

**ONLINE SHOPPING BEHAVIOUR OF CONSUMERS IN
SRI LANKA**



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REG NO: EU/IS/2011/COM/01

INDEX NO: COM 1291



Project Report
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Has been accepted by the Faculty of Commerce and Management, Eastern University, Sri Lanka, as a partial fulfillment of the requirement for the degree of Bachelor of Commerce Specialization.

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

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ABSTRACT

There are millions of people online any time and they all are a potential consumer in the online market. Since there are so many providers, the most important thing for organizations is to understand what are consumer wants and needs in this competitive business environment. The aim of this study is to investigate the factors that affect online purchasing behavior of consumers in Sri Lanka. On the basis of a detailed literature review, a frame of reference was firstly developed. Thus, the focus lays on these five online factors: financial risk, product performance risk, delivery risk, trust and security, and website design.

The study mainly considers the primarily collected data. The data were collected through an online survey questionnaire from 250online shopping customers from all over Sri Lanka and used Univariate, Bivariate analysis, Regression analysis, one-way ANOVA and independent sample t-test techniques in order to analyze data and find the results of study objectives.

Moreover, data presentation and data analysis were conducted in accordance with the research questions and the frame of reference. Finally, the findings and conclusions were presented by answering the research questions, i.e. to describe how the online factors affect the online shopping behavior and the implications for managements, theories and future researches are addressed.

Key words: Online shopping behavior, perceived risk, trust & security, website design.

TABLE OF CONTENTS

	Page No
Acknowledgement.....	I
Abstract.....	II
Table of Contents.....	III- VI
List of Tables and Figures.....	VII- VIII
Chapter-01 Introduction.....	1-6
1.1 Background of the study.....	1
1.2 Problem Statement.....	3
1.3 Research Questions.....	3
1.4 Research objectives.....	3
1.5 Significance of the study.....	4
1.6 Scope of the study.....	5
1.7 Chapter frame work.....	5
1.8 Chapter summary.....	6
Chapter-02 Literature review.....	7-14
2.1 Introduction.....	7
2.2 Online shopping.....	7
2.3 Online shopping Behavior.....	7
2.4 Factors influence online shopping behavior.....	8
2.4.1 Financial risk.....	9
2.4.2 Product risk.....	10
2.4.3 Non-delivery risk.....	10
2.4.4 Trust and security.....	11
2.4.5 Website design.....	12
2.5 Relationship between perceived risk and online shopping behavior.....	13
2.6 Relationship between website design and online shopping behavior	14
2.7 Chapter summary.....	14
Chapter -03 Conceptualization and Operationalization.....	15-22
3.1 Introduction.....	15
3.2 Conceptualization.....	15
3.3 Online shopping behavior.....	16
3.3.1 Shopping privacy.....	16
3.3.2 Convenience.....	16
3.3.3 Availability.....	16
3.3.4 Product information online.....	16
3.3.5 Online shopping facilities.....	16
3.3.6 Expert reviews on product.....	16
3.3.7 Shopping embarrassment.....	16
3.3.8 Easiness of shopping.....	17

3.3.9	Control of expense.....	17
3.4	Financial risk.....	17
3.4.1	Malfunction of merchandiser.....	17
3.4.2	Judge the quality of merchandiser.....	18
3.4.3	Difficulty in Disputes.....	18
3.5	Product risk.....	18
3.5.1	Shopping orders default.....	18
3.5.2	Receiving the malfunction of merchandiser.....	18
3.5.3	Quality of merchandiser over the internet.....	18
3.6	Non-delivery risk.....	18
3.6.1	Inconvenient of receive the product.....	19
3.6.2	Non availability of reliable & well equipped shipper.....	19
3.7	Trust & security.....	19
3.7.1	Credit card Misused.....	19
3.7.2	Over charging.....	19
3.7.3	Personal Information.....	19
3.7.4	Cyber laws.....	19
3.8	Website design.....	21
3.8.1	Visual appealing.....	21
3.8.2	Navigation flow.....	21
3.8.3	Site content.....	21
3.8.4	Error free & order free transactions.....	21
3.9	Operationlization.....	22
3.10	Chapter Summary.....	22
Chapter- 04 Research Methodology.....		23-40
4.1	Introduction.....	23
4.2	Research Approach.....	23
4.3	Survey population.....	23
4.4	Time Horizon.....	23
4.5	Unit of Analysis.....	24
4.6	Sampling.....	24
4.7	Data collection method.....	24
4.8	Data presentation.....	26
4.8.1	Personal information of customers.....	26
4.8.2	Research information of customers.....	26
4.8.2.1	Validity and Reliability.....	26
4.8.2.2	Univariate Analysis.....	27
4.8.2.3	Bivariate Analysis.....	28
4.8.2.4	Correlation Analysis.....	28
4.8.2.5	Multiple Regressions.....	29
4.8.2.6	Analysis of Variance (ANNOVA.....	29
4.8.2.7	T-test.....	30
4.9	Chapter summary.....	30
Chapter -05 Data presentation and Analysis.....		31-59

5.1	Introduction.....	31
5.2	Analysis of Reliability.....	31
5.3	Data Presentation for Personal Information.....	32
5.3.1	Age distribution.....	32
5.3.2	Gender distribution.....	33
5.3.3	Education level.....	33
5.3.4	Marital status.....	34
5.3.5	Occupation.....	34
5.3.6	Monthly income.....	34
5.3.7	Category of customers spending time internet on every day....	35
5.3.8	The purpose of mostly use the internet.....	35
5.3.9	The types of products mostly prefer to buy via internet.....	36
5.3.10	The times of bought things on internet.....	37
5.3.11	The time period of engagement for online shopping.....	37
5.4	Data Presentation and Analysis of Research objective.....	39
5.4.1	Univariate analysis.....	43
5.4.1.1	Mean and standard deviation of online shopping behavior.....	43
5.4.1.2	Mean and standard deviation of financial risk.....	44
5.4.1.3	Mean and standard deviation of product risk.....	44
5.4.1.4	Mean and standard deviation of Non-delivery risk....	45
5.4.1.5	Mean and standard deviation of Trust & security.....	45
5.4.1.6	Mean and standard deviation of website design.....	46
5.4.2	Bivariate Analysis.....	47
5.4.2.1	Pearson's Correlation Analysis	47
5.4.3	Regression Analysis.....	48
5.4.3.1	Multiple Regression Analysis.....	48
5.4.3.2	Simple regression Analysis.....	50
5.4.4	ANNOVA Analysis.....	52
5.4.5	Independent sample T-test.....	57
5.5	Chapter Summary.....	59
Chapter -06 Discussion.....		60-69
6.1	Introduction.....	60
6.2	Discussion of Personal Information.....	60
6.2.1	Age of the customers.....	60
6.2.2	Gender of the customers.....	61
6.2.3	Education level of the customers.....	61
6.2.4	Marital status of the customers.....	61
6.2.5	Monthly income of the customers.....	61
6.2.6	Current job of the customers.....	61
6.2.7	Spending time on internet of the customers.....	62
6.2.8	The purpose of mostly use the internet.....	62
6.2.9	Interest products buying in online of the customers.....	62
6.2.10	The times of bought things on internet (during the six months.	62
6.2.11	The time period of engagement for online shopping.....	63

6.3	Discussion of Research Information.....	63
6.3.1	Discussion of objective -1 To identify the impact of non-delivery risk on online shopping behavior of consumers in Sri Lanka.....	63
6.3.2	Discussion of objective -2 To identify the impact of financial risk on online shopping behavior of consumers in Sri Lanka.....	64
6.3.3	Discussion of objective -3 To identify the impact of non-delivery risk on online shopping behavior of consumers in Sri Lanka	65
6.3.4	Discussion of objective -4 To identify the impact of trust & security on online shopping behavior of consumers in Sri Lanka.....	66
6.3.5	Discussion of objective -5 To identify the impact of Website design on online shopping behavior of consumers in Sri Lanka.....	67
6.3.6	Discussion of objective-6 To identify whether online shopping behavior vary with the demography of consumers in Sri Lanka.....	68
6.4	Chapter summary.....	69
Chapter- 07 Conclusion and Recommendation.....		70-73
7.1	Introduction.....	70
7.2	Conclusions of the Research objectives.....	70
7.2.1	Conclusion of objective one.....	70
7.2.2	Conclusion of objective two.....	70
7.2.3	Conclusion of objective three.....	71
7.2.4	Conclusion of objective four.....	71
7.2.5	Conclusion of objective five.....	71
7.2.6	Conclusion of objective six.....	71
7.3	Recommendation of this study.....	72
7.4	Limitation of the study.....	73
7.5	Directions for the future research.....	73
REFERENCE.....		74-75
APPENDIX.....		76-80