

## **Factors Influencing on Online Brand Trust in The Context of Online Shopping Sites in Sri Lanka**

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The COVID-19 pandemic has accelerated the shift towards a more digital world. As a result of this, online shopping sites were popular among customers. This study examines online brand trust and its influencing factors in the specific context of online shopping sites in Sri Lanka. Based on the literature review on online brand trust drivers, it was found that there is a research gap on online brand trust. Accordingly, six hypotheses are built to determine the relationship of word-of-mouth, online experience, security, perceived risk, brand reputation, and quality information on online brand trust. The hypothesis is being tested in terms of the mentioned variables on online shopping site users in Sri Lanka. The research study was quantitative, and the primary data were taken from the 300 online shopping sites users. Convenience sample techniques were used to select the respondents. Validity, reliability, normality, tests, and multiple regression analysis, assumption testing had been conducted. According to the study's findings, security, online experience, quality information, and brand reputation appear to have a significant and positive relationship with online brand trust. This study provides an insightful understanding of the consumer's online brand trust.

**Keywords:** *Brand Reputation, Online Brand Trust, Online Experience, Perceived Risk, Quality Information, Security, Word-of-Mouth*