THE FACTORS INFLUENCING ON USAGE OF SOCIAL MEDIA TOWARDS S-COMMERCE IN THE KALUTARA DISTRICT
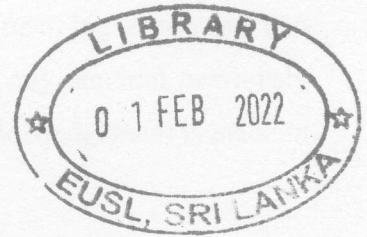
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ABSTRACT

This study investigated the factors influencing on usage of social media towards s-commerce in the Kalutara district. There for the aim of this study was to analyze existing level of usage of social media and level of usage of Social Commerce, relationship between factors of social media and S-Commerce and impact of factors affecting of social media on S-Commerce.

Questionnaire was designed in order to measure the variables of usage of social media on the s-commerce in the kalutara district. Therefore, 385 questionnaires were issued to the target group. convenience sampling technique d used to make the sampling frame of the study. Quantitative research approach used for this study. The data were analyzed using descriptive statistics, correlation and regression analysis.

The results indicated that the usage of social media and Social commerce were high level in kalutara district. Also result indicated significant positive relationship between usage of social media and social commerce. The result indicated that there is a significant positive impact between usage of social media and social commerce.

S-commerce is future of internet-based business. It will provide very effective service near future. So, we have to know about Social commerce and factors effecting to the social commerce. by this research as a researcher I think, we can have basic idea about those things.

TABLE OF CONTENT

LIST OF TABLES

LIST OF FIGURES