

Presenting a Model to Assess Organizational Acceptance of e-Commerce

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Abstract: Studies conducted in the country, do not have a strong theoretical framework to evaluate the acceptance of e-Commerce, therefore, this study combined the two models “technology acceptance” and “planned behavior” for a model with higher predictive power which they are the strongest theoretical models available with each other. Then, factor “trust” and “organizational factors” (consisting of three factors “profile information systems specialists”, “corporate identity” and “leader”) was added to the model, taking into account conditions industries for localization and increasing the efficiency of the model. In addition, a questionnaire was prepared, according to the literature to evaluate the model and it was sent to managers of micro and small companies in the industry. The model derived were analyzed, after collecting data, migrate by SPSS and PLS. The results of the research showed that organizational factors had on the acceptance of e-Commerce, the greatest impact. In this study, all factors were influential with the exception of “norms”.

Key words: e-Commerce, technology acceptance model, the theory of planned behavior, analytical model, analyzed

INTRODUCTION

Electronic Commerce (EC) is without rival, the traditional forms of trade both in terms of increased computing power and how to reduce the cost of communication. And it is a revolution in improving relations between businessmen, supplier and customer. e-Commerce is changing the way of doing activities and organizational communication (Applegate *et al.*, 1996). Undoubtedly, e-Commerce will lead to changes in business processes and organizational structure required supporting the new processes. Europe Union defines it as opposed to Electronic, “e-Business is based on processing and electronic transmission of data including text, sound and video.

This study is important for two reasons, first of all to identify the factors influencing the adoption of EC fill part of the gap in knowledge, the use of e-Business in Iran. Second, we tried in this study, prediction and testing new relationships, between invoices to enrich the model. For example, information systems was predicted by experts, the organization to train employees and fix errors and problems, related to this factor, the ease of use of EC.

This study provides in part to develop a basic model, a maximum of research. In addition, this study describes the factors model, accurately and then expresses this study, the model assumptions. The research evaluates in the method, the sample was collected and research describes as well as providing data, data analysis methods.

THE FRAMEWORK AND THE MODEL

The purpose of this is to build a model to increase the adoption of e-Commerce, therefore, the research is the first to examine the existing theoretical models in the literature, theoretical framework for model extraction. Then, the final research model is presented with the addition of predictive factors, according to the conditions prevailing in the industry.

Theoretical models: Model Theory of Reasoned Action (TRA): the theory was presented by Jn and Fishbein for the first time in 1967 (Ajzen and Fishbein, 1980) this theory, two problems, according to a study: First, the difference between “treatment” and “plan” Dude must be specified. Because, when the kind of behavior applied to other factors, except the intention of a person, it is a problem. Second, this model is not clear, they do not behave from going to a party or something else (Sheppard *et al.*, 1988). For this purpose, Jn Stretch, another theory, called the theory of planned behavior, adding another variable, called “behavioral control” theory TRA (Ajzen, 1985). These two models have many similarities.

Completeness and appropriateness of these two theories has been proven in many studies (Bandura, 1977; Ajzen, 1991; Davis, 1989). These two models are shown in Fig. 1.

Also, another model called the Technology Acceptance Model (TAM) introduced by Davis in 1989 that is modified and improved theory of TRA, the adoption of information systems (Davis, 1989) (Fig. 2).