

Factors Affecting E-Commerce Acceptance in Anzali Free Trade - Industrial Zone (Anzali Free Trade Zone Study

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The present study was conducted to investigate the factors affecting the adoption of e-commerce in the Free Trade Zone of Anzali Port in 2016. This research is based on the purpose of an applied research and a methodological point of view is a descriptive-correlational one. The statistical population of this study consists of employees working in the Free Trade-Industrial Zone of Bandar Anzali which according to the obtained statistics the number of people employed in this area is 62 people using the whole number method. Questionnaire tool was used for data collection and structural equation modeling was used for data analysis by Smart PIs software. The results indicate that levels of organizational readiness based on perceived benefits and perceived resources, industrial readiness based on industry structure and standards, national readiness based on perceived support services, and perceived environmental pressures affect e-commerce acceptance. They are positive and meanwhile, perceived environmental pressure has the most and perceived benefits have the least impact on e-commerce adoption.

Keywords : Keywords: E-commerce acceptance, Organizational readiness, Industrial readiness, National readiness

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