
Determinants of Entrepreneurial Willingness to Participate in f- commerce: A Case Study in Bangladesh

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ABSTRACT

My paper tries to represent a brief condition of F-commerce in our country and tries to determine the variables that affect the compliance to compete in F-commerce. This investigation employed Coefficient Analysis, Descriptive statistics, Correlations Analysis and ANOVA to find out the study outcome. The study considers the factors such as attitude, subjective norm, and perceived behavioral control may influence the bounded rational intention that affect the willingness to participate in F-commerce.

Keyword: View, idiosyncratic norm, understood behavioral power, bounded rational purpose, willingness to participate in F-commerce.

CHAPTER 1

1.1 Introduction:

F- Commerce means Facebook commerce. This term used in the world online business. This term mainly focuses on inventing and producing content also storefront places on the social networking website named Facebook.com. The major goal of F. Commerce is not only leverage their social businesses but reduce the friction for people to buy their products and services in places where they like to hand out. It's about going to where your customers are rather than making them come to you. Some top e-commerce sites that are in the category on online business in Bangladesh which is according to Alexia are- Bagdoom.com, Rokomari.com, daraz.com, ajkerdeal.com, pickaboo.com, othoba.com, priyoshop.com, Banglashoppers.com, clicked, chaldal.com, etc.

1.2 Background of the study:

There is also evidence of increase in sales from retailers who implement F-commerce. F- Commerce may increase average order size, overall increase the revenue. So perhaps F- commerce in not so much about the big brands, but providing on opportunities for smaller retailers as Facebook is a low cost marketing strategy. This makes it ideal for small to medium business with a limited marketing budget. So because of those reasons F- commerce is increasing day by day.

1.3 Problem Statement:

Because of F- commerce, consumer can buy products and services with the support of Facebook and Facebook naturally extends to online shopping. And the marketing power Facebook provides makes it an evolving phenomenon. So F- commerce extends business sale and provide marketing strategy with lower cost because of those reasons and F- commerce getting popular day by day so the prime aim of my study is to discover the variables that influence this compliance to engage in F-commerce.

1.4 Research Questions:

I have set some research questions to find out the fact that how the independent variables of my study affect the dependent variable of the study and the following questions are given below:

- ✓ Q1. How does influence Entrepreneurial compliance to compete in F-Commerce?
- ✓ Q2 How does subject Norm impact Entrepreneurial compliance to engage in F-Commerce?
- ✓ Q3.How perceived behavioral control affect Entrepreneurial compliance to join in F-Commerce?

1.5 Research Objectives:

This broad purpose of the research remains to assess those determinants that influence entrepreneurial compliance to engage in f-commerce. However, the specific objective s is as follows:

- ✓ To examine the effect of attitude toward compliance to engage against F-Commerce.
- ✓ To investigate this effect concerning Subjective Norm on compliance to engage in F-Commerce.
- ✓ To assess this effect about perceived behavioral control on the enthusiasm to engage in F-Commerce.
- ✓ To study this effect from the bounded rational intention toward the readiness to join into F-Commerce.

1.6 Significant of the study:

In recent time, the importance of the F-commerce is growing rapidly as it is very helpful to increase the entrepreneurship that overall develop the economic situation of any country. So it helps to reduce the unemployed rate. And it is less expensive to start. So my study has an importance to see the variables that affect the entrepreneurial intention.

1.7 Scope and limitations:

Every study has to face some limitation and every study has some significant scope. This paper will help any reader to know about the F-commerce as well as the variables that influence this entrepreneurial intention to partake in the market. Also, the limitations are-

- ✓ Time constraint that means it takes many time to prepare the paper

- ✓ Participant did not understand the topic easily
- ✓ Lack of cooptation n from the participants

CHAPTER 2

2.1 Literature Review:

This part order to the center of the study subjects that remained seated ahead in part one. The principal aim of the study is to obtain an explanation of the circumstances that may affect the compliance to join in F-commerce. So different literature review about F-commerce is given below:

F-commerce is a kind of social economics or business. It is a platform where people carry out buying and selling simultaneously among promotional and branding movements via Facebook. This social business or commerce is considered as a sub-component of E-Commerce. And this uses the facilities of social networking sites to do online buying and selling.

First social networking sites start in 1997 with degrees six degrees.com; accompanied by there are so many social networking sites like HI5, Friendster, Tweeter, LinkedIn, and Facebook. There are more sides but these sites are most popular now. In a very short time, they have gained a lot of popularity.

The prevalence, as well as the completion of social commerce, created due to its consumer application, clarity, reliability, contextualization, vicinity, and guidance including knows as the six columns of social commerce.

From 2009 Facebook began to promote literal selling movements unless on Facebook itself either extremely through the Facebook unrestricted diagram. In F-commerce there are two basic types of options offered by Facebook. From them one is termed as “On-Facebook” F-commerce that is achieved by Facebook shops including Facebook balance fees also another is named “OFF- Facebook”. F-Commence which offer Facebook enhanced web shops plus the retail store.

Dr. Pual Marsden, Social Media strategist, offered two different forms amidst various fame: “selling on Facebook” adds Facebook shops, credit payments of Facebook and deals with Facebook; “exchanging among Facebook” introduces Facebook Apps, Authentication of Facebook, cheek-In-Deals with Facebook, Open a protocol Graph, Facebook group plugin, Marketing with Facebook, API Graph in Facebook, and Facebook Advertisements.

Nowadays there are so many brands that are actively involved in F-commerce like Apple, Gap, Amazon, Unilever, Disney, and Levi's. Facebook is already known as a business channel with proof of literal selling by Starbucks (20 million) Coca-Cola (24 million), moreover Disney (19 million).

Compared to E-business Facebook commerce is now a trend of business that offers a large number of opportunities. It also covers a huge business area and this term was invented by linking E-commerce.

Therefore, Facebook is a term where people can purchase many kinds of stuff with just clicking. Also, it is a stage which is considered as a regular destination of most of the people. Using this strategy business people can make their marketing strategy. In the internet marketing strategy, it is one of the popular strategies.

Forrester's retail analysis said that now people are gathering on Facebook for consumers even who have established shops they are using Facebook commerce. There are so many public groups to sell items or purchasing goods with friends and families.

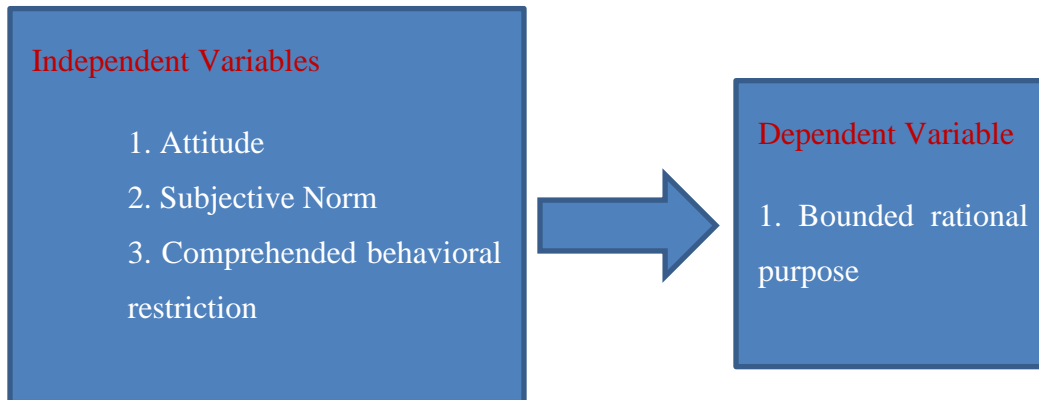
In 2013, in Bangladesh, there are more than 130 various stores whose main continuation is on Facebook. Most of them are click their product and present on the Facebook business page so that people can choose the products to order on that page. They make the payment system using two ways which are online and offline.

CHAPTER 3

3.1 Research Methodology

Data was analyzed using SPSS 16.0. And random sampling procedure was followed to select the respondents. And 105 participants were participated in my study process.

3.2 Research Framework:



In this paper, there is only one dependent variable which is bounded rational purpose and independent variables are subjective norms, comprehended behavioral restriction, and attitudes.

3.3 Hypothesis (H) Development:

I have developed some hypothesis to conduct my study and the hypotheses are

- H1: Attitude influences the bounded rational purpose.
- H2: Secular dictation dominance the bounded rational desire.
- H3: Comprehended behavioral restriction controls the bounded rational purpose.
- H4: Bounded rational intention influences the bounded rational intention

3.4 Data Collection:

Data collection is two types. Let's see

- **Primary Data:** Data are collected from primary source that means these data are collected for the first time by the investigator. Secrist said that primary data is a set of information that is collected independently for a particular purpose. In this papers' primary data was collected by using questionnaires.

- **Secondary Data:** data are collected from secondary data source. Blair said that secondary data is a set of information that is used in the examination, but that has been selected by someone else for remarkable other purposes. These data were collected through several journal, different articles, books as well as internet.

Literature reviews were prepared based on secondary data and this data were utilized to select the factors.

3.5 Sampling procedure:

Procedure of sampling is given below:

- A sampling of the Probability: sampling is an observation that is selected from a huge population. The probability of sampling is to choose that component or segment regarding the population of sampling. It is a method that is based on the theory of probability.
- A sampling of the non-probability: This sampling system is not known that an individual from the population order to be chosen as a sample.

3.6 Techniques of Data Analysis:

Four type of Data Analysis technique were used to determine the study findings and the techniques are

- ANOVA
- Coefficient Analysis
- Descriptive statistics
- Correlations Analysis

CHAPTER 4

4.1 Findings of the Study

First step of my Study is to prepare the survey. In the survey, there was some general information like gender, age, education, marital status about the participants. And every question is assigned a numerical value that show different number means different level of agreement.

4.2 Background Characteristics of the Respondents:

- ✓ Almost all participant are students
- ✓ Almost all participants are Muslim
- ✓ Almost all participant are male but the ration of female is well enough
- ✓ Almost all participator's age were above 18
- ✓ Almost all participator's income were above 4000 taka

4.3 Descriptive Statistics:

In my study, independent variables are attitude (a settled way of thinking or feeling about something), Subjective Norm is a faith that an influential for individuals or groups of people who will appreciate and encourage a singular action. The observed behavioral control is where People's opinions of their capacity to produce is a contracted behavior. And the only dependent variable is bounded rational intention (this is the belief that rationality is insufficient, while people make choices, by the tractability concerning the choice difficulty, the cognitive conditions of the brain, and to make the decision time should be available).

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.Deviation
Attitude	105	2.14	6.71	5.3333	.73745
Subjective Norm	105	1.00	9.75	4.4000	1.20451
Perceived behavioral control	105	2.29	12.14	5.1415	1.17163
Bounded rational intention	105	2.33	14.33	5.2937	1.23355
Valid (N)	105				

And the interpretations are given below:

Mean value of the Attitude is 5.333 that indicates “Somewhat agree” and 6.71 is the maximum value that shows the “Strongly Agree”, 2.14 is the minimum value which means “Disagree”. From the descriptive statistic table, .73745 is the value of standard deviation and 105 is the count observation.

Mean value of the Subjective Norm is 4.4000 that indicate “Neutral” and 9.75 is the maximum value that shows the “Strongly Agree”, 1.00 is the minimum value which means “Disagree”. From table 1.20451 is the value of standard deviation and 105 is the count of observation.

Mean value of the perceived behavioral control is 5.1415 that indicates “Somewhat agree” and 12.14 is the maximum value that shows the “Strongly Agree”, 2.29 is the minimum value which means “Disagree”. From table 1.17163 is the value of standard deviation and 105 is the count of observation.

Mean value of the bounded rational intention is 5.2937 that indicates “Somewhat agree” and 14.33 is the maximum value that shows the “Strongly Agree”, 2.33 is the minimum value which means “Disagree”. From table 1.23355 is the value of standard deviation and 105 is the count of observation.

Note: Large value of the standard deviation tells that numbers are spread out from the mean and the small value tells that most numbers are close to the mean value.

4.4 correlations Analysis:

R value always lies between -1 to +1. And a positive relationship between variables showed by a positive R value and a negative relationship between variables showed by a negative R value.

Correlations Ration

	Attitude	Subjective Norm	observed behavioral control	Bounded rational intention
Attitude	1			
Subjective Norm	.292**	1		
observed behavioral control	.515**	.097	1	
Bounded rational intention	.337**	.187	.395**	1

➤ ** The significant Correlation is at the level of 0.01 (2- tailed)

The Correlation table interprets that-

R-value is .292 which means there is a positive weak relationship among the subjective norm and Attitude and each significant level of the relationship is 0.01.

R-value is .515 which means there is a positive moderate correlation between Attitude and observed behavioral control and each significant level of the relationship is 0.01.

R-value is .337 which means there is a positive weak correlation between Attitude and bounded rational intention and the significant level of the relationship is 0.01.

R-value is .097 which means there is a positive weak correlation between observed behavioral control and subjective norm and each significant level of the relationship is 0.01.

R-value is .187 which means there is a positive weak relationship between bounded rational intention and subjective norm and the significant level of the relationship is 0.01.

R value .395 means a positive weak relationship between bounded rational intention and behavioral control and the significant level of the relationship is 0.01.

So, all variables show the positive correlation between them.

4.5 ANOVA table:

From the ANOVA report, we can see that the outcome of this study statistically significant or not.

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	30.443	3	10.148	8.019	.000
Residual	127.808	101	1.265		
Total	158.251	104			

- a. Predictors: (constant), Perceived behavioral control, subjective norm, attitude.
- b. Dependent: Bounded rational intention

So, the .000 significant value means that the study outcome is statistically significant.

4.6 coefficients Analysis:

The coefficient Analysis table shows that the variable of the coefficient statistically significant or not. The interpretation of the analysis is-

Value of Coefficients

Model	B (Unstandardized Coefficients)	Standard Error (Unstandardized Coefficients)	Beta (Standardized Coefficient)	t	Sig.
1 (constant)	1.813	.830		2.183	.031
Attitude	.241	.182	.144	1.326	.188
Subjective Norm	.118	.096	.115	1.228	.222
Perceived behavioral control	.326	.110	.310	2.962	.004

- a. Dependent variable: bounded rational intention.

The attitude(.241) is not statistically significant (p=.188) though shows the positive relationship that means more positive attitude leads more bounded rational intention to participate in F.Commerce.

The Subjective norm(.118) is not statistically significant ($p=.222$) though shows the positive relationship that means more subjective norm leads more bounded rational intention to participate in F.Commerce.

The perceived behavioral control (.326) is statistically significant ($p=.004$) and shows the positive relationship that means more perceived behavioral control leads more bounded rational intention to participate in F-Commerce.

CHAPTER 5

5.1 Conclusion and Recommendation

The main aim of the study is to find the significant determinants that determine the enthusiasm to engage in F-Commerce. And from the findings, it is clear that attitude, Subjective norm and perceived behavioral control influence the bounded rational intention to participate in F.commerce. Bangladesh is country with huge unemployment and this can be reduced to increase the entrepreneurship. F.commerce can reduce the unemployment rate as it very easy to start as marketing as well as other cost is very lower .So it can be very much helpful to our economy as a whole. So this sector has a greater scope to reduce the unemployment as well as poverty problem in Bangladesh.

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