

Factors affecting online purchase decisions of Sri Lankan consumer: with special reference to Western Province

HMRP Herath¹ and CB Wijesundara¹

The Internet has received a great deal of attention in the media and many companies have set up an Internet presence. Companies are quickly moving to use the potential applications of the Internet. Sri Lankan marketing companies are also following their foreign counterparts and eagerly set up company web sites.

The behavior of the online customer has investigated in developed countries to identify loopholes of marketing strategies adopted by the companies and enhance the features of web sites to gain the competitive advantage over the competitors. In Sri Lankan context the research done on this field is very much less and this research was conducted to investigate the factors affecting online purchasing decision of Sri Lankan consumers.

The study was conducted by using both primary and secondary data. The primary data were collected through the survey conducted in selected two areas (Colombo and Gampaha) of western province and, prescheduled questionnaires were distributed among a sample of 250 respondents those who have internet access which is enough for generalization of results. In selecting them nonrandom convenience sampling tool employed in accordance with the judgment of the researchers. Secondary data were collected by relevant journals, reports, articles, published data of relevant authorities and the Internet. Descriptive statistical techniques were utilized to analyze the data with the help of SPSS package and to discover the characteristics, behavior and the pattern of the sample. The major descriptive statistical technique, which was used in this study, is the percentage analysis.

Findings revealed that the trust and security of the web site and the product type is the prominent factors to take the online purchase decision by the customer and most of the customers who purchase offline consider web presence of the company as an information source.

Key words: Consumer, Sri Lanka, Internet, Online purchase decision, Marketing

¹ Department of Marketing Management, Faculty of Commerce and Management Studies, University of Kelaniya, Sri Lanka