

## Prioritizing Factors Affecting Garden Products E-Commerce (Case Study: Damavand City Gardeners)

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### ABSTRACT

This research from objective aspect is an applied research and from method, aspect is a descriptive-analytic study. The aim of this study is prioritizing factors influencing the adoption and use of garden products e-commerce from gardeners' viewpoint. The population of the survey were 100 gardeners of Damavand city. The results showed that the internet knowledge ( $\mu = 4.4$ ,  $SD = 0.161$ ), sufficient time to complete the procedure ( $\mu = 3.95$ ,  $SD = 0.172$ ), the loss of position in associates group following the use of web sites ( $\mu = 3.4$ ,  $SD = 0.361$ ), the attractiveness of using the internet at work ( $\mu = 3.97$ ,  $SD = 0.234$ ), the usefulness of internet usage in the trade ( $\mu = 3.69$ ,  $SD = 0.257$ ), the multimedia ability of using the internet in the businesses ( $\mu = 3.85$ ,  $SD = 0.202$ ), user satisfaction from using the Internet at work ( $\mu = 3.66$ ,  $SD = 0.245$ ) and lack of security in the use of internet in business ( $\mu = 2.5$ ,  $SD = 0.016$ ) in order are the most important indicators of conditions facilitation, self-efficacy, risk, attitude, belief, quality of system, satisfaction and trust in the system. These indicators with the lowest coefficient of variation were in the first priority of noted variables.

**KEYWORDS:** Garden Products, E-Commerce, Trust, self-efficacy.

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### INTRODUCTION

In today's world, given the current turbulent environment, businesses around the state and the new business is being born. One of the factors is the evolution and progression of technology businesses. ICT as a new technology, which led to drastic changes in the business world, including the development and alignment of businesses toward e-commerce [1]. Today, the advent of information technology and electronic commerce creates new opportunities and opportunities for firms to compensate for weaknesses such as inability to access new markets, improve research and development activities in the international arena [2]. With introducing e-commerce, the old dream of many organizations to be active in new trade markets in international arena and job away from boundaries got true [3 &4]. Electronics business offers multiple benefits for both consumer and seller. Vendors can use the e-commerce for very small parts of markets that have high variation to make them to be in access, customers get benefits through access to world markets and the availability of goods through various vendors with low cost [5]. Improvement of existing products and creating new methods of selling products is another advantage of electronic commerce [6]. However, despite the many advantages of e-commerce, use of it by small to medium agencies is limited. Studies have shown that different organizations have different problems in the development or adoption of electronic commerce. In general, the adoption of e-business, there are many risks that create and reinforce the confidence to start a business on the Internet and this problem will lead to a decrease in the acceptance of e-commerce. In general, surface diffusion, adoption and use of IT are an issue and a big challenge. In fact, a better understanding of technology adoption in different cultures requires a broad view of the technology and information. Therefore, the main purpose of this study was to find understanding of the factors influencing the adoption of electronic commerce as a new technology in the organization [7; 8; 9 &10).

### METHODS AND MATERIALS

This study in terms of aim is an applied research, and in term of method is a descriptive-analytical study. To collect data in theoretical stage literature library studies was used, and then by a questionnaire survey growers view point to be collected. For data analysis SPSS21 software was used.

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Statistical tests included measures of central dispersion (frequency, percentage frequency, maximum, minimum, mean, standard deviation and coefficient of variation) is used. Variables were including conditions facilitating mechanisms, mechanisms of self-efficacy, risk of technology mechanisms, mechanisms attitudes toward the use of Internet in business, mechanisms of self-belief, quality systems mechanisms and information, satisfaction mechanisms of the system and mechanisms of trust in the system.

## RESULTS AND DISCUSSION

The population of this study was the growers of Damavand County. Factors affecting e-commerce adoption of their views were prioritized. Following each of these indicators will be assessed.

### - Conditions facilitation Factors

To evaluate the application of conditions facilitation factor, 5 items in a Likert scale with five sections was used (very low, low, medium, high and very high). All of these items were compute together and then re-coding respectively.

The results showed that having knowledge of the Internet with the lowest coefficient of variation 0.161, is the first priority (SD= 0.71;  $\mu= 4.4$ ), and then being the specialist person or team to help in the face of problems (SD= 0.70;  $\mu= 4.2$ ), availability of the website (SD= 0.75;  $\mu= 4$ ), the influence of Internet communication channels (SD= 0.81;  $\mu= 3.8$ ), being computer (SD= 0.88;  $\mu= 4.03$ ), good power systems (SD= 0.87;  $\mu= 3.7$ ) and the allocation of government loans (SD= 1.2;  $\mu= 3.8$ ), respectively has been the second priority to last priority of this variable (Table 1).

Table 1- Prioritizing Conditions facilitation factors in e-commerce adoption (n= 100)

Conditions facilitation Factors	Mean*	SD	CV	Rank
having knowledge of the Internet	4.4	0.71	0.161	1
being the specialist person or team to help in the face of problems	4.2	0.70	0.166	2
availability of the website	4	0.75	0.187	3
the influence of Internet communication channels	3.8	0.81	0.213	4
having computer	4.03	0.88	0.218	5
good power systems	3.7	0.87	0.235	6
allocation of government loans	3.8	1.2	0.315	7

\*1=very low, 2=low, 3= average, 4=high and 5=very high

### - Self-efficacy Factors

To evaluate the application of conditions facilitation factor, 7 items in a Likert scale with five sections was used (very low, low, medium, high and very high). All of these items were compute together and then re-coding respectively.

The results showed that sufficient time to complete the procedure with the lowest coefficient of variation 0.172, is the first priority (SD= 0.68;  $\mu= 3.95$ ), and then being the specialist person help in the face of problems (SD= 0.76;  $\mu= 4.2$ ), help one for the first time to the user (SD= 0.77;  $\mu= 4.17$ ), using a similar system to do the same job in the past (SD= 0.87;  $\mu= 3.94$ ), the person who tells the user what to do (SD= 0.94;  $\mu= 4.1$ ), seeing someone else (such as partners) are using the system (SD= 0.94;  $\mu= 3.9$ ) and reference manual or online help (SD= 5.8;  $\mu= 4.3$ ), respectively has been the second priority to last priority of this variable (Table 2).

Table 2- Prioritizing self-efficacy factors in e-commerce adoption (n= 100)

Self-efficacy Factors	Mean*	SD	CV	Rank
sufficient time to complete the procedure	3.95	0.68	0.172	1
specialist person help in the face of problems	4.2	0.76	0.180	2
help one for the first time to the user	4.17	0.77	0.184	3
using a similar system to do the same job in the past	3.94	0.87	0.220	4
the person who tells the user what to do	4.01	0.94	0.234	5
seeing someone else (such as partners) are using the system	3.9	0.94	0.241	6
reference manual or online help	4.3	5.8	1.348	7

\*1=very low, 2=low, 3= average, 4=high and 5=very high

### - Risk factors of using e-commerce

To evaluate the application of conditions facilitation factor, 9 items in a Likert scale with five sections was used (very low, low, medium, high and very high). All of these items were compute together and then re-coding respectively.

The results showed that loss of position in the partners group following the use of websites with the lowest coefficient of variation 0.361, is the first priority (SD= 1.23;  $\mu$ = 3.4) , and then psychological harm following the use of websites (SD= 1.16;  $\mu$ = 3.01), spend plenty of time to correct the mistakes (SD= 1.13;  $\mu$ = 2.8), financial loss following the use of e-commerce websites (SD= 1.22;  $\mu$ = 2.84), fear and anxiety due to the loss of large amounts of data by pressing the wrong button (SD= 1.06;  $\mu$ = 2.36), doubt because of a mistake that cannot be corrected (SD= 1.17;  $\mu$ = 2.6), the loss of privacy following the use of e-commerce websites (SD= 1.24;  $\mu$ = 2.7), lack of adequate government policies and regulations related to safety (SD= 1.07,  $\mu$ = 2.3) and lack of a strong security system to protect user accounts and personal information (SD= 1.20,  $\mu$ = 2.35) respectively has been the second priority to last priority of this variable (Table 3).

Table 3- Prioritizing Risk factors in e-commerce adoption (n= 100)

Risk Factors	Mean*	SD	CV	Rank
Loss of position in the partners group following the use of websites	3.4	1.23	0.361	1
Psychological harm following the use of websites	3.01	1.16	0.385	2
Spend plenty of time to correct the mistakes	2.8	1.13	0.403	3
Financial loss following the use of e-commerce websites	2.84	1.22	0.429	4
Fear and anxiety due to the loss of large amounts of data by pressing the wrong button	2.36	1.06	0.449	5
Doubt because of a mistake that cannot be corrected	2.6	1.17	0.45	6
The loss of privacy following the use of e-commerce websites	2.7	1.24	0.459	7
Lack of adequate government policies and regulations related to safety	2.3	1.07	0.465	8
Lack of a strong security system to protect user accounts and personal information	2.35	1.20	0.510	9

\*1=very low, 2=low, 3= average, 4=high and 5=very high

**Attitude factors towards the use of e-commerce**

To evaluate the application of conditions facilitation factor, 6 items in a Likert scale with five sections was used (very low, low, medium, high and very high). All of these items were compute together and then re-coding respectively.

The results showed that to be interesting with the lowest coefficient of variation 0.234, is the first priority (SD= 0.93;  $\mu$ = 3.97). Then being a good idea (SD= 0.96;  $\mu$ = 4.03), fitness with the method that the user likes buy the products (SD= 0.93;  $\mu$ = 3.83), website business attractiveness (SD= 0.95;  $\mu$ = 3.91), being lovely (SD= 0.96;  $\mu$ = 3.90) and it is being a symbol of status and dignity of individuals (SD= 1.12;  $\mu$ = 3.83), respectively has been the second priority to last priority of this variable (Table 4).

Table 4- Prioritizing Attitude factors in e-commerce adoption (n= 100)

Attitude Factors	Mean*	SD	CV	Rank
More interesting work	3.97	0.93	0.234	1
It is a good idea	4.03	0.96	0.238	2
Fitness with the method that the user likes buy the products	3.83	0.93	0.242	3
Website business attractiveness	3.91	0.95	0.2429	4
It is lovely	3.90	0.96	0.246	5
It is a symbol of status and dignity of individuals	3.83	1.12	0.292	6

\*1=very low, 2=low, 3= average, 4=high and 5=very high

**Confidence to believe factors towards the use of e-commerce**

To evaluate the application of conditions facilitation factor, 3 items in a Likert scale with five sections was used (very low, low, medium, high and very high). All of these items were compute together and then re-coding respectively.

The results showed that usefulness with the lowest coefficient of variation 0.257, is the first priority (SD= 0.95;  $\mu$ = 3.69) and then Ability to do works (SD= 1.05;  $\mu$ = 3.69) and honesty in providing correct information (SD= 1.11;  $\mu$ = 3.18), respectively has been the second priority to last priority of this variable (Table 5).

Table 5- Prioritizing confidence to believe factors in e-commerce adoption (n= 100)

confidence to believe	Mean*	SD	CV	Rank
Usefulness	3.69	0.95	0.257	1
Ability	3.36	1.05	0.312	2
Honesty	3.18	1.11	0.349	3

\*1=very low, 2=low, 3= average, 4=high and 5=very high

### Quality of system and information factors towards the use of e-commerce

To evaluate the application of conditions facilitation factor, 7 items in a Likert scale with five sections was used (very low, low, medium, high and very high). All of these items were compute together and then re-coding respectively.

The results showed that multimedia capabilities with the lowest coefficient of variation 0.202, is the first priority (SD= 0.78,  $\mu$ = 3.85), and then Ability to search in commercial companies websites (SD= 0.82,  $\mu$ = 3.81) is the second priority. Prepare detailed information (SD= 0.85,  $\mu$ = 3.66) and prepare timely information (SD= 0.85,  $\mu$ = 3.66) are the third priority together. Prepare ready-to-date information (SD= 0.87,  $\mu$ = 3.7), prepare the correct information (SD= 0.86,  $\mu$ = 3.64) and prepare full information about market and business (SD= 0.88,  $\mu$ = 3.7) respectively has been the second priority to last priority of this variable (Table 6).

Table 6- Prioritizing quality of system and information factors in e-commerce adoption (n= 100)

quality of system and information factors	Mean*	SD	CV	Rank
Multimedia Capabilities	3.85	0.78	0.202	1
Ability to search in commercial companies websites	3.81	0.82	0.215	2
Prepare detailed information	3.66	0.85	0.232	3
Prepare timely information	3.66	0.85	0.232	3
Prepare ready-to-date information	3.7	0.87	0.235	4
Prepare the correct information	3.64	0.86	0.236	5
Prepare full information about market and business	3.7	0.88	0.237	6

\*1=very low, 2=low, 3= average, 4=high and 5=very high

### Satisfaction factors in e-commerce adoption

To evaluate the application of conditions facilitation factor, 7 items in a Likert scale with five sections was used (very low, low, medium, high and very high). All of these items were compute together and then re-coding respectively.

The results showed that user satisfaction with the policy of using the Internet at work with the lowest coefficient of variation 0.2459, is the first priority (SD= 0.9;  $\mu$ = 3.66). Then user satisfaction with the results of using the Internet at work (SD= 0.91;  $\mu$ = 3.7), user satisfaction to the use of the internet in business (SD= 0.94;  $\mu$ = 3.81), meet user needs by using the information on the Internet (SD= 1;  $\mu$ = 3.85), prepare detailed reports by using the Internet(SD= 0.95;  $\mu$ = 3.64), timely receipt of goods by using the Internet (SD= 1.03;  $\mu$ = 3.66) and receive product orders by using the Internet (SD= 1.03;  $\mu$ = 3.66) respectively has been the second priority to last priority of this variable (Table 7).

Table 7- Prioritizing satisfaction factors in e-commerce adoption (n= 100)

Satisfaction factors	Mean*	SD	CV	Rank
User satisfaction with the policy of using the Internet at work	3.66	0.9	0.24590	1
User satisfaction with the results of using the Internet at work	3.7	0.91	0.24594	2
User satisfaction to the use of the internet in business	3.81	0.94	0.246	3
Meet user needs by using the information on the Internet	3.85	1	0.259	4
Prepare detailed reports by using the Internet	3.64	0.95	0.260	5
Timely receipt of goods by using the Internet	3.7	1.03	0.278	6
Receive product orders by using the Internet	3.66	1.03	0.281	7

\*1=very low, 2=low, 3= average, 4=high and 5=very high

### - Trust factors of using e-commerce

To evaluate the application of conditions facilitation factor, 10 items in a Likert scale with five sections was used (very low, low, medium, high and very high). All of these items were compute together and then re-coding respectively.

The results showed lack of security following the use of websites with the lowest coefficient of variation 0.016, is the first priority (SD= 0.04;  $\mu$ = 2.5). Then having no security features (SD= 1.02;  $\mu$ = 3.01), untrustworthy (SD= 1.01;  $\mu$ = 2.86), user reluctance to trust e-commerce websites (SD= 1.06;  $\mu$ = 3), lack of belief in the information provided on the website (SD= 1.02;  $\mu$ = 2.8), not doing e-commerce websites to promises (SD= 1;  $\mu$ = 2.7), lack of user confidence in e-commerce websites to do the right thing (SD= 1.08;  $\mu$ = 2.9), lack of user confidence in e-commerce website although having a little knowledge (SD= 1.07;  $\mu$ = 2.8), the problem of confidence in e-commerce

Web sites for user (SD= 1.15;  $\mu$ = 2.9) and lack of attention to the best mental interests of user (SD= 1.03;  $\mu$ = 2.53) respectively have been the second priority to last priority of this variable (Table 8).

Table 8- Prioritizing Trust factors in e-commerce adoption (n= 100)

Trust factors	Mean*	SD	CV	Rank
Lack of security	2.5	0.04	0.016	1
having no security features	3.01	1.02	0.338	2
Untrustworthy	2.86	1.01	0.3531	3
User reluctance to trust e-commerce websites	3	1.06	0.3533	4
lack of belief in the information provided on the website	2.8	1.02	0.364	5
not doing e-commerce websites to promises	2.7	1	0.370	6
lack of user confidence in e-commerce websites to do the right thing	2.9	1.08	0.372	7
lack of user confidence in e-commerce website although having a little knowledge	2.8	1.07	0.382	8
he problem of confidence in e-commerce Web sites for user	2.9	1.15	0.396	9
lack of attention to the best mental interests of user	2.53	1.03	0.407	10

\*1=very low, 2=low, 3= average, 4=high and 5=very high

### Conclusion and Recommendations

- The results of conditions facilitation factors application show most farmers (59%) with the highest frequency agree with conditions facilitation role in the decision to adoption of the Internet in business in the cooperatives.

The results show that gardeners believe having knowledge of the Internet with the lowest coefficient of variation 0.161, is the first priority and then being the specialist person or team to help in the face of problems (CV= 0.166), availability of the website (CV= 0.187), the influence of Internet communication channels (CV= 0.213), being computer (CV= 0.218), good power systems (CV= 0.235) and the allocation of government loans (CV= 0.315), respectively has been the second priority to seventh priority. Conditions facilitation is the degree which a person believes that the technical and organizational infrastructure to support the use of any system was been [11].

According to the respondents' viewpoint that lack of knowledge and lack of education as the greatest obstacle to their use of the internet in business have expressed. So the conclusion is justified and consistent with other findings in the study.

- The results of self- efficiency factors application show that most farmers (60%) with the highest frequency agree with self- efficiency role in the decision to adoption of the Internet in business in the cooperatives. The results show that gardeners believe sufficient time to complete the procedure with the lowest coefficient of variation 0.172, is the first priority. Despite the obvious benefits of e-commerce, many consumers because of the risks associated with e-commerce transactions and the risk associated with the use of the internet to buy and sell are resisted against its adoption [12]. Risk theory first proposed in 1960 by the Bauer. He defined risk as "accepting consequences of consumer behavior in any action that cannot be predicted with certainty and some consequences are unpleasant likely" [13]. The research was investigated by Stone and Gronhaug (1993), risk dimensions was classified in financial risk, functional risk, emotional risk and time risk [14]. Time risk means losing time with a bad decision to buy that causes to loss of time by searching for the purchase or time to spend learning right purchase in order to not forced to exchange goods purchased which is not consistent with our expectations [15]. Maybe it is for lack of expertise and therefore they do the process of buying and selling through the Internet slowly. The loss of time with a bad decision to buy that it cause the loss of time by searching for the purchase, or time that is spend to learning correct purchase in order to not force to replace the purchased product that does not match with the person expectations (time risk) be related to this outcome [15]. Then being the specialist person help in the face of problems (CV= 0.180), help one for the first time to the user (CV= 184), using a similar system to do the same job in the past (CV= 0.220), the person who tells the user what to do (CV= 0.234), seeing someone else (such as partners) are using the system (CV= 0.241) and reference manual or online help (CV= 1.348), respectively has been the second priority to seventh priority. According to Bandura (1982) self – efficacy is “beliefs of the person on personal capabilities to organize and execute courses required for business success” [7]. Thus, we can conclude that growers believe that if there are individuals and the professionals who assist them to use the internet in business they will be able to do it.

The reason can be found in the academics persons of family and their beliefs to the role of education in the use of internet. Based on results, it is better training and learning be practical and step by step because based on the results referring to books and manuals is in the last priority. This indicates that gardeners believe to the practical and participatory learning through during the run, tell their problems and solve them.

- The results of the implementation of the risk factors in the use of technology show that social risk is the highest priority. As Featherman & Pavlou (2003) have expressed the risk of loss of position in a social group following the adoption of a new product or service is social risk [15]. Perhaps its reason is for social influence that is dominant the gardeners. Researches show that breaking the law on the informal groups will lead to the rejection of the group. Maybe, it is due to

fear of losing the position of user among collaborates following the use of e-commerce web sites. Therefore, social risk is for user's fear of rejecting from their social group. In addition, people are afraid of exploiting their personal information because they believe that government policies and regulations that exist is inadequate to protect the security and confidence in using e-commerce web sites.

- The results of attitude factors application towards the use of e-commerce show gardeners believe that to be interesting with the lowest coefficient of variation 0.234 is the first priority. Then being a good idea (CV= 0.238), fitness with the method that the user likes buy the products (CV= 0.242), attractiveness (CV= 0.242), being lovely (CV= 0.246) and being a symbol of status and dignity of individuals (CV= 0.292), respectively has been the second priority to sixth priority. Attitude refers to the "person judgment that behavior is good or bad, and whether he agrees or disagrees perform a behavior" [16]. The results show that subjective norm of growers about their willingness to use the internet is positive. Since farmers have been stated if the conditions are facilitated they will be use internet in the business for voluntary, thus they have the subjective norm that using the Internet for their work is useful and attractive.

- The results of Confidence to believe factors application towards the use of e-commerce show gardeners believe that usefulness with the lowest coefficient of variation 0.257, is the first priority and then ability to do works (CV= 0.312) and honesty in providing correct information (CV= 0.349), respectively has been the second and third priority. Beliefs are the main determinants of attitudes towards behavior that eventually creates the trust. As Ajzan and Fishbein (1980) point out "It seems that there is agreement among researchers that attitude to an issue determined by beliefs about it. In total ideas about a subject by linking it with the qualities, characteristics and different beliefs is formed "[16]. Trust in one's beliefs with cultural and norms beliefs are intertwined. Cultural beliefs refers to a wide range of learned human behavior patterns that create by the family, policy, economy, religious organizations and educational institutions. Therefore, it can be concluded that gardeners due to academic education and having academic family believe to integrity and usefulness of internet use in the business. Perhaps this belief is for the institutions and other third sector providers that are committed to sell goods honesty, by e-commerce.

Requirements relating to trust, often from different perspectives and by different stakeholders and with various terms, such as consumer privacy, and security risks are discussed [17 & 18]. Build trust not only for customers but also among customers and business or other supply provider sectors to customers is important [19]. It is believed that if online consumers now understand that a company has a good reputation as well as his big, chance to make transactions remotely trust company is more than [20]. Therefore, it is clear that confidence has a positive effect on customer intends to do business with a company online [17].

- The results of quality of system and information factors towards the use of e-commerce show gardeners believe that multimedia capabilities with the lowest coefficient of variation 0.202, is the first priority ability to search in commercial companies websites (CV= 0.215) is the second priority. Prepare detailed information and prepare timely information (CV= 0.232) are the third priority together. Prepare ready-to-date information (CV= 0.235), prepare the correct information (CV= 0.236) and prepare full information about market and business (CV= 0.237) respectively has been the fourth priority to sixth priority. These results emphasize the result of Hammond, K. W., Prather, R. J., & Date, V. [21]. The results of satisfaction factors of system show that the gardeners are satisfied with the information and carry out orders and receiving goods. Perhaps the reason for this is due to internet experience or experience in their children that this attitude has been created. These result emphasize the result of Devaraj, S., Fan, M., & Kohli, R. [22].

-The results of trust factors in the system show gardeners believe that lack of security following the use of websites with the lowest coefficient of variation 0.016, is the first priority. Then having no security features (CV=0.338), untrustworthy (CV=0.3531), user reluctance to trust e-commerce websites (CV=0.3533), lack of belief in the information provided on the website (CV= 0.364), not doing e-commerce websites to promises (CV=0.370), lack of user confidence in e-commerce websites to do the right thing (CV=0.372), lack of user confidence in e-commerce website although having a little knowledge (CV=0.382), the problem of confidence in e-commerce Web sites for user (CV=0.396) and lack of attention to the best mental interests of user (CV= 0.407) respectively has been the second priority to tenth priority. Based on the result the gardeners fear to share their personal information on the internet. Perhaps the reason is that, unlike traditional trades, in online trading transaction processing is performed remotely and without human interaction. These result emphasize the result of Ba, S., & Pavlou, P. A. [4] and Bhattacharjee, A. [9]. Based on the results of research is suggestion:

1- Identifying valid sites and providing information and updated prices, accurate and timely market for gardeners, communicating and contracting with prestigious companies and introducing them to gardeners at national and international level.

2- Holding educational courses and providing professionals with the aim of giving practical and participatory learning to speak and solve problems and improve self-esteem and self-confidence of gardeners during practice.

3- Upgrade security systems by professionals help in order to gain the trust of users and their confidence that they are using e-commerce web sites, their security will be maintained.

- 4- Inform farmers about the honesty and the ability of e-commerce services by enterprises and other third sector providers.
- 5- Identify companies and reputable sites and introducing them to growers.
- 6- Creating public policies and regulations for safety and confidence in the use of e-commerce websites.
- 7- Improving internet knowledge, accessing to person or team in order to help in the face of difficulties, having availability to the filtering sites, improving communication channels to increase internet penetration and connection speeds, accessing to computer, having appropriate power systems and allocating of loans by state.

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