UNIVERSITI TEKNOLOGI MARA

STUDY OF INFLUENCING FACTORS OF CROWDFUNDING IN MALAYSIA ENVIRONMENT & WEB PROTOTYPING

SHAHIDATUL ASMA BT ZUNI

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ABSTRACT

Crowdfunding explains the growing trend of raising financing from a large viewer via the Internet. The objective of this study is to find out what factors influence individuals to invest in crowdfunding projects and to propose appropriate arrangement of a website for a crowdfunding platform. A conceptual framework is developed and a study of 101 individuals was conducted on the only one Malaysia crowdfunding platforms, pitchIn.my. The findings show that the individuals are mainly driven by project founders seemed trustworthy, they want to receive a product or service in return, fun and innovativeness of the project. The study also shows design and information arrangement of the platform have a significant impact to crowdfunders to participate in the project. In line with that, Fund Me Malaysia has been designed to cater the flaws which currently have in pitchIn.my. The study provides some tentative insights and implications on how to successfully increase funding through crowdfunding and takes a further step towards explaining this new phenomenon.

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