



**DIGITAL PRIVACY AWARENESS AMONG SELECTED
MILLENNIALS IN KUALA LUMPUR AND SELANGOR**

**RAJA NUR SYAFIQAH BINTI RAJA NAZARRUDDIN
2016645298**

**BACHELOR OF BUSINESS ADMINISTRATION
WITH HONOURS (INTERNATIONAL BUSINESS)
FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JULY 2019

DECLARATION OF ORIGINAL WORK



**BACHELOR OF BUSINESS ADMINISTRATION
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UNIVERSITI TEKNOLOGI MARA
“DECLARATION OF ORIGINAL WORK”**

I, Raja Nur Syafiqah binti Raja Nazarruddin, (I\C Number: 970724-14-5000)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: _____

Raja Nur Syafiqah binti Raja Nazarruddin

LETTER OF SUBMISSION

JULY 2019

The Head of Department

Bachelor of Business Administration (Hons) International Business

Faculty of Business and Management

Universiti Teknologi MARA

110 Off Jalan Hang Tuah

75300 Melaka.

Dear Madam Wan Hasmat binti Wan Hasan,

SUBMISSION OF PROJECT PAPER (IBM 672)

Enclosed here is the project paper entitled “**Digital Privacy Awareness among Selected Millennials in Kuala Lumpur and Selangor**” to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA (UiTM).

Thank You,

Yours Sincerely,

Raja Nur Syafiqah binti Raja Nazarruddin

2016645298

Bachelor of Business Administration (Hons) International Business

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ABSTRACT

Digital privacy is now a large part of concern in digital age. In recent years, the amount of cases of data breach had been increasing in a worrying number. One of the reasons is that the interest of scammers and hackers in obtaining private information. Thus, people need to know what are the factors that could influence their digital privacy awareness so that they can equip themselves with necessary actions. The purpose of this study is to investigate the factors influencing digital privacy awareness among selected millennials in Kuala Lumpur and Selangor. There are four independent variables used which are vulnerability to privacy risk, perceived benefit, legal and government practices and protection behaviour meanwhile the dependent variable is digital privacy awareness. The method used to conduct this study is by distributing questionnaires to total of 400 respondents. Based on the results, the major factor that influences digital privacy awareness is protection behaviour and all of the variables are significant except perceived benefit.

Keywords: *Millennials, Vulnerability to Privacy Risk, Perceived Benefit, Legal and Government Practices and Protection Behaviour*