

Using competing models to evaluate the role of environmental pressures in ecommerce adoption (Case study: Guilan small and medium sized travel agents)

Fatemeh Sayyad*, Seyed Mohammad Nopasand Asil,

This study investigates the factors that influence e-commerce adoption in SME travel agents. The research is based upon a questionnaire survey of travel agents and employs advanced statistical techniques to test a conceptual framework that extends the technology acceptance model. Using competing models the study examines the relationship between e-commerce adoption, perceived benefits, perceived barriers and environmental pressures. The results indicate that environmental pressures significantly affect the perceived benefits and barriers of e-commerce adoption, in addition to having an indirect effect on adoption behaviour. Insights are provided into the nature of relationships between the key factors that determine e-commerce adoption and the extent to which they can be used to develop effective strategies for SME travel agent re-intermediation in the global travel market. Implications are identified for practice and government policy in relation to the use of e-commerce in SME travel businesses. The present research is an applied one in terms of purpose and is of the type descriptive. Also, it is considered a field study in terms of data collection. The data collection tool in this research is a questionnaire including 23 questions to measure all the research variables. The validity and reliability of the questionnaire were examined and confirmed by professors' and experts' comments and Chronbach's alpha, respectively. The statistical population of this study is travel agencies of Gilan province. A total of 114 members of the board were investigated as the final sample of the research. In order for the hypothesis test, structural equation modeling was used. Moreover, the study results were examined using SPSS and LISREL. The results of the hypothesis test showed that the environmental pressures

positively affect real decisions about e-commerce adoption. It was approved that the role of mediator variable of perceived benefits has a positive effect on the real decision about e-commerce adoption and mediator variable of perceived benefits has a negative effect on the real decision about e-commerce adoption. Keywords: Travel agents, SMEs, E-Commerce adoption, Technology acceptance model (TAM), Environmental pressures

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