

PURCHASE INTENTION OF CLOUD PRODUCTS: A STUDY OF SMALL AND MEDIUM ENTERPRISE CUSTOMERS IN LEADING TELECOMMUNICATION PROVIDER IN SRI LANKA

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Abstract: The study aims to identify the factors influencing customers' purchase intention of cloud products focusing on Small and Medium Enterprise customers in the leading telecommunication provider in Sri Lanka. Perceived value, price, brand image, and sales promotions were identified as predictors of purchase intention based on the literature. A structured questionnaire was employed to collect data from conveniently selected 217 small and medium enterprise customers in the Western Province region of Sri Lanka. Collected data were analyzed using correlation and regression analyses. As per the results of the study, perceived value and price were significant factors in the purchase intention of cloud products. Customers highly consider the perceived value when they purchase cloud products. Effective business strategies should focus on especially the value and the price to enhance the purchase of cloud-based services in Sri Lanka.

Keywords: Brand Image, Perceived Value, Price, Purchase Intention, Sales Promotion.