

Czech University of Life Sciences Prague

Faculty of Economics and Management

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Bachelor Thesis Abstract

Prospects and Challenges of E-commerce In Cambodia

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Summary

Cambodian already had access to the internet over a decade. But the current situation shows that there has been a dramatic change in information and communication technology especially in E-commerce business. E-commerce and online business plays a vital role in national economy growth in technology particularly developing countries which Cambodia is also part.

It is one of the major key contributor to modernization and industrialization. Online business has brought many benefit not only to customers but online shops in terms of shopping globally using the internet for the Cambodians. However, there are some barriers in Cambodia that is primarily resisting its development. This include slow internet speed, customers trust on online shopping, and lack of infrastructure of delivery products.

This thesis examines the prevailing state and perform statistical analysis to evaluate the above factors using sample questionnaire with Likert-scale given to participants. One of the principle goal of the study is to discover the success and failure of online shopping and try to find possible solution to improve online business in this 21st century in Cambodia.

Goals

The thesis is thematically focused on issue of prospects and challenges of e-commerce in Cambodia. The main goal is to analyze advantages and disadvantages of prospects and challenges of e-commerce in Cambodia. The partial goals of the thesis are: to discover the success of online business, find the solution to reach success in e-commerce also online shopping in Cambodia.

Another partial goals is to find out the prospects and challenges of online businesses and also to explore and identify the effected by slow speed internet, lack of trust in online shopping and lacking infrastructure of delivery product, and identify the measures that should be done to ensure success of online shopping and e-business in Cambodia.

Methodology

Methodology is based on the topic and situation, descriptive method of analysis is used to analyze the data and use Chi-square test to find hypothesis by using P-value and significant and

not significant, also providing recommendations and interview expert have background of this topic to know about this challenge and prospect of e-commerce.

For the research on Prospects and Challenges of E-commerce in Cambodia, both primary and secondary data are used. Gather all possible data on the given issue and handle according to the outline of the thesis.

In the practical part, a questionnaire survey will be conducted. Conclusions and practical recommendations would be formulated using theoretical knowledge and own practical research.

Conclusion

Main objective of this thesis was to analyze find benefit of prospects and challenges of e-commerce in Cambodia. The partial goals of the thesis are to discover plan and understand about success and failure of online shopping, and to identify the measure that should be done to ensure and success of businesses online. This study was aimed to figure out which of the three perception categories of problem (effect by slow speed internet, effect by customers trust in online shopping, effect of lack infrastructure of delivery of product or goods) are real and which of them influence customers in online shopping in Cambodia. This was achieved by using questionnaires with Likert-scale to do survey on demographic information of customers, response of customers to three perceptions of challenges. Then the collected data was analyzed using different methods: characteristics of sample population, descriptive statistics, expert interview about the research problems and finally the most important one was Chi Square test χ^2 . The results actually indicated the current situation of doing online business in Cambodia.

Findings in the study proposed important practical implication for solution success of e-commerce. Firstly, the slow Internet speed had no effect on shopping online. Secondly, there was no association between people trust in e-commerce and their shopping online. We can say that people do not worry much about it as they not use the Internet to shop online. Thirdly, the lack of infrastructure has no barrier to the e-commerce in the point of view of Cambodian Internet users.

We can conclude that Cambodia needs to develop ICT infrastructure to improve the Internet speed, then it is also needed to increase awareness about trustful online business websites among users and learn the users how to use Internet in a secure manner. The number of Internet users

and the level of Internet skills among Cambodian population need to be increased as well which should have indirect impact on improvement of online environment in Cambodia.

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