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# Journal of Research

ISSN 2321 - 8487

Volume 10, Issue 2, September 2015

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# A study on E- commerce in Yemeni Organizations - an Empirical Study on the Yemeni Organization

Maged kassem Al-sayani\*

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## KEY WORDS

e-commerce;  
ICT

## Abstract:

It is not long ago that e-commerce service has turned to be one of the most important applications of the Internet and www. In all aspects of human life, especially in business activity, the application of ICT is so strong that in near future, the world will witness inevitability of this technology in most of the daily issues.

This study aims at recognizing the level of the Yemeni industrial organizations' awareness of the Importance of e-commerce. Besides, it attempts to reveal the problems and difficulties that encounter the e- commerce and provide suggestions that help in developing its application in different organizations.

The study is analytical and descriptive in a sense that it has certain hypotheses that need to be proved or rejected. It is empirical that takes the theoretical side into account. The researcher uses a questionnaire to prove its objectives. The subjects of the study were taken from (25) twenty-five Yemeni industrial organizations. The population of the study includes marketing and sales marketing, general managers, management managers, department managers and the like. The researcher used SPSS to perform statistic operations that the study required to prove its objectives such as frequencies, percentages, the mean, the standard deviation, ANOVA Test.

## Introduction

The evolution in the past decade in the means of communication and information technology has directly contributed in creating a change accompanying various sciences and affected by this development. The commercial administration and marketing sciences were of the most affected sciences by this development in terms of concepts in terms of the concepts or the evolution of the tools used by these sciences, one of the main advantages of global development is the emergence of electronic commerce as a competitor for traditional trade. As the shift to electronic form has added new concepts and modern tools contribute to the success of business transactions, whether between organizations and individuals or between organizations one another or between governments and nations.

The Republic of Yemen is one of the developing countries which are expected to suffer from shortcomings in dealing through various electronic fields and with virtual communities and electronic markets, and this is prompting the researcher to focus on the importance of e-commerce in the Yemeni Organizations.

This is what makes the researcher considers the significance or including the most important concept in e-commerce and the influenced extent by technological environment. The Yemeni organizations were being examined in terms of recognition of the importance of e-commerce and knowing of the obstacles that prevent the practice of e-commerce in the Yemeni Organizations. Then try to reach the necessary suggestion to the possibility of e-commerce application.

## The problem of the Study

Emerged as important to study the Yemeni companies recognize and identify the obstacles faced by the exercise of this marketing trend in the Yemeni sectors, and can highlight the research problem of trying to answer the following questions:

1. What is the perception of marketing departments in organizations of the importance of e-commerce?
2. What are the problems and obstacles which prevent the application of e-commerce organizations?

## The importance of the study

The importance of this study being:

1. One of the few studies in the field of e-commerce on the level of the Yemeni Organizations.
2. This study contributes to identify the reality of e-commerce in Yemen and the obstacles facing its diffusion.
3. Considering vital issue that is e-commerce, which represents local and international priority for organizations seeking to achieve a competitive advantage.
4. It will contribute in identifying the relationship nature between the characteristics of the organization and the trend nature towards electronic commerce.

**The Objectives of the study**

The main objective of this study is to examine the reality of e-commerce organizations in Yemen and then reaching developed proposals, and its impact in this study. The study of this reality involves:

1. To determine the extent of perception of the marketing department /administration for the important e-commerce in the Yemeni organizations.
2. To determine the obstacles that facing the implementation application of e-commerce in the Yemeni Organizations.
3. To submit of necessary proposals for the development of the application of the Yemeni organizations for electronic commerce.
4. To identify the impact of personal characteristics (the functional position - the scientific specialization- years of experience) on the fields of study.

**Hypotheses**

In light of the problem of this study and its

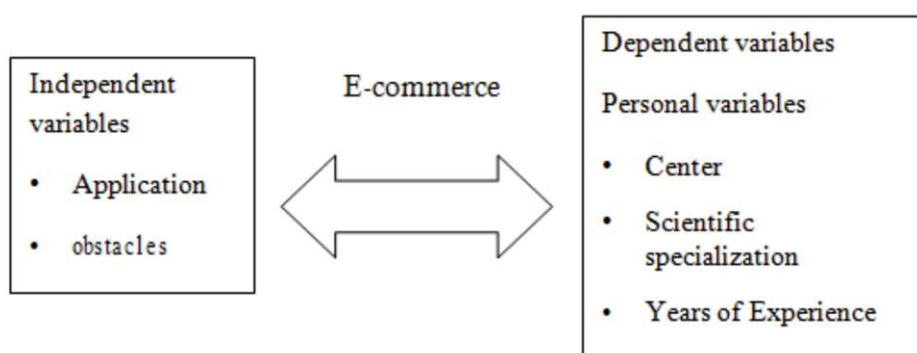
objectives this study seeks to examine the following hypotheses:

1. The **first** hypothesis: marketing managers recognize the importance of e-commerce in the Yemeni Organizations.
2. The **second** hypothesis: there are obstacles which contribute to hinder the application of e-commerce in the Yemeni Organizations.
3. The **third** hypothesis: the personal characteristics of the study sample inducing (functional position - Scientific specialization-and the years of experience) have a significant effect on the study fields of e-commerce (perception, obstacle).

**The sample of the study**

The sample of the study includes industrial organizations in the Republic of Yemen, where the questionnaire was distributed to the marketing administrative leaders, and these organizations are considered the study population. The study sample was chosen from sales and marketing department of different categories (director general, managing director, head of department), or their representatives, as this category closest to identify the e-commerce in their organizations. and the reasons that led to the lack of is the application, the research has focused on marketing and sales since they are concerned in marketing and facilitate the task of the researcher in achieving the results that will be closer to the nature of marketing activity. The subjects of this study are (25) industrial organization. The researcher distributed go questionnaire (60) to respondents who represent (25) organization the study sample and the percentage of responses to the questionnaire was (53) questionnaire and the rate response was (88.3%).

Figure 1: The schematic study model can be expressed as follows





### Statistical Analysis Methods

Data that have been obtained through the application of appropriate statistical methods to study the nature and objectives of the analysis process, using the statistical software package for Social Sciences (SPSS) was:

1. To identify the properties of the individuals and organizations of the study. Through the information's that are provided by the frequencies and percentages.
2. Arithmetic mean and standard deviation.
3. The use of test T-TEST to test the hypotheses on the level of the paragraphs of each area.
4. The Use of analysis variance style (ANOVA) to prove the hypotheses of the study.

### The Theoretical Framework

The evolution in information technology reflected on the appearance of modern science positively the emergence of e-business and using the Internet in the marketing process are considered as an outset phase for development of the concept of traditional marketing mechanisms.

Perhaps the most important of these contemporary trends associated with the buying and selling processes where the traditional trade relies on the concept of traditional marketing that has passed through several stages of evolution. It begins with the productive tendency sales trend marketing trend social trend and moral tendency for the practices of marketing and sales. e-commerce stage was the latest trend resulted from the corpora ting and the concepts of between information technology and globalization concepts and sales and modern marketing, where e-marketing was one of those tools through the development of the internet the development of e-commerce passed three outages/classification passed this stage in three classifications describes the emergence of e-commerce (PC 1960) (Internet era 1990-2000) (1990 wireless era 2000. (o, Connor, j.et al.2004,7-9) after the whole spectrum that the more we thought we had reached/understood the understanding of trade and marketing operations a new concept appeared and must followed. (Kotler: 2009.1) (Tai, Abadi :2009).

The revolution in the world of telecommunications and information profit technology allow trade gives new character added

to its traditional activities and despite the fact that e-commerce is fast movement and variable name and expands to include more than economic sector accompanied the evolution in the means of electronic communication. (Choi, s. Et, al.1997,), the partial sense of the term defines /regards trade as the activities in which the trading of goods and services between different institutions and are governed by specific, agreed-upon rules whereas the electronic is the use of electronic means to complete the trade process, including the Internet . (Raafat Radwan 1999.13) e-commerce has been defined as follows:

The concept of e-commerce refers to, "the wide range of electronic commercial activities for goods and services in addition to all forms of commercial transactions where the communication between the parties is electronic as well as communicating directly." (Andom, z.2003, p 6)

It can be understood that e-commerce, as it is defined in (encyclopedia management) as "the process of buying and selling of goods and services through the in Internet including the commercial transactions between businesses (B2B) as well as between organizations and consumers or consumer to consumer it includes electronic sales and purchases, paying bills electronically, and electronic auctions many techniques can be used as exchange data electronically, transfer electronic cash, credit cards and e-mail.

E-commerce can be defined "in terms of the benefiting capacity from the Internet and electronic means in the performance of the business process and therefore in this sense it refers to the trade, which is accelerated and enriched by means of information technology( IT) and the in Internet in particular." (nagm, 2009.49)

The researcher defines the e-commerce as the exchange of goods and services between the business organizations and individuals through electronic means of communication, whether electronic communication was full or part of selling and receiving the products, was materialistic and the other was electronic and it includes all the business transitions of quotes and buying and selling.

**Practical Analysis**

Table 1: Sample characteristics: Responsive distributed sample properties as follows

Percent	Frequency	statement	Variable
7.5	4	Director General	Functional position
1.9	1	Deputy General Manager	
18.9	11	Director of the Depa	
5.7	3	Deputy Director of the Department	
32.1	17	Head of Department	
34.1	18	Other.....	
111.1	53	Total	
31.2	16	Accounting	Scientific specialization
21.8	11	Business Administration	
11.3	6	Marketing	
5.7	3	Economy	
1.9	1	Engineering and Information Systems	
31.2	16	Others.....	
111.1	53	Total	
21.8	11	Less than five years	Years of Experience
54.7	29	5 years - less than 15 years	
17.1	9	From 15 to less than 25 years	
7.5	4	25 years and over	
111.1	53	Total	

The above table shows that:

1. The 68% represents the senior management of the director general and directors of departments and heads of departments as it is distributed among the members of the sample and the rest is marketing practitioners of the tasks associated with e-commerce.
2. The 60% of respondents are qualified in order to achieve the knowledge of e-commerce and requirements so that their specialties revolve around accounting, business administration and marketing.
3. Constitute a class of 5 years- less than 15 years the largest proportion of workers with years of experience and this confirms that the employees have sufficient capacity to judge the extent of their awareness of e-commerce and constraints associated with.

year for the field perception the importance of e-commerce in the organizations has reached (4.02), the degree emphasizes the availability of perception, according to the approved measure, which indicates that the surveyed organizations recognize the importance of e-commerce, as the standard deviation of the field (reached. 617), which refers to the views of respondents focus and lack of dispersion.

**The first hypothesis: perception the importance of e-commerce in the organizations**

Illustrated in Table (2) that the arithmetic average

Table 2: The arithmetic mean and standard deviation of the field of recognizing the importance significance of e-commerce

Sl no	Paragraphs	average	standard deviation	value T	P-VALUE	degree of cognition
1	E-commerce may contribute to achieving the objectives of the organization	4.25	731.	42.261	.000	Very high
2	E-commerce leads to raise the sales organization size products of organization	4.15	917.	33.312	.000	high
3	E-commerce achieves significant returns for the organization	3.85	794.	35.286	.000	high
4	E-commerce will help to improve the service provided to customers	3.94	918.	31.633	.000	high
5	E-commerce will help to increase the market share of the organization	3.89	776.	36.461	.000	high
6	E-commerce helps in establishing brand for the products of the organization	4.18	937.	31.651	.000	high
7	E-commerce to the Organization significant competitive advantages	4.11	784.	37.121	.000	high
	Total	4.12	617.	47.432	.000	high

**The first hypothesis:** Marketing managers are aware of the importance of e-commerce in the Yemeni organizations.

To test the first hypothesis of the study, the researcher calculated the averages and standard deviations of the related relevant paragraphs by to the organization awareness of the importance of e-commerce as well as the overall average for the area, so as to find out the degree of approval of the respondents to those paragraphs. Then the researcher tested the sign of the differences between these averages, using a t-test per sample, so as to rule on the degree of approval, where is the difference statistically significant if the level of actual significance P value is smaller than the significance level adopted in this study (0.05). This confirms the degree of approval while if the level of significance t value is greater than the significance level adopted in this study (0.05), this indicates that the respondents points at view on

that paragraph was not clear.

T-test results for the one sample and described in table (2) has shown that there is statistically significant difference between the averages of the paragraphs relating to the realization of organizations for the importance of e-commerce, where were all the values of is smaller than the values of significance level adopted in this study, (0.05), this confirms the degree of approval for the Trends of managers to the paragraphs on the importance of e-commerce. And we can confirm this result by the average of the field (4.02), a degree of availability of perceptive paragraphs according to the approved measure. This indicates that the managers in the Yemeni organizations realize the importance of e-commerce. It is through what has already we come up with acceptance of the first hypothesis, which states that realize marketing managers the importance of e-commerce in the Yemeni organizations.

### **The second hypothesis**

Table 3: the arithmetic mean and standard deviation of the field of obstacles to e-commerce application:

no	Paragraphs	average	Standard deviation	value T	P-VALUE	The degree cognition
1	Limited the spread of the Internet service in Yemen	4.16	918.	32.541	.000	high
2	Non-Proliferation known online shopping	4.25	853.	36.244	.000	high
3	Unavailability of electronic equipment in the organization	3.17	1.172	19.684	.000	Medium
4	Scarcity specialized in technology and information technology skills	3.47	1.149	24.197	.000	high
5	Increase potential competition in the electronic market	3.17	1.156	19.965	.000	Medium
6	Lack of confidence in electronic payment methods	3.83	1.151	26.524	.000	high
7	Weak regulations and legislation on e-business	3.96	981.	29.439	.000	high
8	The spread of computer illiteracy in Yemeni society	4.23	1.131	29.841	.000	Very high
	Total	3.77	.598	45.816	.000	high

The constraints facing the application of e-commerce it is clear from table no (3) that. overall the arithmetic average for the field of obstacles to the application of e-commerce in organizations has reached (3.77), the degree of availability constraints according to the approved measure, which indicates that the constraints in the questionnaire contribute to impede e-commerce application, as was the standard deviation of the field (.598), which refers to the views of respondents focus and lack of dispersion.

The second hypothesis: there are obstacles contributing to impede the application of e-commerce in the Yemeni organizations.

The results of t. Test of the one sample that is showed in table (3) that then are that there are statistically significant difference between the averages of the paragraphs where all the values are smaller than the values of the significance level in this study (0.05), which confirms the degree of approve of the paragraphs related to the constraints of e-commerce application. Through the above analysis it is clear that the members of the surveyed organizations assert the existence of obstacles to the application of e-commerce in the Yemeni organizations. This result can be confirmed by the average of the field of (3.77), a degree of availability of constraints according to the approved measure. This indicates that the Yemeni organizations support the existence of obstacles to e-commerce application.

Through the statistics in table (3) we come up with

the acceptance of the second hypothesis, which states that there are obstacles contributing to impede the application of e-commerce in the Yemeni organizations.

### **The third hypothesis**

The personal characteristics of the study sample (Functional position – Scientific specialization-years of experience) have a significant effect on the fields of e-commerce study (perception, constraints).

To prove the third hypothesis the variance analysis (ANOVA) will be used to identify the differences between the responses of respondents about the areas of study which can be attributed to the personal characteristics of the members of the sample, where the difference statistically significant if the significance level value is smaller than the significance level adopted in this study (0.05) the following results are obtained/achieved:

Table 4: Analysis of variance for answers to recognize the importance of e-commerce by the personal characteristics of the study sample test results

The signal level	(F) value	value of squares	degree of freedom	Sum of squares	Source of variation	variables	
354.	1.138	428.	5	2.141	Between groups	Functional position	C o g n i t i o n
		376	47	17.672	Within groups		
			52	19.812	Total		
977.	155.	164.	5	322.	Between groups	Scientific specialization	
		415.	47	19.491	Within groups		
			52	19.812	Total		
134.	3.124	1.161	3	3.181	Between groups	Years of Experience	
		339.	49	16.631	Within groups		
			52	19.812	Total		
436.	986.	354.	5	1.768	Between groups	Functional position	
		359.	47	16.858	Within groups		
			52	18.626	Total		
975.	162.	163.	5	315.	Between groups	Scientific specialization	
		391.	47	18.311	Within groups		
			52	18.626	Total		
781.	362.	135.	3	414.	Between groups	Years of Experience	
		372.	49	18.223	Within groups		
			52	18.626	Total		

The source (SPSS output) and the table is prepared by the researcher

Table 4 indicates that:

1. There are no statistically significant differences between the answers to the understanding of organizations of the importance of e-commerce according to the personal characteristics (Functional position - scientific specialization) at the level of (0.05), where we note that the statistical significance level is greater than the significance level at which test conducted the (0.05) and this shows that there are no differences.

2. There are significant differences between the answers to the understanding of organizations of the importance of e-commerce according to the personal characteristics (years of experience) at the level of (0.05), where we note that the

statistical significance level is less than the level at which is the test conducted (0.05) This shows the existence of differences. The researcher attributed this to the fact that the majority of the sample members concentrated its expertise for a period of 5-15 years and this will affect the extent of cognition dramatically.

3. There are no statistically significant differences between the answers to the constraints of the application of organizations for e-commerce according to the personal characteristics (Functional position - scientific specialization - years of experience) at the level of (0.05), where we note that the statistical significance level is greater than the significance level at which is the test conducted (0.05) and This shows that there are no differences.



## Results and recommendations

### The results of the study

The most important findings can be summarized as follows:

- 1) The study found that the managers recognize the importance of e-commerce in the Yemeni organizations, and more aware that the areas of e-commerce helps to contribute to achieving the organization's objectives, and its contribution to raising the sales of organization products.
- 2) The study found that there are obstacles to contribute impede the application of e-commerce in the Yemeni organizations. And the most important reasons that lead to the obstruction of e-commerce application are the Proliferation of online shopping, the proliferation of computer illiteracy in Yemeni society, and the limited development service Internet in Yemen.
- 3) There are no statistical differences between the answers on the level of awareness of organization for the importance of e-commerce and personal variable (Functional position - Scientific specialization).
- 4) Statistical differences between the answers on the level of organizations awareness for e-commerce and personal variable (years of experience).
- 5) There are no statistical differences between the answers on the level of the obstacles facing application of e-commerce and personal variables (Functional position - Scientific specialization-years of experience).

### Recommendations

In light of the findings of the study, we can display the most important recommendations that we will help in serving the study community as follows:

1. To facilitate the access to Internet lines.
2. Increase the amount of Internet speed to facilitate the establishment and operation of interactive sites for companies.
3. Researcher recommends the necessity of expanding and developing the online service.
4. Allocating subjects in each stage of education to teach the net in addition to the programs and seminars in various media, to spread awareness of the importance of e-commerce and how to deal through.
5. Raise the level of dealing with electronic payment methods by dealing with organizations through modern electronic systems.

6. Insuring the specialized skill for the success of e-commerce operations.

7. Seeking laws and regulations to adjust e-business.

8. Developing the plans and policies that are interested in marketing the products organization of online.

9. Continuous training to employees of the organization in the field of electronic commerce.

10. Restructuring the marketing departments to suit the organization's policies in the field of e-commerce and the technological developments in this aspect.

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