

Impact of Convenience on Consumption Experience towards Mobile Shopping Application: with Special Reference among Y Generation in Colombo District

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There is an ever-increasing growth in mobile usage, and the use of mobile shopping application become the newest trend of shopping in the modern world. Within the growth of shopping via mobile applications, convenience is considered critical. This study was conducted to examine the impact of convenience factors in mobile shopping applications on consumption experience among y generation in Colombo district. This study was carried out as a deductive study, and a quantitative method was employed. The sample was limited to 150 respondents, and it used the convenience sampling method. The data analysis was assisted by using a statistical package for social science version 23. Concerning the variables; search convenience, evaluation convenience, transaction convenience, possession convenience, post-purchase convenience & overall results revealed that consumption experience towards mobile shopping applications. This study is limited to the shopping industry. Therefore, further investigation into other contexts is required to generalize the findings. The present study's findings revealed valuable implications for the mobile & shopping industry, providing marketers the opportunity to use the findings to identify their consumers' buying behavior in the digital environment. The present study is the first to explore the impact of convenience on consumption experience towards mobile shopping applications. Hence, this study contributes as a source of literature for future researchers.

Keywords: *Consumption Experience, Evaluation Convenience, Possession Convenience, Post-Purchase Convenience, Search Convenience, Transaction Convenience*