APPLICATION OF TECHNOLOGY ACCEPTANCE MODEL ON CONSUMERS ADOPTION OF ONLINE APPS

BY

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Supervisor – Student Meeting Record

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APPROVAL FOR EXAMINATION

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Thesis Title: **Application of Technology Acceptance Model on consumers' adoption of Online Apps.**

I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 16% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: _____ Date: 25/01/20

Supervisor's Name: Mr. Mumtaz Khan

HoD's Signature: _____ Date: _____

Declaration of Authentication

I, hereby, declare that no portion of the work referred to in this thesis has been submitted in support of any application for another degree or qualification of this university or any other institution of learning.

Student's Signature: _____

Student Name : Mominah Abdul Rahim **Date:** 25/01/2020

Dedication

I would like to dedicate this work to my family and my supervisor Mr.Mumtaz Khan. Without their guidance and support, this wouldn't have been possible.

Acknowledgement

I would like to thank ALLAH, the almighty, for giving me the strength to carry on the thesis and for blessing me with many great people who have been my greatest support in both of my personal and professional life.

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Abstract

Purpose: The purpose of this research study is basically to identify the factors which can enable the consumers into adapting or buying any particularly new technology, in this case, online applications use for shopping purposes in Pakistan.

Methodology & Design: The research design adopted for this particular study is mainly quantitative research design. The research aims to develop a cause and effect relationship between the variables under scrutiny as per the framework of this research. In this case, the research design is of *experimental* nature, where the researcher is focused upon determining the cause and effect relation between the variables.

Findings: The Impact between dependent variable that is Pakistani Consumers' Intention to Buy or Adapt Online Applications and independent variables that are User Friendly Interface, Attractive Features, Efficiency of Applications, Experience of the user are found to be significant.

Limitations: There is a wide scope of variables to discover with reference to the Technology Acceptance Model. But this research had its own limitations and could not really shed light on all the variables in order to gauge the full effectiveness of the newly introduced technology and its acceptance by the consumers.

Recommendations: This study will be useful for the firms that are planning to launch some new technology by taking under consideration the factors like user friendly interface and creativity by making sure that the final result is appealing enough for the consumers. Likewise, this research has also provided its audience enough proof concerning willingness of consumers to opt for latest technologies i.e. online apps.

Keywords: Online shopping technology, Attractiveness, User friendliness, Efficiency, end User experience.

TABLE OF CONTENTS

Second half progress report..... vii

Declaration of authentication ii

Turnitin similarity report iii

Dedication iv

Acknowledgement..... v

Abstract..... vi

List of figures..... x

List of tables..... xi

CHAPTER 1 1

INTRODUCTION 1

1.1 Study Background 1

1.2 Problem Statement..... 3

1.3 Research Objectives 4

1.4 Research Questions 4

1.5 Significance of the Study..... 5

1.6 Scope of the Research 5

1.7 Organization of the Thesis..... 6

CHAPTER 2 7

LITERATURe REVIEW 7

2.1 Technology Acceptance Model 7

2.2 Phases of TAM 9

2.3 Adoption of Technology and the Process of Acceptance..... 11

2.4 Technological Innovation, Integration, and Adoption 12

2.5 Model for Traditional/ New Technology Adoption/ Propagation..... 13

2.6 Types of Adopter of Online Applications 14

2.6.1 Innovators..... 14

2.6.2 Early Adopters 14
2.6.3 Early Majority 15
2.6.4 Late Majority 15
2.6.5 Laggards 15
2.7 Factors influencing consumer adoption and acceptance 15
2.7.1 Performance Expectancy 15
2.7.2 Ease of Use 16
2.7.3 Social Influence 16
2.7.4 Enjoyment 16
2.7.5 Incentives/Rewards 16
2.7.6 Facilitating Conditions 17
2.7.7 Aesthetics 17
2.7.8 Trust 17
2.7.9 Mobile Applications (utilities and healthy applications) 18
2.7.11 Habit 18
2.8 Research Variables 19
2.9 Research Hypothesis 19
2.10 Conceptual Framework 20
CHAPTER 3 21
Research Methodology 21
3.1 Research Approach 21
3.2 Research Method 21
3.3 Research Design 22
3.4 Research Population 22
3.5 Research Instrument 23
3.6 Data Collection 23
3.7 Data Analyses Method 23
3.8 Ethnical Consideration 24

CHAPTER 4 25
Results 25
4.1 Respondent Profile 25
4.2 Reliability Analyses 26
4.3 Correlation Analysis 28
Table 4.3.1 28
4.4 Regression Analysis 29
4.5 Hypotheses Testing 31
4.5.1 Hypotheses 1 31
4.5.2 Hypotheses 2 31
4.5.3 Hypotheses 3 32
4.5.4 Hypotheses 4 32
4.6 Summary of Hypotheses Testing 32
CHAPTER 5 34
Discussion 34
5.1 Discussion 34
5.1.1 Hypotheses 1 Discussion 34
5.1.2 Hypotheses 2 Discussion 35
5.1.3 Hypotheses 3 Discussion 35
5.1.4 Hypotheses 4 Discussion 36
CHAPTER 6 37
Recommendations and Conclusion 37
6.1 Conclusion 37
6.2 Recommendation 38
6.3 Suggestions for Future Research 39
ReferenceS 1
APPENDIX 4
QUESTIONNAIRE 4