

THE IMPACT OF INFORMATION TECHNOLOGY ON  
CONSUMER BUYING BEHAVIOUR: SPECIAL REFERENCE TO  
BATTICALOA DISTRICT



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2016

## Abstract

Online shopping has become a popular shopping method ever since the internet has declared a takeover. Business process is under the information technology revolution which is transforming the way we do the business. Every field of human activity, may it be his daily life, official life, everything is now influenced under the cover of IT. Keeping in mind the various benefits of IT, in the present research an attempt has been made to examine the impact of information technology on consumer buying behaviour in Batticaloa district.

The type of investigation of this study is related to correlation study. This study conducted with natural environment therefore this is a field study where it is conducted with the natural environment. Responders were selected by using non-probability sampling procedure. Before the publication to the participants, the questionnaire was pilot-tested. The Cronbach's alpha was used to measure the reliability of the questionnaire.

Primary data collection is being followed by data analysis. In order the collected data to be analyzed SPSS; a computer program that helps surveys to interpret the results, was used. The univariate analysis, Hypothesis testing, Cross-tabulation analyses are used to evaluate the data. The data analysis will show the relationship of independent variables and dependent variables based on the conceptual framework. The findings highlight that IT has a great influence on consumer buying behavior.

**Keywords:** Information technology, IT impact, consumer buying behaviour, multi utility of IT, online shopping.

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