ATTITUDE OF UNIVERSITY STUDENTS ON THE ADAPTATION INTENTION OF DIGITAL COLLABORATIVE PLATFORMS FOR ONLINE LEARNING. THE PERSPECTIVE OF EASTERN UNIVERSITY UNDERGRADUATES.

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REG NO: EU/IS/2016/MS/005

INDEX NO: MS 1855

A project report submitted to the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the Degree Bachelor of Business Administration (BBA) Specialization.

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DEPARTMENT OF MANAGEMENT

FACULTY OF COMMERCE AND MANAGEMENT

EASTERN UNIVERSITY, SRI LANKA

2021

ABSTRACT

The concept of adopting digital collaborative platforms for online learning has been gaining a lot of attention from education institutions ever since the appearance of the Internet. Universities are attempting to expose their students to numerous web-based learning settings by using digital collaborative platforms. The development of Information Technology has changed the way how things are done, it has influenced on teaching and learning, thus becomes more and more complex and widespread. This research, therefore, seeks to study the Attitude of university students on the adoption intention to digital collaboration platforms for online learning from the University students' perspective, as they are the main beneficiaries of this Information Technology enabled learning, hence the need to know how they feel about this mode of teaching and learning is very important.

The online learning gave a pathway for usage digital collaborative platforms of at this outbreak to reduce the academic loss of students. Digital collaborative platform was commonly used in many industries but education system had never been strong until Covid-19 outbreak because of which the idea got generated. There have been various researches carried out on varied field and also on education sector before Covid-19, but only very few researches have been carried out after the eruption of this pandemic. This is an important reason to being carrying out this research at this time.

Even though the Learning management system and e-learning tools have been adopted long time before in eastern university of Sri Lanka's academic faculties and instructional materials have been distributed and communication has been enabled within courses many students still do not use these facilities regularly and do not have a encouraging experience of them. As a result, digital collaborative platforms like Zoom, Hangout, Google classroom are not used to their full potential. This study is an attempt to identify the relationship between factors, including Perceived usefulness, Perceived ease of use, Interactivity, and cost effectiveness have on the digital collaboration platforms adaptation intention and the mediating role of attitude on Perceived usefulness and perceived ease of use.

Keywords: Digital collaborative platform, Perceived usefulness, Perceived ease of use, Interactivity, Cost effectiveness, Attitude

TABLE OF CONTENTS

Acknowledgement.....i

Abstract ii

List of Tables xiii

List of Figures xvi

Abbreviations.....vi

Chapter – 1: INTRODUCTION 1

1.1 Background of the study 1

1.2 Problem statement 3

1.3 Research questions 5

1.4 Research Objectives 5

1.5 Significance of the study 6

1.6 Scope of study 6

1.7 Organization of the chapters 7

1.8 Chapter Summary 8

Chapter - 2: LITERATURE REVIEW 9

2.1 Introduction 9

2.2 Online learning systems 10

2.3Defining Collaboration platforms 11

2.3.1 Features of Digital Collaboration platforms 12

2.4 Technology acceptance in education 13

2.4.1 Unified theory of acceptance and use of technology and related theories and models 14

2.4.2 Technology Acceptance Model (TAM) 16

2.5.1 Perceived usefulness of digital collaboration platform for online learning at higher education institutes. 18

2.5.2 Perceived ease of use for digital collaboration platform for online learning at higher education institutes. 18

2.5.3 Cost-effectiveness 19

2.5.4 Learners' Interactivity 20

2.5 Learners' Attitude 20

3.6 Chapter summery 21

Chapter - 3: CONCEPTUALIZATION AND OPERATIONALIZATION 22

3.1 Introduction 22

3.2 Conceptualization 22
3.2.1 Conceptual Framework 22
3.2.2 Digital collaboration platform adaptation intention 23
3.2.3 Perceived usefulness 23
3.2.4 Perceived ease of use 24
3.2.6 Interactivity 25
3.2.7 Attitude 26
3.3 Operationalization 27
3.3.1 Summary of operationalization 27
Chapter - 4 : RESEARCH METHODOLOGY 30
4.1 Introduction **30**
4.2 Research philosophy 30
4.3 Research Approach 31
4.4 Research strategy 32
4.6 Study setting 33
4.8 Sampling 34
4.8.1 Population of the study 34
4.8.2 Sample Size 34
4.8.3 Sampling Design 35
4.9 Method of Data Collection 36
4.9.1 Personal information 36
4.9.2 General research information 36
4.10 Pilot study 37
4.11 Questionnaire Formation 38
4.12 Data Presentation, Analysis and Evaluation 40
4.12.1 Data Presentation 40
4.12.2.1 Methods of Data Analysis 41
4.12.2.2 Reliability Test 41
4.12.2.3 Univariate Analysis 42
4.13.1 Correlation Analysis 43
4.13.2 Regression Analysis 44
4.13.2.1 Simple Linear Regression 44
4.13.2.2 Mediation Analysis 44
Chapter - 5 : DATA PRESENTATION AND ANALYSIS 47
5.1 Introduction **47**

5.2 Data Presentation and Analysis of Respondents Profile 47
5.2.1 Distribution of faculty 47
5.2.2 Distribution of Year of study. 48
5.2.3Distribution of Age Level 49
5.2.4 Distribution of gender 49
5.3 Data Presentation and Analysis of Research Objectives 49
5.3.1 Univariate Analysis 50
5.3.1.1 Mean and Standard Deviation overall view 50
5.3.1.2 Correlation analysis 54
5.3.1.3 Simple Regression Analysis 58
5.3.1.4 Multiple linear Regression analyses 72
5.3.1.5 Mediation Analysis 1 77
5.3.1.6 Mediation Analysis 2 81
5.3.3 Testing Hypotheses 85
5.3.3.1 Testing Hypothesis 1 86
5.3.3.2 Testing Hypothesis 2 86
5.3.3.3 Testing Hypothesis 3 87
5.3.3.4 Testing Hypothesis 4 88
5.3.3.5 Testing Hypothesis 5 88
5.3.3.6 Testing Hypothesis 6 89
5.3.3.7 Testing Hypothesis 7 90
5.3.3.8 Testing Hypothesis 8 90
5.4 Chapter Summary 91
Chapter - 6 : FINDINGS AND DISCUSSION 92
6.1 Introduction 92
6.2 Discussion of Personal Information 92
6.2.1 Faculty 92
6.2.2 Year of study 92
6.2.3 Age 93
6.2.4 Gender 93
6.3 Discussion of Research Information 93
6.3.1 Objective one 93
6.3.1.1 Level of Perceived usefulness 93
6.3.1.2 Level of Perceived ease of use 93
6.3.1.3 Level of Cost effectiveness 93

6.3.1.4 Level of Learners' interactivity 94
6.3.1.5 Level of Learners' attitude 94
6.3.1.6 Level of Continuance intension. 94
6.3.2 Objective 2 94
6.3.2.1 Relationship between Perceived usefulness and Continuance intension. ..94
6.3.2.2 Relationship between Perceived ease of use and Continuance intension. .95
6.3.2.2 Relationship between cost effectiveness and Continuance intension. 95
6.3.2.2 Relationship between Learners' interactivity and Continuance intension. 95
6.3.3 Objective 3: 96
6.3.3.1Mediation analysis 1 96
6.3.3.2 Mediation analysis 2 97
6.3.4 Discussion of Hypotheses Testing 98
6.5 Chapter Summary 100
Chapter - 7 : CONCLUSION AND RECOMMENDATIONS 101
7.1Introduction 101
7.2 Conclusions 101
7.2.1 Conclusion- Objective One 101
7.2.3 Conclusion- Third Objective 102
7.3 Contribution of the Study 102
7.3.1 Practical implications 103
7.3.2 Theoretical implications 103
7.5 Limitations of the study 104
7.6 Direction for Future Studies 104
List of References 106
Appendix - 1: Questionnaire 114