

**IDENTIFYING FACTORS THAT INFLUENCE THE UTILIZATION
OF AGRIBAZAAR'S PORTAL**

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Universiti Utara Malaysia

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**IDENTIFYING FACTORS THAT INFLUENCE THE UTILIZATION
OF AGRIBAZAAR'S PORTAL**

A thesis submitted to College Arts & Sciences in partial

Fulfillment of the requirement for the degree master

(Information Technology)

University Utara Malaysia

By

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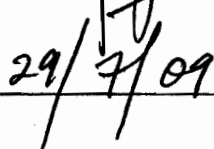
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ABSTRACT

This paper aims to evaluate the acceptance of Agribazaar's portal by users of the portal. The Unified Theory of Acceptance and Use of Technology (UTAUT) model has been used to assess user's acceptance on Agribazaar's portal. This model suggests that there are a number of factors that influence a user to use a new technology. A survey has been conducted online in Malaysia and 119 responds have been received on the results indicate that performance expectancy, effort expectancy, social influences, and facilitating conditions do the affects of the utilization of Agribazaar's portal. Finally, suggestion on the portal has been made so that the portal can be extensively used globally by agricultural community.

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CHAPTER I

INTRODUCTION

This chapter briefly describes the main idea of this work, explains why the study was conducted and discusses the main element involved in the study. The first sub-topic describes the overall idea in this study through the scenario and motivation that lead to the implementation of the whole study. This is followed by the problem statement, objectives of the study and significance of the study. The last sub-topic elaborates the way this project is organized.

1.1 ICT Initiative Platform

Information technology generates fundamental changes in the nature and application of technology in business. Information Communication Technologies (ICTs) can provide powerful strategic and tactical tools for organizations, which, if properly applied and used, could bring great advantages in promoting and strengthening their competitiveness (Porter ,2001).

In recent years ICT developments have had enormous implications for the operation, structure and strategy of organizations. The competitiveness of future economies will, to a great extent, depend both on the development and application of these technologies. The proliferation of the World Wide Web forced most organizations to reengineer the way they do business and how they can reengineer their business processes. As businesses can interact more efficiently, competent businesses became digital and networked, facing a whole range of fresh opportunities and challenges (Tapscott, 2000). The eCommerce

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