UNIVERSITI TEKNOLOGI MARA

AN EMPIRICAL STUDY OF DONORS' ACCEPTANCE AND BEHAVIOURAL INTENTION IN ONLINE CROWDFUNDING PLATFORMS: EXTENDING UTAUT2 WITH TRUST

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi MARA. It is original and is the results of my own work, unless otherwise indicated or acknowledged as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi MARA, regulating the conduct of my study and research.

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ABSTRACT

The purpose of this study is to investigate the factors influencing the behavioural intention to adopt crowdfunding platforms services by Malaysians. The proposed model has assimilated factors from the Unified Theory of Acceptance and Use of Technology (UTAUT2), along with trust. The factors of UTAUT2 include performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, and habit. Apart from testing the direct relationships, this study has also explored the moderating effect of generational cohorts and gender on the respondents' behaviour. This study empirically tested 200 respondents by using Partial Least Square – Structural Equation Modelling (PLS-SEM) method. The findings reveal that the model can explain 76.6% of the variance in donors' behavioural intention. The results indicate that Performance Expectancy, Social Influence, Habit, and Trust are direct determinants of behavioural intention. The Multi-Group Analysis (MGA) of generational cohorts reveals that trust influences Millennials and non-Millennials in the same manner in terms of behaviour. However, the MGA also confirms that the effect between Habit, Performance Expectancy, and Social Influence on behavioural intention differ significantly between the Millennials and non-Millennials. Similarly, for gender groups, this study found that the effect between Habit, Performance Expectancy, and Social Influence on behavioural intention differ significantly between male and female donors. Future research might want to look at users' acceptance in suburban or rural areas. Another possibility in enhancing the body of knowledge as a continuity in this area of research is to provision samples from other cities in Malaysia. Data and result comparison can be carried, either to reaffirm or argue. Future research may also want to consider the impact of crowdfunding on financial institutions. Financial institutions could leverage the outcome of the study to improve financing processes and make them better.

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