

**FACTORS INFLUENCING ON USAGE OF E-COMMERCE IN  
SRI LANKAN UNIVERSITY STUDENTS  
(SPECIAL REFERENCE TO COMMERCE & MANAGEMENT FACULTY)**



by

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## ABSTRACT

This study was intended to investigate the factors influencing on usage of E-commerce in Sri Lankan university students. Based on this investigate the researcher considers the five factors named as Perceived Usefulness (PU), Perceived Ease of Use (PEOU), E-trust, Experience and Awareness as the factors which affecting to the usage of E-commerce in university students.

The study refers a questionnaire developed and Distributed among the undergraduate in all universities in Sri Lanka. Initially questionnaire consists with two sections first section refers to the demographic features of the respondents and the second section consists of research question. Statements to measure the dependent variable and independent variables. The sample was consisted with 200 respondents who are university students in Commerce and Management Faculty in all Sri Lankan universities.

After collecting the data research analyzed it with the help of statistical tools and then interpreted the results in connection to theoretical frame work. Researcher found that PU, PEU, E-trust, Experience and Awareness have significant effect with usage of E-commerce. Research found out that the PU is most influencing factor towards usage of E-commerce in university students.

This study fulfill the lack of industry-specific study, the factor influencing on usage of E-commerce in Sri Lankan university students. However, the study suggests a number of future research possibilities and so on.

**Keywords:** Usage of E-commerce, Perceived Usefulness, Perceived ease of use, E-trust, Experience, Awareness

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