Critical Analysis of E-Commerce Infrastructure in Sri Lanka: Challenges and Potential Directions for Development

JMSK Bandara[#], N Wedasinghe

Department of Information Technology, Faculty of Computing General Sir John Kotelawala Defence University, Sri Lanka

Abstract. The presence of e-commerce technology has been a significant influence on businesses' success in today's world. Electronic Commerce can be defined as a strategy that allows consumers and businesses to buy and sell products and services through the Internet. Although there is a huge development occurring in the e-commerce sector with the continuous advancement of the IT field throughout the globe, Sri Lankan society seems to be a bit reluctant to adapt to this situation. This study's primary goal is to identify problems preventing the adoption of e-commerce technology in Sri Lankan society and to identify necessary solutions to give solutions. Information was collected via a survey and through past studies which link to the problem. According to this research the low computer literacy of the public, Government policies, people's mistrust to use the online platform and Lack of telecommunications infrastructure are some of the matters that cause the inefficient growth in Lankan e-commerce platforms so far. In order to prevent the above matters and to have consistent and strong growth in e-commerce platforms in Sri Lankan Society, this study suggests some valuable suggestions. As the computer literacy of Sri Lanka grew rapidly due to covid pandemic, the government should bring more reliable and suitable policies into action. With that proper marketing knowledge about the latest marketing strategies (digital marketing etc.), accountable and reliable service will lead existing and upcoming e-commerce vendors to gain a trustworthy consumer base in Sri Lankan society.

Keywords: *e-commerce platform, Small and medium-sized enterprise, Sri Lankan society*