

Internet Marketing of Service Industries In Sri Lanka

By

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DECLARATION

“I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any University to the best of my knowledge and belief it does not contain any material previously published, written or orally communicated by another person or myself except where due reference is made in the text. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to outside organizations”

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To the bet of my knowledge, the above particulars are correct.

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Abstract

Internet marketing is one of the major components in marketing today. The global companies use Internet widely to archive their marketing objectives. In Sri Lanka especially in service based industries use Internet to connect with the customers. This research measures the effectiveness of Internet in the service industries with in Sri Lanka.

The service sector of Sri Lanka has grown by 34% over the year of 2002. The major contributors to the growth of service sector are transportation, Travel, Construction services and insurance services. The trend of the Internet marketing has a positive tend and there for effectiveness of it claims positive. The internet user recorded positive trends of there interest on internet accessibility, web –site characteristics, the gain or benefits of performing transaction and additional web-services provided by the web-site. The perception of the risks over the Internet marketing also recorded in positive trend. There for users are thinking the risk is high on transaction over the Internet. This perception impact the buying behavior of consumers and it is observed that 55.8% do like to search the product/service related details via Internet, but purchasing by reaching to service point.



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