



# Gender Differences in Perceiving Barriers to E-commerce Adoption among Entrepreneurs in Sri Lanka

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## Abstract

This research study examines the role of gender in the perception of barriers to e-commerce adoption among entrepreneurs in Sri Lanka. A quantitative research approach was utilized, and a sample of 453 entrepreneurs in the Hambantota District was selected through proportionate stratified random sampling. Primary data were collected using a validated questionnaire, and statistical analysis techniques, including analyses of variance and independent t-tests, were employed to analyze the data. The findings reveal significant gender-based differences in the perception of barriers to e-commerce adoption among entrepreneurs in Sri Lanka. Female entrepreneurs demonstrate distinct concerns regarding e-commerce barriers compared to their male counterparts, highlighting the influence of gender in shaping the adoption of e-commerce. The study also investigates the impact of demographic factors, such as age, education level, and marital status, on e-commerce adoption. The research findings contribute to the development of more effective government policies and planning decisions aimed at fostering a more vibrant entrepreneurial ecosystem for female entrepreneurs in developing countries.

**Keywords:** Gender, E-commerce adoption, Entrepreneurs, Barriers