

## **APPROVAL**

“I declare this thesis entitled E-commerce and M-commerce: Awareness and Acceptance Among Malay Entrepreneurs in Malaysia is my own work except the summary and excerpts of each of which I have mentioned the source”

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Date : JUNE 14 , 2013

## **DEDICATION**

Dedicated this special thanks to Mr Ramli and Puan Nensi, my family, supervisor, Puan Siti Norbaya and my beloved friends.

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## **ABSTRACT**

E-commerce is defined as business activities conducted using electronic transmission technology that is widely known nowadays. It includes any form of business transactions in which the parties interact electronically rather than by physical contact. The “brick and mortar” is turned into “online and mortar” business. In addition m-commerce facilitates to offer great experience to the users to shop at their own time and from any place. Entrepreneurs in other hand are able to obtain numerous benefits related to the customization of products and services based on the location of the consumers. Due to the competitive competition occurs in the business industries and the concerns to Malay entrepreneurs this research is designed to analyse the awareness and usage of e-commerce and m-commerce among Malay entrepreneurs. Therefore the considerations must be given to the implication of government support, perception, security, ease of use and the privacy factors. The contribution of this research will bring benefits to entrepreneurs especially Malay entrepreneurs to gain strategic competitive advantage to compete in this competitive business field.

*Key-Words:- Electronic Commerce, Mobile Commerce, Malay Entrepreneurs, Government Support, Perception, Security, Ease of Use, Privacy.*

## ABSTRAK

E-commerce ialah aktiviti perniagaan yang melibatkan pengguna transaksi elektronik yang semakin mendapat perhatian dewasa ini. Ini termasuklah sebarang jenis perniagaan yang melibatkan transaksi yang menggunakan penggunaan bahan elektronik berbanding perniagaan bersifat nyata. Perniagaan “brick and mortar” bertukar kepada “click and mortar”. Tambahan, m-commerce membantu dan menyediakan pengalaman yang menyeronokkan kepada pengguna kerana mereka boleh untuk membeli barangan pada bila-bila masa dan di mana sahaja mereka berada. Pengusaha pula akan memperolehi pelbagai kebaikan berkaitan dengan penyelenggaraan produk dan servis berdasarkan lokasi pelanggan. Dek kerana persaingan yang sedang rancak berlaku dalam industry perniagaan ini dan keprihatinan terhadap peniaga Melayu khususnya, kajian ini dibuat untuk mengenal pasti tahap kesedaran peniaga terhadap aplikasi teknologi ini dan penggunaannya dalam perniagaan. Oleh yang sedemikian, kajian ini turut menumpukan terhadap kesan bantuan kerajaan, persepsi peniaga, tahap keselamatan, tahap penggunaan dan juga kerahsiaan. Kajian ini secara tidak langsung akan memberi faedah kepada golongan peniaga terutamanya peniaga Melayu untuk meneruskan survival dalam persaingan yang kian rancak

*Kata kunci: Electronic Commerce, Mobile Commerce, Peniaga Melayu, Bantuan kerajaan, Persepsi peniaga, Tahap keselamatan, Penggunaan dan Kerahsiaan.*

## **CHAPTER 1**

### **INTRODUCTION**

#### **1.0 Introduction**

This chapter will be discussed about the research background, problem statement, research objectives, research questions and the scope of research. It also will provide the significance of the research to show the importance of the research for the public reference.

#### **1.1 Research Background**

It is an undeniable fact that Small and Medium Enterprises (SMEs) play an important role in the economic development for all countries. In Malaysia, the SMEs represent more than 95% of the total business establishments, contribute more than 40% of the total output, more than 60% of total employment, and more than 45% of total value-added since year 2000 (Central Bank of Malaysia, 2010). This report indicates that the contribution of SMEs is so enormous especially to wider economic divergence and

causes significant impact to the whole economy of the country. In addition, the Malaysian government has always been supportive on the development and expansion of SMEs and such strong and dynamic development have been stressed as the paramount economic agenda by the Malaysian Government (Central Bank of Malaysia, 2006)

Even though in general, Chinese entrepreneurs are perceived more capable in developing business networking but inevitably Malay entrepreneurs are diligent in ties with government agency (Faridah Shahadan, 2001).

Since the First Malaysia Plan (1966-1970), the government has been providing financial assistance to bumiputera (indigenous) entrepreneurs through agencies such as Majlis Amanah Rakyat (MARA), Bank Bumiputra and Malaysian Industrial Development Finance (MIDF) in order to promote equity for the indigenous race (bumiputera).

In the Second Malaysia Plan (1971-1975), one of the objectives in the promotion of SME is to develop bumiputera entrepreneurship because the number of bumiputera entrepreneurs still limited (Chee, 1986).

Even in the Ninth Malaysia Plan (2006-2010), the government still concern about the development of bumiputera and a lot of schemes and assistance have been created to increase the participation of bumiputera into entrepreneurship (Malaysia, 2006).

Even though the number of Malay entrepreneurs involved in businesses is relatively small compared to Ethnic Chinese (Shukor Omar, 2006), however some of the Malay entrepreneurs have made significant success in the business world since Malaysia's independence dated 31st August 1957. Among those well-known successful Malay entrepreneurs are Tun Dato Paduka Daim Zainnudin, Tan Sri Dato Tajudin Ramli, Dato' Sulaiman Manan, Tunku Ya'acob bin Tunku Abdullah, Datuk Haji

Shahrani bin Hj Abdullah, Dato Hj Mohd Sarit bin Hj Yusof, Dato' Amin Shah bin Hj Omar Shah, Dato' Dr. Kamal bin Mat Salih, Dato' Jaafar bin Mohd Ali, Dr. Nik Mohd Zain bin Hj Omar, Hj Brahim bin Hj Ahmad and Tun Ismail Mohd Ali (Sally Cheong, 1996).

According to Baltzan and Philip (2009), in order to stay competitive and being more effective, a business must master the art of electronic relationships and really look into the electronic medium as an additional channel to conducting and growing the business. The major business areas or activities taking advantage of e-business include marketing and sales, financial services, procurement, customer service, and intermediaries ("Business Week," 2000). Traditional business models such as retailing, selling advertising, and auctions have been around ever since the first business set up shop. What makes a business model an e-business model is the use of information technology (Strauss & Frost, 2009; Baltzan & Philips, 2009; Afuah & Tucci, 2001).

According to Stair and Reynolds (2010), one of the biggest benefits of the Internet is its ability to allow organizations to perform business with anyone, anywhere, and anytime. E-business is the conducting of business on the Internet, not only buying and selling, but also serving customers and collaborating with business partners.

E-business also refers to online exchanges of information. In order to enhance productivity, maximize convenience, and improve communication globally both individuals and organizations have embraced internet technologies. From banking to entertainment to shopping, the Internet has become necessary to our daily life activities (Baltzan & Philips, 2009, Mahajan, Srinivasan, & Wind, 2002, Brynjolfsson & Smith, 2000).



## **1.2 Problem Statement**

The Malaysian business scenario is unique in the sense of the multiple ethnic groups operating and behaving in unique ways, the ways perceived best to them (Minai 2010). Most of the SMEs in Malaysia are owned by the Malaysian Chinese community (Abdul Hassan, 2007). The Chinese has been said to lead the business in Malaysia for a long time, for example, Malaysian Business (1991) had reported that the Chinese owned 50% of equity of the construction sector, 82% of wholesales trade, 58% of retail trade and about 40% of the manufacturing factor (Gomez, 2004). Malay ethnic group who has dominating the political and administrative environment since the establishment of Malaysia is yet to perform diligently in business. Report from the mid-term review on the 9<sup>th</sup> Malaysia Plan (2008) show that the share capital of Malay is much lower than the Chinese, for example as to the year of 2006, the Malay owned 19.4% share capital compared to 42.4% by the Chinese. For that reason, deep understanding of e-commerce and m-commerce toward business field can be beneficial to the Malay entrepreneurs in order to enhance the Malaysia economy and compete with others in this very competitive competition.

## **1.3 Research Objective and Research Questions**

There are three main objectives to be achieved through this important research. As it is crystal clear stated in the problem statement, this research aims to:

- ❖ To identify the awareness level of Malay entrepreneurs toward e-commerce and m-commerce application in Malacca.

In order to develop the entrepreneurs, Malay entrepreneurs especially to used and apply e-commerce and m-commerce in their businesses, first we

should acknowledge the level of their awareness toward this application. This is important as the wide uses of Information and Communication technologies (ICTs) have revolutionized business, economic prosperity and the communication patterns around the world (Bedi, 1999, Cattani, 2000, Pohjola, 2001).

- ❖ To identify the benefits from applying the knowledge from both technologies for Malay entrepreneurs.

As e-commerce and m-commerce provide entrepreneurs with accessible relevant information and better quality services that are more expedient than traditional “brick and mortar” transaction, this research will exposed to the readers what other advantages that could benefit the Malay entrepreneurs in order to compete in the business industry that is so competitive. For example, e-commerce may offer many opportunities to business and corresponding benefits to consumers. Some of the opportunities include worldwide access and greater choice, enhanced competitiveness and quality of service, mass customization and personalized products and services, elimination of intermediaries and product availability, greater efficiency and lower cost which also brings new business opportunities and new products and services (Alboukrek, 2003).

- ❖ To identify the factor that influence Malay entrepreneurs to use e-commerce and m-commerce.

Haslinda, Noor Afza and Kamil (2003) stated that among of the factors that discourage the implementation of e-commerce in business operations are employee’s attitude, lack of training, lack of knowledge, lack of responsibilities and security concern. Mean that the factors that will

influence the usage of this application are government support, own perception, security level, ease of use and privacy.

This research will later found from this factors which is the most significant to lead the Malay entrepreneurs use e-commerce and m-commerce in their business.

In examining the use and acceptance of e-commerce and m-commerce, 5 questions will be posed for this research to help focus the hypothesis and assist in the development of the methodology. The research questions are:

- ❖ What are the percentage usage of e-commerce and m-commerce among Malay entrepreneur in Malacca?
- ❖ What are the level of awareness of Malay entrepreneurs in Malacca toward e-commerce and m-commerce?
- ❖ What are the hurdles to apply e-commerce and m-commerce in the business?
- ❖ What are the benefits from e-commerce and m-commerce application in the business?
- ❖ What are the factors influence Malay entrepreneurs to use the application?

#### **1.4 The Scope of Research**

The study will discuss on the level of acceptance and perception among the Malay entrepreneurs in order to compete with others entrepreneurs. We also want to consider the problems for these entrepreneurs to apply the technologies. However, this study will only covers regarding e-commerce and m-commerce application and did not

touch on the impact of this technologies toward the overall performance of the sectors contribute directly to the Malaysia economy.

The scope of this research will be the Malay entrepreneurs in Malacca area only due to some demographic constrain. The researcher presumes that the Malay entrepreneurs will provide a wide cross section of experience with m-commerce and e-commerce as well as diversity in age and sex. Therefore, these groups will become the respondents for this research.

### **1.5. Importance of the Research**

The study of networking in SMEs in Malaysia especially Malay entrepreneurs still under shed light and most of previous studies about entrepreneurship focuses psychological (traits or behaviors), the weaknesses or problems about SMEs, financial issues, ICT practices and government agencies support. Therefore, the findings of this study will provide valuable information associated entrepreneurial network to existing and new SMEs entrepreneurs in Malaysia.

Besides that, it provide good guidance related to entrepreneurial networks to the new entrants (especially graduates that start-up a business without any experiences) and support on the national economic development whereby more Malay entrepreneurs can be developed, survived and success in their business. Furthermore, the importance for the study is to determine the best solution in terms of enhancing the competition among the entrepreneurs in Malaysia that today's show a huge different between them, where Chinese undoubtedly lead the business industry. The academicians will also get benefit from this study and increased of documented paper work regarding Malaysia business industry and the Malay entrepreneurs. Lastly, the outcome of the study is expect to provide useful information to universities authorities in order to focus of subject and

area should be taught to the students which related to entrepreneurship curriculum studies.

## **1.6 Conclusion**

This chapter will act as the guidance for the sequence chapter. The findings of the study will provide better understanding of the acceptance level and the usage of e-commerce and m-commerce among Malay entrepreneurs in Malacca. The research is important due to lack exposure of the study for Malay entrepreneurs.

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

This chapter will elaborate more on the subject of the research that is the e-commerce and m-commerce and the factors that influence the Malay entrepreneurs to use the application in the business. The information later will benefit throughout the research.

#### **2.1 i. E-commerce**

The type of literature that was used in this research is a combination of journals and books. Based on the recent studies which were the authors have different own views and definition.

Software guru, Bill Gates in his famous book, *Business the Speed of Thought*, powered the argument by saying “The fundamental rule of business is: Internet Changes Everything”. For the last fifteen years, information technology has gained an evolutionary strength, which ensures the transformation of the basic mechanisms of business.

The world is now in the moves of internet based economic structures and information societies, which comprises networks of individuals, firms and countries linked electronically in interdependent and interactive relationships (Arunachalam, 1999).

This transformation is supported and accelerated by computer-based applications to business processes. The emergence of the internet as a general communication channel has opened the opportunity for Electronic-Commerce (EC) to expand worldwide (Arum Kumar, 2011).

E-commerce is the current trend in doing trade worldwide estimated to be worth US\$20 billion a year and is projected to grow between two hundred to four hundred percent annually (Ghazie, 2003).

It promises to be the momentum behind a new wave of electronic growth and able to improve business values by fundamentally changing the way products are conceived, marketed, delivered and supported (Sharma and Gupta, 2003).

The definitions of e-commerce are given by world famous experts and scholars. It is written in e-commerce (electronic commerce) or e-business (electronic business). The e-commerce are synonymy means the sale and purchase transactions especially executed on digital media. The e-commerce generally means the sale and purchase transactions especially executed on digital media. But, the e-business not only includes e-commerce but also includes the applications to make as the enterprise engine, and the e-business not only carries out online transactions but also redefines the original business model by information technology assisting in order to achieve the maximization of customer value. Therefore, e-business is the whole strategy, and e-commerce is an important component of e-business (Ravi and Whinston 1996).

The nation competitiveness depends on companies' competitiveness. Due to this, it is necessary for the companies to include e-commerce in the business. For this, Malaysian companies must incorporate electronic commerce in their business operation. As Malaysia do not 100 percent rely on foreign direct investment anymore, the SMEs are the viable option to enhance the economic growth.

In addition, \$10 billion has been invested by Malaysian government in the two high-tech parks, which are Cyberjaya and Putrajaya, as a part of Multimedia Super Corridor (MSC) project in order to attract international business (Collett, 2003).

In prior study by Sagi, Carayannis, Dasgupta and Thomas (2004), it is noted that the key success of e-commerce is shaped by few variables such national economy, national literacy, telecommunications availability as well as internet penetration and acceptance.

By applying e-commerce into the business, the entrepreneurs will be ready to compete in the industry which is more competitive and this can make them explore and penetrate bigger market due to the borderless world, no more rely on "brick and mortar" transaction.

The internet became a medium or channel for businesses to reach global consumers with their products and services, increasing their revenue and profits (Vitez, 2010; Hagel and Armstrong, 1997).

## **ii. M-commerce**

The face of internet is changing dramatically. Within just a few years, more people will be accessing the internet from their mobile phones, personal digital assistants (PDAs), pagers, wristwatches or a variety of information appliances other than desktop PCs. It is now approaching the mark of 1 billion mobile phones users



and while today only a fraction of existing mobile phones are internet-enabled, the situation is fast changing.

Mobile-commerce or m-commerce is about the explosion of applications and services that will become accessible from internet-enabled mobile devices (Norman Sadeh, 2002). M-commerce is defined as any transaction with a monetary value that is conducted via a mobile telecommunications network (Durlacher, 2000).

M-Commerce is also known as mobile electronic commerce or wireless electronic commerce. It is believed to be the next gold rush after e-commerce. Business organizations of different industries are rushing to stake a claim (Stafford and Gillenson, 2003).

M-commerce is so important because it represents the extension of the Internet beyond the static terminal of the PC, or even the television, into a more nimble, anytime, anyplace and anywhere context. It will enable millions of people to access web information services wherever they go (Yeo and Huang, 2003)

Mesmerized by the introduction of m-commerce to the electronic marketing system, the issues such ethical use of customer data, the protection of their privacy and the serious effect of misuse could affect the decision to use the m-commerce among the entrepreneurs and the customers. That is why m-commerce is currently experience some growing pain in Malaysia.

The understanding of m-commerce is still lower contributed to the negative perception toward these fined technologies. Thus when m-commerce work together with e-commerce and been used in the business, the entrepreneurs can progress efficient business growth and able to provide good services to the potential prospectors.

### **iii. Malay Entrepreneurs**

The continuing worldwide trend to eliminate trade barriers and expand global trade presents small and medium-sized enterprises (SMEs) in developed countries with an opportunity and challenge (Susman, 2007)

The unique characteristic of Malaysian society is derived from the element of pluralism comprises of various races, ethnics, culture, language and religions (Hwang, 2003).

The Malay group constitutes the principal Bumiputera group together with other indigenous people. “Bumiputera” refers to those whose cultural affinities indigenous to the region and to one another; whilst those whose cultural affinities lie outside are classified as the non-Bumiputera (Hwang, 2003). The “Bumiputera” term which was introduced in 1971 attempt to exclusively define the indigenous group of Malaysian community with consideration of its’ long history since the Malacca era (Shamsul, 2001). Vejai (2007) highlighted that Bumiputera comprises Malays as well as Sabah and Sarawak native groups, whereas the non-Bumiputera refers to the Chinese, Indians and other non-indigenous people.

Enterprises need to embrace strategic entrepreneurship in order to survive within the new competitive landscape (Amran, 2010).

## **IV. Definition of Independent Variables**

Independent variables are information used to predict the outcome of a study.

### **a) Government support**

As suggested by Paynter and Lim (2001), the development of e-commerce technology in Malaysia is fully supported by the government via the implementation of multiple strategies to promote IT industry and to provide favorable environment for the acceleration of the country e-commerce competitiveness. It includes steps of

providing basic infrastructures as well as laying down some regulatory, physical, technical and institutional preconditions to facilitate smoother electronic communications and transactions.

As Malaysia moved towards advanced information, communications and multimedia services the technology awareness among Malaysian is increasing tremendously from time to time. Thus, large numbers of high tech companies from around the world have started to set up in Malaysia Multimedia Super Corridor (MSC) Project. According to Telecom Malaysia (TMB), the number of internet users in Malaysia is expected to reach the 10 million mark in the next five years. This was based on the growing trend of internet users in the last three years. In 2004 the number of internet users was close to 3 million, in 2005 the number of internet users raised to over 3.5 million and in 2006 the number of internet users in Malaysia was almost 5 million. This is an encouraging growing trend and the majority of the internet users were looking for high speed broadband infrastructure. In relation to the number of fraud cases involving internet activities are relatively small in numbers and Malaysia has sufficient laws to deal and curb such fraud cases (Malaysia Internet, 2007).

The establishment of smart schools, e-training site, e-services infrastructure companies, implementation of the National Internet Literacy Campaign in 2000, PC-Ownership Campaign and provision of E-Commerce Grant that aimed to assist small and medium enterprises to start their e-commerce initiatives are among of the strategies employed by the government in building a knowledge-based nation (Paynter and Lim, 2001).

In National ICT Plan 2004, there is several aspect that been stress to be important to the successful implementation of e-commerce in Malaysia supported by the government. The entrepreneurial skill among e-commerce players which is also important in turning innovations into world beating products and to capture global market is said to be vital for the successful implementation e-commerce in our country.

In addition, there are four critical components of e-commerce in Malaysia as outlined by MIMOS, which included security, payment, public acceptance and legal aspect.

In addition, numbers legislation has been enacted in 1997 to 1998 in attempt to provide a secure network business environment for consumers. It includes Computer Crime Act 1997, Digital Signature Act 1997, Copyright Act 1997, Multimedia Commissions Act 1998 and Multimedia and Communications Act 1998 to show the concern using e-commerce and m-commerce in business (Norhayati, 2000).

Legal agreements are necessary because in many jurisdictions the law does not specifically recognize e-commerce. So by having the support from government, it can convince the entrepreneur to use the technologies in order to realize the dream to be competitive competitors in the business industry.

#### **b) Own perception**

From psychology and cognitive sciences perspective, perception is the process of acquiring, interpreting, selecting and organizing sensory information. It begins with the stimulation of sensory neurons and each sense involves highly evolved cells which are sensitive to a particular stimulus (Boeree, 2002). It is also a process of organizing information received through the senses and interpreting it, done by a conscious and mentally aware brain. In conclusion, perception is the process of perceiving and becoming aware of something via senses.

The perception of e-commerce is manifested from four dimension including perception of e-commerce usefulness, ease of use, importance and security (Stylianou, 2003). Based on previous aforementioned literature, the perceived benefits and barriers to e-commerce adoption had caused Malaysian e-commerce industry has not taken off as expected.

They found that respondents perceived e-commerce positively in terms of increases competitiveness, creates better image and result in more efficient processes. Despite of that, e-commerce adoption is hindered by several barriers such the lack of trained personnel, lack of technological knowledge and uncertainties of its operation and regulation. These lead to the absent of solid understanding of e-commerce concept (Ali, Thyagarajan and Seetharaman, 2003).

Thus, from this will lead on how the level of perception among entrepreneurs in Malaysia relate with the use of e-commerce in their businesses.

### **c) Security level**

When the consumers are using the internet to purchase goods and services, they more prefer the awareness of security, credit card information, data privacy of the web site and others. A high level of security in mobile transaction has a positive effect on consumer trust, owing to the lowered risk involved with exchanging information. The decreased in security risk will lead to satisfaction to increase (Park and Kim, 2006).

Furthermore, with the purposes of strengthening security element in virtual environment for e-business in Malaysia, considerable efforts and several projects have been initiated by the government. MIMOS Berhad has introduced a locally developed internet security system known as Information or Internet Virtual Environment for Secure Transaction (iVEST) in 1999 where this system allows user to create digital signature and produces extremely reliable user identification on an open system such as internet.

All communications utilizing iVEST technology are also encrypted with a locally developed cryptography that prevents security breach on the internet. It comprises of client and server kit that integrate encryption, smart card technology and digital signature into a single product.

This brilliant system also been supported by Legal Protection for Digital signature, where provisions under the Malaysian Digital Signature Act 1007 and Digital Signature Regulation 1998 enable the digital signature to be admitted as evidence in court.

In addition, e-commerce is very convenient way to do business but many users are doubtful about the security of transaction (Tang, 1998). Prior research has showed that security has been a major concern for consumer to involve in e-commerce activities. Suggestion had been made by previous researcher that the issues of trust and security are preventing a significant proportion of individuals from participating in e-commerce transaction (Furnell and Karweni, 1999).

So having and providing the security to the users will trigger more to use both e-commerce and m-commerce as the poor use of these technologies is mainly contributed by the fact of less security perception toward it.

#### **d) Ease of Use**

The ease of use for a system is defined as the degree to which an individual believes that using a particular technology will be free of effort. Ease of use has been considered as an important determinant in adoption of past information technologies such as intranet (Chang, 2004), 3G (Liao, 2007), online banking (Guiriting and Ndubisi, 2006), internet commerce (Cho, 2007) and m-commerce (Lin and Wang, 2005).

Ease of use is individual assessment of the extent to which interaction with a specific information system or technology is free of mental effort (Davis, 1989). So ease of use is a variable that will affect the entrepreneur to integrate e-commerce and m-commerce into their marketing strategies and business.

It come to conclusion that, if the user feel the technologies is easy to be handle or use and know what benefit they can get, surely they will have no doubt to apply it. The thing to be clear here is, lack of knowledge and awareness lead to the awkwardness toward e-commerce and m-commerce.

#### **e) Privacy**

In some country personal privacy issues on the internet and e-commerce have become such a major problem that forced the government to impose law for privacy protection.

The previous research on consumer attitude towards online and online banking in China identifies security issues to be the most important factor that motivated Chinese consumer adoption (Sylvie, 2005). M-commerce in some research has delved into privacy issue associated with mobile communication (Duri, 2002).

In so far, the use of the internet for e-commerce has greatly enhanced the capability of businesses to collect personal information through the use of online forms required to complete the purchase transactions, online surveys about user preferences and click stream data. Now, technological advances available through m-commerce also facilitate the capture of the users physical location. However, the ease of data collection through the internet and ready access to data for analysis has increased the potential to abuse individual rights to privacy. While some action has been taken toward efforts to regulate the use of location data in m-commerce, there is no substantive evidence research in the area (CTIA, 2000).

To sum it up, concerning the issue of revealing or private information will make entrepreneurs and the customers know that both e-commerce and m-commerce is yet ready to be use while both of it will not exposed any private information that later will built trust inside the heart of the consumers.

## **2.2 Conclusion**

Based on the overall independent variable, if the Malay entrepreneur manage to see and seize the opportunity that been promises by e-commerce and m-commerce, it is sure that they can be a competitive competitors. Thus every business has to change its business processes or practices or formats and adopts e-business practices in order to ensure survival, sustain and success in long run (Iyer, 2011; “Business Resources,” 2011; Vitez, 2010; Williams III, 2010).