

**The Impact of Perceived Risk towards Online Shopping Purchase
Intention of Fast-Moving Consumer Goods (FMCG): Special
Reference to Colombo & Gampaha Districts**

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Online shopping has become a crucial concept in the world. However, in Sri Lanka, online shopping is less likely to be used to purchase FMCG products. Hence this study focuses on the impact of perceived risk on e-purchase intention of FMCG: special reference to Colombo & Gampaha districts. Perceived risk is explored as financial risk, product performance risk, psychological risk, social risk and privacy risk. This secondary data was collected through web sites, articles. The research was carried out by using multiple regression analysis to test the hypotheses. A total of 206 Colombo and Gampaha district respondents were selected as a sample to carry out the research. The convenience sampling method that comes under nonprobability sampling was used when collecting data and S.P.S.S. software to analyze the data. This study's findings indicate that perceived risk (financial risk, product performance risk, psychological risk, social risk, and privacy risk) has a significant positive impact on the online shopping purchase intention of FMCG. Limitations of the study include the sampling strategy, population, and sample size. It is recommended to study other factors affecting on e-purchase intention of FMCG in Sri Lanka. The study's findings are useful in proposing strategies to improve the e-purchasing experience of FMCG in the Sri Lankan market.

Keywords: *Financial Risk, Online Shopping, Perceived Risk, Privacy Risk, Product Performance Risk, Psychological Risk, Purchase Intention, Social Risk*