

Title of Thesis	A Study of Factors to the Adoption of E-Commerce among IBS College Students
Name	Lily Wong Hui Li
Program	BBA (Hons) International Business (In collaborations with Twintech International University College of Technology, Kuala Lumpur)
Date of Submission	December 2018
Student Thesis Code	2018/DEC/TIUCT/BBAIB/04

### **ABSTRACT**

The advancement of technology and vast internet penetration enable public going to online through different instruments conveniently. The businesses are utilizing the Internet to conduct business through online platforms and self-websites. E-commerce has become the significant trend that overturns conventional business model and the future business landscape, and impact to the consumers' attitude in e-commerce environment. E-commerce provided opportunities to merchants to sell products and services. Through e-commerce, consumers could purchase desired products and services anytime without the limitation of geography area. For the Malaysia circumstance, lots of merchants realize the big challenges on how to apply and design effective strategies to attract consumers and operate online business. Apart of this, Malaysian consumers' purchasing attitude mostly tend to conventional method even though they realize the e-commerce and online stores have offered competitive price, various products, flexibility and convenience. In the purpose to increase the e-commerce adoption of Malaysian consumers, this research targeted to identify the consumers' factors to adopt e-commerce. The TAM (Technology Acceptance Model framework is used to establish theoretical model. It comprises of six hypotheses to be examined whether related to e-commerce adoption. The data and hypotheses identify the Perceived Behavior Control, Social Influence, Perceived Usefulness, Perceived Ease of Use and Trust have positive influences to e-commerce adoption. The outcomes and findings of this research provide the guidance and reference to related parties to broadly understand the consumers' factors in adopting e-commerce and making corresponding changes and improvements. The online merchants or platforms providers could accord the findings to design the business strategies to encourage more consumers using e-commerce and indirectly increase the adoption rate.