THESIS

TRANSITIONING FROM B2B TO ONLINE B2C: A STUDY OF THE CHERRY INDUSTRY IN GILGIT BALTISTAN, PAKISTAN

Oleh:

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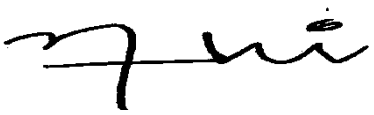
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ABSTRACT

The present study aims to investigate the factors that affect transition of Business-to-Business (B2B) to online Business-to-Consumer (B2C) e-commerce in the cherry industry of Gilgit-Baltistan, Pakistan. The data collection method used was qualitative, using the case study method to obtain data by conducting semi-structured interviews, which were conducted with farmers, consumers, and contractors, each numbered 15 respondents. The supply side was studied using the Technology-Organization-Environment (TOE) model, while the demand side was studied using the Technology Acceptance Model (TAM). From the themes generated by NVivo, five parent nodes (technological, organizational, and environmental factors, perceived ease of use, and perceived usefulness) emerged. The results indicate that there are several barriers,limited Internet connectivity, non-use of digital platforms, lack of training, dominance of the contractors' market, and perishability. Consumers consider online platforms to be convenient and efficient but make tradeoffs based on their trust in the seller and their expectations for speedy delivery. The study is an extension of TOE and TAM for smallholders' agricultural B2C adoption in a developing economy and identifies the role of agricultural contractors as a structural intermediary that bridges the gap between supply and demand of agricultural B2C adoption. Practical implications are provided for policymakers, agribusinesses, and platform providers.

Keywords: Cherry industry; Business-to-consumer e-commerce; Technology-organization-environment framework; Technology acceptance model.

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