UNIVERSITI TEKNOLOGI MARA

THE DETERMINANTS OF ONLINE INFORMATION SHARING BEHAVIOUR AMONG MILLENNIAL IN MALAYSIA

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ABSTRACT

Nowadays, information sharing over Internet has become a part of our activities in this modern era and has changed the way we used to communicate with each other. The rapid adoption of the Internet has turned the millennial daily life like a lightning speed. However, this activities among millennial has rose many problem such as the issues of the online information sharing credibility and cybercrime issues regarding data privacy. The aim of this study is to assess the factors that influence information sharing behavior. The objective of this study is to determine the millennial profile based on four factors on information sharing which consist age, gender, education level and work status of the millennial and also to find out which intention factors of Theory of Planned Behavior (TPB) that influences the online information sharing behavior among millennial the most. A quantitative method was used in this study where a set of questionnaire were distributed among millennial and being analyzed by using IBM SPSS Statistic 20. Based on the result, some demographic do have significance relationship with some factors and some are not. For example, this study proves that there is significant relationship between gender and self-efficacy factors. Meanwhile, this study also identified that subjective norms is the most influence's intention factor that contribute in online information sharing behavior of millennial group in Malaysia. However, as this study only focusing on the common demographic profile, the future work may involve more such as religion and focus on more than one region in Malaysia so the data can be conclude fairly.

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