



**Faculty of Administrative Science  
& Policy Studies  
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**Bachelor of Administrative Science**

**[Factors influence the adoption of online business among Malaysian Youth]**

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## **ABSTRACT**

Online business refers to both the practice of purchasing and selling goods and services through the Internet and particular companies that engage in this activity. In other words, the emphasis may be on the activities or characteristics. On the other hand, since the Covid-19 pandemic began, the amount of people using the internet to buy and sell products has grown significantly. Therefore, this study is to examine the factors that influence the adoption of online business among Malaysian youth. Based on a survey gathered from 314 respondent, it was found that performance expectancy, perceived trust and facilitating condition are among the factors that influence the adoption of online business while facilitating condition was been the most significant factor that influence the adoption of online business among Malaysia youth. Overall the study findings highlighted the important of the factors towards online business. The findings also provide what the valuable insights for the relevant factors in adoption of online business among Malaysian youth.

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