



---

**FACTORS INFLUENCING CONSUMER PURCHASE INTENTION OF  
CLOUD COMPUTING SERVICE: A STUDY OF A DIGITAL SERVICE  
PROVIDING COMPANY IN SRI LANKA**

*Suneth Nalaka Bandara<sup>1\*</sup>, Indika P. Kaluarachchi<sup>2</sup>*

*<sup>1</sup>Sri Lanka Telecom*

*<sup>2</sup>University College of Matara*

Cloud computing is a technological innovation that more and more consumers are adopting because of its mobility and accessibility in storing data. With this state-of-the-art technology, information systems are shifting from traditional physical computers to virtual technology services with more benefits. The selected organization is a cloud service provider and their existing consumer demand is significantly behind the expected level. The purpose of this research is to examine the different factors affecting the customers' purchase intention of cloud computing services. A schematic diagram was developed based on social cognitive theory and the technology acceptance model to understand how perceived ease of use, perceived usefulness, ethical self-efficacy, innovation self-efficacy, performance expectancy and privacy impact purchase intention of cloud computing services. A survey questionnaire was used based on sixty-five potential customer responses to the selected organization. Data were analysed using Correlation and Regression analyses. According to the survey Perceived Usefulness, Perceived Ease of Use and Innovative Self-Efficacy significantly influence consumer purchase intention while Innovative Self Efficacy is the most influential factor.

Keywords: Cloud computing, Purchase intention, Perceived Usefulness, Perceived Ease of Use, Innovative Self-Efficacy, Ethical Self-Efficacy, Performance Expectancy, Privacy Concerns

*\*Corresponding author: sunethnalaka@gmail.com*