

**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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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).

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