

APPLICATION OF TECHNOLOGY ACCEPTANCE MODEL ON CONSUMERS ADOPTION OF ONLINE APPS

BY

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A thesis submitted to the Department of Management Sciences,
Bahria University Karachi Campus, in partial fulfillment of the
requirements
for MBA Degree



FALL, 2019

Bahria University Karachi Campus



MBA Thesis 2nd Half-Semester Progress Report & Thesis Approval Statement

Supervisor – Student Meeting Record

S#	Date	Place of Meeting	Topic Discussed	Signature of Student
5	21-11-2019	Cubicle	Data Collection	
6	10-12-2019	Cubicle	Data Analysis	
7	14-12-2019	Cubicle	Final Discussion	

APPROVAL FOR EXAMINATION

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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.

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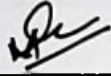
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Declaration of Authentication

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.

This work was carried out at the DEPARTMENT OF MANAGEMENT SCIENCES (MBA), division of MARKETING, BAHRIA UNIVERSITY, Karachi, Pakistan. I would like to express my warmest thanks to my Supervisor of this thesis Sir Mumtaz Khan, who assertively accepted me as a MBA student, and was the main creator of the great ideas, techniques and whole background of this thesis. He managed to teach me how to work independently which is very important, but at any time, his advices were always being significant to me. He has very good command on his field and conveys it very well to the students. He is a source of inspiration in the field of research.

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.

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