

# **Impact of Web Quality on Consumer's Online Purchase Decision with Special Reference to Online Shopping Market in Sri Lanka**

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This study examines the impact made by the web quality on the consumer's online purchase decision with special reference to online shopping market in Sri Lanka. Dimensions of Web quality model (usefulness, ease of use, entertainment and complimentary relationship) identified as independent variables and online purchase decision identified as dependent variable. A quantitative and descriptive research design was followed, and 200 responses were collected through self-administered questionnaires from local online shoppers who live in western province in Sri Lanka.

The findings proved that there exists a moderately strong yet positive relationship between web quality and consumer online purchase decision. Therefore this research will give industry practitioners some insight in to the perceptions regarding the quality of web sites and how it will generate more online consumers to the business in order to allow the organizations to make changes accordingly. Therefore researcher would like to recommend for players who play their business in online shopping market to build up quality web site enhancing the usefulness, ease of use, entertainment and complimentary relationship with its consumers.

**Keywords:** Online shopping market, WebQual model, usefulness, ease of use, entertainment, complimentary relationship, online purchase.