

Impact of Perceived Web Site Quality on Consumer Buying Intention: Online Retail Consumers in Colombo District

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Main purpose of this study is to investigate the perceived web site quality of the online retailers on consumers purchase intention in Sri Lanka. Literature review identified five dimensions namely web site performance, access, sensation, and security and user interface information as web site quality dimensions.

This study adopted quantitative research approach to test the relationship between the e-retailer's site quality and purchase intention. Total of 175 respondents who are in Colombo district in Sri Lanka approached through convenient sampling method and questionnaire was developed to collect the data.

Descriptive statistics followed by correlation analysis and regression analysis have been adopted to test the formulated hypothesis. Analysis shows the significant relationship between quality factors and purchase intention and finally regression analysis shows the significant impact of quality dimensions on purchase intention.

However, this study limited to Colombo district and therefore generalization of the findings to the larger context has limitations.

Key words: *E-Retailer, Web Site Quality, Purchase Intention, Online Shopping*