

**FACTORS INFLUENCING ONLINE PURCHASE
INTENTION OF THE CUSTOMERS IN THE GAMPAHA
DISTRICT**



By

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ABSTRACT

Internet usage in the world is growing in a rapid phase. World internet usage has been risen 448.8% since year 2000 to 2010 and current internet penetration in the world stands on 28.7% out of the world population. Worldwide Internet users in 2010 is 1931 million and it has predicted this value to be 2517 million by 2014.so it's no doubt on future of internet popularity all over the globe.

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 Impulse purchase orientation, Quality orientation, Brand orientation, online trust and Prior online purchase experience effecting on online purchase intention. The study involved 140 respondents. Convenience sampling was used as the sampling technique. A questionnaire was design 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 Quality orientation Brand orientation, online trust and Prior online purchase experience have moderate significant effect on online purchasing intention and Impulse purchase orientation has 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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