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A STUDY ON THE USAGE OF E-COMMERCE IN THE BATTICALOA DISTRICT

BY

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ABSTRACT

The research study has intended the title "Study on Usage of e-commerce in the Batticaloa District". This research carried to find out the usage level in e-commerce activities in Batticaloa District from users perspective.

Use of e-commerce has associated with improvement in country's economic growth. This study has done by using four established variables namely, E-banking, E-purchasing, E-payment and E-marketing. The main objective of this survey is found the usage level in the e-commerce activities.

This study based on the information collected from 200 samples in the Batticaloa District. The responses were obtained through interview, structured questionnaires. It was analyzed through SPSS.16.0 package. The results are illustrated by table. A five point scale was used to measure the variables and data analysis uses basically the univariate analysis. Univariate analysis consists of mean, standard deviation, and percentage.

According to the survey the findings indicates shows the Usage had moderate level in Batticaloa District. And also have given recommendation to increase the usage level of e-commerce. It will motivate the peoples to take fullest interest on using e-commerce.

TABLE OF CONTENTS

Acknowledgement.....i

Abstract.....ii

Table of contents.....iii

List of Tables.....v

List of Figures.....vii

CHAPTER 01 - INTRODUCTION

1.1 Background of the study 1

1.2 Problem statement 3

1.3 Research Questions 4

1.4 Objective of the study 4

1.5 Significance of study 4

1.6 Scope of the study 4

1.7 Limitation of the study 4

1.8 Summary 5

CHAPTER 02 - LITERATURE REVIEW

2.1 Introduction 6

2.2 Definitions of E-commerce 6

2.3 Internet users in Sri Lanka 11

2.4 E-commerce in Sri Lanka 12

2.5 Summary 14

CHAPTER 03 - CONCEPTUALIZATION AN OPERATIONALIZATION

3.1 Introduction 15

3.2 Conceptualization 15

3.3 Usage of e-commerce 16

3.4 E-banking 16

3.5 E-purchasing 19

3.6 E-marketing 21

3.7 Operationalization 22

3.9 Summary 25

CHAPTER 04 - RESEARCH METHODOLOGY

4.1 Introduction 26
4.2 Sample size and sampling method 26
4.3 Data Presentation and Data Analysis 28
4.4 Methods of data evaluation 29
4.5 Summary 30

CHAPTER 05 - DATA PRESENTATION AND DATA ANALYSIS

5.1 Introduction 31
5.2 Personal Information 31
5.3 Research information 34
5.4 Overall analysis 43
5.5 Cross tab Analysis (Personal Information with Research Information) 46
5.6 Summary 51

CHAPTER 06 - DISCUSSION

6.1 Introduction 52
6.2 Discussion on Personal Information 52
6.3 Discussion on Research Information 54
6.4 Summary 56

CHAPTER 07 - CONCLUSION AND RECOMMENDATION

6.1 Introduction 57
6.2 Conclusions 57
6.3 Recommendation 58
6.4 Summary 60

Appendices

Questionnaire viii