DETERMINANTS OF USAGE OF ONLINE PURCHASING VIA E-TAILERS IN SRI LANKA

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AMARAKOON MUDIYANSELAGE RANDIKA DILSHAN

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ABSTRACT

The internet has transformed us from the conventional shopping technology into a new and extra efficient generation called "E-Commerce". With the growing recognition of online purchasing, business around the globe now try to dominate their competitive benefits with focusing their resources at the digital business environment. Shoppers are gaining notable advantages from buying goods and services from online world. The internet permits the 24/7 and 365 days availability of products and services with very little price. The aim of this research is to identify the factors affecting online purchasing intention of E-Tailers in Sri Lanka.

Even though E-Tailers are highly popular in globally, Sri Lanka's growth rate is showing a slow advancing. Therefore the research is conducted to identify what are the factors needed to create more purchase intention among customers.

With the literature background, this research focuses to identify the user interface quality, product information quality, service information quality, security perception and site awareness effecting on online purchasing intention. The study involved 176 respondents. Convenience sampling was used as the sampling technique. A questionnaire was designed online, since the research was an online purchasing intention study, online data collection method was preferred.

Five hypotheses derived from the model were tested by using multiple regression analysis. Results have shown that user interface quality, product information quality site security and site awareness have moderate significant effect on online purchasing intention and service information quality have no significant effect on online purchasing intention on E-Tailers. Therefore the result of this would provide implications for electronic commerce & digital marketing managers of the company & contribute to the existing body of knowledge.

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