

AN EXPLORATORY STUDY ON THE
MARKET ACCEPTANCE FACTORS OF
HOME AUTOMATION SYSTEM IN
MALAYSIA FROM CONSUMER
PERSPECTIVE

BY

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ABSTRACT

The home automation system (HAS) is a recent innovation technology which makes home conditions able to be monitoring and control by homeowners by connecting to the internet network. With the wide spread use of the Internet, the HAS product was increasingly popular among developers and homeowners. Nevertheless, the amount of HAS products users at Malaysia is increase slowly. Thus the objectives of this research are to determine the factors that influence market acceptable on HAS in Malaysia. And a conceptual framework for the research will generate after critical review of past literature related to the research topic.

A descriptive research was conducted to address the research purpose. And the adopted sampling method was convenience sampling and questionnaire; the target population will be the Malaysian students. There were total 210 questionnaires disturbed and data were collect back for analysed by using SPSS software and PLS software. The results of the study indicated that four factors (such as consumer knowledge, consumer compatibility, conformity value and tradition value) have significant influence of market acceptable on HAS; only stimulation value failed to show significant relationship to the market acceptable on HAS.

Finally, the research questions were fully addressed and justified based on the statistical analysis and support by literature review. The research will present its finding contribution that implicated to theory and practice. And limitations and recommendations were also highlighted at the end of the research.