E-Readiness Impact on Marketing Performance in Electronic Shopping companies

Dr. Tareq N. Hashem, and Dr. Asma Rashad Nayef Alsaleh

Abstract-- The study aims to investigate E-Readiness Impact on Marketing Performance in Electronic Shopping companies. The study population includes Electronic Shopping companies employees Located in Amman. The study convenience sample consisted of 120 employees, 100 questionnaires were returned, which represent (83.3%) of the total sample.

The study results indicated that -There is an impact of electronic readiness on marketing performance in electronic shopping companies; also, there is an impact   of human resources on marketing performance in electronic shopping companies. And there is an impact of technological resources on marketing performance in electronic shopping companies, as well as, there is the impact of infrastructure on marketing performance in electronic shopping companies.

Keywords— E-Readiness, e - readiness assessment indicators, dimensions of Electronic readiness, Marketing Performance, Electronic Shopping companies.

I. Introduction

ELECTRONIC shopping is one of new basic concepts that was able   during the last few years of the current millennium to turn all efforts ,marketing and various activities to new trends in line with the current era and its variables, by using various advance tools and methods and new technology in operations and marketing activities implementation, related to communications and information technology and providing products and completing marketing   operations through various means in particular .Electronic shopping is one of the first used means . (Abu Fara, 2006)

Organizations in the world started the pace to provide their services in all formats using the latest information and communication technology , which has led to widespread use of electronic shopping concept through   various trade web sites on the Internet to meet customers' needs and desires. Although all organizations on the Internet vary in services providing level , prices and electronic service providing method ,but all those organizations are sharing one property, that is completion of sale, purchase and exchange service and electronic products through the electronic network , which may be called electronic commerce. (Kandil, 2012)

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E - Readiness is a basic foundation to build a reliable basis by organizations in their rendered and handling processes, in order to show the active role of such, therefore an intensive study is conducted to such operations to measure its impact and influenced.

Study Problem

E - Readiness impact on marketing performance in electronic shopping companies is considered as one of very important topics in the companies since organizations' managements are so interested in e-shopping because of its importance and impact on their performance and increasing their efficiency and effectiveness.

1. The study problem can be incorporated by answering the following questions:
2. Is there an impact of e- readiness on marketing performance in electronic shopping companies?
3. Is there an impact of human resources on marketing performance in electronic shopping companies?
4. Is there an impact of technological resources on marketing performance in electronic shopping companies?
5. Is there an impact of infrastructure on marketing performance in electronic shopping companies?

II. Study Importance

Study importance stems from the role played by e- readiness mail in companies work and, in particular, those who are using electronic shopping for achieving its goals, through the use of the Internet and good electronic marketing mix in dealing with all marketing parties, in addition to different methods used by companies in order to increase customer satisfaction and customer loyalty for services and products.

Moreover rapid development that took place in services diversity of and use of the Internet to provide services requires individual skills by investigating how to deal with customers using electronic shopping and with best possible readiness to achieve good performance.

A. Study objectives:

The study aims to reveal the" e-readiness role on marketing performance in electronic shopping companies through the following:

1 – To investigate human resources impact of on marketing performance in electronic shopping companies.

2 - To investigate technological resources impact on

marketing performance in electronic shopping companies.

3- To investigate infrastructure impact on marketing performance in electronic shopping companies.
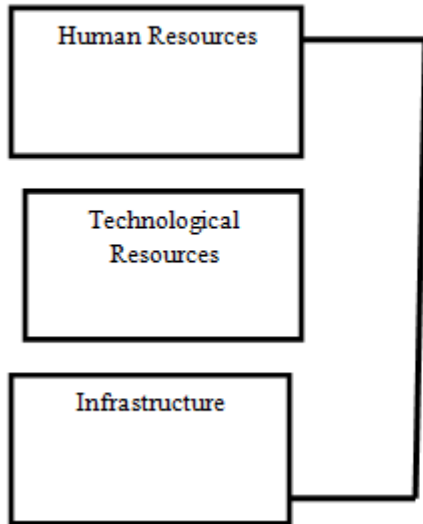
B. Study Hypotheses:

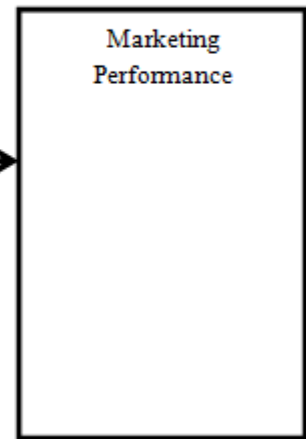H01- There is no impact of e- readiness on marketing performance in electronic shopping companies.

H02- There is no impact of human resources on marketing performance in electronic shopping companies.

H03- There is no impact of technological resources on

marketing performance in electronic shopping companies.

H04- there is no impact of infrastructure on marketing performance in electronic shopping companies.

C. Study Model

A set of studies were reviewed regarding e- readiness, such as (Dada,2006) ,)Olatokun& Opesade,2008) (Zaied, et al ,2007) and(Hourali et al,2008) for the purpose of measuring the independent variable(e- readiness)

Independent Variables

Dependent Variable

D. E-readiness Concept

Organizations realization of e-readiness measurements importance, and their effective role in economic planning processes, has directed its attention to take care of these standards, and to exert its efforts to install their measurement mechanisms and to provide the required data for calculation as a prelude to employ them practically. At the same time, research centers and scientific institutions rushed to propose a set of tools that can be used in evaluation process, or to start with a series of field reconnaissance to provide a suitable information, in order to assess the level of e-readiness. A were on the top of the list of these institutions and research centers: the World Bank and the Foundation (McConnell international) and the unity of Information economy (EIU), and Asia Organization. (Al jaddayah , 2009)

E-readiness can be defined as "the availability of electronic solid infrastructure of the Internet with the rule of a good use for its applications as an evidence of electronically ready community" (Al razo , 2012 , p. 233)

The e - readiness is defined as the degree to which the purpose of economy or society is ready to engage with digital economy. (APEC 2000).

Also (Hourali et al,2008) defined   e readiness as : "the ability of an SME to successfully adopt, use and benefit from information technologies (IT) such as e-commerce".

Maugis   et al (2003) found that most of e - readiness

indicators are full of non rationing and mystery practically and theoretically and assume requirements that fit all . It did not take into account the unique characteristics of each State or the unified applications requirements. Moreover, development which hypotheses will achieve if initiatives only based on readiness conditions that cause serious issues.There are a variety of means to assess the e- readiness, such as mathematics, logical mechanisms, and practical cases approach etc.

The interest components of readiness assessments are about information and communication technology and factors that affect the e-government initiatives. Usually, these factors are content and services offered by e-government sites, digital knowledge, types of known information and communication technology, and infrastructure. (Potnis & Pardo, 2011)

E. In general, e-readiness assessment models cover one more than of the following subjects (Peters,2005)

- Infrastructure for telecommunications, including phone density (several telephones per 100 people) Internet use, pricing, and credibility.
- The use of information and communication technology levels in society including homes, businesses, schools, and government.
- Human possibilities - the knowledge, information and communication technology skills levels, and vocational training.

- Political environment - legal environment that affect information and communication technology sector and provide information and communication technology services, consumer protection and his privacy.
- Information and communication technology economics (information and communication technology sector size).

F. Bakry (2004) also developed a framework for e - readiness assessment model (STOPE) consists of five categories as follows:

- Strategy (information and communication technology leadership and future development plans).
- The technology basic infrastructure for information and communication technology, services electronic infrastructure ICT, ICT provide support)
- Organization (government's instructions for information and communication technology, cooperation in information and communication technology, and management of information and communication technology).
- People (awareness of information and communication technology , education and training on information and communication technology , qualifications and functions of information and communication technology and management skills of information and communication technology) and
- Environment (knowledge, resources and economy, organizing and public infrastructure).

G. Ifinedo (2005) classified e - readiness assessment indicators in three key indicators as follows:

- Demand forces (culture, understanding and effectiveness , learners) .
- Measurement of supply forces of (industry competition) workers' skills and investment)
- Social Infrastructure (life costs and pricing, advanced infrastructure and macro economy structure).

H. Peters (2005) summarized criteria that were used to assess country e- readiness as follows:

- Legal and regulatory infrastructure for information and communication technology use - appropriate information and communication technology
- Bearing information and communication technology burden in local scope, the possibilities of information and communication technology and training.
- Availability of local ingredients and services - the use of information and communication technology business.
- The introduction of information and communication technology to people's lives - physical access to information and communication technology
- Social and cultural factors for information and communication technology use - confidence of people and security of information and communication technology.
- Macroeconomic structure that affect the use of information and communication technology, and
- Government role of guidance e-readiness
- Due to the importance of various dimensions of Electronic readiness addressed by many writers and researchers, the researcher considers to concentrate on the following dimensions:
- Infrastructure
- Human Resources
- Technology Resources

III. PREVIOUS STUDIES

Tofani,(2009) aimed in his study to assess E- readiness of electronic in publishing electronic and aims to establish a model for e - Readiness Assessment. And application of this model on Iranian publishing companies to find the right model and to study a set of indicators to measure e - readiness in electronic publishing companies to find at the end the right model for electronic publishing. This study emphasized the importance of establishing the appropriate model which assess E- readiness for electronic publishing through the determinants of social factors , economic factors , policies and legislation, manpower , and management. .

Ayanso, Chatterjee, Cho,(2011) aimed mainly to study the e-government readiness indicators in a systematic approach , and to measure e-government readiness through the infrastructure for information technology , human resources and communications , which represents a specific area of policy-making and research. The study included 192 members of (UNPAN) - UNITED NATION PUBLIC ADMINISTRATION NETWORK. The main results of this study highlight the technology capabilities rather than the technology itself and the potential of human resources.

Koh, Prybutok, Zhang,) 2008(study aimed to assess the government institutions readiness to transform themselves to integrated e-government service provider. Since key components of e-government were identified, and discussed how it could be developed from simple Web site to an integrated portal that will provide public with services. The study proposed three levels - strategic, system, and data - that should address government Office willing for e-government. Then empirically test model for e-government readiness .The sample was electronic governments in municipalities of the United Nations. However, the results supported the model only from two levels (strategic plans level and system application level) instead of three levels. This conclusion has important impacts because it supported the view that contradictions can happen when e-government initiatives are in a relatively early stage, and some of the critical issues for e-government have not yet appear.

Potnis, Pardo,(2011) study aimed to assess the developments of UN e-readiness and to shed the light on assumption within the secondary indicators that support basic indicator (risk –to-reward indicator, adoption indicator ,satisfaction indicator) . The study has developed assessment of e- readiness through concentration of state governments'

members as controller of services and information to facilitate the same information. It also shed the light on the dynamic nature of e-government and the role of information and communications technology in transformation efforts, and this study also allowed, a new understanding of the implications effects that rely on necessities, opinions, ratings , suggestions on the efforts of Member States and to promote technologies towards transformation agendas.

IV. METHODOLOGY

The researcher used the descriptive analytical approach, where theoretical framework was covering by referring to books, periodicals, and electronic articles, , while field part was covered by designing a questionnaire to serve the study objectives. Questionnaires were distributed over the targeted groups in order to obtain respondents responses, to be used hypotheses testing , and then the use of appropriate statistical methods and hypothesis testing by using statistical package for social Sciences (SPSS) and conclude findings and recommendations

V. DATA COLLECTION METHODS

1- Primary sources: It refers to study questionnaire that was designed and distributed to sample subjects.

2 Secondary sources: books, references, previous studies on that handle study topic.

A. Population and Sampling

The study population includes Electronic Shopping companies employees Located in Amman.   The study convenience sample consisted of 120 employees, 100 questionnaires were returned, which represent (83.3%) of the total sample.

B. Reliability Test:

Cronbach Alpha test was used to find out instrument reliability. The value was = 89.2% for the questionnaire. All values are accepted since they are more than 60%. (Malhotra, 2004)

C. Statistical treatment Methods:

The "SPSS" statistical package program was used in order to analyze the collected data through the questioner. The following statistical methods were used:

- *Frequencies and percentages.*
- *Means and standard deviations.*
- *Multiple and Simple Regression test.*

VI. ANALYSIS AND DISCUSSION

Frequency and percentages were computed for sample's characteristics

TABLE I
SAMPLE'S DISTRIBUTION ACCORDING TO DEMOGRAPHIC INFORMATION

Category	Frequency	Percentage%
Education		
Diploma or less	4	4
Bachelor	89	89
High studies	7	7
Total	100	100%
Gender		
Male	41	41
Female	59	59
Total	100	100%
Experience		
Less than 5	75	75
5-10	25	25
Above 10 years	-	-
Total	100	100%
Age		
Less than 25 years	78	78
25-35 years	15	15
36-45 years	7	7
Above 45 years	----	----
Total	100	100%

The table above indicates that 4% of the sample has Diploma or less, 89% of the sample has bachelor degree and the rest has high studies. The above table also shows that females are more than males. They are (59) with a (59%). males are (41) with a (41%) percent. With respect to experience table shows that less than 5 years is (75%). (5-10years) is (%25) . Finally , It is found that the Majority of the sample (78%) is less than 25 years old.

TABLE II
MEANS AND STANDARD DEVIATIONS FOR SAMPLE'S RESPONSES TOWARD
RESEARCH QUESTIONS

N0.	Statement	Mean	S. Deviation
	Human Resources	4.1740	.76365
1.	Company staff have scientific qualifications to help in company's work	4.4100	.86568
2.	Staff number matches with work stress they have	3.2000	1.55050
3.	Staff have experience in companies correspondence methods	4.2300	.83913
4.	The Company provides specialists in networks work and maintenance	4.5100	1.07774
5.	Staff cumulative experiences affect company 's performance e	4.5200	1.02966
	Technology Resources	4.1520	.89358
6.	The company has advanced equipment that help in work	4.2900	1.03763
7.	The company ensures communication methods protection	4.4700	1.14992
8.	The sophisticated equipment increase work efficiency and performance	4.3700	1.08855

N0.	Statement	Mean	S. Deviation
9.	The company has specialists in electronic devices and servers work	4.2400	1.24007
10.	Advanced devices reduce the time and effort of company's work	3.3900	1.66300
	Infrastructure	3.7740	.72455
11.	Special devices are available for performance measurement	4.1000	1.35959
12.	The company has a distinct Internet service	3.8300	1.37844
13.	Periodical regular maintenance service is available	2.3700	1.62465
14.	Equipped places are available for electronic devices	4.5500	.91425
15.	the company was equipped to fit any future technological developments	4.0200	1.31025
	Marketing Performance	4.2700	.82309
16.	The company enjoys a good market share	4.3700	.90626
17.	There is an increase in the size of company's sales	3.9500	1.33617
18.	There is an increase in the size of company's profits	4.1600	.91806
19.	We have the ability to fulfill all requests through websites	4.3500	1.27426
20.	There is an increase in the number of customers	4.5200	1.02966

Table II above indicates that means of sample's responses except q(13) are more than the virtual mean (3), this means that sample's respondents agree on all statements except q(13) . The total mean also reflects that there are positive attitudes toward all the questions except q(13) .

VII. HYPOTHESES TESTING

H01- There is no impact of e- readiness on marketing performance in electronic shopping companies.

TABLE III
TEST OF HYPOTHESIS (1)

r^2	r	Sig F	F
0.788	0.888	**.000**	118.753

Multiple Regression is used to test the hypothesis .The table indicates that F calculated value is significant at (0.01) level. This means that null hypothesis is rejected and the alternative hypothesis is accepted , therefore, There is impact of e-readiness on marketing performance in electronic shopping companies with high Pearson correlation 0.888

H02- There is no impact of human resources on marketing performance in electronic shopping companies.

TABLE IV
TEST OF HYPOTHESIS (2)

r^2	r	Sig t	t	Sig F	F
0.735	0.857	000.	16.48	000.	271.583

Simple Regression is used to test the hypothesis .The table indicates that F calculated value is significant at (0.01) level. This means that null hypothesis is rejected and the alternative hypothesis is accepted , therefore, There is impact of human resources on marketing performance in electronic shopping companies with high Pearson correlation 0.857

H03- There is no impact of technological resources on marketing performance in electronic shopping companies.

TABLE V
TEST OF HYPOTHESIS (3)

r^2	r	Sig t	t	Sig F	F
0.601	0.775	000.	12.154	000.	147.714

Simple Regression is used to test the hypothesis .The table indicates that F calculated value is significant at (0.01) level. This means that null hypothesis is rejected and the alternative hypothesis is accepted , therefore, There is impact of human resources on marketing performance in electronic shopping companies with high Pearson correlation 0.775

H04- there is no impact of infrastructure on marketing performance in electronic shopping companies.

TABLE VI
TEST OF HYPOTHESIS (4)

r^2	r	Sig t	t	Sig F	F
0.264	0.514	000.	5.931	000.	35.172

Simple Regression is used to test the hypothesis .The table indicates that F calculated value is significant at (0.01) level. This means that null hypothesis is rejected and the alternative hypothesis is accepted, therefore, There is impact of human resources on marketing performance in electronic shopping companies with moderate Pearson correlation 0.514

VIII. RESULTS

-There is an impact of electronic readiness on marketing performance in electronic shopping companies.

- There is an impact of human resources on marketing performance in electronic shopping companies.

-There is an impact of technological resources on marketing performance in electronic shopping companies.

-There is the impact of infrastructure on marketing performance in electronic shopping companies.

IX. DISCUSSION

After presenting a review on electronic readiness with an emphasis on its dimension, the study confirms that electronic readiness has an impact on marketing performance in electronic shopping companies.

The results reveal that the human resources have the highest effect on marketing performance in electronic shopping

companies. This result conforms to the common observation that well trained employees are important corn stones in any electronic shopping companies.

Also it was found that there is statistically significant impact of technological resources on marketing performance in electronic shopping companies. That reflects the importance of having advanced equipment and communication methods protection in order to enhance the marketing performance of the company.

Finally, It is found that having a good infrastructure such as (Special devices , distinct Internet service, maintenance service) has an impact on marketing performance in electronic shopping companies.

These findings are consistent with the findings of previous studies such as   (Dada,2006) (Olatokun& Opesade,2008) (Zaied, et al ,2007) and (Hourali et al,2008).

X.Recommendations

1-Human resources are one of the key elements for companies operating in e-marketing , therefore the study recommends to more attention towards development and training of such resources in a way that appropriate for those companies work.

2- The occurred development in the field of information technology and systems operating in e - marketing calls the need of selection scalable devices in order to reduce costs and increase the efficiency of these devices .

3- It is obvious from previous data the purchasing power is increased through websites and it shows the strength of the market and of which we recommend doing studies based on the study of this larger market 4- Statistical analysis indicated that, the company should use flexible strategies that fit e-business of such companies.

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