behaviours of consumers. Nevertheless, hardly any study has been found on consumer behaviour among undergraduate students in the Klang Valley. Furthermore, studies on social media influence and online shopping preferences of undergraduate students in the Klang Valley are also seriously lacking.

Since youngsters are technology-driven and have ease of use for technology compared to the older generation, a study on their online shopping behaviour must be conducted as they would make up the majority of online shoppers and are game changers in the e-commerce scene. The gap in understanding the purchasing behaviour, the social media influence, and online shopping patterns of undergraduate students in the Klang Valley are therefore interesting to investigate to gain insights into the online shopping patterns of undergraduate students in the Klang Valley.

1.3 Research Questions

The purpose of this study is to investigate the patterns of online shopping among undergraduate students in the Klang Valley. In order to do this, the following research questions have been formulated to facilitate the study:

1. What is the online shopping behaviour of undergraduate students in Klang Valley?
2. How does social media influence online shopping preferences?
3. How does the growth of online shopping platforms influence the shopping interests of undergraduate students?

1.4 Research Objective

The following are the research objectives of the study:

1. To determine the consumer behaviour of undergraduate students in Klang Valley.
2. To investigate the influence of social media on online shopping preferences.
3. To examine how the growth of online shopping platforms influences the shopping interests of undergraduate students.

1.5 Scope of the Study

This study focused on undergraduate students' online shopping patterns in the Klang Valley to understand their shopping behaviour and preferences for online shopping platforms. A questionnaire was prepared via Google Form and distributed online to 107 respondents. The data collected was then analysed using descriptive analysis in the SPSS software package.

1.6 Significance of study

This research will provide insights into the consumer behaviour and online shopping patterns of undergraduate students in the Klang Valley. By investigating the consumer behaviour that leads to undergraduate students' patterns in online shopping, the study can contribute to a better understanding of consumer behaviour, the influence of social media, and online shopping growth. The findings of this study will shed light on the impact of social media on shaping undergraduate students' online shopping preferences and behaviours and the factors influencing the online buying behaviour of undergraduate students, offering practical implications to future researchers for future studies on online shopping patterns among Klang Valley Undergraduate students.

This study is particularly significant to undergraduate students who can see the online shopping patterns trending among them, especially those in the Klang Valley. This can help them manage their spending habits and control their purchasing power so they do not overspend unnecessarily shopping.

Besides that, the study will also be significant to start ups and marketers who can prepare their online business plans and selling points based on the patterns of online shoppers. Platforms will benefit by making online space more attractive and suited to online shoppers, particularly undergraduate students.

1.7 Conclusion

This section of the research has discussed the background of the study, the problem statement, the research questions, the research objectives, the scope of the study, and the significance of the study. The next section will review previous literature to provide a more comprehensive understanding of the present study.

CHAPTER 2

LITERATURE REVIEW

2.0 Introduction

This chapter aims to provide an overview of previous research findings on online shopping patterns among undergraduate students in Klang Valley, as well as a greater understanding of consumer behaviour, social media influence, and the growth of online shopping platforms that influence undergraduate students' purchase habits.

2.1 Patterns of Consumer Behaviour of Undergraduate students in the Klang Valley

Melović et al. (2021) asserted that in e-business, the adoption and integration of online shopping platforms have fundamentally transformed consumer behaviour, particularly among Millennials. Like Klang Valley Undergraduate students, this group strongly prefers e-shopping convenience. The ability to compare products and prices and garner extensive information aligns closely with the fast-paced and flexible lifestyle of students, who often find themselves constrained by the demanding schedules of academic life. The convenience to easily access the comparative data and peer reviews highly affects the decision-making process and empowers the students to make more informed purchasing decisions. Furthermore, there is an increasing trend in consumer behaviour regarding e-commerce purchases. Although consumers highly value convenience and access to information, there is a perception of risk associated with online purchases by these consumers. Students tend to limit their online purchases to less expensive items, thus minimizing potential financial loss and minimizing concerns regarding product quality and transaction security. This risk is in line with Melović and colleagues' findings showing that Millennials are generally satisfied with online shopping experiences, though aware of the inherent risks that comes with it. The literature further points to the adaptable nature of undergraduate students in the Klang Valley, whose rapid embrace of emerging e-commerce features underscores their readiness to adopt technological innovations that promise added convenience as long as they do not compromise the value perception.

Similarly, Chung and Al-Khaled (2021) conducted a study to determine the nature and importance of the connection between brand participation, online purchase intention, and e-satisfaction. The study was concentrated in the Klang Valley region of Malaysia, an area known for its significant online shopping activity, providing an ideal setting for conducting this research. Several critical determinants influencing online purchase intentions among consumers in this region were identified. Amongst them is the perceived value of a product, a

factor that measures the consumer's assessment of the balance between cost and quality. When customers perceive receiving high value for their expenditure, they are more inclined to purchase. The study also noted that product functionality and usability play a significant role in shaping online purchase intentions. This suggests that products that effectively fulfill their intended purpose are more likely to drive positive consumer responses. Privacy concerns emerged as another pivotal factor, reflecting growing consumer awareness and sensitivity toward data protection and personal information security. Trust in the online platform is another key factor in determining purchase intentions as consumers, as consumers tend to feel more at ease when making purchases from platforms with established reputations for reliability and security. Furthermore, the company's overall reputation can significantly impact consumer behaviour. Brands with a well-regarded public image and a history of customer satisfaction are more likely to inspire confidence and, consequently, higher purchase rates.

Zainuddin et al. (2023) studied the influence of digital marketing on consumer behaviour in the context of online shopping in the Klang Valley, Malaysia. The research investigated the relationship between digital marketing, consumer engagement, and purchase intention within the region and found that factors such as perceived benefits, perceived risks, hedonic motivation, and website design significantly influenced the online purchasing behaviour of undergraduate students in the Klang Valley region of Malaysia. It also highlighted that digital marketing strategies play a vital role in shaping consumer behaviour and purchase intention in the Klang Valley, thus demonstrating the importance of understanding these dynamics for effective marketing strategies.

In another study, Sarangapani et al. (2023) sought to examine the variables impacting online shoppers' purchasing decisions in Malaysia's Klang Valley. The study found that hedonic incentives play a substantial role in shaping online shopping behaviour. Hedonic incentives refer to the pleasure or enjoyment consumers derive from the shopping experience, such as exploring new products, finding bargains, or simply enjoying the convenience of shopping from home. This implies that undergraduate students in the Klang Valley may be more inclined to engage in online shopping when it provides a sense of fun or entertainment. Perceived usefulness emerged as another key factor as this term encompasses the practical benefits consumers expect from an online purchase, such as time savings, efficiency, and effectiveness in meeting their needs. Sarangapani et al. (2023) suggested that when undergraduate students perceive that online shopping provides tangible advantages over traditional shopping methods, they are more likely to purchase online. Additionally, website design was identified as a key element that affects online shopping behaviour. This includes

the website's usability, aesthetic appeal, and overall user experience. A well-designed, easy-to-navigate, and visually appealing website can enhance the likelihood of a successful online transaction. Factors like consumer attitudes, personal beliefs, and emotional responses may not significantly influence undergraduate students' online shopping decisions as previously thought. The findings from this study contrast with other studies that often highlight the importance of psychological factors instead of visual appeal and communication methods, which tie in with the shopping experience affecting consumer behaviour.

Thus, the past literature indicates that the pattern of consumer behaviour for online shopping among undergraduate students, particularly in the Klang Valley, is impacted by several factors, including the perceived benefits and incentives, perceived usefulness, and web designs.

2.2 Social Media Influence on Online Shopping

Manzoor et al. (2020) shed light on the significance of social media in online shopping behaviour, illustrating that its ubiquity serves as a compelling tool for marketers to shape consumers' purchase intentions. The study also revealed that social media platforms like Facebook, Twitter, and YouTube have redirected traditional marketing strategies into engaging, low-cost, and interactive customer relationships crucial for gaining a competitive advantage. Importantly, social media's role in consumers' decision-making process is said to be underscored, as it provides a venue for peer reviews and opinions, significantly influencing purchasing decisions. Trust is also considered as a key factor in the relationship between social media influence and the purchase intentions. Hence, enhancing website quality and fostering trust can significantly increase consumer willingness to engage in online transactions. Manzoor et al. (2020) further asserted that social media's impact on purchase intentions is a global phenomenon despite potential variations across different cultural and geographic landscapes. Integrating social media feedback into consumer purchasing cycles and its escalating relevance in marketing, advertising, and communication domains suggested that social media is shifting how companies advertise and how consumers purchase goods and services online.

Pirakatheeswari and Deepika (2022) conducted a study that revealed the multifaceted role of social media in modern consumer life. Their research indicates that social media platforms serve as a significant source of information, providing entertainment, facilitating networking, and offering news updates on brands and products. This broad spectrum of information on platforms like Facebook, Instagram, and Twitter has a noticeable impact on consumer behaviour in online shopping contexts. Consumers increasingly turn to social media

to connect with friends and family, explore products, read reviews, and learn about the latest trends. This shift has profound implications for how online shopping is perceived and engaged, suggesting that companies should consider the strong influence of social media in shaping consumer preferences and behaviours.

Hu and Zhu (2022) examined the relationship between social media usage and consumer purchasing power. Their study found that increased social media usage could positively influence consumer purchasing decisions, highlighting a correlation between active social media engagement and a greater likelihood of making online purchases. This supports the idea that social media can be a powerful tool for influencing consumer behaviour, as users are exposed to a constant stream of advertisements, product endorsements, and peer recommendations. However, Hu and Zhu (2022) also noted an interesting caveat: not all social media users are equally influenced by their peers regarding online shopping behaviour. This suggests that while social media can significantly shape purchasing trends, the degree of influence can vary among individuals. Factors such as personal attitudes, online habits, and trust in peer recommendations can determine how much social media impacts consumer purchasing decisions. This in-depth understanding of social media's influence on online shopping is crucial for businesses and marketers, as it underscores the need for targeted communication strategies and personalized marketing approaches to engage different social media user base segments effectively.

Zhang et al. (2017) investigated whether consumers' online shopping activities were related to their use of social media. The study aimed to shed light on how social media engagement might influence or reflect consumers' online shopping behaviours. The study demonstrated a significant association between cumulative social media usage and online shopping activity. In other words, individuals who spent more time on social media platforms were more likely to engage in online shopping. This finding suggests that social media catalyses increased e-commerce activity due to the pervasive presence of marketing content, influencer endorsements, and peer recommendations on these platforms. One reason for this positive association could be the dynamic nature of social media, where users are constantly exposed to various content, including product advertisements, brand collaborations, and user-generated reviews. Users will likely become more aware of online shopping opportunities as they interact with this content, leading to increased activity in this domain. Another aspect to consider is the social element of these platforms. Social media allows users to share their shopping experiences, discuss products, and provide recommendations to their network. This creates a social proof effect, where individuals are influenced by their peers' shopping

behaviours and opinions. Consequently, the more time a user spends on social media, the more likely they are to be exposed to these influences, which may drive them toward online shopping. Zhang et al. (2017) also suggest that the relationship between social media usage and online shopping could be due to the convenience and accessibility of e-commerce. Social media platforms often integrate shopping features directly into their interfaces, allowing users to shop without leaving the platform. This seamless integration might encourage users to impulse purchase or explore products they might not have considered.

Thus, based on the studies mentioned, social media positively influences online shopping. The studies also indicated that increased social media usage prompted greater online shopping activity.

2.3 The growth of online shopping platforms

The increased growth of online shopping platforms like Shopee, Lazada, Amazon, Alibaba, and similar services has played a pivotal role in transforming undergraduate students' shopping interests and behaviours. These platforms have revolutionized the retail landscape by offering a vast array of products, competitive prices, and the convenience of home delivery, which appeals to a younger, tech-savvy demographic. Undergraduate students, in particular, are drawn to the flexibility and ease of online shopping, often preferring it over traditional in-store shopping. According to Akther (2023), convenience has influenced the trend toward e-commerce. The ability to order items online and have them delivered directly to one's doorstep has significantly contributed to the growth of e-commerce platforms in the country. This convenience offers a compelling online shopping experience, leading to a shift in consumer behaviour and increased adoption of online shopping among undergraduate students.

Furthermore, Akther states that the consumer behaviour of undergraduate students is shaped by several key factors inherent to online shopping platforms. Firstly, the extensive product range on these platforms allows students to access items that may not be readily available in local stores. Secondly, the competitive pricing and frequent discounts provide a cost-effective shopping experience crucial for budget-conscious undergraduate students. Finally, the ease of comparison shopping enables students to make informed purchasing decisions by quickly assessing different products and prices. Additionally, integrating user-generated content (UGC), such as customer reviews and ratings, adds a layer of trust and authenticity to the online shopping experience. Undergraduate students are more likely to rely on peer reviews and user feedback when purchasing, reinforcing their preference for online

platforms. This feature enhances consumer confidence in the quality and reliability of the products they choose to buy.

According to Swinyard and Smith (2004, as cited in Magano et al., 2023), the impact of the proliferation of online shopping platforms on undergraduate students noting that these platforms offer a level of convenience and accessibility previously unavailable. Shopping online is a significant advantage for students juggling academic responsibilities, social activities, and part-time jobs. They can browse through a diverse array of products and services at any time without the constraints of traditional retail hours. This flexibility aligns well with undergraduate students' busy and often unpredictable schedules, allowing them to shop at their convenience, whether early in the morning, late at night, or during breaks between classes. Othman et al. (2021) explained that online shopping has given undergraduate students a broader range of products. Unlike traditional brick-and-mortar stores, which are limited by physical space, online platforms can offer a virtually limitless selection of goods. This extensive range allows students to explore new items, compare prices, and make more informed purchasing decisions based on their preferences, budgets, and needs. The ability to quickly compare prices across different platforms further enhances the online shopping experience, as it allows students to find the best deals without having to visit multiple stores physically.

Mohd Padil et al. (2019) found that the rise in e-commerce platforms has significantly transformed the shopping habits of undergraduate students. This transformation is primarily driven by the unparalleled convenience that online shopping offers. With online platforms, students can shop anytime and from any location, allowing them to fit shopping into their often hectic schedules. This level of flexibility is a significant factor behind the growing preference for online shopping among undergraduate students. Additionally, online shopping platforms can provide personalized recommendations to users. This personalization is achieved through algorithms that track a user's previous purchases and browsing history. By analyzing this data, e-commerce platforms can suggest products that align with the individual's interests and preferences, creating a shopping experience that feels uniquely tailored to them. This ability to recommend relevant products makes online shopping more engaging, simplifying finding items that suit the shopper's tastes. Personalized recommendations can also lead to a sense of discovery, as students might come across products they would not have considered otherwise. This can contribute to a more dynamic and enjoyable shopping experience, fostering a sense of curiosity and exploration. By presenting users with items that align with their past behaviour, online platforms create an environment where students are more likely to make impulse purchases or explore new product categories.

2.4 Conclusion

In summary, this section of the literature review has considered past literature related to online shopping in terms of consumer behaviour patterns among undergraduate students, social media influence on online shopping, and the growth of online shopping platforms. Some interesting conclusions were deduced. Firstly, the literature indicated that perceived benefits or incentives, perceived usefulness, and attractive web designs impact consumer behaviour among undergraduate students in the Klang Valley. Secondly, social media can influence online shopping positively by increasing online shopping activity. Finally, it can also be concluded from past literature that the growth of online shopping platforms has expanded online shopping activity among undergraduate students, shaping their consumer behaviour and preferences.

CHAPTER 3 METHODOLOGY

3.0 Introduction

This chapter focuses on the methodology of this study in order to achieve the objectives set for the study. The purpose is to determine the patterns of online shopping among undergraduate students in the Klang Valley with the objectives of (1) To determine the consumer behaviour of undergraduate students in Klang Valley, (2) To investigate the influence of social media on online shopping preferences, and (3) To examine how the growth of online shopping platforms influences the shopping interests of undergraduate students. To achieve this, this section will describe the study's theoretical framework, the respondents, the instruments, the procedure, and the data analysis.

In general, the study uses a quantitative approach employing an online survey method. Creswell (2014) emphasized the importance of quantitative survey methods in research, stating that their significance in gathering numerical data to test theories, measure variables, and analyse information using statistical procedures is indispensable. Quantitative survey methods provide validity of predictive generalisations derived from theories, ensuring a structured research approach that involves controlling bias, accounting for alternative explanations, and facilitating generalisation and replication of findings.

3.1 Technology Acceptance Model (TAM) Framework

With its roots in the Theory of Reasoned Action (TRA) (Fishbein & Ajzen, 1975; Ajzen, 1991), the Technology Acceptance Model (TAM) (Davis, 1989) has proven to be a highly effective model for examining how information technology is accepted and used. In this study, the TAM framework is chosen to understand better how consumers adopt online shopping because it consistently helps explain a significant part of the differences between what people intend to do and what they do. Several studies support that focusing on purchasing technology-related products mainly supports this. (Recalde et al., 2024; Fitri et al., 2023; Zhu et al., 2023).

The Technology Acceptance Model (TAM) is a well-known framework for understanding how people adopt information systems and technologies, such as online shopping. A person's decision to use technology is influenced by two main factors: perceived ease of use (PEOU) and perceived usefulness (PU) (Davis, 1989). TAM suggests that attitudes towards innovation affect how people use technology, with perceived usefulness showing how individuals believe technology can improve their performance, while perceived ease of use

indicates how easy it is to use a system. Many studies have applied TAM to explore online shopping behaviour, looking at elements like website design, customer service, pricing, and how website quality impacts how consumers see and buy products (Liao & Hsieh, 2010). Therefore, TAM is a valuable tool for studying online shopping behaviour as it helps understand how consumers assess online shopping tools and decide to shop on e-commerce platforms. Moreover, TAM has been crucial in explaining why people accept e-commerce chatbots, influencing their purchasing decision-making.

Furthermore, the elements of the TAM model have been found to play a significant role in shaping people's attitudes toward information system tools. This model has been studied in different scenarios, exploring how perceived ease of use, perceived usefulness, attitude, trust, behavioural intention, and actual online shopping behaviour are interconnected with perceived enjoyment (Davis, 1989). In summary, TAM provides a robust and versatile framework for understanding the factors influencing the acceptance and adoption of online shopping platforms and technologies. It has been widely applied in the study of online shopping behaviour, demonstrating its effectiveness in explaining consumers' attitudes, intentions, and actual behaviour in the context of e-commerce (Marikyan & Papagiannidis, 2023). The model's focus on perceived usefulness and perceived ease of use, along with its adaptability to different technological contexts, makes it a valuable tool for researchers seeking to explore and understand online shopping behaviour and consumer attitudes toward e-commerce platforms.

Figure 1. The TAM Framework for Online Shopping

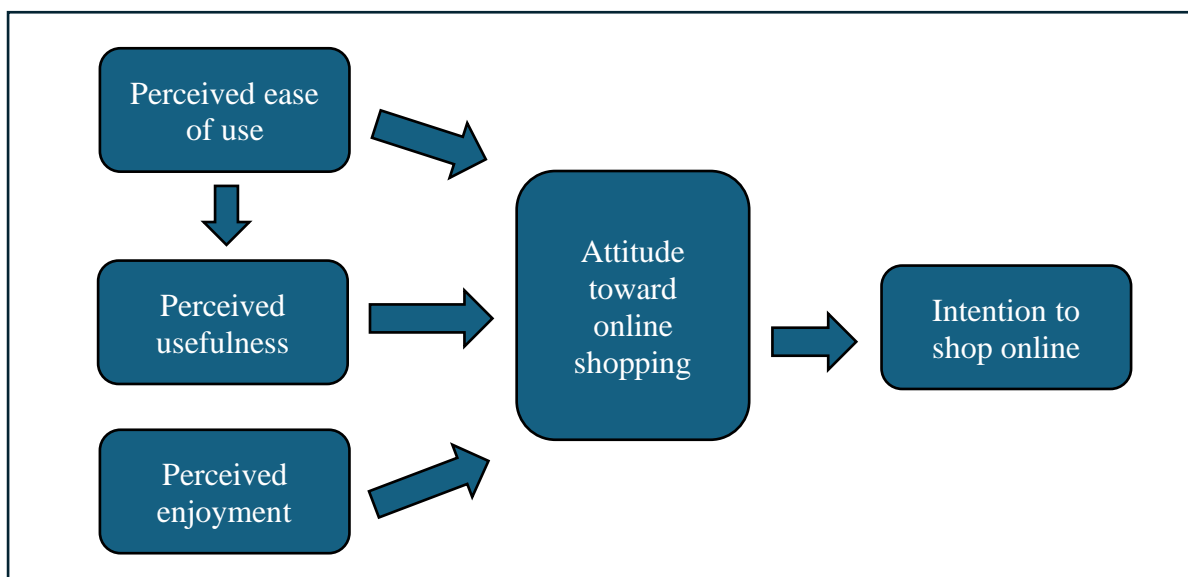


Figure 1 shows the theoretical framework for the study, which is the TAM framework for online shopping adapted from Cheema et al. (2013). The three dependent variables, 'perceived ease of use,' 'perceived use,' and 'perceived enjoyment' of online shopping platforms, can dictate the undergraduate students' attitude towards online shopping, resulting in the intention to shop online.

3.2 Respondents of the Study

The respondents of this study are undergraduate students in the Klang Valley. The respondents were selected using the Simple Random Sampling method with reference to the Required Sample Size Table (Table 1).

The Klang Valley boasts a substantial population of 8,983,400 individuals, with a notable segment comprising 1,335,900 young adults aged 19-24. In this dynamic region, there are approximately 567,347 undergraduate students (Ministry of Higher Education, 2022). Guided by established standards of required sample size from The Research Advisors (2006), 107 students were targeted for the research. The respondents were informed that the confidentiality of their responses would be upheld, and they consented to participate in the research as respondents voluntarily. This sample size of the respondents is calculated to provide a 70% confidence level with a margin of error set at 0.05.

Table 1. The Required Sample Size Table

(Source: The Research Advisors, 2006)

	A	C	D	E	F	G	H	I	J	K	L
1	Required Sample Size[†]										
2	from: The Research Advisors										
3		Confidence = 70.0%					Confidence = 99.0%				
4		Degree of Accuracy/Margin of Error					Degree of Accuracy/Margin of Error				
5	Population Size	0.05	0.035	0.025	0.01	0.05	0.035	0.025	0.01		
6	10	9	10	10	10	10	10	10	10		
7	20	17	18	19	20	19	20	20	20		
8	30	24	26	28	30	29	29	30	30		
9	50	34	41	45	49	47	48	49	50		
10	75	44	56	64	73	67	71	73	75		
11	100	52	69	81	96	87	93	96	99		
12	150	63	89	111	142	122	135	142	149		
13	200	70	105	137	186	154	174	186	198		
14	250	75	117	158	229	182	211	229	246		
15	300	79	127	177	270	207	246	270	295		
16	400	85	142	207	348	250	309	348	391		
17	500	89	153	231	422	285	365	421	485		
18	600	91	161	251	491	315	416	490	579		
19	700	93	167	266	555	341	462	554	672		
20	800	95	172	280	617	363	503	615	763		
21	900	96	176	291	674	382	541	672	854		
22	1,000	97	180	301	729	399	575	727	943		
23	1,200	99	185	317	830	427	636	827	1119		
24	1,500	100	191	334	963	460	712	959	1376		
25	2,000	102	198	354	1147	498	808	1141	1785		
26	2,500	103	202	367	1295	524	879	1288	2173		
27	3,500	104	206	383	1520	558	977	1510	2890		
28	5,000	105	210	396	1747	586	1066	1734	3842		
29	7,500	106	213	406	1978	610	1147	1960	5165		
30	10,000	106	215	412	2117	622	1193	2098	6239		
31	25,000	107	217	422	2425	646	1285	2399	9972		
32	50,000	107	218	426	2549	655	1318	2520	12455		
33	75,000	107	219	427	2593	658	1330	2563	13583		
34	100,000	107	219	428	2615	659	1336	2585	14227		
35	250,000	107	219	429	2657	662	1347	2626	15555		
36	567,347	107	219	429	2673	663	1351	2642	16116		
37	1,000,000	107	219	429	2678	663	1352	2647	16317		
38	2,500,000	107	219	430	2683	663	1353	2651	16478		
39	10,000,000	107	219	430	2685	663	1354	2653	16560		
40	100,000,000	107	219	430	2685	663	1354	2654	16584		
41	264,000,000	107	219	430	2685	663	1354	2654	16586		
42	† Copyright, The Research Advisors (2006). All rights reserved.										

3.3 Instrument

This study used an online survey as the instrument for measurement. An online survey is a method that uses a web-based platform to design, distribute, and analyse questionnaires that respondents can complete online. The online survey platform selected was Google Forms. This platform was used because it is a popular survey platform familiar to most undergraduate students. Google Forms is user-friendly, reliable, and can reach a broader audience quickly. Mander (2023) states that it ensures fairness and accuracy by following set procedures, all while being efficient and cost-effective compared to traditional methods.

The questionnaire had five sections consisting of 21 items, as shown in Table 2. They were divided according to Demographics section, Section A – perceived usefulness, Section B – perceived ease of use, Section C – Perceived Enjoyment, and Section D – Online Shopping Intention. The questions were adapted from several studies related to the use of TAM (Davis, 1989; Cheema et al., 2013; Wibasuri et al., 2024). A 5-point Likert scale question type was prepared with five options to rate the respondents' degree of agreement: strongly disagree, disagree, neutral, agree, and strongly agree. The aim is to provide valid and reliable answers to the study's research questions on online shopping patterns among undergraduate students in the Klang Valley to enable a better understanding of consumer behaviour patterns, the influence of social media, and the growth in online shopping sites to help consumers make better purchasing decisions.

Table 2. The Questionnaire Items

SECTION	QUESTION TYPE	NUMBER OF ITEMS
Demographics	Short answers and Yes/No questions	5
Section A	Likert Scale	4
Section B	Likert Scale	4
Section C	Likert Scale	4
Section D	Likert Scale	4
	TOTAL:	21

The first section of the questionnaire focused on the respondents' demographic information. The second section (Section A) focused on the perceived usefulness of online shopping of the respondents, such as whether online shopping improves their performance in online shopping, whether searching for and purchasing goods is more accessible with online shopping, whether the internet will increase their productivity in searching and purchasing goods, and if using the internet to shop will allow them to do their shopping quicker.

The third section (Section B) focused on the perceived ease of use by asking questions related to how easy learning to operate an online shopping platform is if online shopping platforms provide a more convenient way to shop if online shopping has a smoother check and if online shopping allows less hassle than a physical store.

The fourth section (Section C) delved into the perceived enjoyment of an online shopping user and surveys the experience when purchasing products online, the navigation and browsing experience, the process of discovering new products or deals while shopping, and whether the user-generated feedback contributes to their enjoyment and confidence in making online purchases.

Lastly, the fifth section (Section D) looked at the online shopping intention of undergraduate student users on whether they plan to engage in online shopping regularly, if they will actively look for deals or promotions when considering online purchases, whether they enjoy exploring online shopping websites without a specific purchase in mind and if they tend to compare prices and features across retailer before making a purchase.

The Cronbach's Alpha reliability test was conducted to test the reliability of the constructs of the questionnaire. According to Hair et al. (2013), the construct is considered reliable if the Alpha (α) value is more significant than .70. The results indicate that the questionnaire is reliable ($\alpha = .933$), as shown in Table 3.

Table 3. Reliability Test

Cronbach's Alpha	0.933
Number of items	21

3.4 Research Procedure

After the questionnaires were constructed and checked for reliability in the Cronbach's Alpha reliability test, they were placed online using the Google Form platform. The Google Form link was then shared with Klang Valley Undergraduate students via social media platforms like Facebook and WhatsApp. The data collected was transformed into an MS Excel datasheet via the Google Form function. The data was then transferred to the SPSS statistical software for descriptive analysis.

3.5 Data analysis

The data collected from the respondents were analyzed using the Statistical Package for the Social Sciences (SPSS), a common tool for statistical analysis in social science research. The analysis primarily focused on descriptive statistics to provide conclusions and recommendations and uncover online shopping patterns among Klang Valley Undergraduate students. To do this, the researchers presented the results in tables and figures using frequencies, percentages, means, and standard deviations. Frequencies and percentages helped illustrate the distribution of categorical responses, showing how many students engaged in online shopping, and how often they shopped online. Meanwhile, the means and standard deviations gave additional insights into continuous variables. The mean helped determine the average behaviour or preference among the students. At the same time, the standard deviation indicated the degree of variation from the mean, revealing the consistency or spread in the data.

Using SPSS allowed for clear and structured analysis, with tables summarizing numerical data and figures visually representing key patterns. This organized presentation made it easier to interpret the results and identify notable trends in online shopping behaviour among undergraduate students in the Klang Valley. The analysis yielded conclusions regarding the online shopping habits of undergraduate students. These conclusions might touch on factors such as the preferred online platforms, the frequency of online purchases, and the reasons behind their shopping choices. The findings of this study will offer significant insights that shed light on the online shopping patterns of undergraduate students in the Klang Valley and provide a valuable foundation for recommendations. Platforms may take these recommendations into consideration to improve communication strategies and engagement with this demographic.

3.6 Conclusion

This section of the study considered the methodology applied to the study by describing the respondents of the study, the instruments, the procedures, and the data analysis. The results and discussion will be described at length in the next section.

CHAPTER 4 DATA ANALYSIS

4.0 Introduction

This chapter analyzes the data collected from the survey questionnaire. For clarity, the information is presented using tables and charts. An extensive analysis of the recorded data has been carried out and reviewed using SPSS software and MS Excel. The goal is to comprehensively analyse the survey responses so that significant conclusions can be drawn.

4.1 Respondents' Demographics

Table 4 shows the respondents' demographics in terms of age, gender, race, university and university undergraduate. The total number of respondents was 107. The majority of respondents were 22 years of age (n=35; 33%). They were mostly female undergraduates (n=89; 83%), Chinese (n=91; 85%), from public universities around the Klang Valley (n=93; 87%), and they were all university undergraduates in the Klang Valley (n=107; 100%).

Table 4. Respondents' Demographics

Demographics	Type	Number	Percentage (%)
Age	19	11	10
	20	17	16
	21	24	22
	22	35	33
	23	19	18
	24	1	1
Gender	Male	18	17
	Female	89	83
Race	Malay	9	8
	Chinese	91	85
	Indian	7	7
University	Private	14	13
	Public	93	87
University Undergraduate	Yes	107	100

4.2 Consumer Behaviour Towards Perceived Usefulness of Online Shopping

Four items were adapted from studies on the TAM framework to determine the consumer behaviour of undergraduate students in the Klang Valley, as shown in Figure 2 and Table 5. The findings showed that out of 107 respondents, 51 agreed, while 43 strongly agreed that they perceived online shopping as useful because it improved their performance when searching for and purchasing goods (mean =4.16; sd = .913). The respondents also indicated that online shopping makes searching for and purchasing goods easier, with 67 respondents strongly agreeing (mean=4.50; sd=.794). Further, 39 respondents agreed, and 54 strongly agreed that the internet would increase their productivity when searching for and purchasing goods (mean=4.31; sd=.884). In addition, 38 respondents agreed, while 55 strongly agreed that using the Internet to acquire a product would allow them to shop more quickly (mean=4.29; sd=.942).

Thus, the results show that consumer behaviour of undergraduate students in the Klang Valley is positive as they agree or strongly agree that online shopping improved their shopping performance, made it easier for them to search and purchase goods, and increased their productivity for searching and purchasing goods and shop more quickly. Online shopping as a digital platform was perceived to have influenced their behaviour by communicating to consumers with satisfaction.

Figure 2. Consumer Behaviour Towards Perceived Usefulness of Online Shopping

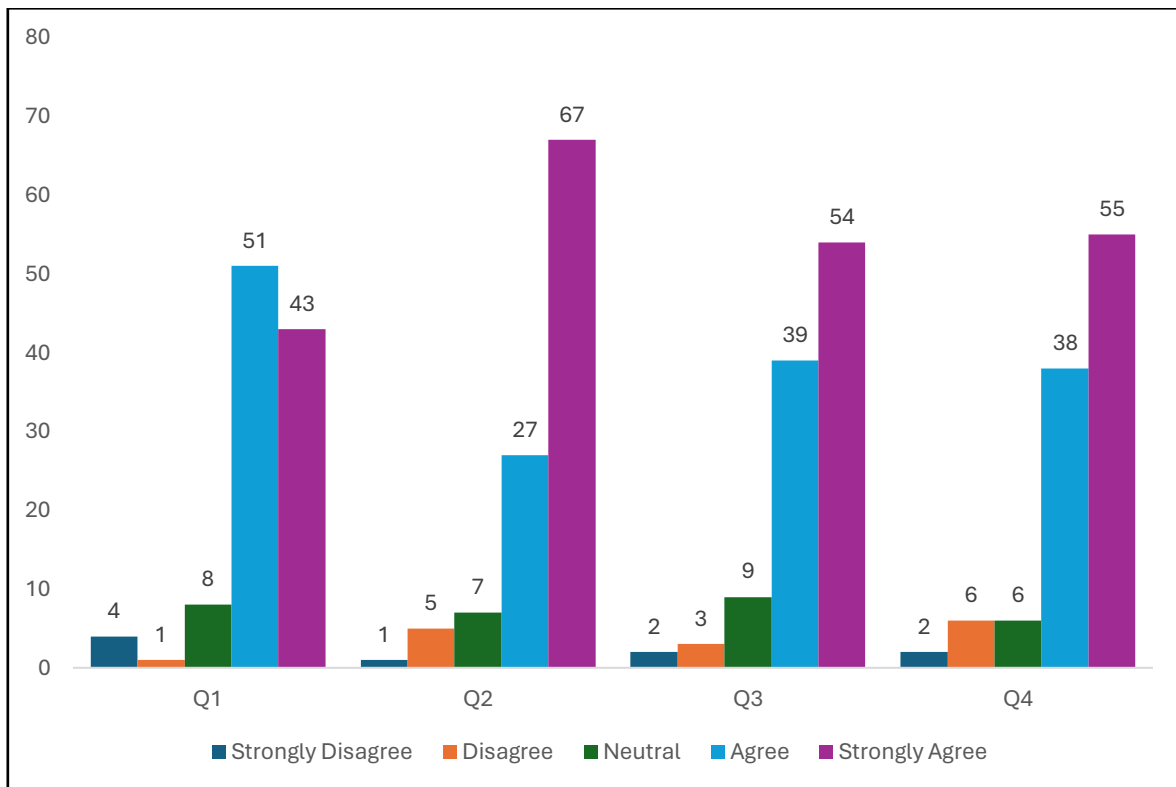


Table 5. Consumer Behaviour Towards Perceived Usefulness of Online Shopping

Section A					
	N	Minimum	Maximum	Mean	Std. Deviation
1. Online shopping would improve my performance when searching for and purchasing goods.	107	1	5	4.16	.913
2. Online Shopping makes it easier to search for and purchase goods.	107	1	5	4.50	.794
3. The internet will increase my productivity when searching for and purchasing goods.	107	1	5	4.31	.884
4. Using the internet to acquire a product would allow me to shop more quickly.	107	1	5	4.29	.942
Valid N (listwise)	107				

4.3 Social Media Influence on Online Shopping Preference

To investigate the influence of social media as an online shopping platform on shopping preferences, four items were adapted from several studies of the TAM framework in Section B of the questionnaire, as shown in Figure 3 and Table 6. The findings show that out of 107 respondents, 40 agreed, while 52 strongly agreed that learning to operate an online shopping platform to buy a product is easy (mean=4.3; sd=.838). Also, 32 respondents agreed, and 61 strongly agreed that online shopping platforms provide a more convenient way to shop (mean=4.38; sd=.865). Furthermore, 46 respondents agreed, and 42 strongly agreed that online shopping allowed them smoother checkout and payment (mean=4.15; sd=.845). In addition, 31 respondents agreed, and 63 strongly agreed that online shopping allowed them to shop anytime and anywhere without the hassle of going to a physical store (mean=4.44;sd=.791).

In sum, since social media as an online shopping platform provided ease of use, convenience, smoother payments, and flexible shopping, the results show that the respondent's preference for online shopping was indeed influenced by online shopping platforms, i.e., social media. Most undergraduate students today have social media accounts; therefore, social media is a powerful communication tool for disseminating information and advertisements, where platforms can use to introduce and boost their businesses to undergraduate students for higher engagement and reach.

Figure 3. Social Media Influence on Online Shopping Preference

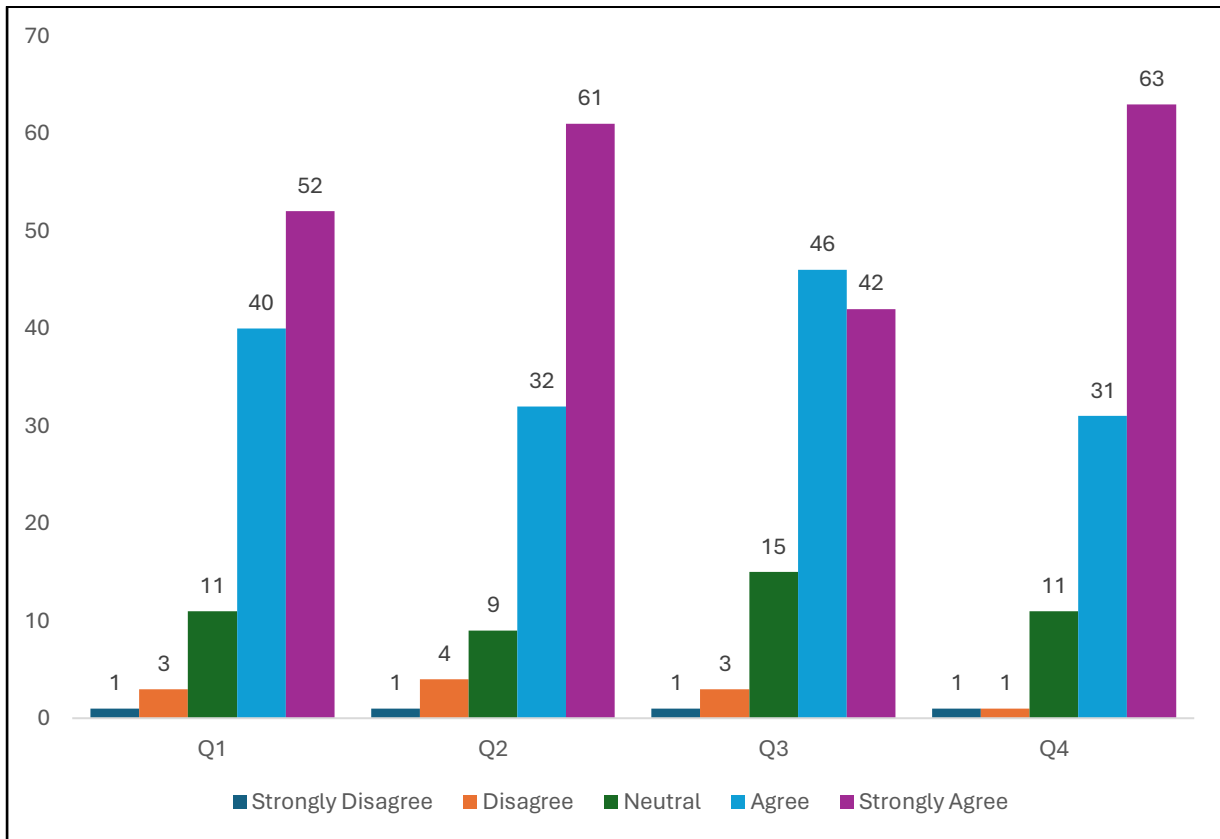


Table 6. Social Media Influence on Online Shopping Preference

Section B					
	N	Minimum	Maximum	Mean	Std. Deviation
1. Learning to operate an online shopping platform to buy a product is easy.	107	1	5	4.30	.838
2. Online shopping platforms provide a more convenient way to shop.	107	1	5	4.38	.865
3. Online Shopping allows me to have smoother checkout and payment	107	1	5	4.15	.845
4. Online shopping allows me to do my shopping anytime and anywhere without the hassle of going to a physical store	107	1	5	4.44	.791
Valid N (listwise)	107				

4.4 Shopping Interests of Undergraduate students

Section C of the survey was meant to find out the shopping interests of undergraduate students with the growth of online shopping platforms. Four items were adapted from several studies on the TAM framework in this section, as shown in Figure 4 and Table 7. The findings show that out of 107 respondents, 48 agreed, and 37 strongly agreed that purchasing products over the Internet is enjoyable (mean=4.04;sd=.879). Also, 48 respondents agreed, and 36 strongly agreed that online shopping websites' navigation and browsing experience contribute to their enjoyment (mean=4.07;sd=.843). Furthermore, 40 agreed, and 52 strongly agreed that they enjoy discovering new products or deals while shopping online (mean=4.29; sd=.847). In addition, 47 agreed, and 47 strongly agreed that user-generated feedback and reviews significantly contribute to their enjoyment and confidence in online purchases (mean=4.20; sd=.916).

Hence, the results show that the shopping interests of undergraduate students are influenced by enjoyment in purchasing through the Internet, the enjoyable website navigation and browsing experience, the discovery of new products and new deals, and the feedback and reviews that give confidence to online purchases. The power of communication dictates that enjoyment and new discoveries of products can increase shopping interest. Reviews are also very important for decision making of whether to purchase a product. Reviews can communicate to future customers whether the product is worth purchasing and can influence their purchasing habits.

Figure 4. Shopping Interests of Undergraduate students

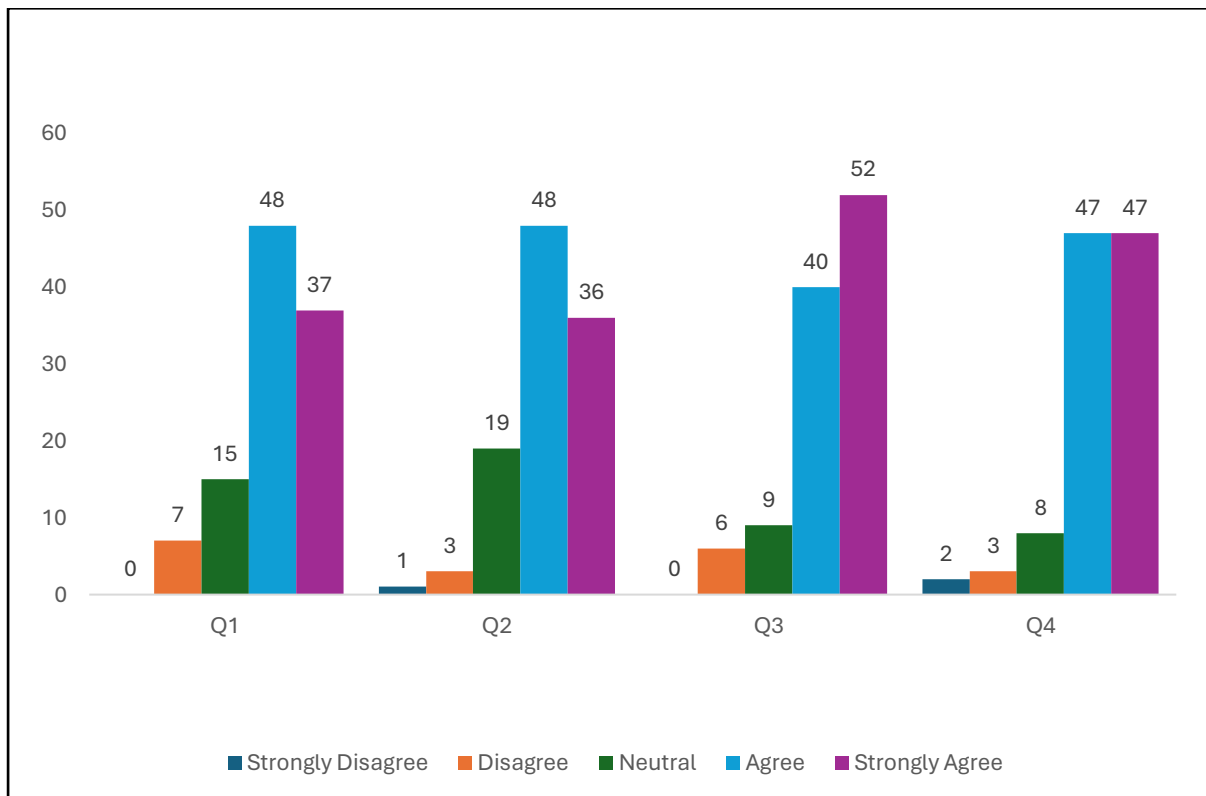


Table 7. Shopping Interests of Undergraduate students

Section C					
	N	Minimum	Maximum	Mean	Std. Deviation
1. I find purchasing products over the Internet to be an enjoyable experience.	107	2	5	4.04	.879
2. The navigation and browsing experience on online shopping websites contribute to my enjoyment.	107	1	5	4.07	.843
3. I enjoy discovering new products or deals while shopping online.	107	2	5	4.29	.847
4. User-generated feedback and reviews significantly contribute to my enjoyment and confidence in making online purchases	107	1	5	4.20	.916
Valid N (listwise)	107				

4.5 Online Shopping Intention

To find out the online shopping intention of undergraduate students based on the growth of the online platform, four items were adapted from several studies of the TAM framework in Section D of the questionnaire, as shown in Figure 5 and Table 8. The findings show that out of 107 respondents, 53 agreed and 30 strongly agreed to engage in online shopping regularly (mean=3.95; sd=.884). Also, 36 agreed, and 54 strongly agreed that they actively look for deals, discounts, or promotions when considering online purchases (mean=4.25; sd=.933). Furthermore, 34 agreed, and 32 strongly agreed that they enjoyed exploring online shopping websites without a specific purchase (mean=3.67; sd=1.164). In addition, 36 agreed, and 57 strongly agreed that they intend to compare prices and features across online platforms before purchasing (mean=4.33; sd=.919).

Therefore, the results show that the respondents intend to shop online regularly, actively look for deals, discounts, or promotions, enjoy exploring online shopping websites, and compare prices and features across different online platforms before making a purchase. Deals, discounts and promotions are how platforms communicate to consumers that they can gain from making a purchase as it is below the original price for a limited time. This can increase the consumer's intention to shop online actively and regularly as indicated in the results.

Figure 5. Online Shopping Intention

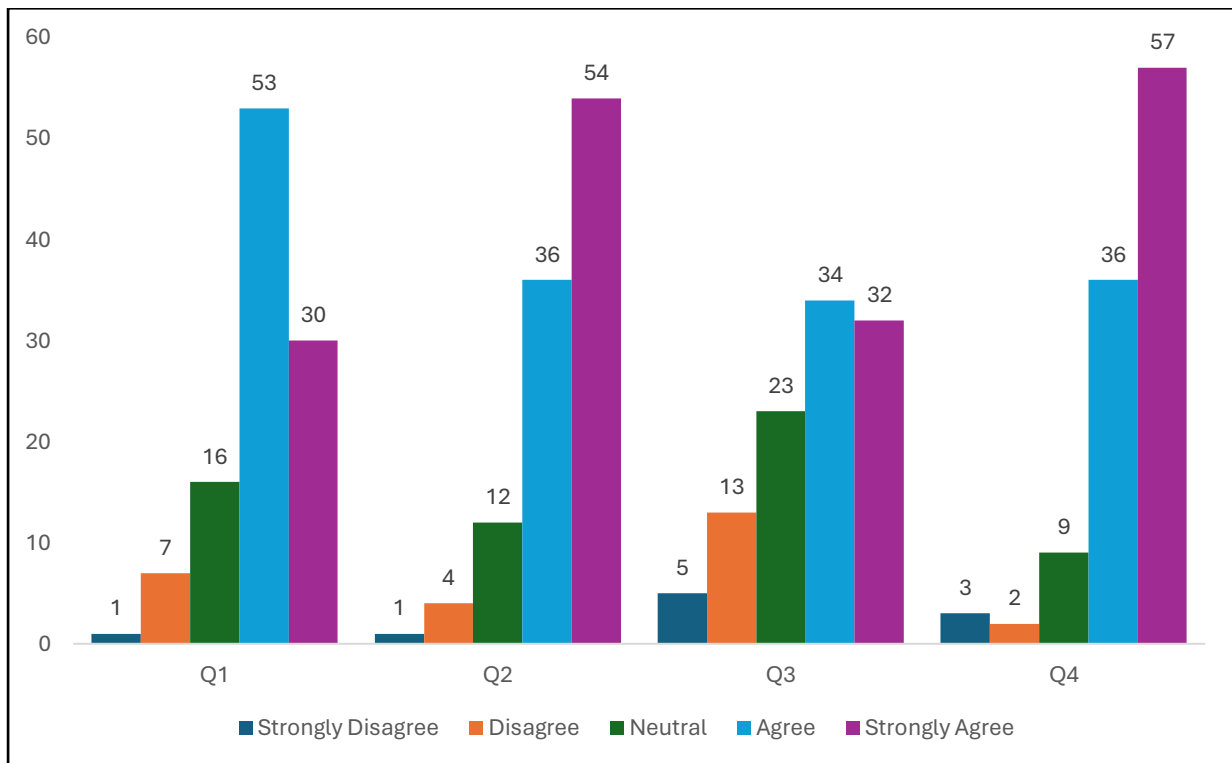


Table 8. Online Shopping Intention

Section D					
	N	Minimum	Maximum	Mean	Std. Deviation
1. I plan to engage in online shopping regularly	107	1	5	3.95	.884
2. I actively look for deals, discounts, or promotions when considering online purchases	107	1	5	4.25	.933
3. I enjoy exploring online shopping websites without a specific purchase in mind	107	1	5	3.67	1.164
4. I intend to compare prices and features across different online retailers before making a purchase	107	1	5	4.33	.919
Valid N (listwise)	107				

4.6 Conclusion

This section of the study has described at length the findings to help provide answers to the research questions and objectives set out at the beginning of this study. This includes the respondents' demographics, consumer behaviour towards the perceived usefulness of online shopping, social media influence on online shopping preference, shopping interest of undergraduate students, and online shopping intention. In the final chapter, the conclusions and recommendations will be discussed.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

To conclude, this study has investigated the online shopping patterns of undergraduate students in the Klang Valley guided by the Technology Acceptance Model (TAM) to find out the three research questions set at the beginning of the study, which are repeated here for clarity and easy reference:

1. What is the online shopping behaviour of undergraduate students in Klang Valley?
2. How does social media influence online shopping?
3. How does the growth of online shopping platforms influence the shopping interests of undergraduate students?

Determining the answers to these questions can provide significant insights into the online shopping patterns of undergraduate students in the Klang Valley.

5.1 What is the online shopping behaviour of undergraduate students in the Klang Valley?

While previous studies show that the patterns of online shopping behaviour may vary (Zainuddin et al., 2023; Chung & Al-Khaled, 2021; Sarangapani et al., 2023), the investigation into the online shopping behaviour of undergraduate students in the Klang Valley indicates that undergraduate students have a positive consumer behaviour and attitude towards online shopping as the majority of them felt that it improved their shopping experience or performance, it was easier to purchase goods, and they had increased productivity in their search for goods besides being able to shop more quickly.

This also indicates that undergraduate students in the Klang Valley are highly likely to shop online. This underscores undergraduate students' enthusiasm, convenience-seeking tendencies, and inclination to use digital technology. Further, this also implies that online platforms play an integral role in fulfilling the shopping needs and preferences of undergraduate students in the Klang Valley.

5.2 How does social media influence online shopping?

The study showed that social media or online shopping platforms influenced undergraduate students' online shopping. Most undergraduate students believed that the ease of use, convenience, smoother payments, and flexible shopping offered by social media, i.e., online shopping platforms, resulted in their online shopping preference to conventional offline shopping. Similarly, Pirakatheeswari and Deepika (2022) found that social media kept consumers informed on new brands, and Hu and Zhu (2022) found that social media usage can positively influence consumers' purchasing powers.

Accepting that social media influences undergraduate students to shop online reveals the intricate interplay between digital connectivity that enables the shop to reach the consumer from the comfort and ease of home. At the next level, social media not only enables consumers to discover new products but also enables influencer endorsements and shopping from any corner of the world, shaping students' online shopping experience.

5.3 How does the growth of online shopping platforms influence the shopping interests of undergraduate students?

The results indicate that the shopping interests of undergraduate students are shaped by their perceived enjoyment of using the Internet to make purchases, the enjoyable website navigation and browsing experience, the discovery of new products, and growing confidence to purchase from feedback and reviews of products. Such features from the growth of online shopping platforms influence the shopping interests of undergraduate students. In a similar study, Swinyard and Smith (2004) found that the growth of online shopping platforms offered undergraduate students greater convenience and accessibility to a wide range of products and services, catering to their busy schedules and lifestyles.

Students' lives at university are usually full of activities, so it is difficult for them to commit to shopping physically. The availability of online platforms would ease their shopping dilemma. Since they are usually techno-savvy and born in the technology age, this shopping form interests them.

The results also reveal that undergraduate students intend to shop online regularly, actively look for deals, discounts, or promotions, enjoy exploring online shopping websites, and compare prices and features across different online retailers before purchasing. This is attuned to digital trends and has significance to e-commerce towards sustainable growth of the economy.

5.4 Overall summary

This study found that undergraduate students in the Klang Valley are highly enthusiastic about online shopping, viewing it as a convenient and productive way to meet their needs while aligning with their fast-paced lifestyle. It also highlights the importance of effective communication through digital platforms as one of the key factors in satisfying young consumers' shopping needs and preferences.

The data gained from conducting this research also emphasizes the critical role of clear and engaging communication in e-commerce. Platforms who effectively communicate product details, discounts, and promotions can significantly influence undergraduate students' online shopping experiences. The ability to convey the value of a product or service, primarily through engaging content on social media or user-friendly websites, is essential for building customer loyalty among undergraduate students, who are tech-savvy and accustomed to digital interactions.

The ease with which undergraduate students can navigate online platforms is crucial to their positive attitude toward online shopping. They are comfortable with technology and will likely continue favouring online shopping over traditional retail. This suggests that communication strategies targeting this group should focus on digital channels, leveraging social media, email marketing, and other online platforms to create a seamless shopping experience. Personalization, based on shopping history and preferences, can further enhance this experience and encourage repeat purchases.

In a nutshell, the study's findings imply that undergraduate students are highly responsive to communication that offers convenience and accessibility, which includes providing detailed product information, easy navigation, and streamlined checkout processes.

5.5 Recommendations

Based on the findings and conclusions of this study, some recommendations can be considered. The proposed recommendations focus on targeted marketing, educational initiatives, and further studies on how different communication channels influence online shopping behaviours among undergraduate students.

Given the positive consumer behaviour patterns identified among undergraduate students toward online shopping, targeted marketing emerges as a key recommendation. Platforms should develop marketing strategies that align with the target consumers' unique patterns and habits. This involves creating engaging and relatable content, utilizing social media platforms like Instagram, TikTok, and RED, where undergraduate students are most active. Personalized promotions and tailored advertising can attract their attention, as these methods resonate with their desire for a personalized shopping experience.

The second recommendation is the implementation of educational initiatives and awareness campaigns. Although undergraduate students are generally comfortable shopping online. However, providing them with additional knowledge and skills could help them make better choices. Educational initiatives could cover topics such as cybersecurity, leakage of personal information, and digital scams when shopping online. This approach ensures that communication addresses the appeal of online shopping and its potential risks, fostering a more informed and cautious consumer base.

Furthermore, the study's conclusions indicate a need for further research on factors like financial stability influencing undergraduate students' online shopping habits. Future studies could explore how different communication channels, such as social media, email, or direct messaging, affect students' purchasing decisions. As well as different location and demographics to gain more data other than the Klang Valley undergraduate students. Understanding these nuances will be helpful in crafting more effective communication strategies, encouraging sustained engagement with online shopping platforms.

All in all, clear and consistent communication strategies are essential. Content should be crafted with the target audience in mind, using digital storytelling, visuals, and interactive elements to capture and retain undergraduate students' interest. Managing communication across multiple platforms is crucial for providing a seamless customer experience, which can drive loyalty and repeat business. This involves ensuring that messages are consistent, relevant, and engaging, reinforcing the online shopping habits of undergraduate students in the Klang Valley.

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Appendices

Appendix A: Survey Questionnaire

Patterns of Online Shopping: A study of Undergraduate Students in Klang Valley.

30/04/2024, 7:15 PM

Patterns of Online Shopping: A study of Undergraduate Students in Klang Valley.

Dear respondents,

I am a Corporate Communication undergraduate student conducting a survey in fulfillment of my academic research course requirement. Research has shown that most undergraduates have online shopping accounts and are frequent online shoppers. This study intends to gain information on the online shopping patterns of undergraduate students in the Klang Valley. The survey items are an adaptation of the TAM model survey, encompassing (1) the perceived usefulness of online shopping, (2) the perceived ease of use of online shopping, (3) the perceived enjoyment of online shopping, and (4) the online shopping intention of users.

By agreeing to complete this survey, you voluntarily consent to participate without prejudice. The survey will take about 10 minutes. Your responses are highly valuable and will contribute significantly to how the online shopping patterns of undergraduate students are affected by their frequent use of online shopping platforms. Rest assured, all responses will be kept confidential and used only for research purpose

Let's make a difference in online shopping!

Thank you.

* Indicates required question

1. Email *

Demographic question

2. Age *

Mark only one oval.

- 19
- 20
- 21
- 22
- 23
- 24

3. Gender *

Mark only one oval.

- Male
- Female

4. Race *

Mark only one oval.

- Chinese
- Malay
- Indian
- Other

5. University Name *

6. Are you a undergraduate student? *

Mark only one oval.

Yes

No

Section A

Perceived Usefulness

7. 1. Online shopping would improve my performance when searching for and purchasing goods.

Mark only one oval.

1 2 3 4 5

Strongly Strongly Agree

8. 2. Online Shopping makes it easier to search for and purchase goods. *

Mark only one oval.

1 2 3 4 5

Strongly Strongly Agree

9. 3. The internet will increase my productivity when searching for and purchasing goods. *

Mark only one oval.

1 2 3 4 5
Strongly Disagree Strongly Agree

10. 4. Using internet to acquire a product would allow me to do my shopping more quickly. *

Mark only one oval.

1 2 3 4 5
Strongly Disagree Strongly Agree

Section B

Perceived Ease of Use

11. 1. Learning to operate an online shopping platform to buy a product is easy for me. *

Mark only one oval.

1 2 3 4 5
Strongly Disagree Strongly Agree

12. 2. Online shopping platforms provide a more convenient way to do my shopping. *

Mark only one oval.

1 2 3 4 5

Stro | ; Strongly Agree

13. 3. Online Shopping allows me to have smoother check out and payment *

Mark only one oval.

1 2 3 4 5

Stro | ; Strongly Agree

14. 4. Online shopping allows me to do my shopping anytime and anywhere without the hassl of going to a physical store

Mark only one oval.

1 2 3 4 5

Stro | ; Strongly Agree

Section C

Perceived Enjoyment

15. 1. I find purchasing products over the internet to be an enjoyable experience. *

Mark only one oval.

1 2 3 4 5

Strongly Strongly Agree

16. 2. The navigation and browsing experience on online shopping websites contribute to my enjoyment.

Mark only one oval.

1 2 3 4 5

Strongly Strongly Agree

17. 3. I enjoy the process of discovering new products or deals while shopping online. *

Mark only one oval.

1 2 3 4 5

Strongly Strongly Agree

18. 4. User-generated feedback and reviews significantly contribute to my enjoyment and confidence in making online purchases

Mark only one oval.

1 2 3 4 5

Strongly Strongly Agree

Section D

Online Shopping Intention

19. 1. I plan to engage in online shopping regularly *

Mark only one oval.

1 2 3 4 5

Strongly | | | | Strongly Agree

20. 2. I actively look for deals, discounts, or promotions when considering online purchases *

Mark only one oval.

1 2 3 4 5

Strongly | | | | Strongly Agree

21. 3. I enjoy exploring online shopping websites without a specific purchase in mind *

Mark only one oval.

1 2 3 4 5

Strongly | | | | Strongly Agree

22. 4. I intend to compare prices and features across different online retailers before making a purchase

Mark only one oval.

1 2 3 4 5

Strongly Disagree Strongly Agree

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Google Forms

Appendix B: Raw Data

Table with columns: Email Address, Age, Sex, University Name, Are you an undergraduate student?, 1. Online shopping could improve my performance, 2. Online shopping makes it easier to search, 3. The internet will increase my productivity, 4. Using internet to access a product is easy, 5. Learning to operate an online shopping site, 6. Online shopping platform provide a choice, 7. Online Shopping allow me to learn about...

Table with columns: 1. Online shopping allow me to do my shopping, 2. I find purchasing products over the internet, 3. The transportation and browsing experience on 3, 4. I enjoy the process of downloading new pc, 5. User-generated feedback and reviews help 1, 6. I plan to engage in online shopping regularly, 7. I actively look for deals, discounts, or promo, 8. I enjoy exploring online shopping websites, 9. I intend to compare prices and features across different online retailers before making a purchase.

2. Online shopping allows me to do my shopping 1. I find purchasing products over the internet 2. The navigation and browsing experience in 3. I enjoy the process of discovering new products 4. User-generated feedback and reviews help 1. I plan to engage in online shopping together 2. I actively look for deals, discounts, or promo 3. I enjoy exploring online shopping websites 4. I intend to compare prices and features across different online retailers before making a purchase

65	4	5	4	4	4	4	4	4	4
67	5	4	4	5	2	5	5	1	5
68	5	4	5	5	5	4	5	5	5
69	5	5	5	5	5	5	4	4	5
70	5	4	4	4	5	4	5	5	5
71	5	5	4	5	5	4	5	5	5
72	5	3	4	5	4	4	3	5	5
73	3	2	3	3	5	4	1	5	5
74	4	4	4	4	4	4	5	5	5
75	5	5	5	5	5	5	5	5	5
76	5	4	4	4	4	4	3	4	4
77	4	4	4	4	4	4	3	4	4
78	3	4	4	4	4	4	4	3	3
79	3	4	4	4	3	5	3	5	4
80	4	4	4	4	4	4	4	4	4
81	4	5	5	5	5	5	5	5	5
82	4	4	3	3	3	4	3	4	4
83	3	4	2	4	1	3	2	4	1
84	4	3	3	3	3	4	2	4	5
85	5	5	5	5	5	4	4	5	5
86	5	5	4	4	4	4	5	4	5
87	4	4	4	4	3	4	3	2	4
88	5	2	3	4	4	4	2	1	3
89	4	4	4	5	5	4	5	5	5
90	5	4	5	5	5	4	4	5	5
91	5	4	4	5	4	4	4	4	4
92	5	3	4	4	3	4	4	4	4
93	5	5	5	5	5	4	5	5	5
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96	5	5	4	5	5	5	5	4	3
97	5	5	5	5	4	5	5	5	5
98	5	5	5	5	5	5	5	5	5
99	4	4	4	4	4	4	4	2	5
100	5	3	4	5	5	4	5	3	5
101	5	3	3	4	4	4	4	3	4
102	5	5	5	5	5	5	5	5	5
103	5	4	5	5	4	4	4	4	4
104	5	5	5	5	5	5	4	4	5
105	4	4	4	5	5	4	3	2	5
106	4	4	3	5	3	4	3	3	3
107	5	5	4	5	4	4	4	4	5
108	3	5	5	5	5	4	5	5	5

Appendix C: Turnitin Report

Jessica Soo 2002618 FYP

ORIGINALITY REPORT

10 %	8 %	4 %	%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

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4	www.oapub.org Internet Source	<1 %
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6	etd.uum.edu.my Internet Source	<1 %
7	etd.uwc.ac.za Internet Source	<1 %
8	eprints.usm.my Internet Source	<1 %
9	Heri Kuswanto, Wildan Bima Hadi Pratama, Imam Safawi Ahmad, Mutiah Salamah. "Analysis of students' online shopping	<1 %