

Key Determinants of Online Purchase Intension Towards Online Retail Shopping in Western Province of Sri Lanka

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The development of internet technology has had a significant impact on consumer's daily activities, and many offline activities have migrated to the online environment. As a result of that, internet retail purchasing has grown in popularity and become a vital aspect of consumer life. During the Covid 19 global pandemic most Sri Lankan consumers tend to use online platforms to make transactions with retailers to satisfy their needs and wants. Thus it is important to investigate which factors effect on online purchase intension to develop retailers' websites to convince their consumers. Therefore, the major purpose of this study is to investigate the impact of perceived ease of use (PEU), perceived usefulness (PU), perceived risk (PR), prior online purchase experience (PO) and brand orientation (BO) on customer online purchase intension (OPI). The selected constructs borrowed from the literature and there is a huge dilemma in literature to be solved whether PEU, PU, PR, PO and BO have a real impact on OPI. This study is in quantitative nature and prescheduled structural questionnaires were distributed among a sample of 384 respondents those who have internet access to collect primary data based on the convince sampling. In order to investigate the hypothetical impact researcher employed multiple regression and correlation analysis as main statistical tools. The findings of the work revealed that PEU, PU, PR, PO and BO have positive and significant impact on OPI.

Keywords: *Brand Orientation, Online Purchase Intension, Perceived Ease of Use, Perceived Risk, Perceived Usefulness, Prior Online Purchase Experience*