

Impact of Website Quality on Purchase Intention in Online Retailing Environment in Sri Lanka: Perceived Trust as a Mediator

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Purpose of this paper is to investigate effects of website quality factors (Aesthetic appeal, Layout and functionality and financial security) on customer purchase intention towards an online retailers and mediating role of consumers' trust in Sri Lanka. This study employed the quantitative research design to test the relationship between web site quality constructs and purchase intention and trust as a mediator. In order to test the relationships this study surveyed 200 local online shoppers who are in western province of Sri Lanka by adopting the convenient sample technique. Correlation analysis and mediated regression analysis adopted to test the relationship and impact of quality factors on purchase intention. The findings confirm that web site quality affects consumers' trust and in turn consumer purchase intention. Notably, this study identified Layout and functionality as the most influential factors in building online customer trust. Furthermore, the study reveals that the mediation of trust is partial. Consequently, it is recommended that online retailers who wish to build website trust should focus primarily on enhancing the Layout and functionality of their websites in Sri Lankan context. Findings of this study should be interpreted in cautious manner due to the representation of sample.

Key words: *Web Site Quality, Aesthetic Appeal, Layout and Functionality, Trust, Purchase Intention*