

Title of Thesis	A Study about Factors Influencing Buying Behaviour Towards Online Shopping among Young Adults in IBS
Name	Tho Jia Chee
Program	BA (Hons) Business Administration (In collaborations with UCSI)
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### **ABSTRACT**

Over the years, few researchers have identified the buying behavior of online shopping among young adult in IBS College Miri. The purpose of this study is to examine the young adults buying behavior towards online shopping in IBS. A survey was conducted for data collection. All the data was collected by using online survey questionnaires, which is a quantitative research method. Microsoft Excel spreadsheet would be used after the data were collected. Primary data are collected using partially self-designed and partially adopted from the past research. The samples comprised 70 young adults in IBS. The findings show that all the factors of online shopping like price, security, product quality and convenient of online shopping affect buying behavior. It also enlightens the policy makers to stimulate buying behavior towards online shopping among young adults in IBS.