

A Study on Factors Influence on Online Purchase Intention of Online Non-Shoppers for Electronic Products (With Special Reference to Colombo District)

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This study was conducted to identify and evaluate those factors influence on online purchase intention of online non-shoppers for electronic products. The study was based on primary and secondary data. A sample of 300 online non-shoppers within the Colombo district was used to obtain primary data through a self-administrated questionnaire to obtain information about factors influence on online purchasing intention of online non-shoppers for electronic products. This study identified five influential factors namely perceived ease of use, perceived risk, trust, web security, and internet self-efficacy. The moderating effect of Consumers' attitudes towards the relationship between influential factors and online purchase intention of online non-shoppers for electronic products was also measured. Descriptive statistics, correlation, regressions analysis were used to analyse data and he results highlighted that trust, perceived risk, and web security as the most influential factors towards online purchase intention of online non-shoppers for electronic products. The study also illustrated that consumers' attitudes have moderating effect towards relationship of influential factors and online purchase intention of online non-shoppers for electronic products.

Keywords: Electronic products, Influential factors, online non-shoppers, Online purchase intention