

## BEYOND MANAGEMENT SUPPORT: A UTAUT-BASED ANALYSIS OF E-PROCUREMENT ADOPTION AND SME PERFORMANCE IN GHANA

**Anyang Linda**

Hohai University-China

CHINA

anyanglinda@hhu.edu.cn

### ABSTRACT

The adoption of e-procurement technologies has become a critical pathway for enhancing the efficiency and competitiveness of small and medium enterprises (SMEs). This study examines the determinants of e-procurement adoption and their impact on SME performance in Ghana using the Unified Theory of Acceptance and Use of Technology (UTAUT). A cross-sectional survey design was employed, drawing on data from 123 respondents across 25 SMEs. Data were analyzed using covariance-based Structural Equation Modeling (CB-SEM). The findings reveal that effort expectancy ( $\beta = .415, p < .001$ ), facilitating conditions ( $\beta = .180, p < .05$ ), and performance expectancy ( $\beta = .185, p < .05$ ) significantly and positively influence SME performance, with effort expectancy emerging as the strongest predictor. Correlation results further indicate strong associations among key constructs, particularly between performance expectancy and management support ( $r = .935, p < .01$ ). However, contrary to prevailing assumptions, management support does not exert a significant direct effect on SME performance ( $\beta = .227, p = .124$ ), suggesting a limited moderating role. The study concludes that while e-procurement adoption significantly enhances SME performance, its effectiveness is primarily driven by system usability, perceived benefits, and enabling infrastructure rather than managerial support alone. The study offers a novel contribution by demonstrating the indirect and context-dependent role of management support within the UTAUT framework. It recommends targeted investments in digital infrastructure, user training, and policy support to strengthen e-procurement adoption and optimize SME performance in emerging economies.

**Keywords:** E-procurement adoption; Small and Medium Enterprises (SMEs); Unified Theory of Acceptance and Use of Technology (UTAUT).