SRI LANKA INSTITUTE OF INFORMATION TECHNOLOGY

MASTER OF BUSINESS ADMINISTRATION

ADOPTION OF E-BUSINESS FOR THE SUCCESS OF THE FASHION INDUSTRY IN SRI LANKA

This dissertation is submitted as partial fulfillment of the requirements of the degree of Master of Business Administration.

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ABSTRACT

The purpose of this study is to investigate the adoption of e-business for the success of the fashion industry in Sri Lanka. It sets the light on why the public is reluctant in the adoption of e-business for the fashion industry even during the pandemic. The research was conducted from a deductive approach. Hypotheses were designed based on a rigorous review of the literature. The study adopted a deductive approach having the stratified convenience sample from several areas in Sri Lanka. The data obtained from the survey was analyzed through regression analysis to identify the impact of the variable on the adoption of e-business for the fashion industry. The study concludes that customer attitudes, customer abilities, ICT secure and awareness were the most influencing factors of adoption of e-business for the fashion industry according to the customer perspective. All previous studies referred to in this study have been carried out in the pre-COVID19 environment. The present study is also significant since the study also considers the effects of the pandemic. The study argues that the contradictory nature observed in perceived ease of use and perceived risk, security, and privacy concerns which were well established in previous studies is caused by the pandemic. The study was also significant since computer and internet literacy has not been tested in the Sri Lankan context in the near past and leads for recommendations that would enhance e-business to the successful fashion industry.

Keywords: E-business, Fashion Industry, Sri Lanka, Adoption, Reluctance

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LIST OF ABBREVIATIONS

B 2 B - Business to Business

B 2 C - Business to Customers

C 2 C – Customer to Customer

E-Business - Electronic Business

E-Commerce – Electronic Commerce

E-Security – Electronic Security

H - Hypothesis

ICT – Information and Communication Technology

IBM - International Business Machines

SPSS - Statistical Product and Service Solutions

UTAUT - Unified Theory of Acceptance and use of technology

VIF - Variance Inflation Factor Value