THE DETERMINANT OF A MOBILE WALLET INTENTION AMONG CONSUMERS

MOHD SYAZWAN BIN MOHD NOOR

2016448138

BACHELOR OF BUSINESS ADMINISTRATION

(HONS) MARKETING MANAGEMENT

FACULTY OF BUSINESS MANAGEMENYT

UNIVERSITY TECHNOLOGY MARA

MELAKA CITY CAMPUS

JANUARY 2020

DECLARATION OF ORIGINAL WORK

BACHELOR OF BUSINESS ADMINISTRATION

WITH HONOURS (MARKETING MANAGEMENT)

FACULTY OF BUSINESS MANAGEMENT

"DECLARATION OF ORIGINAL WORK"

I, **MOHD SYAZWAN BIN MOHD NOOR**, (I/C NUMBER: **950308015241**)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally, or overseas, and is not being concurrently submitted for this degree or any other degree.

- This project paper is the result of my independent work and investigation, except otherwise stated.

- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____   Date:_____

LETTER OF SUBMISSION

Faculty of Business Management,

University Teknologi Mara Melaka,

Kampus Bandaraya Melaka

110 off Jalan Hang Tuah

75300 Melaka Bandaraya Bersejarah

…………………………………………………………………………………………....

The Head of Program

Bachelor of Business Administration (Hons) Marketing Management

Faculty of Business Management

University Teknologi MARA Melaka

Kampus Bandaraya Melaka

110 off Jalan Hang Tuah

75300 Melaka Bandaraya Bersejarah

Dear Sir/Madam

This document attached with my research project title "THE DETERMINANTS OF A MOBILE WALLET AMONG CONSUMERS" to fulfil requirement as needed by Faculty of Business Management Universiti Teknologi Mara.

Thank you.

Yours Sincerely,

(   )

MOHD SYAZWAN BIN MOHD NOOR/95308015241

*BACHELOR OF BUSINESS AMINISTRATION (HONS) MARKETING MANAGEMENT

Table of Content

ABSTRACT

The research was providing information about the determinants of a mobile wallet among consumers. As we know that in recent years, mobile wallet has become more popular but not of the people like to use a mobile wallet. According to Chatterjee & Bolar (2019) the reason why people didn't use a mobile wallet because of perceived ease of use, compatibility, perceived behavioural control, and trusts. The objective of this research is to determine the level of consumers' awareness toward a mobile wallet intentions. The second is to examine the relationship between perceived ease of use with behavioural intention to use a mobile wallet. The third is to investigate the relationship between compatibility with behavioural intention to use a mobile wallet. The fourth is to research the prior perceived behavioural control with behavioural intention to use a mobile wallet. The fifth is to identify the relationship between trusts with behavioural intention to use a mobile wallet. All the data collection will be analysed using Statistical Package for Social Science (SPSS). In general, the results of this study shows that trusts is most important element toward behavioural intention to use a mobile wallet. Method of collection data are primary and secondary data such as questionnaire, text books, journals, articles, newspaper and related with it. Researcher used questionnaire as a main instrumental in data collection method and involves 80 respondents among workers in Overseas Chinese Banking Corporation under Card Operations Department. The conclusion for this study is from the outcome of finding and analysis. Recommendations for future research have been discussed in final chapters.