

**FACTORS INFLUENCE ON USAGE OF E-COMMERCE IN  
JAFFNA DISTRICT**



**MANOKARANATHAN JEKANTH**

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## ABSTRACT

The purpose of this study is to find out the factors that influence on the usage of e-commerce in Jaffna district. The factors of infrastructure, internet experience, credit card, security and privacy are considered as influencing factors. The usage of e-commerce is measured using dimension of satisfaction, amount of transactions, comfort and types of product.

The data is collected from 100 e-commerce users in Jaffna district through the random sampling method. The instrument for data collection, in the form of a structured questionnaire is designed to draw out information on e-commerce. Univariate, correlation and regression analysis used in this study. Statistical Package of Sciences (SPSS) and Microsoft excel package are used for analyzing data.

The study finding shows the factors influencing on e-commerce usage is high level for infrastructure, internet experience, credit card, security and privacy. And the relationship between factors and e-commerce usage shown significantly strong positive correlation. The government can give more facilities to e-commerce users in Jaffna district.

**Keywords:** E-commerce, Infrastructure, Internet experience, Credit card, Security and privacy.

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