

# **Key Determinants of Online Purchase Intension of Fashion Clothing among Youth: With Special Reference to e-Commerce Websites Operated in Sri Lanka**

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Internet has enabled the quick formation of a suitable digital economy driven aligned with the worldwide advancement of information technology. So presently internet usage has developed quickly and has ended up a common way for transaction of items, services and information in around the world. In this context, electronic-commerce exchanges in Sri Lanka are anticipated to proceed to develop within the close future. Since more and more people concern about fashion, especially young generation. Thus, this study intends to investigate young generation 's purchase intention toward fashion apparels. Nowadays, fashion is becoming a worldwide recognized fact. The fashion industry has a very intensive competition and companies are constantly introducing new fashions and styles to consumers every day. Hence that situation is important to understand consumers' online purchase intention. So, this research aims to examine key determinants of online purchase intension of fashion clothing through e-commerce web sites among Sri Lankan youth. Quantitative research approach has been adapted in this research by distributing 384 structured questionnaires to youth in Western Province Sri Lanka, who prefer to purchase online. Findings of this research have discovered that trust, perceived ease of use and subjective norms are significant in predicting online purchase intention. However, perceived usefulness and perceived enjoyment are not significant in predicting online purchase intention. The findings of this research will provide online marketers with a better understanding on fashion clothing online purchase intention which enable them to direct online market.

**Keywords:** *Perceived Ease of Use (PEOU), Perceived Enjoyment (PE), Perceived Usefulness (PU), Technological Acceptance Model (TAM)*