

Payment and Security Concerns in Sri Lankan E-Commerce Web Sites

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Abstract

The rapid growth of e-commerce in Sri Lanka has transformed how businesses operate and consumers shop. This research investigates the leading payment and security concerns within the context of Sri Lankan e-commerce websites. The study focuses on the various online transactions, encompassing different payment methods and focuses on security incidents in e-commerce platforms. Through a quantitative SmartPLS analysis, the research aims to understand the intricate dynamics among payment methods, security incidents, customer trust, and concerns. By surveying and analyzing data from consumers who engaged in online shopping and transactions, this study seeks to provide valuable insights into the factors influencing the trust and security perceptions of Sri Lankan e-commerce users. The findings will inform strategies to enhance payment security, build consumer trust, and foster sustainable growth within the evolving digital ecosystem of Sri Lankan e-commerce.

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