

Impact of Individual Perception on Online Purchasing Intention; (With Special Reference to Executive Level Banking Employees in Kurunegala District)

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Abstract

With the advancement of technology, online shopping has evolved attracting a quite large number of customers towards online purchasing. A number of studies in several countries reveals about factors affecting online purchasing intention and however, the results differs. Accordingly, this study seeks to fill this knowledge gap by identifying the individual perception's impact of Sri Lankan online purchasing. For the study the executive-level employees, 50 in numbers working in banks in Kurunegala district in Sri Lanka were chosen. The researcher used both primary and secondary source of information and analyzed them using Statistical Package for the Social Sciences (SPSS) software tools. This research is very important to the interested parties about online buying of Sri Lanka and that will be helped to identify individual perception factors influencing online purchasing intention.

Key words: *Online Purchasing, Online Purchasing Individual, Perception Intention*