

**An analysis of the factors affecting the adoption of the Internet
in the Libyan retail sector**

**A Thesis Submitted to College of Business in
Partial Fulfillment of the Requirement for the
Degree of Master of Science (Management)
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By

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ABSTRACT

This study has an objective to determine the factors on the internet adoption among SME managers in Tripoli of Libya. This research also determined testing of research hypotheses, based upon the conceptual framework of this study. Questionnaire is designed and distributed to the sample of the research. Quantitative research approach was employed and surveys the user on internet adoption among SME sector in Tripoli of Libya. Questionnaire is designed and distributed to the sample of the research. The statistical software SPSS version 17.00 used to ensure the relevant issues is examined in a comprehensive manner. Statistical tools and methods were used where appropriate for analyzing the relationship among the variables and the model. Multivariate statistical analysis performed for the data analysis for this study. The analysis discussed all the findings which through statistical analysis to show the analysis and discussions as the results of the data analysis. This research was conducted in term of descriptive study and also deals with construct assessment of the variables in the main study. Firstly, the main study construct assessment discusses respondent's demographic profiles and purification of the measurement variables. Secondly, the hypothesis testing presented through correlation, linear regression and multiple regressions. The present study found in term of descriptive manner to determine the evidences and factor behind measures behavior of SME owner in Tripoli of Libya. The observation made on the event that recorded in the form of questionnaire, and choosing an appropriate study design with adequate sample sizes. The results of correlation, the linear regression regressions in assessing the variables or the empirical relationship between technology complexity, facilitating condition, perceived usefulness and perceived ease of use were confirmed positively related to the internet Adoption as hypothesized. The positive association between independent variables on dependent variable was supported. In practical understanding, manager often cannot pick and choose individuals to become users of IT. Indeed, as noted earlier, the pervasiveness of IT in organizational work renders such a strategy untenable, and often the true benefits of a new IT may be realized only when all intended users accept it. The use of appropriate interventions focused on influencing beliefs can be instrumental then in facilitating such acceptance, notwithstanding the profile of the work group. For stakeholder to implement new information technologies in work groups where individuals' profile are not quite consistent with the type of profile indicative may be nothing inherent in individual differences that strongly determines acceptance and, because of the mediating role played by beliefs, it is possible to find alternative means of facilitating technology acceptance and increasing individual productivity

Keyword: Internet Adoption, Perceived Usefulness, Perceived Ease of Use, Technology Complexity, Facilitating Condition.

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TABLE OF CONTENTS

Declaration	i
Permission to Use	ii
Abstract	iii
Acknowledgement	v
Table of Contents	vi

	Page
CHAPTER 1 INTRODUCTION	
1.1 Background of the Study	1
1.2 Problem Statement	6
1.3 Research Questions	8
1.4 Research Objectives	8
1.5 Significant of the Study	9
1.6 Summary	9
CHAPTER 2 LITERATURE REVIEW	
2.1 Underpinning Theory	11
2.2 Defining Retail Marketing	13
2.3 Conceptual Development to the Internet Adoption Research	16
2.4 Variables	18
2.4.1 Perceived Usefulness of Internet	18
2.4.2 Perceived Ease of Use of Internet	18
2.4.3 Facilitating Condition of Internet	19
2.4.4 Technology Complexity of Internet	20
2.5 Summary	20
CHAPTER 3 RESEARCH METHODOLOGY	
3.1 Introduction	22
3.2 Research design	22
3.3 Research Framework	23
3.4 Hypotheses	23
3.5 Population and Sample	24
3.6 Data Collection and Analysis Procedure	24
3.7 Summary	25
CHAPTER 4 RESEARCH FINDINGS	
4.1 Introduction	26
4.2 Profiles of Respondents	26
4.3 Descriptive Frequency of Variable	32
4.4 Reliability of Variables and Measurements	32
4.5 Correlations among Variables	37
4.6 Relationship Between Technology Complexity and Internet Adoption in Retail Business (Hypotheses 1)	39

4.7	Relationship Between Facilitating Condition and Internet Adoption in Retail Business (Hypotheses 2)	41
4.8	Relationship Between Perceived Usefulness and Internet Adoption in Retail Business (Hypotheses 3)	44
4.9	Relationship Between Perceived Ease of Use and Internet Adoption in Retail Business (Hypotheses 4)	46
4.10	Summary	47
CHAPTER 5	DISCUSSIONS, RECOMENDATIONS AND CONCLUSSIONS	
5.1	Introduction	49
5.2	Discussions	50
5.3	Conclusions	52
5.4	Limitations of the Study	52
5.5	Recommendations	54
5.6	Suggestions for Further Research	55
REFERENCES		57
QUESTIONNAIRE		65
APPENDIX STATISTICAL DATA ANALYSIS		71

LIST OF TABLES

Table		Page
4.1	Type of Company	27
4.2	Business of Company	27
4.3	No of Employee	28
4.4	Gender	29
4.5	Age	29
4.6	Education	29
4.7	Involved in Retail Business	30
4.8	Profiles of Respondents (N=142)	31
4.9	Descriptive Statistics of Variables	32
4.10	Reliability of Technology Complexity	33
4.11	Reliability Statistic of Facilitating Condition	34
4.12	Reliability Statistic of Perceived Usefulness	34
4.13	Reliability Statistic of Perceived Ease of Use	35
4.14	Reliability Statistic of Internet Adoption	35
4.15	Summary of Reliability of Variables	36
4.16	Correlation among variables	38
4.17	Correlations between internet adoption and technology complexity	40
4.18	Model Summary of Technology Complexity	40
4.19	ANOVA of Technology Complexity	40
4.20	Coefficients of Technology Complexity	41
4.21	Correlations between Facilitating Condition and Internet Adoption	42
4.22	Model Summary of Facilitating Condition	42
4.23	ANOVA of Facilitating Condition	42
4.24	Coefficients of Facilitating Condition	43
4.25	Correlations between Perceived Usefulness and Internet Adoption	44
4.26	Model Summary of Perceived Usefulness	45
4.27	ANOVA of Perceived Usefulness	45
4.28	Coefficients of Perceived Usefulness	46
4.29	Correlations between Perceived Ease of Use and Internet Adoption	46
4.30	Model Summary of Perceived Ease of Use	47
4.31	ANOVA of Perceived Ease of Use	47
4.32	Coefficients of Perceived Ease of Use	47

LIST OF FIGURES

Figure		Page
2.1	Technology Acceptance Model (TAM)Theory of Planned	13
3.1	Research Framework	23
4.1	Type of Company	27
4.3	Education	30

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

The advent of the personal computer and the Internet has inevitably changed the way we live. These technologies, as well as others, have altered the method in which people work, communicate, shop, and even learn. Distance education, a form of education traditionally associated with correspondence courses, has benefited greatly from the new technological devices of the 21st century. Today, communication tools such as e-mail, satellite connections, and video conferencing software have provided business with the tools to provide synchronous as well as asynchronous communication with their clients (DeYoung, et. al., 2007).

The Internet has become the most common communication and research tool for most people worldwide. The attractive display of materials on the Internet motivates individuals to explore and use it in their daily lives. A quick look at the content on the World Wide Web gives a clear picture of the variety of information resources and communication applications it contains. These resources and applications cover millions of multipurpose Web sites including images, sounds, and graphical user interfaces which allow users to interact positively with the contents (Goddard,J., et. al., 2007).

The contents of
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