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## **Information culture effect on e-commerce adoption in small and medium enterprises: a structural equation modelling approach**

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**Mohammed A. Al-Sharafi\***

Faculty of Computing,  
College of Computing and Applied Sciences,  
Universiti Malaysia Pahang,  
Lebuhraya Tun Razak, 26300, Malaysia  
Email: ma\_shrafi@yahoo.com

\*Corresponding author

**Fadi A.T. Herzallah**

Faculty of Business and Economic,  
Palestine Technical University,  
Kadoorie, Palestine  
Email: f.herzallah@ptuk.edu.ps

**Qasim Alajmi**

Faculty of Educational Technology,  
A'Sharqia University, Oman  
Email: alajmi.qasim@gmail.com

**Muriati Mukhtar**

Faculty of Information Science and Technology,  
Universiti Kebangsaan Malaysia, Malaysia  
Email: mm@ftsm.ukm.my

**Ruzaini Abdullah Arshah**

Faculty of Computing,  
College of Computing and Applied Sciences,  
Universiti Malaysia Pahang,  
Lebuhraya Tun Razak, 26300, Malaysia  
Email: ruzaini@ump.edu.my

**Derar Eleyan**

Faculty of Business and Economic,  
Palestine Technical University,  
Kadoorie, Palestine  
Email: f.herzallah@ptuk.edu.ps

**Abstract:** For several years, great effort has been devoted to the study of e-commerce adoption. However, studies on the effect of information culture as internal organisational factors on e-commerce adoption are still lacking. Therefore, the aim of this study is to propose a model to examine the information culture factors affecting e-commerce adoption. To achieve this, the study used a survey that administered to 250 managers of small and medium-sized enterprise (SMEs) in Palestine. The partial least squares structural equation modelling (PLS-SEM) with the help of the SmartPLS 3.0 software was employed to validate the developed model and hypotheses. The empirical results revealed that information control and information integrity were significant factors in predicting e-commerce adoption. However, information formality and information proactiveness failed to predict e-commerce adoption. The factors presented in this study can be adopted by SMEs in assessing and forecasting the success of e-commerce adoption.

**Keywords:** e-commerce; information culture; e-commerce adoption; small and medium enterprises; structural equation modelling; SEM.

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**Biographical notes:** Mohammed A. Al-Sharafi is currently a Research Fellow at the Faculty of Computer Systems and Software Engineering, Universiti Malaysia Pahang. He obtained his MSc in Management Information System from the Yarmouk University, Jordan. He is interested in research related to IS/IT adoption, e-learning, online social networks and technology management.

Fadi A.T. Herzallah is currently working as an Assistant Professor in the Department of Business Administration and E-Commerce at Palestine Technical University-Kadoorei, Palestine. His research interests are in the area of e-commerce application, technology adoption, and online social network.

Qasim AlAjmi received his MSc in Management Information Systems from the Glasgow Caledonian University, Scotland, UK in 2009. He is a PhD candidate in the Department of Computer Science and Software Engineering, University Malaysia Pahang in Kuantan, Malaysia. He is an Assistant Dean for Administrative and Financial affairs and Lecturer in the Computer Science and Management Information Systems Department of Oman College of Management and Technology (OCMT). His current research interests include IS/IT adoption, cloud computing, e-learning, electronic commerce and IoT.

Muriati Mukhtar is an Associate Professor in the Faculty of Information Science and Technology, Universiti Kebangsaan Malaysia. Her specialisation is multimedia in education, IT in manufacturing, and IT policy and strategic studies. Currently, she is the Head of the Research Centre for Software Technology and Management (SOFTAM).

Ruzaini Abdullah Arshah is currently an Associate Professor of Computer Science at Faculty of Computer Systems and Software Engineering (FSKPP), Universiti Malaysia Pahang. He received his PhD at the Universiti Teknologi Malaysia in 2012, Master's in Information Management at the University of Sheffield in 1996, and Bachelor of Science degree in Business Administration (Computer Information System) at the California State University, Stanislaus,