

**THE IMPACT OF ONLINE BRAND TRUST ON THE ONLINE  
SHOPPING BEHAVIOUR: SPECIAL REFERENCE OF  
"KAPRUKA.COM" SRI LANKA**



**BAVANI SUBRAMANIYAM**

**1382**



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

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## ABSTRACT

Nowadays, with the rapid development of Internet technology, online shopping is becoming common and even inevitable among Sri Lankan people. They choose online shopping which is another shopping channel that is more convenient and express than the traditional shopping pattern, and these also attracts more and more people sell products online. But lack of consumer trust is a critical obstacle to the success of online retailing. Therefore this study examines how online shopping behavior is affected by the following online brand trust factors: quality of information, security and privacy, perceived risk, brand name, word-of-mouth, online experience, website design, website reliability and website customer service.

The purpose of this study is to analyze the online brand trust factors affecting on online shopping behavior of consumers that might be one of the important issues of online marketing. This study has been followed by using a model examining the impact of online brand trust on online shopping behavior as the hypothesis of study. To investigate these hypotheses 210 questionnaires respondents to the questionnaire were consumers of "Kapruka.com" in Sri Lanka. Questionnaire was simply post on the "wall" of "Kapruka.com" fan page in all touch points in the form of a web link by using "Google Drive" which can easily open by all 331,000 fans in "Kapruka.com".

Data were analyzed and evaluated by Univariate and Bivariate techniques. However, the main thing is the marketer want to identify that "Kapruka.com" online brand trust positively (0.547) in influencing the online shopping behavior. The study considers online brand trust as independent variable with nine appropriate dimensions and online shopping behavior as dependent variable with four suitable dimensions. The study found that this independent variable dimensions indicate high level (mean value is 3.479) in online brand trust. Other side, dependent variable dimensions indicate high level (mean value is 3.521) in online shopping behavior. Eventually, this report recommends some actions for improving the role of online brand trust in influencing the online shopping behavior of "Kapruka.com".

*Keywords: Online Brand Trust and Online Shopping Behavior*

**Researcher**

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