

**FACTORS INFLUENCING THE ATTITUDE OF
UNDERGRADUATES OF SRI LANKAN UNIVERSITIES
TOWARDS ONLINE SHOPPING**



DILINI ISHARA GUNARATHNA



**DEPARTMENT OF COMMERCE
FACULTY OF COMMERCE AND MANAGEMENT
EASTERN UNIVERSITY, SRI LANKA**

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ABSTRACT

The main purpose of this study is to investigate “what are the factors influencing the attitudes towards online shopping among the undergraduates in the selected universities in Sri Lanka” And other than the main objectives of this study are to identify the impact of attitudes towards online shopping among the undergraduates on the selected universities in Sri Lanka and identifying the those effects, another objective of the study is to identify whether the demographic profile affect university undergraduates’ attitudes towards online shopping.

Conceptual framework is developed based on the existing literature. This study was implemented with four dimensions Perceived web site quality, E-Word of mouth, Perceived benefits and Trust is the identified dimensions to measure the attitude of online shopping.

This research study was implemented in selected universities and, 300 students participated in the survey and the convenient sampling technique used to select the sample. Using a developed questionnaire the data were collected and four universities named Colombo University, Eastern University, Sabaragamuwa University and Peradeniya University selected for the survey. The collected data were analyzed by using descriptive statistics, correlation analysis, regression analysis, cross tabulation analysis, ANOVA and Independent sample t test.

Based on the findings of the study, it concludes that there is a high degree of universities undergraduates’ attitude and online shopping in selected university students and Usage level of online shopping is also in the level of high. When consider the degree of impact of attitude of universities undergraduates through online shopping is good predictor of the attitude of online shopping and there is a strong positive relationship between the universities undergraduates attitude and online shopping is positively correlated with the attitude of online shopping.

The implication of the finding is personal information significantly influence the attitude of online shopping. Therefore that is very important to consumers for enhance the online shopping. The findings of this study were important to an empirical gap this research was implemented in selected university students and discovered

universities undergraduate's attitude is a good predictor of the improve online shopping and another findings of the study shall assist Online catalogue retailer in developing a set of actions of a relevant strategy in order to enhance the attitude of online shopping. Online catalogue retailers are operating on a highly volatile environment with extensive competition and escalating customer demands. Therefore online shopping activities should be developed and redesigned to better meet customer demands and needs.

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