



**AN INVESTIGATION ON FACTORS  
AFFECTING THE ADOPTION OF ONLINE SCHOOL EDUCATION  
IN RURAL AREAS IN SRI LANKA**

This dissertation is submitted as a partial fulfilment of the  
degree of Master of Business Administration.

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## ABSTRACT

This research investigates rural area students' online adoption during the fourth wave of the Coronavirus Disease 2019 (COVID-19) pandemic. The main objective of this study was to identify the factors affecting the adoption of online education in rural areas in Sri Lanka. This case study was carried out based on data gathered from the online survey during the pandemic covering sixteen districts in Sri Lanka. Using the ordered probit regression model through the stepwise technique, the study investigates the factors affecting the adoption of online education in rural areas in Sri Lanka. According to the results generated, attitude, perceived use, awareness, and new technology adoption have a positive impact on student adoption of online education in Sri Lanka. Online education so far is one of the effective and feasible solutions for providing education in a pandemic situation in any country. These findings are helpful for responsible educational institutions to address and contribute to key issues such as low perceived use, poor attitude, low awareness, and poor technology adoption. The study will also assist policymakers in preparing a roadmap, at the policy level with the perceived benefits of online education during similar future crises in Sri Lanka. Finally, students in the rural areas will be benefitted.

**Keywords:** Student adoption, Online education, E-learning, Ordered probit,

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## **LIST OF ABBREVIATIONS**

AAOUJ - Asian Association of Open Universities Journal

AMOS - Analysis of Moment Structures

Biomet - Biometrika

BJET - British Journal of Educational Technology

CISCO - Commercial and Industrial Security Corporation

COMPEDU - Computers & Education

COVID-19 - Coronavirus Disease 2019

DOI - Digital Object Identifier

e-Learning - Electronic Learning

ELTE - Eotvos Lorand University

H - Hypothesis

IEEE - Institute of Electrical and Electronics Engineers

IJIT - International Journal of Information and Education Technology

IJILT - International Journal of Information and Learning Technology

IT - Information Technology  
JIK - Journal of Innovation & Knowledge  
JSTOR - Journal Storage  
K-12 - Kindergarten to 12<sup>th</sup> grade  
MBA - Master of Business Administration  
MOE - Ministry of Education  
MS Teams - Microsoft Teams  
OTH - On the Horizon  
PC - Personal Computer  
PLOS - Public Library of Science  
PONE - PLOS ONE  
PROCS - Procedia Computer Science  
REMIE - Multidisciplinary Journal of Educational Research  
RESGLO - Research in Globalization  
SAGE - Sarah and George  
SLIIT - Sri Lanka Institute of Information Technology  
SLJCH - Sri Lanka Journal of Child Health  
SPSS - Statistical Package for the Social Sciences  
Stata - Statistics and Data  
STEM - Science, Technology Engineering, and Mathematics  
TAM - Technology Acceptance Model  
Tele - Telematics  
UK - United Kingdom  
UNESCO - United Nations Educational, Scientific and Cultural Organization