

Consumer Attitude on Online Shopping Intention: With Special Reference to Gampaha District in Sri Lanka

Samanmalie M.D.M.¹ and Madurapperuma, M.W.²

^{1,2}*Department of Accountancy, University of Kelaniya*

¹*madushikamatharage16@gmail.com*, ²*wasanthi@kln.ac.lk*

Abstract

Consumer attitudes appear to be more influenced by the digital environment as a result of technological advancements and E-commerce activities, which has resulted in the growth of online purchasing activities. In this fast increasing industry, online shopping has become a vital aspect of consumer life, literally putting the consumer in control. The purpose of this study was to ascertain the critical drivers of customer attitude toward internet purchasing in the Sri Lankan environment. The purpose of this study was to offer a conceptual model of consumer attitude toward online shopping intentions by identifying the important components identified in prior research and developing hypotheses appropriately. Numerous studies have been conducted to examine the relationship between consumer attitude and online buying intention, but in the Sri Lankan context, there is a dearth of study on this subject following the pandemic. This study employed primary data from an online survey and evaluated hypotheses using multiple regression analysis and the E-Views program on a sample of 300 Sri Lankan online respondents in the appropriate category during the era of social separation caused by the Covid-19 outbreak. These study findings can aid in the comprehensive understanding of consumer behavior, allowing the online shopping industry to identify the most effective methods for engaging their customers' interest, attracting them to visit websites, and increasing online sales, as well as recommendations for the government to effectively support the online shopping industry in the future.

Keywords: *Consumer Attitude, Online Shopping, Covid-19 Pandemic, Sri Lanka*