

**ONLINE SHOPPING BEHAVIOUR OF ARAB STUDENTS AT
COLLEGE OF BUSINESS UNIVERSITI UTARA MALAYSIA**

**A Thesis Submitted to Postgraduate Studies College of Business in
Partial Fulfillment of the Requirement for the Degree**

Master of Science (International Accounting)

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By

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Declaration

I declare that all the work described in this dissertation was undertaken by myself (unless otherwise acknowledged in the text) and that none of the work has been previously submitted for any academic degree. All sources of quoted information have been acknowledged through references.

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ABSTRACT

This study attempts to elicit the internet purchasing process among Arabic students in COB of UUM, to examine the perceived credibility influence on shopping behavior of Arabic students and to determine the perceived ease of use influence on shopping behavior of Arabic students as well as to examine the perceived credibility influence on shopping behavior of Arabic students. The participants were Arabic students in College of Business Universiti Utara Malaysia as they expected to come from the various personal backgrounds. The descriptive research design used A questionnaire using a seven-point scale where employed to collect the data for the constructs of the research model. Items from previous studies were modified for adaptation to the internet behavior context. The analysis of the results confirmed the influence of between perceived ease of use, perceived usefulness, and perceived credibility to Online Shopping Behavior. A major conclusion of the study was that perceived ease of use, perceived usefulness and credibility with internet has a direct positive influence to user adoption. Lecturer, staff and student are in the right position to run every movement related to the improvement of the system. Academic and management system are main items in the performance. The acceptance level of user will influence the success of the system.

Key word: Online shopping respondent Arab student.

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CHAPTER 1

INTRODUCTION

1.1 Background of The Study

The Internet has become the most common communication and research tool for most people worldwide. The attractive display of materials on the Internet motivates individuals to explore and use it in their daily lives. A quick look at the content on the World Wide Web gives a clear picture of the variety of information resources and communication applications it contains. These resources and applications cover millions of multipurpose Web sites including images, sounds, and graphical user interfaces which allow users to interact positively with the contents. In addition, the Internet makes the publishing, access, retrieval, and distribution of information from resources not only possible but also easy for any user regardless of their location. Browner, Pulsford, and Sears (2000) attributed scholarly interest in the Internet to the following reasons:

The contents of
the thesis is for
internal user
only

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