CHAPTER 6: CONCLUSION
6.1 INTRODUCTION

This is the last chapter in this thesis that describes the outcomes of this research, limitation of the research and future work of the research. The research was intended to discover the E-commerce adoption among Malaysian women. The study attempted to find out the level of e-commerce acceptance and adoption among Malaysian women and the limitations and barriers that cause e-commerce adoption in Malaysia slow. It is hoped that this research could be used as a guide to find a way to promote e-commerce adoption among Malaysian, especially among the Malaysian women.

Two surveys were used to gather all the necessary information about the e-commerce adoption among Malaysian businessman and businesswoman. The questionnaires basically aim to find out the extent of Malaysian women’s involvement with e-commerce applications. The first set of questionnaire was administered to a sample of 25 males and 25 female respondents from Peninsular Malaysia and the second set of questionnaire was administered to a sample of 40 Malaysian female respondents in Peninsular Malaysia. The results of survey were analyzed and discussed in Chapter 3 and Chapter 4. Interview was the second method that was used to investigate the success factors, limitation and obstacles of e-commerce adoption in more detail.

After gathering all the requirements from questionnaire survey, interview and literature review, a system to networked Malaysian women known as M-wic (Malaysian Women in E-commerce) was developed to promote e-commerce adoption among Malaysian women. Furthermore, this system is believed to improve the way Malaysian businesswomen communicate with each other since the internet is a digital communications network that spans the whole planet and provides the foundation for a variety of communications media (e.g. e-mail, messaging, online-forum and Web).
6.2 OUTCOMES OF THE RESEARCH

The deliverables of this research are described based on the research objective stated in Chapter 1 (section 1.3).

6.2.1 First Objective: To Study E-commerce Adoption in Malaysia

Interview was carried out with a few e-commerce solution companies to get necessary information. Besides that, articles, reference books and conference papers were studied and reviewed. Although e-commerce has been widely adopted by Malaysian company in different industries, e-commerce in Malaysia is still in its infancy because Malaysia can be considered a late starter given the recent spate of Internet interest. A general conclusion that can be driven from the surveys and findings are the e-commerce adoption in Malaysia is slow compare with some other country like US, UK, Australia etc. However, e-commerce in Malaysia is growing rapidly in the past few years.

6.2.2 To Study E-commerce Adoption among Malaysian Men and Women

A survey was carried out and questionnaires were distributed to, both male and female Malaysian in Peninsular Malaysia, collect necessary information. The results and findings on e-commerce adoption among Malaysian women and men was discussed in Chapter 3 and a more detailed studied of e-commerce adoption among the Malaysian women was discussed in Chapter 4. E-commerce adoption among Malaysian women is lower and slower compared with Malaysian men. The main reason is Malaysian women are more afraid to try new technology especially if they are not familiar with the particular area.
6.2.3 Second Objective: To Investigate the Awareness and Perception of the Malaysian Women on E-commerce Applications

The survey and interview were carried out to investigate the awareness and perception of the Malaysian businesswomen on e-commerce applications. The survey’s respondents have answered the question their perception on e-commerce and the results and findings are discussed in Chapter 4. Each of them had different perceptions on e-commerce applications in different industries. 50% of the respondents already using e-commerce with conventional method, 25% intend to use in future and another 25% not intend to use at all. This shows that, majority of the businesswomen aware of the e-commerce, but they afraid to adopt it, mainly, because they don’t have sufficient knowledge to implement it in their own company and concerned about the internet security.

6.2.4 Objective Three: To Investigate the Obstacles and Factors that Affect E-commerce Adoption Amongst Malaysian Women

Although majority of the Malaysian women aware of e-commerce, some of them are still refuse and afraid to use e-commerce technologies. The questionnaires and interview are used to investigate the obstacles and factors that affect e-commerce adoption amongst Malaysian women grow rapidly. Almost 50% of the respondents agreed that their companies are unconvinced of the potential benefits of e-commerce, e-commerce use is too low among customers/suppliers, and level of computerization is low in their company. And around 90% of them agreed that their main reasons of not fully adopting e-commerce is because the cost of implementing e-commerce is high and they concerns about internet security, legal issues, contracts and liability.
6.2.5 To Develop a System to Network Malaysian Women in E-commerce

M-wic system was developed to network Malaysian women and promotes e-commerce adoption among Malaysian women. This system was developed as the expected research outcome and aimed to provide a better platform for Malaysian women to communicate with each other. The system is able to help Malaysian women in adopting e-commerce in their company since there is free consultation by e-commerce specialist and e-commerce solution companies. All the details about this system were discussed in Chapter 5.

6.3 LIMITATIONS OF THE RESEARCH

E-commerce area is very wide to be covered in a research, therefore this thesis focuses narrowly on e-commerce adoption among Malaysian women. This thesis has limited discussion on the technology consideration that was needed to implement e-commerce. One main barrier may hinder the completion of this thesis and research is e-commerce is constantly evolving.

Because of the time and distances involved, the study has been limited to a small sample of the entire Malaysian population. The samples chosen are Malaysian men and women, who owns a company or who is the key person in the company and can make decisions, from Peninsular Malaysia. Although the sample size is small, it should be able to be used to represent the population in general.

The study has also neglected to take the age of the respondents into account, which may affect the results to a certain degree. The study mostly base on the respondents’ point of view since it involves only one person from each company. This may limit the effectiveness of the study’s results as well.
6.4 FUTURE WORK OF THE RESEARCH

Further research in various areas of e-commerce would provide useful information to businesses or organisation planning to adopt e-commerce. The following research recommendations:

✓ E-commerce acceptance and adoption in Malaysia

An understanding of the acceptance and adoption of e-commerce in Malaysia can be done according to different industries (e.g. financial services, transportation, communications, retail, travel), as well as larger organisations would give a better understanding of the country’s level of e-commerce adoption. It would also assist the government in developing legislation and e-commerce policies.

✓ E-commerce best practices and case studies

Studies to determine best practices and examples of success stories in Malaysia can be used to assist other organisation or company in their adoption of e-commerce.

✓ The role of e-commerce in facilitating international trade

A study of the opportunities and impediments for international trade among organisation would help economies develop their e-commerce trade policies and programmes.
6.5 CONCLUSION

Since e-commerce is a field that constantly evolving, not much updated study is available in the market, there are difficulties in doing the research. It can be concluded that Malaysian started to adopt e-commerce in their company at certain degree and it’s growing rapidly in recent few years. Many factors, limitations and barriers have induced the companies to adopt e-commerce in their companies.

However, by doing this research and developing this M-wic system, a better understanding of the status of e-commerce adoption among Malaysian, e-commerce perception of the Malaysian, potential benefits of e-commerce, and limitations/barriers to e-commerce adoption can be achieved, thus fulfilling the objectives of this research.