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The Barreirs of Using Electronic Commerce in the Sport - Equipment Company Producter Province Tehran

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ABSTRACT

This research is the barreirs of using Electronic Commerce in the sport - equipment company producter province Tehran. This research has made up of the descriptive from of measurement throughout the investigation. The statistical of this research were about 96 management who invoveled in the different company of sport producer in Tehran. According to the country comprehensive information, the number of model were about $N=n$. The information has collected from the Amirkhani and questionnaire (2010), which was in 4 parts that has been using for this research. The data has analyzed through out the statistical descriptive such as average frequency, minimum, maximum and percentage of standard for descriptive comprehensive research and in inference statistical has used the KS statistic technique for showing the normal situation of data, and used experiment t- test and analysis for significance level to test the hypothesis dissolving hypothesis research in the level of $p \leq 0.05$ which has been using with spss16 soft ware. The averages of the data in research were above the standard level, and idea of all managers has involved in it. The priority of impediment Electronic- Commerce in sport Company is made up of impediment circumferential, quiddit, constructional and society behavioral. According to the research outcome and the commerce ministry information about the standardized merchandise, the electronic-commerce would be much easy and accessible by using advertizing throughout such television and be low in the facilitating development cost effective electronic commerce.

Key word: Barreris Electronic Commerce, Company- Producer Sport –Equipment, Sport –Equipment.

INTRODUCTION

The world fast moving technology is the main cause of this present century which making the countries challenging through the gain update technology Electronic Commerce is one of the most new technology in the world, and it has grow up so rapidly toward our life, and has made our life so easy and accessible throughout what ever we need. Weill [15] has announced that what ever making life easy going through technology by using this transfer information in different the far much lower. Hanafi zadeh [6] be lives that Electronic Commerce making the goods quality much higher and the fare of service for representing the goods gets much lower. Waston [14] announced that the transporting Communication system, Data management and security, Caused the commerce information in relative to selling product or vital service through the business in Electronic Commerce. World Trade Organization (WTO) is lives that Electronic Commerce involved through standard, laws and protocols for critical organization. Sports as part of economic in producing and consuming the sport production to enlarge the economy. Parkes and collleague has divided the sport industry in to three parts, which involves the sport revenue, sport production and sport improvement in sport industry. Investigation has shown that the main sport industry in South Korea, involves the goods, service and sport facility. Eren in Australia the sport industry over, the sport production has divided in to four sections: 1) professional service such as athletic and the place to make body well perform. 2) Goods and wares such as shirt and shoes, 3) erent such as manager and plan market, 4) media such as radio, T.V and magazine. Sport

Electronic business is encompassing term that covers the internal information technology process of sport organization including human resource, produce development and risk management. The purpose of the e-business strategy is to streamline operation, reduce cost and make productivity more efficient. In this relation Erabi and Sarmad Saiedi [5] point to sport consumer relations in area such as society and technology. Karajy zadeh and colleague has research about Electronic business and found that the area such as government and political are vital. Amirkhani [1] believes the functional area like beviourel and constructional would require in electronic insurance. Yin [16] said that sport e-commerce involves the buying and selling of sport product and service through Internet and media. Lohen making electronic business familiar with others. Huonaty et all [7] had research in libea and found that the lock of information in technology in private part area. Investigation has shown that the electronic business were more able in other area than sport, over in Iran or other countries. In the 21 st country, the sport business is operating in the new economy where information and communication used in the manufacturing and distributing of sport product and service.

MATERIALS AND METHODS

This research has mad up of the descriptive from of measurement through out the investigation. The statistical of this research has dove with different company and mangers in Tehran. There were 83 sport companies in Tehran. The information has collected from the Amirkhani et all questionnaire [1] which was in four part that has been using for this research. Questionnaire has assigned by ten top teachers in the sport management, and used the Alfa Krombakh coefficient which has shown in table [1]. The data has analyzed through out the statistical such as average, minimum, maximum and percentage of standard for decrypting the comprehensive research, and in inference statistical has used the KS technique for showing the normal situation of data, and used experiment (t) for dissolving hypothesis research in the level of ($p \leq 0/05$).

Table [1]: The Alfa Kronbakh coeffiecnt questionnaire in Electronic-Commerce

Indicators	No. of Question	Alfa Kronbakh
Structural Barrier	8	0.772
Environmental Barrier	11	0.862
Behavior Barrier	4	0.756
Nature Barrier	3	0.748
Total Questionnaire	26	0.893

The result of coefficient in above table would be successful. The table has obtained in tow part which is the descriptive from inference. The result show that the age of managers were about 30 years old and below %17.7 manager equal to, %35.5 manager were 31 up to 40 years old , %23.1 manager were 41up 50 years old , %5.6 manager were 51up 60 years old, %6.3 manager without answer and average age of (%39/48). Form the above result, the %12.5 of them were women and %84.5 were man,%83 people were national diploma, %38.5 people were diploma, %16.7 people national diploma, %26 people were university degree, %5.2 people were higher degree and %5.2 people were without answer. About the order of production with consumer, interne %3.4, Fax %5.7, telephone %55.7 and %6.8 three mentioned ways, %25 fax and telephone , %3.4 email and telephone and %19.8 has going the training course of electronic commerce . In the below table the result has shown properly

Table [2]: Descriptive Indicators of Structural Impediment Divide form the Sample.

PART	Question	average	Priority Question	average Question	Priority part
Lack of recruitment	Shortage of trained recr	3.81	5	3.81	2
Insufficient budget	Insufficient budget	3.70	6	3.70	3
Deficiency of operational organization	Lack of organization	4.01	3	4.14	1
	Manager poor management	4.23	1		
	Leakage of clear strategy	4.10	2		
Deficiency of internet o Operational Technique	Luck of electronic soft ware	3.49	8	3.50	4
	Shortage of unique net	3.86	4		
	Deficiency of poor communication with all banks	3.50	7		

Table [3]: Descriptive Indicators of Environmental Impediment Divide form the Sample

Part	Question	average	Priority Question	average Question	Priority part
Deficiency of telecommunication	Low speed of Internet	4.19	2	3.99	2
	Poor structural of technology	3.69	7		
	Lack of wide band communication	4.00	5		
Lack of legal structural	Lack of role	4.11	3	4.19	1
	Lack of digital signature	4.04	4		
	Incredulity of company	4.28	1		
Deficiency of cultural	Lack of motivation	3.67	8	3.70	3
	Leakage of internet account	3.06	9		
High expense of Development	Face to face communication	3.84	6	3.5	4
	Expense of soft ware	3.54	10		
	Expense of had ware	3.44	11		

Table [4]: Descriptive Indicators of Maner Impediment Divide form the Sample

part	Question	average	Priority Question	average part	Priority part
Staff resistance	Usage of traditional way	4.04	1	3.78	1
	Shortage of staff motivation	3.50	4		
	Lack of job insurance	3.82	2		
Deficiency of support and manager Inquiry	Insufficient of managers inquiry	3.66	3	3.66	2

Table [5]: Descriptive Indicators of Ivature Impediment Divide form the Sample

part	average	Priority Question
Complexity of Electronic effects	3.79	1
Physical survey	3.73	2
Variety of soft wares	3.13	3

Table (6): Result of (t) for effect of Impediment operational electronic commerce in sport company production

Diverse	Average visionary	Average tentative	Freedom index	Ammount (t)	Super ficiality
Structural Barrier	3	3.810	73	9.755	0.0001
Environmental Barrier	3	3.858	71	9.667	0.0001
Behavior Barrier	3	3.761	89	9.314	0.0001
Nature Barrier	3	3.535	83	95.873	0.0001

Table [7]: Total made clear of Variant barrier of electronic commerce

Component	The critical amount priority			Total sum of squares		
	total	Variant percentage	Aggregate percentage	Total	Variant percentage	Aggregate percentage
1	2.89	59.88	59.88	2.396	59.88	5988
2	0.898	82.23	82.32			
3	0.470	94.06	94.06			
4	0.237	5.934	100			

Table [8]: KMO sample and Bar telt for desirable analysis.

KMO(Kaiser-Meyer-Olkin)		0.609
Bartlett sample	Amount of KMO	72.619
	Freedom index	6
	Superficiality tolerance	0.0001

Table [9]: Component Matrix and electronic commerce Impediment Bar.

Diverse	factor
Structural Barrier	0.708
Environmental Barrier	0.888
Behavior Barrier	0.684
Nature Barrier	0.799

DISCUSSION AND CONCLUSION

Research has shown that the environment barrier, Nature barrier, structural barrier and Behavior barrier have important role to electronic commerce in sport company production. The research result is similar to the research of Eraby, et all [5], Karajy zadeh [9], Yin, et all [16], honaty [7]. In spite that the environmental barrier is the top of other barriers. It is require providing the safe internet inter communication and service for consumer to purchase their injury. The effete of nature barrier could be dune with increasing the knowledge of managers, in such area to create website with useful information and fantastic detail, flexible price for interest and making investment in private company. The people in charge related to the structural barrier should provide the area for company production to have a in touch together. They should provide some course to train the employee to the advance level in electronic commerce course. The Behavior barrier has the least priority over, the other impediment, it mostly aim point to the staff that working to any company. The staff may should hot have much motivation to their duty because of job insurance, they might think as electronic commerce gets grow up they would lost their job, but that is correct for short term, actually in long term much more job will be available in any sections. In general the elimination of impediment and using the operation of electronic commerce depends on the three main factors; the government should support the financial section in the electronic commerce. The university should discover the new outcome ad make the proper in resignation in the area electronic commerce. The sport industry using the practical work which as gained from university in rustication for electronic commerce and business.

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