

**DETERMINANTS OF CUSTOMER INTENTION TO PURCHASE
USING ELECTRONIC COMMERCE IN GAMPAHA DISTRICT**



BY

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ABSTRACT

In accordance with the previous studies, many studies states that there is an empirical gap between the impacts of determinants on Customer intention to purchase using Electronic commerce. This study is conducted in order to fill these gaps.

Main purpose of this study is to identify the determinants of Customer intention to purchase using Electronic Commerce in Gampaha district. In this study determinants are Delivery and after sales service, Customer service, Site information, Purchase result and price attractiveness, Site design, Process convenience, Product information and attractiveness, Log-on convenience and Payment method.

This study is used to find out the level of the customer intention to purchase using Electronic commerce and impact of Delivery and after sales service, Customer service, Site information, Purchase result and price attractiveness, Site design, Process convenience, Product information and attractiveness, Log-on convenience and Payment method on Customer intention to purchase using Electronic Commerce.

The sample was selected through snowball sampling technique in Gampaha district. Data was collected through online questionnaires. Using online survey, primary data are collected from 184 respondents. Univariate, bivariate and regression analysis is used to analysed the data. Findings of this study revealed there is a positive relationship between above stated determinants of Electronic commerce and Customer intention and there is a positive impact of determinants of Electronic commerce on Customer intention in Gampaha district.

Keywords: Customer intention, Delivery and after sales service, Customer service, Site information, Purchase result and price attractiveness, Site design, Process convenience, Product information and attractiveness, Log-on convenience, Payment method.

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