



**DETERMINING CONSUMERS' READINESS  
TO ADOPT CASHLESS PAYMENT**

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## Abstract

The technology readiness index, or better known as TRI was used as a framework to determine consumers' readiness to adopt cashless payment and the moderating effect of gender. Gender has been identified as an important variable in adoption of cashless payment and its role in market segmentation and gender empowerment enhanced the needs of its inclusion. The results of the regression analysis indicate that optimism, innovativeness, convenience and compatibility drive consumers' adoption while discomfort, insecurity, perceived cost and perceived risk are inhibitors. In addition, gender was found to not have any moderating effect on consumers' readiness to adopt cashless payment. Given the significance of drivers and inhibitors, companies should construct advertising campaigns which focuses on emphasizing drivers while creating a solution for the inhibitors, which can in turn encourage consumers to enjoy the benefits of cashless payment. Results of this research provide insights on how to increase adoption and addresses the gender difference in cashless payment system.

Throughout the completion of this project, I thank you to them for being so nice, patient and kind in dealing with all of my queries and problems throughout this semester and giving me a lot of information pertaining this research.

Finally, I would like to convey my deepest gratitude to my beloved family and all of my friends. Thank you for being supportive and may Allah always bless all of you. Last but not least, to UTM, and to those who have directly or indirectly contributed in this research. Thank you so much.

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