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## Appendices

### Appendix A: Final Questionnaire

#### **Questionnaire on Factors Affecting Adoption of E-Commerce by Sri Lankan Private Sector Executives**

Dear participant,

The following is a survey that is conducted within Sri Lankan private sector executives.

This is carried out in order to gather data for an analysis of factors affecting adoption of E-Commerce by Sri Lankan private sector executives. It is a part of the research study to fulfill requirements of the Master in Business Administration in Information Technology offered by the University of Moratuwa.

The results of the survey will only be used for this study and anonymity is guaranteed.

 **The questionnaire consists of three main sections. Kindly read the instructions on how to respond to the questions at the beginning of each section.**

Please be kind enough to e-mail the completed questionnaire to the following e-mail address: [senakae@gmail.com](mailto:senakae@gmail.com)

Thank you for your co-operation  
Regards  
Senaka Ekanayake

### Section I

These questions are to collect your demographic information. Please tick on the option that is relevant to you

1. Gender <input type="checkbox"/> Male <input type="checkbox"/> Female
2. Marital status <input type="checkbox"/> Married <input type="checkbox"/> Unmarried
3. Primary business of your company, <input type="checkbox"/> IT and Telecommunication <input type="checkbox"/> Banking and Financial <input type="checkbox"/> Manufacturing
4. Highest educational qualification in IT <input type="checkbox"/> Postgraduate/Masters <input type="checkbox"/> Degree <input type="checkbox"/> Diploma <input type="checkbox"/> None

### Section II

These questions are to measure your experience in E-Commerce. Please tick on the option that is relevant to you.



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**Note:-** For this study E-Commerce is primarily defined as purchasing goods and services, paying utility bills and installments and doing e-channeling through the Internet.

5. Have you experienced E-Commerce? <input type="checkbox"/> Yes <input type="checkbox"/> No
6. In your view, what <b>is</b> the main <b>barrier</b> you face in using E-Commerce? Low accessibility <input type="checkbox"/> Low computer literacy level <input type="checkbox"/> Low awareness about E-Commerce <input type="checkbox"/> The risk associated with E-Commerce <input type="checkbox"/> Less usefulness <input type="checkbox"/> Others negative opinions <input type="checkbox"/>
If your answer to question 5 is 'Yes' please answer following questions
7. For what purpose you use E-Commerce? Purchasing goods and services <input type="checkbox"/> Paying utility bills and installments <input type="checkbox"/> E-channeling <input type="checkbox"/>
8. What kind of products have you purchased <b>most</b> using E-Commerce? Hi-tech products (cameras, mobile phones, memory cards etc) <input type="checkbox"/> Food items and beverages <input type="checkbox"/> Digital products (e-books, videos, etc) <input type="checkbox"/>

Text books, Journals, Magazines	<input type="checkbox"/>
E-tickets	<input type="checkbox"/>
9. Would you practice E-Commerce in future? <input type="checkbox"/> Definitely Yes <input type="checkbox"/> Probably Yes <input type="checkbox"/> No idea <input type="checkbox"/> Probably Not <input type="checkbox"/> Definitely Not	

**Instructions:** Please state to which extent you agree or disagree on each statement.

**SA** – Strongly Agree    **A**- Agree    **N**-Neutral    **D**-Disagree    **SD**-Strongly Disagree

<i>E-Commerce adoption</i>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
10. I use E-Commerce frequently for my personal activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. I use E-Commerce frequently for my company purposes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. I use E-Commerce frequently in local transactions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I may use E-Commerce, although traditional commerce is more convenient in certain situations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. A significant portion of my total expenses is done through E-Commerce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. I use E-Commerce frequently to pay utility bills and installments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



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**Section III**

**Instructions:** Following questions are to measure the gravity of the factors influencing you to adopt E-Commerce. Please state which extent you agree or disagree on each statement.

**SA** – Strongly Agree    **A**- Agree    **N**-Neutral    **D**-Disagree    **SD**-Strongly Disagree

<i>Perceived Ease of Use</i>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
16. E-Commerce provides me in-depth information about products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Searching information about a product or a service is easier with E-Commerce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. Ordering goods and services is easier with E-Commerce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19. E-Commerce provides easy price comparison between products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20. E-Commerce provides me an easy payment mechanism.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
21. E-Commerce does not require a lot of mental effort in use.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Perceived Usefulness</i>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
22. E-Commerce provides me a vast selection of products and services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

23. E-Commerce saves money as it reduces my transportation cost.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
24. E-Commerce saves my time as it cuts down waiting time in queues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
25. E-Commerce provides a better customer service	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
26. E-Commerce provides me 24X7 availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
27. E-Commerce allows to purchase best product	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Trust</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
28. I believe in the technology used in E-Commerce sites and its ability to protect my credit card information	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
29. Availability of a third party security certificate about the web site is not important for me to purchase online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
30. E-Commerce is safe to do higher value transactions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
31. E-Commerce will allow me to keep my privacy	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
32. The quality of goods and services displayed in the Internet is comparable with its physical appearance and performance.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
33. I don't worry about the support given by E-Commerce to trace my purchasing habits and buying patterns.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Subjective Norm</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
34. My working hours and time restrictions force me to use E-Commerce more than the traditional methods.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
35. Frequent overseas travels to fulfill organizational requirements force me to use E-Commerce more.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
36. My organization culture encourages me to use E-Commerce through office network.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
37. My job forces me to use E-Commerce during office hours	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
38. People who influence me thinks that I should use E-Commerce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
39. People who provides valued opinions to me would respect that I use E-Commerce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Perceived Behavioral control</b>	<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
40. I have enough knowledge on IT to use E-Commerce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
41. E-Commerce and its related technologies are not complicated to use	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
42. I have enough knowledge on threats and vulnerabilities in E-Commerce.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
43. I have enough Internet facilities to use E-Commerce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
44. The speed of the network does not discourage me in using E-Commerce	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
45. Using E-Commerce is entirely within my control	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>