

**COMMERCE: AWARENESS, USAGE AND POPULARITY
AMONG COLLEGE STUDENTS**

**A Thesis Presented to the Faculty of
Bulacan State University
Sarmiento Campus**

**In Partial Fulfillment of the Requirements
for the Degree Bachelor of Science in
Business Administration Major in Management**

**Espiritu, Micael Ericson
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Manilag, Rio Paulyn O.
Paragatos, Grace Arne Joy M.**

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ABSTRACT

E-commerce means the buying or selling of goods and services over the internet. Even with a slumping global economy, online retail sales continue to rise. According to the Forrester Research, online retail sales increased by seventeen percent (17%) last 2008 to reach an annual total of \$ 204 billion, with the biggest sellers being clothing, computers and cars (Jones 2008). E-commerce's history is short but fascinating. Over the course of a few decades, networking and computing technology have improved at exponential rates powerful personal computers linked to global information networks have powered a interactions and this is only the beginning.

Today, the internet is a public, corporative, and self-sustaining facility accessible to hundreds of millions of people worldwide. Physically, the internet uses a portion of the total resources of the currently existing public telecommunication networks. For many internet users, Electronic Mail (E-mail) has practically replaced the postal services for short written transactions.

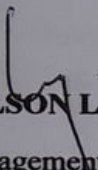
For the first question above, 41.35% answered that when they heard online business it is a convenient to shop or to buy the product by just purchase it through online. Second question, college students seems aware about online buying system with the percentage of 39.24%. For the third question 72.15% of the gathered information answered by the respondents that they are not yet trying buying through online shop. 51.05% answered by the respondents that through online or online browsing their known about the sites where they visit to shop. It seems that buying through online shop our respondents just answered fair with the percentage of 44.30%. Respondents trust by the online shopping sites seems gained their trust a little by the percentage of 51.19%. For the seven question the gathered percentage is 31.22% for the answer of others,

the respondents specified their time of how long did it take them to buy a product from the online shop. The respondents highly persistent that after a week, they can be able to receive the product they purchase from the online shop with the percentage of 35.40%, 31.30% of the said gathered data by the answer of the respondents saying it's the trend strategy that they think they used by the online business. Lastly the last question gathered 26.50% delivery of products is the problems encountered by the respondents when doing buying through online shop.

Therefore, we concluded that College students are aware of online business but haven't tried yet, they spent 3-4 hours of browsing online shop for a product they want to buy and have it a week after purchasing. Although online shop have a little trust of college student some of them haven't meet the satisfaction of their clients, but most of the clients didn't take any action from it.

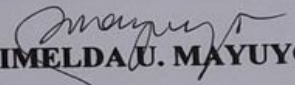
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A thesis attached hereto entitled **E-COMMERCE: AWARENESS, USAGE AND POPULARITY AMONG COLLEGE STUDENTS** prepared by **Espiritu, Micah Erleen A., Fernando, Jerica G., Manilag, Rio Paulyn O., Paragatos, Grace Anne Joy M.**, has been submitted and approved during the oral examination last September 22, 2014.



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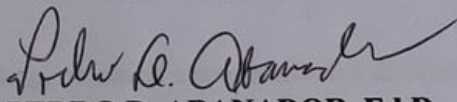


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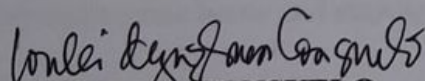
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PANEL OF EXAMINERS



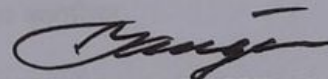
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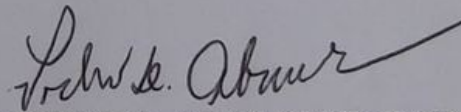
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October 2014