



UNIVERSITI TEKNOLOGI MARA

ASSESSING FACTORS THAT AFFECTING MOBILE
PAYMENT ADOPTION AMONG CONSUMER

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ABSTRACT

This research project aims to access the factors that affecting mobile payment adoption among consumer. Mobile payment is largely introduced as a new payment method for purchase of products and services with the uses of up-to-date mobile devices and wireless communication technologies (mobile telecommunication networks or Internet). It been stated by several researchers that the factors that affecting mobile payment adoption among consumer are subjective norms, perceived usefulness, perceived ease of use and perceived security. It also shows how the intention of consumers to embrace mobile payment service correlates by these variables. This study hopes to contribute findings that could strengthen and support the existing knowledge and theories on the factors that affecting the mobile payment adoption among consumer.

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