

Title of Thesis	A Study of Spending Behaviour Towards Online Shopping Among Young Adults in Miri
Name	Lee Jia Wen
Program	BA (Hons) Accounting and Finance (In collaborations with UCSI)
Date of Submission	August 2020
Student Thesis Code	2020/AUG/UCSI/BAAF/02

### **ABSTRACT**

Over the years, there are few researchers have identify the spending behaviour towards online shopping among young adults in Miri. The purpose of this study is to examine the young adults spending behaviour towards online shopping in Miri. A survey was conducted for data collection. All the data was collected by using online survey questionnaires, which is quantitative research method. Microsoft Excel spreadsheet would be used after the data were collected. Primary data are collected using partially self-designed. The samples comprised 80 young adults in Miri. The findings show that all the frequency of online shopping, male and female's spending behaviour, social factor affect spending behaviour and the convenience of online shopping affect spending behaviour. It also enlightens the policy makers to stimulate spending behaviour towards online shopping among young adults in Miri.