

# **A Study to Assess Impact of Attitude on e-shopping Behavior of Consumer's Household Electronic Items Mediated by Purchasing Intention**

U.N. De Silva<sup>1</sup>, P.I.N. Fernando<sup>2</sup> and A.G.N.K. Fernando<sup>1</sup>

<sup>1</sup>*Department of Management Sciences, Uva Wellassa University, Badulla, Sri Lanka*

<sup>2</sup>*Department of Commerce, University of Sri Jayewardenepura, Nugegoda, Sri Lanka*

The emerging digital economy has opened new chapter for e-retailing. Nowadays, E-shopping has become trending filed either no research or a proper discussion conducted in Sri Lanka. Attitude towards E-shopping's behavior has been ever changing at a rapid pace with diversifications. E-shopping attitude refers to consumers' psychological state of making purchases via Internet. Hence, the study has been addressed two objectives; to identify impact of attitude on E-shopping behavior of consumers, to identify the impact of attitude on E-shopping behavior of consumer purchasing household electronic items mediated by purchasing Intention. Sample has been distributed from 300 E-shoppers in western province following multi-stage sampling method and data has been gathered through google form. Based on analysis data, largely consumers buy household electronic items (42.3%) via E-bay. Coefficient Correlation and Regression analysis base results Attitude revealed a positive impact on E-shopping behavior while Subjective norms and Perceived usefulness shown the significant relationship with E-shopping behavior. According to Baron & Kenny Mediator analysis has shown a significant mediating effect (34%) of Purchasing intention on the relationship between Attitude & E-Shopping Behavior. The research had yielded fruitful results to realize that Sri Lankan people face delay delivery and cheap quality products mainly. Also, majority of female young educated consumers are interested in doing E-Shopping but hesitate to purchase luxury products due to lack of trust towards e-retailers. As the recommendations, websites must hike the customer's feedback level, low cost of products, services & many other features regarding purchasing. Further study suggests managerial implications as digital market platform development standards in Sri Lanka.

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