

Title of Thesis	A Study of Consumer Behavior in Online Shopping among Young Adults Student in IBS College
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ABSTRACT

The aim of this study is to consumer behavior in online shopping among young adults in IBS College. The research for the in the young adults in IBS College to more understand for online shopping and accept to use online shopping in the market. The target for the young adult consumer behavior in age for 18-40, this age can accept for new idea and more opportunity in business and investment for the market. The study for the online shopping young adult consumer behavior in the IBS College use the four factors website visibility, online shopping credibility, education level, and payment security private to compliance of online shopping and more young adult understand for this technology and use for the population to study. The last for future the research can use different age and different race and different income level and other college student for the environment influence on the online shopping consumer behavior.