

Impact of Online Shopping Platforms on Purchase Intention for Consumer Electronic Products (Special Reference to Western Province in Sri Lanka)

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It is known that Internet and developing technologies have paved new paths for both sellers and buyers today. The key purpose of this study was to identify the extent to which online shopping platforms make an impact on purchase intention for electronic products in Sri Lanka. In support of diagnosing the problem, seven objectives were formulated. The research design was both exploratory cum descriptive, and the approach was deductive reasoning. For this empirical study, primary data were mainly associated via online questionnaires. Also, secondary data were used for more details. Out of the approximately 85000 sample population pertaining to considering products in Colombo, Gampaha and Kaluthara districts, for the convenience of analysis, 384 sample size was selected with the help of simple random sampling technique. As there were no responses made by 33 persons, only 351 respondents were emphasized. For presenting data, a certain number of descriptive statistical tools were applied and using SPSS version 26 statistical package, correlation and multiple regression were employed for analyzing the data. Accordingly, the findings show that except perceived risk, Website Design, perceived ease of use, perceived usefulness, subjective norms, and prior online shopping experience have a positive relationship with trust which in turn has a positive relationship with purchase intention. As per the R square value, it was concluded here that there is a dominant impact of online shopping platforms on purchase intention for respective products. At the end of the present study certain vital suggestions including related researchable areas have been made.

Keywords: *Consumer Electronic Products, Online Shopping, Online Shopping Platforms, Purchase Intention*