

Factors affecting adoption of electronic payments at supermarkets in Anuradhapura district

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Abstract

The electronic payment system has been developed rapidly during recent years. The e-payment systems have replaced the role of money as a tool for payment. The electronic payment systems provide many advantages for the customers of supermarkets. However, the usage of electronic payments is comparatively low in Sri Lanka. The purpose of this study is to examine the factors that have contributed to the low level of usage of electronic payments alternatives at supermarkets in Anuradhapura districts. The population of this study is the customers who visit the supermarkets and 100 customers were selected as the sample. Self-administrated questionnaire was used to collect the data. According to the analysis, T test indicated that electronic payment adoption does not differ between genders. The light of the multiple regression analysis indicated that the usefulness has a significant positive impact on the use of electronic payment systems. Consumer trust, security, and ease of use have positive insignificant impacts on the electronic payment systems and the customer financial capability has a significant negative impact on the dependent variable. According to results, researcher strongly recommend to enhance the awareness on e-payment systems of customers, simplify the formalities in repayment, introducing self-pay systems, make electronic payment facilities available at other small grocery shops, and prompting the private sector organizations to deposit salaries of employees into bank accounts to popularize the e-payment in the supermarkets.

Keywords: *Ease of use, financial capability, security, trust, usefulness*