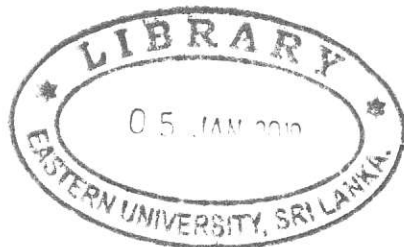


**FACTORS INFLUENCING ON E-COMMERCE PRACTICES
AMONG SMALL AND MEDIUM SIZE ENTERPRISES IN
COLOMBO**



By

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ABSTRACT

The purpose of this study is to identify the factors influencing for Electronic commerce practices among small and medium size enterprises in Colombo. In this research Connectivity, social, cultural and technological infrastructure, Business environment, Legal and policy environment and Supportive e-services identified as independent variables and E-commerce practices as dependent variable. To satisfy the objectives of the study, researcher has to measure the level of e-commerce practices adopted by SMEs in Colombo by using four variables. To analyze the data 100 questionnaires obtained from the business firms who already having e-business/online shop in Colombo. Descriptive analysis, correlation analysis, simple and multiple regression analysis were used to find out results of the data collected. Decisions were based on the findings of the study. The findings indicated that there is a statistically significant positive relationship between four factors with e-commerce practices. And most of the organizations who are selling all type of goods are use E-commerce for their transactions. More than fifty percentage of sample earn their sales via online method. Specially infrastructure and supporting e services are extent in a high level with E-commerce practices adopted by SMEs in Colombo.

Keywords: Small and medium size enterprises, Electronic commerce, E-commerce practices

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