



**MODELLING THE INTENTION TO ACCEPT INFORMATION TECHNOLOGY  
(IT) INNOVATIONS AMONG GENERATION-Y**

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## **ABSTRACT**

This research is carried out to examine the level of Gen-Y intention to accept information technology innovation. The purpose of this research is to identify what is the acceptance factor of information technology innovation among Gen-Y. This study also aims to investigate the relationships between Theory Acceptance Model with the acceptance of Gen-Y towards information technology innovations. This is to find out whether the factors are really contributed to the level of acceptance. To carry out this research a total of 100 sets of questionnaire were distributed to the Gen-Y in around Johor Bahru. A total of 100 respondents were identified to complete this study. After findings and analysis, the research results found that there is correlation between TAM with acceptance of information technology innovations among Gen-Y in Johor Bahru.

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# **Chapter 1**

## **Introduction**

### **1.0 Introduction**

This research title is “A study on technology acceptance fulfil, among community in Iskandar Malaysia : Flagship A (Johor Bahru) .The main purpose for this research is to study what are the factors that highly contribute to the technology acceptance among community in Iskandar Malaysia : Flagship A (Johor Bahru). This study aims to investigate the relationship factor of acceptance, with the community in Iskandar Malaysia : Flagship A (Johor Bahru).

### **1.1 Background of Study**

As the information and technology has grow so fast in few decades Generation-Y today are the one who receive the most of its impact towards the massive changes in information technology innovations. Gen-Y has born with technology innovation until they grow up and old. In this research the researcher has focusing how these groups behaviour in accepting these information technology innovations. How they found the usefulness of information technology innovation in their daily life as they live with it since they born. The results will indicate these prediction that support by previous research, that the TAM is significant with the hypothesis and will prove later in Chapter 4.