

Factor Affecting Online Shopping Intention among the Customers in Ampara District

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The study aims to investigate the factors affecting consumers' online shopping intentions in Sri Lanka. The study will consider the online shopping intention of consumers with special reference to customers in the Ampara district. The research is based on the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) which are commonly used theories in the research field of online shopping intention. Their search explores how the perceived usefulness, perceived ease of use, attitude, subjective norms, and trust towards the behavior affect the online shopping intention of consumers. In terms of research methodology, this study follows the quantitative approach, and the necessary data for the execution of the study were gathered through questionnaires distributed to around 105 consumers in the Ampara district. Further, the study employed regression analysis. The researchers found that perceived usefulness and perceived ease of use have no significant impact on online shopping intention and also attitude, subjective norms and trust have a significant influence with a positive effect on the online shopping intention of young consumers in Sri Lanka. Implications: The findings of this study have practical implications for online retailers seeking to optimize their platforms and marketing strategies. By addressing the identified factors, businesses can enhance perceived usefulness, perceived ease of use, attitude, subject norms, trust, online shopping intention, and driving sales. Additionally, policymakers can utilize these insights to develop regulations that foster a safer and more conducive online shopping environment for consumers. Originality: This study contributes to existing literature by offering a comprehensive examination of the multifaceted factors influencing online shopping intention. It integrates insights from both qualitative and quantitative methodologies, providing a holistic understanding of consumer behavior in the online retail context.

Keywords: *Online Shopping Intention, Perceived Ease of Use, Attitudes, Subject Norms, Trust.*