



ICT ADOPTION AND QUALITY OF EXPORT SERVICES FOR AGRICULTURAL PRODUCTS IN UGANDA

ABSTRACT

Adoption of ICT towards improving the quality of export services for Agricultural Products in Uganda is still limited, yet literature reveals several models and research efforts that explain adoption of innovations associated with information and communication technologies. This research investigates factors that influence the adoption of ICT by Agricultural Product Exporters in Uganda, investigates the benefits of ICT to the exporters of Agricultural products in terms of quality of export services, and examines the relationship between ICT adoption and quality of export services for Agricultural products. To achieve this, a cross sectional and correlation quantitative design was adopted to evaluate the adoption and quality of export services for agricultural products in Uganda. An exploratory survey was used to gain relevant insights from target users of ICT for exports, extending the existing models basing on survey findings and a literature-based taxonomy of aspects that influence export service quality of Agricultural products. Accordingly, the extended model herein not only explains dynamics in ICT adoption and service quality of exports, but also informs and directs stakeholders on required interventions towards enhancing the quality of export services for Agricultural Products

in Uganda. This study found out that most agricultural exporters are using ICT for one reason or another since the technology is being spread into the rest of the country, it is concluded that the ultimate usage ICT will increase tremendously. Reliability of the system and the ability to access the pricing information in agricultural product and service export quality were found to be significant. The Agricultural product exporters should adopt ICT by coming up with systems for improving the quality of exports.