



**FACTORS THAT LEAD TO ADOPTION OF E-COMMERCE
AMONG YOUTHS IN KUALA LUMPUR**

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JANUARY 2015

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**Submitted in Partial Fulfillment of the
Requirement for the
Bachelor of Business Administration with Honours (International Business)**

**FACULTY OF BUSINESS MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
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DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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“DECLARATION OF ORIGINAL WORK”**

I, Adam Aziz bin Muhamed Nasir, (I/C Number: 911202-06-5441)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project- paper is the result of my independent work and investigation except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date: _____

LETTER OF TRANSMITTAL

7 January 2015

DR IRZAN BIN ISMAIL

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Dear Sir,

SUBMISSION OF FINAL REPORT

Enclosed herewith is a thesis entitled “**FACTORS THAT LEAD TO ADOPTION OF E-COMMERCE AMONG YOUTHS IN KUALA LUMPUR**”. I hope this thesis will meet the requirement and expectation from you and the faculty. Thank you very much for all guidance and supports you have generously rendered upon the completion of this thesis.

Yours sincerely

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ADAM AZIZ MUHAMED NASIR

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Bachelor of Business Administration (Hons) International Business

ABSTRACT

This research was conducted to carry out a study entitled “Factors That Lead to Adoption of E-commerce Among Youths in Kuala Lumpur”. The purpose of this study is to investigate the relationship between three independent variables against one dependent variable.. Basically, it consists of three factors influencing the adoption of e-commerce among youths in Kuala Lumpur and the factors are Trust in Sellers, Perceived Risks and Frauds and Perceived Behavioural Control. In order to complete this write up, a few hypotheses were constructed and focused on the objectives to determine whether there were significant relationships between Trust in Sellers, Perceived Risks and Frauds and Perceived Behavioural Control against Adoption of E-commerce. For this study, 384 youths residing in Kuala Lumpur were chosen as respondents for this study. However, only 279 responses were returned back to the researcher. The data was obtained from primary data by using questionnaires. All data collected through the questionnaires were analyzed systematically by Statistical Package for Social Science (SPSS). From the correlation testing, the result shows three independent variables which are Trust in Sellers and Perceived Behavioural Control have strong relationships, while Perceived Risks and Frauds has moderate relationship. For multiple regression analysis, the results indicate that Trust in Sellers, Perceived Risks and Frauds and Perceived Behavioural Control are factors that lead to Adoption of E-commerce among youths in Kuala Lumpur. In terms of hypotheses testing, two hypotheses pertaining to Trust in Sellers and Perceived Behavioural Control are accepted, while hypothesis concerning Perceived Risks and Frauds is rejected.