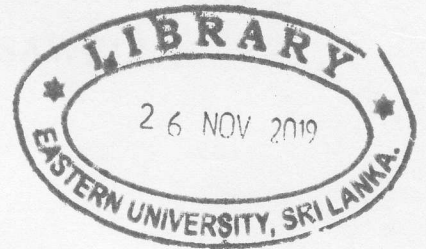


**FACTORS AFFECTING THE IMPLEMENTATION OF E-
MARKETING IN SMEs IN AVISSAWELLA**



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**DEPARTMENT OF MANAGEMENT
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ABSTRACT

The main purpose of this study is to identify factors affecting the implementation of E-marketing in SMEs in Avissawella. This study was implemented with three variables, namely technological context, organizational context and environmental context. Technological context have three dimensions namely, relative advantage, complexity and observability. Organizational context have three dimensions namely, organization culture, firm size and organizational readiness. Industry sector, competitive pressure and market scope are the dimensions of environmental context. And implementation of E-marketing is as the dependent variable.

The research questions of this study were: What are the level of technological, organizational, environmental contexts and implementation of E-marketing in SMEs in Avissawella? Hence, this study finds out is there any relationship between factors (technological, organizational, environmental contexts) and implementation of E-marketing in SMEs in Avissawella. And explore the impact of technological, organizational, environmental contexts on implementation of E-marketing in SMEs in Avissawella? In order to answer this research questions systematically, the study applied the descriptive approach. The data were collected through closed structured questionnaire from 138 owners and managers of the SMEs in Avissawella. And the collected data was analyzed by using univariate and multivariate techniques in order to analyze data and find the result of the research objectives.

The findings reveal that the technological, organizational and environmental contexts and implementation of E-marketing are in high level among the respondents of SMEs. The analyses stated the positive relationship between the technological context and implementation of E-marketing and the dimension of observability negatively relate with implementation of E-marketing. Organizational context have positive relationship with the implementation of E-marketing. Environmental context also positively relate with implementation of E-marketing and the dimensions of competitive pressure negatively relate with the implementation of E-marketing. The study concluded by practical recommendations for owner and managers of the SMEs.

Keywords: *Technological context, Organizational context, Environmental context and Implementation of E-marketing.*

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