



**SUCCESS OF E-COMMERCE AMONG GEN Y**

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**DECLARATION OF ORIGINAL WORK**



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“DECLARATION OF ORIGINAL WORK”**

I, NUR AINA AQILAH BINTI ABDULLAH,

**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 degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature : \_\_\_\_\_

Date : \_\_\_\_\_

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## ABSTRACT

The emerging trend on usage of Internet has turned the Internet as one of the important tool in marketing and business. In order to maintain and sustain the growth of their business, managers need to utilize this tool wisely. It was found that businesses that used the Internet as a tool has been growing 46 percent faster than the others. This project paper focuses on Gen Y as it is reported by the study American Business Insight that around 31 percent who spend their money in luxury goods are from Gen Y , which is higher compared to others. The purpose of this project paper is to study the factors that lead to the success of e-commerce among Gen Y. There are four objectives highlighted in this study. The first one is to identify factors that lead to success of e-commerce. The second objective is to investigate the relationship between trust and success of e-commerce. Third, to determine the relationship between ease of use and success of e-commerce. Lastly, to investigate the relationship between reliability on Internet and success of e-commerce. The population selected is citizens of five states in Malaysia such as Johor, Melaka, Negeri Sembilan, Selangor and Perak, which in the range of age between 18 to 32 years old. Questionnaires method is used, given by hand and also online form. The responses were collected and analyzed. The total number of respondents is 143, consisting of 32 males and 111 females. In the findings, there are two hypothesis with the variables of trust and ease of use are accepted. The other variable, reliability, is rejected. It can be concluded that the two accepted variables affects the success of e-commerce among Gen Y while reliability does not have significant effect on it.

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