

Title of Thesis	A Study of the Influencing of Website Design for Online Shopping which Affects the Young Adult Perspective among IBS Students
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ABSTRACT

Rapid growth of internet service has provided another huge marketplace for people in Malaysia. In recent years online retailing has become another business trend in Malaysia. Therefore, this research project establishes a valid measure on online shopping's website design on online retailing. The major aim of this research project is to identify the factors of the perspective of the students toward the design of the website. In addition, it investigates the relationships between the independent variables (privacy/security, website design, customer service and e-shopping satisfaction) and dependent variable (students' perspective). Primary data were collected through survey questionnaire with 50 respondents who have experience purchasing stuff from online store. Data collected are able to be analyzed and are discussed in the form of table and chart also several recommendations for implemented. There commendation advice online retailers put more effort to build or increase their website or online store's awareness by using proper marketing tools. Rather that, online retailers and consumer keep focus on security and privacy policies. Online retailers can focus more on to operate the business for electronic stores among online store. At the end of project, the limitations and several recommendations will be addressed and presented in this study.