

1341

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

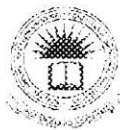
BY

DAYANA GANESHAN

EU/IS/2007/COM/85

COM 845

A project submitted to the Faculty of Commerce and Management,
Eastern University, Sri Lanka as a partial fulfillment of the
requirement of Bachelor of Commerce (B.com) Degree.



FCM1341



Project Report
Library - EUSL

**DEPARTMENT OF COMMERCE,
FACULTY OF COMMERCE AND MANAGEMENT,
EASTERN UNIVERSITY, SRI LANKA.**

2013

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
--------------------	------