

**DETERMINANTS OF SRILANKAN UNIVERSITIES
UNDERGRADUATES' SATISFACTION ON
MOBILE COMMERCE**



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ABSTRACT

The main aim of the study is to find out “What are the determinants of Sri Lankan universities undergraduates’ satisfaction on mobile commerce?” Other than the main aim, the objectives of this study are to determine the level of determinants of undergraduates’ satisfaction on mobile commerce and satisfaction of undergraduates’ on m-commerce and determine significant predictors of satisfaction on m-commerce and another objective of the study is to identify whether the demographic profile of undergraduates affect on satisfaction on mobile commerce.

The conceptual model is developed based on the existing literature. This study was implemented with five independent variables. Trust, Social influence, Perceived usefulness, Mobility and Perceived enjoyment are identified to independent variables. Satisfaction of undergraduates on m-commerce is the dependent variable.

This research study was implemented undergraduates selected from two universities and 250 undergraduates 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 two universities namely Rajarata University and Eastern University. The collected data were analyzed by using descriptive statistics, correlation analysis, regression analysis, cross-tabulation 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 undergraduates in the universities in Sri Lanka. When considers the level of determinants of undergraduates’ satisfaction on m-commerce, trust, mobility, perceived usefulness and perceived enjoyment concepts were in high level. But, social influence was in moderate level. The major findings of the study revealed that Trust, Mobility, Perceived usefulness, and Perceived enjoyment 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 undergraduates who are using mobile commerce.

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