

**FACTORS AFFECTING ONLINE PRINTING ADOPTION  
BY THE SRI LANKAN PRINTING INDUSTRY**

W.G. Charitha Weerasinghe

(139071P)

Master of Business Administration in Information Technology

Department of Computer Science & Engineering

University of Moratuwa

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Dissertation submitted in partial fulfilment of the requirements for the degree Master  
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## Declaration

I declare that this is my own work and this dissertation does not incorporate without acknowledgement any material previously submitted for a Degree or Diploma in any other University or institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text.

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.....

W.G. Charitha Weerasinghe

.....

Date

The above candidate has carried out research for the Masters Dissertation under my supervision.

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Dr. H.M.N. Dilum Bandara  
(Research Supervisor)

.....

Date

## Abstract

The printing technologies revolutionized over the time to bring much quality and durable output to its customers. It started with offset and screen-printing and then the technology moved into digital form creating the digitally created print outputs. With the advent of Internet, most print shop owners tend to go online and make their sales in the digital space. They identified that moving into the online market will reduce most of the crowded hazels in their physical store, as well as they can reached to new customers without any boundaries or landmarks.

In this study, we tried to identify what are the drivers that contributes to the, consumers' adoption of online version of the physical print industry. In addition, the drawbacks and barriers that need to be address and overcome to successfully move a print business to the digital space are also analyzed. We used the Technology Acceptance Model (TAM) to identify the consumers' attitudes towards online printing services and behavioural intension to use the online printing services.

Through the study, we found that consumer characteristics, print product characteristics, website characteristics, and environmental characteristics have a significant impact in the customer decision to select online printing services compared to in-store printing services. Among consumer characteristics, gender, age, and monthly income level perform a major role in moving towards the online printing. Product characteristics such as product type and product price and channel characteristics such as user-friendly website designs and its customer service features get more attention from its potential users. We believe print vendors who are planning to move into the online printing can use these findings as guidelines to decide how to use, when to use, and what ways to use these new technologies with their traditional work process.

**Keywords:** online printing, web store, web-to-print, web-2-print, e-commerce

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## List of Abbreviations

3D	Three-Dimensional
APPs	Applications
B2B	Business-to-Business
CSE	Computer Science & Engineering
EC	E-Commerce or Electronic Commerce
ELS	Electronic Learning System
ERP	Enterprise Resource Planning
FB	Facebook
IBM	International Business Machines Corporation
ICT	Information and Communications Technology
IPG	Internet Payment Gateway
IS	Information Systems
IT	Information Technology
KM-1 PRINTING	Konica Minolta 29.5-inch Print System
LMS	Learning Management System
MBA	Master of Business Administration
MIAC	Model of Intention, Adoption, and Continuance
POD	Point on Demand
SLAP	Sri Lanka Association of Printers
SLIP	Sri Lanka Institute of Printing
SMEs	Small to Medium Size Enterprises
SPSS	Statistical Package for the Social Sciences
SSL	Secure Socket Layer
TAM	Technology Acceptance Model
TLS	Transport Layer Security
TTF	Task-Technology Fit
UTAUT	Unified Theory of Acceptance and Use of Technology
W2P	Web-to-Print / Web-2-Print
WWW	World Wide Web