# Adoption of E-Commerce in Manila

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**Abstract:** E-commerce connotes to the buying and selling of goods and services via Internet. Due to the number of netizens growing, improved access to broadband, rapid revolution and extensive use of smartphones, spread of social media, E-commerce has paved its way in the global markets. Several opportunities of E-commerce for countries as producers encompass access to new, untapped markets; while opportunities for users comprise of access to goods and services at lower prices, knowledge, technology and more competition. The recognition given to E-commerce all over the world is flourishing intensively despite of some concerns such as lack of trust in E-commerce. However, the study held concerning the acceptance of E-commerce has been inadequate. Therefore, the study aims to examine the factors that affect the adoption of E-commerce in Manila. The outcome of the research will be beneficial to the firms to concentrate on the determinants that will induce the acceptance of E-commerce in Manila.

A survey was conducted among 200 E-commerce users from Manila and 170 responses (85%) were received. Ease of understanding, personalization, reliability and usability were adapted to capture the acceptance factors of E-commerce. Each question was measured by five-point Likert scale. The study used the factor analysis to test the items of adoption factors and intention to use E-commerce. It used the multiple regression analysis to test the relationship.

The results of the study showed that determinants such as ease of understanding, personalization and reliability positively affected the intent to use E-commerce. Thus, supported the hypotheses developed from the model and prior studies. An understanding of the factors found in the study permits the firms to concentrate their resources and improve necessary strategies to motivate internet users to switch to E-commerce and to increase their market share in the future.

**Key Words:** E