

## **Purchasing Intention towards Online Shopping: with special reference to M-shopping in Sri Lanka**

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Expansion of globalization era impacts to revolution of electronic marketing. Online shopping is use e-commerce technology for better marketing performance. Online shopping industry rapidly change because of it works with technology. Therefore, the researcher decided to study purchasing intention toward online shopping with special reference to m-shopping. The population selected for the research is Sri Lanka and research narrowed down to Gampaha and Colombo districts in Sri Lanka. The sample size selected for this research study is 150 and researcher has used convenience sampling technique. Researcher findings indicated that among four factors selected for this research the most influencing and attractive factor for m-shopping in Sri Lanka is convenience, website design and features the second most influencing factor and thirdly security. Result have also showed that time saving is not much influencing factor for m-shopping in Sri Lanka. The findings revealed that the youngsters are highly engaged with the online shopping and elderly people are not so keen to shop online. Further, average income holders are more like to do online shopping than higher income holders.

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