

**A STUDY ON THE IMPACT OF WEBSITE DESIGN ON
REVISIT INTENTION OF ONLINE SHOPPERS IN
BATTICALOA DISTRICT**

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Project Report
Library - EUSL

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2017

Abstract

Retaining visitors at website is arguably one of the most important objectives for e-commerce practitioners today. Unfortunately, it is also a seriously difficult challenge. Therefore they try to seek the strategies to make repeat visit to the site. Accordingly the website design is most indispensable factor to attract the online visitors towards the website. This study aims to investigate the effectiveness of the website design on revisit intention with regards to customer satisfaction of online shoppers. The objective of this study is to identify the level, relationship and impact of website design on customer satisfaction and revisit intention. Finally, examines the mediating role of satisfaction. This study was based on the online customer's perspectives and their online experiences with the local and international commercial websites. Data were obtained from the sample 200 online purchased customers, and convenience sampling was used. The descriptive statistics, correlations, and regression analysis were used to analyze the data.

The results were as follows: First, website design was significantly positively impacted on revisit intention and satisfaction, satisfaction significantly positively impacted on loyalty, and finally website design impacts on revisit intention significantly through customer satisfaction. The study contributes to existing theoretical and practical knowledge by providing evidence about the relationship between website design on revisit intention and between customer satisfaction. Due to the technology emergence the online shopping growing rapidly with high competition between local and foreign e-commerce providers. By the reason of competition the online business providers suffer to retain the buyers for a long time within the business. Hence, this study has the potential to support to the online business providers by effectively designed website to make revisit the shoppers to their website.

Key words: Website design, Satisfaction, Revisit intention

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