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Analysing farmers' intention to adopt web marketing under a technology-organisation-environment perspective: A case study in Italy

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The authors are fully responsible for both the content and the formal aspects of the electronic supplementary material. No editorial adjustments were made.

Electronic supplementary material

Supplementary Tables S1–2

Table S1. Principal component analysis

Items	Principal component 1: Web marketing usefulness	Principal component 2: Web marketing reliability and profitability
Useful	0.645	–
Feasible	0.593	–
Advantageous	0.769	–
Qualifying	0.619	–
Convenient	0.629	–
Appropriate	0.763	–
Innovative	0.735	–
Adequate	0.768	–
Strategic	0.804	–
Successful	0.680	–
Necessary	0.718	–
Positive	0.756	–
Reliable	–	0.848
Safe	–	0.889
Profitable	–	0.628
Cronbach's alpha (α)	0.942	0.855
KMO	0.908	
Significance	0.000	

KMO – Kaiser-Meyer-Olkin measure of sampling adequacy
Source: Own elaboration

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Table S2. Latent variables' description

TOE	Measure	Code	Mean	SD	Std. factor loading
TC	***SEC*** (α = 0.897)				
	I believe my privacy (personal and business data) is protected when using WM.	*SEC*1	3.46	1.00	0.848
	I am sure that the access to my data is allowed only to authorized persons when using WM.	*SEC*2	3.48	1.07	0.955
	I believe that WM represents a safe environment where I can convey my information.	*SEC*3	3.36	1.00	0.841
	I believe that WM is safe for making money transactions (sales and purchases).	*SEC*4	3.38	1.08	0.680
	PEU (α = 0.831)				
	I believe WM tools are easy to use.	*PEU*1	3.41	0.99	0.724
	Learning to use WM tools is immediate to me.	*PEU*2	3.36	1.05	0.892
	My farm is familiar with WM tools.	*PEU*3	3.22	1.06	0.780
OC	***TMS*** (*P* = 0.755*)				
	The owner of the farm shows enthusiasm for the adoption of WM.	*TMS*1	3.76	1.08	0.847
	The owner of the farm thinks that adopting WM is important.	*TMS*2	4.05	1.04	0.891
	TR (*P* = 0.789*)				
	My farm is ready to adopt WM.	*TR*1	3.54	1.24	0.913
	My farm is willing to invest in technological resources (skills and equipment) that are necessary to use WM.	*TR*2	3.56	1.12	0.865
	FR (α = 0.890)				
	My farm has the financial resources to adopt WM.	*FR*1	3.18	1.08	0.800
	My farm is inclined to use its resources to adopt WM.	*FR*2	3.45	1.04	0.894
	My farm is financially ready to undertake WM activities.	*FR*3	3.10	1.11	0.845
	PLR (α = 0.813)				
	I believe that adopting WM in my farm requires additional investments.	*PLR*1	3.64	1.07	0.898
	I believe that adopting WM in my farm requires additional work.	*PLR*2	3.89	0.91	0.798
	I believe that adopting WM in my farm requires a qualified staff.	*PLR*3	2.91	1.32	0.578
	I believe that adopting WM in my farm requires a specific training.	*PLR*4	3.97	1.00	0.628
EC	***NP*** (*P* = 0.682*)				
	The customers of my farm already use WM.	*NP*1	3.34	1.15	0.750
	The customers of my farm may use WM in the future.	*NP*2	3.79	1.07	0.909
	CP (α = 0.849)				
	My most important customers expect that the farm adopts WM.	*CP*1	3.09	1.23	0.772
	My farm may not retain customers if we do not adopt WM.	*CP*2	2.73	1.21	0.757
	My most important customers encourage my farm to adopt WM.	*CP*3	2.91	1.13	0.797
	My farm may not acquire new customers if we do not adopt WM.	*CP*4	3.13	1.27	0.735

*Pearson coefficient of correlation is significant at the 1% level; *TOE* – Technological-Organizational-Environmental model; TC – technological context; OC – organizational context; EC – environmental context; SD – standard deviation; WM – web marketing; *SEC* – security concerns; *PEU* – perceived ease of use; *TMS* – top management support; *TR* – technological readiness; *FR* – financial readiness; *PLR* – perceived lack of resources; *NP* – normative pressure; *CP* – coercive pressure

Source: Own elaboration