References


Rising Demand, The increasing demand for IT workers, spells a challenging opportunity for the IT industry, IT workforce survey 2007.


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

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.

<table>
<thead>
<tr>
<th>Question</th>
<th>Options</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Gender</td>
<td>Male, Female</td>
</tr>
<tr>
<td>2. Marital status</td>
<td>Married, Unmarried</td>
</tr>
<tr>
<td>3. Primary business of your company</td>
<td>IT and Telecommunication, Banking and Financial, Manufacturing</td>
</tr>
<tr>
<td>4. Highest educational qualification in IT</td>
<td>Postgraduate/Masters, Degree, Diploma, None</td>
</tr>
</tbody>
</table>

**Section II**

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

*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.

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

9. Would you practice E-Commerce in future?
   - Definitely Yes
   - Probably Yes
   - No idea
   - Probably Not
   - 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

**E-Commerce adoption**

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>10. I use E-Commerce frequently for my personal activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. I use E-Commerce frequently for my company purposes</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>12. I use E-Commerce frequently in local transactions</td>
<td></td>
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<td></td>
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<tr>
<td>13. I may use E-Commerce, although traditional commerce is more convenient in certain situations</td>
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</tr>
<tr>
<td>14. A significant portion of my total expenses is done through E-Commerce</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>15. I use E-Commerce frequently to pay utility bills and installments</td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

**Perceived Ease of Use**

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>16. E-Commerce provides me in-depth information about products and services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17. Searching information about a product or a service is easier with E-Commerce.</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>18. Ordering goods and services is easier with E-Commerce.</td>
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</tr>
<tr>
<td>19. E-Commerce provides easy price comparison between products and services</td>
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</tr>
<tr>
<td>20. E-Commerce provides me an easy payment mechanism.</td>
<td></td>
<td></td>
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<tr>
<td>21. E-Commerce does not require a lot of mental effort in use.</td>
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</tr>
</tbody>
</table>

**Perceived Usefulness**

<table>
<thead>
<tr>
<th>Statement</th>
<th>SA</th>
<th>A</th>
<th>N</th>
<th>D</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>22. E-Commerce provides me a vast selection of products and services</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
23. E-Commerce saves money as it reduces my transportation cost.

24. E-Commerce saves my time as it cuts down waiting time in queues.

25. E-Commerce provides a better customer service

26. E-Commerce provides me 24X7 availability

27. E-Commerce allows to purchase best product

Trust

28. I believe in the technology used in E-Commerce sites and its ability to protect my credit card information

29. Availability of a third party security certificate about the web site is not important for me to purchase online

30. E-Commerce is safe to do higher value transactions.

31. E-Commerce will allow me to keep my privacy

32. The quality of goods and services displayed in the Internet is comparable with its physical appearance and performance.

33. I don’t worry about the support given by E-Commerce to trace my purchasing habits and buying patterns.

Subjective Norm

34. My working hours and time restrictions force me to use E-Commerce more than the traditional methods.

35. Frequent overseas travels to fulfill organizational requirements force me to use E-Commerce more.

36. My organization culture encourages me to use E-Commerce through office network.

37. My job forces me to use E-Commerce during office hours

38. People who influence me thinks that I should use E-Commerce

39. People who provides valued opinions to me would respect that I use E-Commerce.

Perceived Behavioral control

40. I have enough knowledge on IT to use E-Commerce.

41. E-Commerce and its related technologies are not complicated to use

42. I have enough knowledge on threats and vulnerabilities in E-Commerce.

43. I have enough Internet facilities to use E-Commerce

44. The speed of the network does not discourage me in using E-Commerce

45. Using E-Commerce is entirely within my control