



2<sup>nd</sup> Interdisciplinary Conference of Management Researchers  
Empowering Sustainable Tourism, Organizational Management and  
Our Environment

19<sup>th</sup> – 21<sup>st</sup> October 2017 – Sabaragamuwa University of Sri Lanka

## **An Empirical Analysis of Mobile Commerce: (Special Reference to the South-Eastern Region, Sri Lanka)**

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The term “ubiquity” and the demand of mobile devices is assuming great heights and the marketers can empower this by delivering digital products and services. The mobile commerce has added a new dimension to the traditional shopping. But it seems that business organizations have not yet attracted enough customers to use online shopping using mobile commerce when compared with the other developed and developing countries in the South-Eastern Region part of Sri Lanka. This study examines the current status and factors influencing the adoption of mobile commerce by business organizations in the South-Eastern region in Sri Lanka. Questionnaire was used to gather information from 361 respondents from South Eastern region in Sri Lanka. Theory was used to identify the factors that influence the adoption of mobile commerce. The results of the model tested that use of mobile commerce in South Eastern Region part of Sri Lanka. The results also suggest that age, gender and occupation are significantly correlate with mobile commerce behaviour. The adoption/ non-adoption decision is highly influenced by attitude toward Change, perceived benefits, perceived risks, Occupation, Users’ IT knowledge. Users not willing to make simple adoption of the mobile commerce are less likely to take the risks There are more non-adopters in South Eastern region of Sri Lanka, but 59.76 percent of the non-adopters are willingness to use mobile commerce in future. Business organizations can make use of these information to advance appropriate strategies to attract new customers to use mobile commerce in future.

**Keywords:** Digital, Online, Mobile, Commerce