

Profiling Gen Z: Influencing Online Purchase Intention

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With technology playing an ever-increasingly significant part in our everyday lives, the study focused on profiling Gen Z Internet behavior and identifying factors influencing their online purchase intentions. Responses from 253 participants were captured using a standardized questionnaire in order to profile the online shopping behavior of Gen Z. The results showed that Gen Z heavily relies on the Internet for social media, education, and video streaming but spends less time on online purchasing. Significantly, there was a significant gender gap in their online shopping behavior, with females showing a higher propensity to shop online. Perceived enjoyment and perceived ease of use were the most significant factors influencing the online purchase intention of Gen Z. In contrast, subjective norm, perceived benefits, and perceived trust were less significant. The findings emphasize the importance of understanding the unique habits and preferences of this market segment and developing strategies to target them effectively.

Keywords: *Gen Z, internet, online shopping, purchase intention, Sri Lanka*