

# **An analysis of factors influencing the adoption of information communication technology by community based organizations in Kenya: a case of Thika District**

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## **Abstract:**

The environment in which organizations operate today has shifted from an isolated localized village to a wider and far reaching global marketplace. The most significant driving force behind this trend has been the advancements made in the Information Communication Technology sector followed by the wide adoption it has received across a greater majority of organizations. It is imperative for any organization seriously intending to maintain a competitive advantage in today's global market to embrace Information Communication Technology as it is the answer to an ever increasing call for organizations to use appropriate technology in this era of cut throat competition within the global business environment. Community Based Organizations who primarily operate using project teams are not exempted from this pressure especially as they seek to cut operational cost, become more efficient in running community projects while also remaining socially relevant. Knowing and understanding the factors that influence the adoption of Information Communication Technology hence becomes an even more fundamental concern to them. The overall objective of this study was to survey the factors influencing the adoption of Information Communication Technology by Community Based Organizations in Kenya. The study limited its scope to those Community Based Organizations found in Thika District. This study may assist Community Based Organizations gain insight on the factors specific to them which influence the adoption of Information Communication Technology. With this insight they can proactively tackle challenges related to Information Communication Technology adoption. They can also use the results of the study to better negotiate Information Communication Technology funding from donors. The findings of the study may also serve as a benchmark tool that Community Based Organizations and other stakeholders can use to compare their adoption against others. The study used a descriptive survey design and the target population was 28 Community Based Organizations based in Thika District. The number of respondents was 84: three from each Community Based Organizations. The research instrument used in this study was a questionnaire which was developed based on the specific research objectives. The instrument was pre-tested and validated before administering to respondents. The data was organized and analyzed using descriptive and inferential statistics. Quantitative data was analyzed using mean, mode, median and analysis of variance. Quantitative data was presented by use of statistical techniques which include frequency distribution tables and graphs. Qualitative data will be analyzed using content analysis. The study established that most of the CBOs in Thika district had computers or laptops; 100% indicating they owned computers and 14.7% indicating they owned laptops. Thus indicating CBOs in Thika district had adopted ICT to a certain level. The operating systems that the CBOs were running included Windows 2000, 2003, XP, Vista and 2007. The CBOs used computers mostly for work related tasks which include; report writing 66.7% and applying for donor funding 52.9%. The CBOs also indicated to have adequate peripheral devices which included; printers 76.5% copiers 14.7%, scanners 8.8% and web camera 2.9%. All the CBOs had basic cell phones, 67.4% of the CBOs had 3G Cell phones and 5.9% had landline telephones. Only 11.8% or 3

out of the 28 CBOs had project management software on their computers. It is recommended from the findings of the study that CBOs offer their employees proper ICT training, budget for ICT needs, encourage employees to have an open attitude towards change and to create and implement effective ICT policies.