SUMMARY

This dissertation investigates the extent to which Internet advertising and Business-to-Consumers (B2C) electronic commerce are currently being adopted by retailers in Singapore. Venkatraman’s (1991) five levels of IT-induced reconfiguration is applied as the framework to assess the extent and scope of business reconfiguration by retailers to embrace e-commerce. In addition, this study examines the impact of electronic commerce on the demand of physical retail space in shopping centres in Singapore. The impact is ascertained by asking retailers if there was a decrease in demand of retail space when they adopted e-commerce. For those who have not adopted e-commerce, they were asked if they foresee a decrease in demand of retail space should they adopt e-commerce.

Our analysis of the survey data from 73 respondents suggests that e-commerce has very little impact on retailers' demand of retail space in shopping centres. The chi-square analysis shows that a greater proportion of retailers who have implemented e-commerce are likely to perceive that e-commerce would reduce the demand for retail space. There is insufficient evidence to conclude that retailers of different sizes, in terms of number of branches leased, are significantly different in their perception that e-commerce would reduce the demand for retail space.

KEYWORDS:

Internet, online shopping, e-commerce, retail space, shopping centres, business reconfiguration.