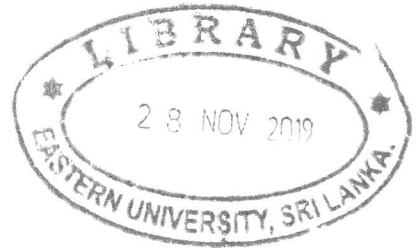


**DETERMINANTS OF USAGE OF MOBILE COMMERCE IN  
KURUNAGALA DISREICT**



By

**RAJAPAKSHA PATHIRANA ARACHCHILAGE HELANI THAMALI  
RAJAPAKSHA**

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**A Project Report**

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## ABSTRACT

In the present context mobile has changed the way we search, browse, watch, read, travel, and communicate and it has changed the way we shop. According to the senior director of global initiatives for Pay Pal, Mobile commerce is growing at three times the rate of e-commerce. Therefore, it is clear that mobile commerce has become a rapidly growing segment of e-Commerce that reflects the “anytime, anywhere” buying habits of today’s consumers. Hence, this study is aimed at evaluating determinants of usage of mobile commerce in Kurunagala District.

The variables included attitudinal outcomes of Perceived Usefulness, Social influence, Perceived Financial cost, Perceived Trust and Perceived ease of use to test the Usage of m-commerce. Data that has been used for the study were obtained from m-commerce users in Kurunagala District. Convenient sampling method was used to obtain 150 responses of m-commerce. The collected data has been analyzed by using descriptive statistics, univariate analysis bivariate analysis and multivariate analysis.

All of the study variables Perceived Usefulness, Social influence, Perceived Financial cost, Perceived Trust and Perceived ease of use are in high level. For Usage of m-commerce, frequencies of male respondents are higher than female respondents. At the same time, frequencies of smart phone users are higher than the Tablet users. When consider about the mean values, variable of Perceived ease of use represent the highest mean value on behalf of the usage of m-commerce. According to the Simple regression analysis, all of the variables have statistically significant impact on behalf of the usage of mobile commerce. Under the Multiple regression analysis perceived usefulness, Perceived Trust have statistically significant impact on behalf of the usage of mobile commerce. This are the study investigation results find through the research study.

**Keywords:** Perceived Usefulness, Perceived Ease of Use, Perceived Trust, Perceived Financial cost,  
Social Influence

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