

**FACTORS INFLUENCING OF CUSTOMERS SATISFACTION
OF MOBILE COMMERCE IN THE KANDY DISTRICT**



By

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REG. NO: EU/IS/2014/COM/40

INDEX NO: COM 1810



Project Report
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**A Project Report Submitted to the faculty of Commerce and Management
Eastern University, Sri Lanka, as a partial fulfilment of the requirement for the
Degree of Bachelor of Commerce (B.Com)**

**Department Of Commerce
Faculty of Commerce and Management
Eastern University, Sri Lanka**

2020

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ABSTRACT

The main aim of the study is to find out “What are the factors influencing of the customers satisfaction of the mobile commerce in the Kandy district” Other than the main aim, the objective of this study are to determine the level of factors influencing customers satisfaction on the mobile commerce in Kandy district and satisfaction of customers and determine significant predictors of satisfaction on m-commerce and another objective of the study is to identify whether the demographic profile of customers effect on satisfaction on mobile commerce.

The conceptual model is developed based on the existing literature. This study was implemented with five independent variables. Usability, system quality, accessibility Mobility and customization are identified to independent variables. Satisfaction of customers on m-commerce is the dependent variable. This research study was implemented customers selected from Kandy district and Two hundred fifty customers who are m-commerce users participated in the survey and convenient sampling technique used to select the sample. Using a developed questionnaire, the data was collected from Kandy district. The collected data were analysed by using descriptive statistics, correlation analysis, regression analysis, ANOVA and Independent sample t-test. Based on the findings of the study, it concludes that there is a high level of m-commerce satisfaction of customers in the Kandy district. When considers the level of factors influencing of customers satisfaction on m-commerce, Usability, system quality, accessibility Mobility and customization were in high level. The major findings of the study revealed that Usability, system quality, accessibility Mobility and customization were found to be the significant predictors of customer satisfaction on m-commerce. There is no any difference in m-commerce satisfaction from the demographic profile of the customers in Kandy district who are using mobile commerce.

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