

**THE IMPACTS OF ONLINE SHOPPING
VALUE AND ONLINE SHOPPING
MOTIVATION ON USER EXPERIENCE**

BY

LI ZHONGWEI

**THESIS SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENT FOR THE DEGREE OF
MASTER IN BUSINESS ADMINISTRATION**

in the

Faculty of Business and Information Science

UCSI University

MALAYSIA

April 2013

ABSTRACT

The growth of the Internet technology has resulted and enables consumers to shop, share, communicate or link other services through online. In order for the businesses to sustain in the trendy world, it is important for them to understand what motivation and value that affecting the consumer to shop online. The objectives of this research is to determine the impact of online shopping value and online shopping motivation on user experience and to determine whether if the online shopping value and shopping motivation is positively related with user online shopping experience. A descriptive research will be conduct to address the research objective.

The study will adopt convenience sampling and questionnaire as a sampling method. The research will be undergo with students (majoring in business management with marketing background, batch January to April 2013) who study in one of the private university in Kuala Lumpur, Malaysia. A total of 230 questionnaires will be distributed and the data will be analysed by using Statistical Package for Social Science Software version 17. There are six hypotheses developed for this research and the results of the study would benefit the e-service provider and firms who intend to operate their business to the virtual world.

The result of this study indicated that there is a significant positive relationship for both hedonic and utilitarian shopping value and user online shopping

experience, mediated by online shopping motivation. The contribution, limitations, and recommendations for this study were highlighted at the end of the chapters.