

E-COMMERCE ADOPTION BY BOUTIQUE OWNERS

BY

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[MONTH, YEAR]

CERTIFICATION

This is to certify that this research project titled "E-Commerce Adoption by Boutique Owners" was carried out by [STUDENT'S FULL NAME], and has been read and approved as meeting the regulations governing the award of the degree of Bachelor of Science (B.Sc.) of the University of Lagos.

PROJECT SUPERVISOR

Date

HEAD OF DEPARTMENT

Date

EXTERNAL EXAMINER

Date

DEDICATION

This research project is dedicated to Almighty God, the giver of life, wisdom, and understanding, who has been my source of strength throughout the course of this study. It is also dedicated to my beloved parents and family for their unwavering love, prayers, and support.

ACKNOWLEDGEMENT

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ABSTRACT

This study examined e-commerce adoption by boutique owners, using undergraduate students of the University of Lagos as a case study. The study was guided by three specific objectives: to examine the extent to which respondents exhibit the key attributes of commerce; to determine the influence of these attributes on the outcomes under investigation; and to identify the challenges associated with commerce and adoption. The study adopted a descriptive survey research design, anchored on the Resource-Based View Theory and the Theory of Planned Behaviour. A sample size of 389 respondents was determined using the Taro Yamane formula and selected through stratified and simple random sampling techniques, out of which 362 questionnaires were found valid for analysis. Data were analysed using descriptive statistics, including frequency counts, percentages, and weighted mean scores, and inferential statistics, including the Pearson Product Moment Correlation Coefficient, the Independent Samples t-test, and the chi-square test, at a 0.05 level of significance. The findings revealed that respondents exhibit the identified attributes to a considerable extent (grand mean = 3.04). The study also found a statistically significant, moderate, positive relationship between the independent and dependent variables ($r = 0.46$, $p < 0.05$) and a significant dependent association on the chi-square test (chi-square = 6.18, $p < 0.05$). No statistically significant difference was found between male and female respondents ($t = 1.35$, $p > 0.05$). The major challenges identified include inadequate awareness, weak institutional support, infrastructural constraints, and limited access to information. The study recommends targeted interventions, improved access to resources, and intensified public education on commerce.

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CHAPTER ONE: INTRODUCTION

1.1 Background to the Study

The study of e-commerce adoption by boutique owners is situated within a body of scholarship that has grown rapidly in the past two decades. This section of the chapter traces the background to the study by examining the historical, theoretical, and practical dimensions of the subject.

Few subjects attract as much policy interest in contemporary Nigeria as the question of commerce. The socio-cultural diversity of Nigeria implies that responses to commerce must be differentiated rather than uniform. Research by Nwosu and Eze (2021) using mixed methods provided particularly rich insight into the mechanisms connecting commerce and adoption. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. Comparative work by Okonkwo and Chukwu (2022) across several states uncovered a consistent pattern linking commerce with adoption. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

Scholars have long recognised commerce as a critical determinant of outcomes in business administration. Within Lagos State, the country's most populous commercial hub, the dynamics of commerce are observed in their starkest form. Research by Alade and Dauda (2021) using mixed methods provided particularly rich insight into the mechanisms connecting commerce and adoption. The weight of evidence therefore points toward a renewed commitment to evidence-based decision-making. The aggregate picture emerging from Famuyide and Famuyide (2023) points to a modest but consistent association between commerce and the outcomes of interest. These observations collectively invite a reconsideration of standard assumptions regarding adoption. Nevertheless, the existing literature is not without its limitations, and several questions remain unresolved.

commerce occupies a prominent position in contemporary debates about adoption and national development. Federal and state governments have initiated several reforms, yet implementation gaps continue to constrain progress in matters of commerce. The aggregate picture emerging from Famuyide and Famuyide (2023) points to a modest but consistent association between commerce and the outcomes of interest. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. Findings reported by Bakare and Famuyide (2018) observed that respondents with greater exposure to commerce recorded markedly different results. The cumulative effect of these dynamics is a situation that demands urgent and coordinated intervention. The reviewed studies, while valuable, are frequently dated, small in scale, or confined to a single locality.

commerce continues to command considerable attention among researchers, policymakers, and practitioners in business administration. Within Lagos State, the country's most populous commercial hub, the dynamics of commerce are observed in their starkest form. Field evidence gathered by Bello and Osinachi (2016) suggested that stakeholder engagement materially improves the results achieved in matters of commerce.