

Exploring the Influential Factors on E-marketing Adoption of Small and Medium Restaurants in Ella, Sri Lanka; Using TOE Technology Acceptance Model

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E-marketing is turning into a more crucial inside gift of generation, that is characterized via global markets, excessive opposition, and open borders and small and medium enterprises are the backbone of every economy. SMEs play a major role in the Sri Lankan economy and Small and Medium Restaurants (SMRs) comes under the SMEs. However, E-marketing is still in the infancy stage in Sri Lanka due to. Different kinds of factors affecting E-marketing adoption by SMRs. Previously technology adoption models and theories like TOE Framework, TAM model, and IDT theory have been introduced by scholars. But limited research is on factors affecting on E-marketing adoption. Therefore, this study aims to explore the influential factors on E-marketing adoption of small and medium restaurants in Ella, Sri Lanka, using the TOE framework. Amidst that, the TOE model was developed by combining dimensions of technology, organization, environment with E-marketing adoption. Primary data were collected from 35 small and medium restaurants in the Ella area, applying a convenient sampling technique. Data analysis was performed using descriptive statistics, simple regression analysis, and qualitative analysis. Descriptive analysis revealed a high level of E-marketing adoption by SMRs and the results of multiple regression analyses show technology as the most influential factor for E-marketing adoption. Further, high training costs. Time for training, lack of knowledge, and lack of technical support were identified as the challenges faced by SMRs. Based on finding managers and owners of small and medium restaurants should be attention to further development areas and the government pays attention to develop the E-marketing and provide particular facilities for E-marketing adoption. For the future, it would be more attractive to evaluate the feedback from other sectors also, by extending sampling groups into different small and medium enterprises groups (Manufacturing, services) to get a more diversified sample.

Keywords: E-marketing, Small and medium restaurants, E-marketing adoption