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**FACTORS THAT INFLUENCE GENERATION Y TO ACCEPT  
ELECTRONIC WORD-OF-MOUTH (eWOM) BEHAVIOUR  
VIA SOCIAL MEDIA AND MOBILE TECHNOLOGY**

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## **ABSTRACT**

The major purpose of this research project is to discover which factors that influences Generation Y to accept electronic word of mouth behaviour via social media and mobile technology. Notwithstanding vast research on the traditional word-of-mouth, only few have analysed this topic from Malaysian perspective. Thus, in order to examine the relationship, proposed conceptual model was used by adopting from Zhang, T., Omran, B. A., & Cobanoglu, C. (2017) and Kucukemiroglu, S., & Kara, A. (2015).

A total of 120 self-administered questionnaires were distributed to Generation Y in Malacca, Malaysia. Data were evaluated by using Cronbach's Alpha reliability testing and multiple regression analysis.

The result of this research project would provide mainly to the marketers and entrepreneurs by providing a great understanding on what drives Generation Y to accept electronic word of mouth behaviour via social media and mobile technology. Marketers and entrepreneurs would be able to design their business into more customer-oriented manner hence supporting to disseminate the positive of electronic word of mouth behaviour. Indirectly, this would assist in enhancing entrepreneurs' reputation; thus increasing profit and build future expansion.