THE FACTORS AFFECTING POOR TECHNOLOGY ADOPTION IN THE SRI LANKAN COSMETIC INDUSTRY: A QUALITATIVE STUDY

Herath, H.M.L.S.

Department of Tourism Management, faculty of Management Studies, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka
hmlsherath@std.mgt.sab.ac.lk

1. Introduction

The technology is an important part of ever-changing cosmetic industry globally. The latest technology helps to enable producers to optimize production processes. Even international companies are using advanced technologies; the technology adoption is very poor in the Sri Lankan cosmetic sector. Most of the local cosmetic manufacturers are using traditional and semi-automated methods. The purpose of the study is to unveil the factors that affect poor technological adoption in the cosmetic industry, especially in the context of Sri Lanka.

2. Research Methodology

This study was conducted as qualitative- deductive research approach to address research questions and used the purposive sampling method. The study employed thematic analysis through Dedoose software to develop patterns collected data from semi-structured interviews through 7 informants related to technology and higher-level management representing 7 registered cosmetic companies in Sri Lanka.

3. Findings and Discussion

Findings of the study identified three significant factors for poor technology adoption in the cosmetic industry in Sri Lanka by adopting DOI theory. The findings indicate compatibility, complexity, and trialability are the significant factors with many interviewees perspective, and relative advantage and observabilty are not impacting the poor technology adoption in this industry.

4. Conclusion and Implications

This study reveals factors affecting poor technology adoption in the Sri Lankan cosmetic industry by addressing DOI Theory. According to the outcomes of the study, the researchers identified the main factors contributing to poor technology adoption in manufacturing processes. Several solutions can be recommended to minimize the identified factors including phased technology integration, local adaptations, pilot programs, and financial incentives. Limitations included limited prior research, few manufacturers, and restricted access to interviews. Future research could use online surveys and examine different business scales.

Keywords: Cosmetic sector, Factors, Poor technology adoption, Sri Lanka