

Impact of Individual Perception on Online Purchasing Intention (With Special Reference to Executive Level Employees in Badulla District)

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Technology evolves at a very fast pace, sometimes faster than the users can accept and adopt it. With the huge development of the technology people have more incline with online, physical retail shops, retailing has found its way onto the online platform as organizations seek to reach as many clients as possible. Online platform poses as a viable substitute for the traditional brick and mortar set up. The purpose of this study was to determine the Impact of individual perception on online purchase intention of executive level employees in Badulla district. A quantitative study was carried out with 200 respondents that included executive level employees from the Badulla district. The individual perception on online purchase were determined by the Perceived Transaction Security (PTS), Perceived Ease of Use (PEoU), Perceived Usefulness (PU) and Perceived Knowledge and Ability (PKaA). Descriptive statistics and regression analysis were used for the analysis. The study found that there is a strong positive relationship between individual perception and online purchasing intention of executive level employees in Badulla district and Perceived Knowledge and ability was the most significant variable which effect to online purchase intention, value is 0.358. The study was made following recommendations: more online shops should be set up to increase competition. Existing online shopping platforms in the Sri Lankan market should always be on the creative edge to continue being useful to the consumer; online shops should be user friendly and very easy to use, most of the users are dominated by the younger generation, so with the changing age will generate and opportunity for the adjustment in consumer good which target the elder generation.

Keywords: Perceived transaction security, Perceived knowledge, Perceived ease of use, Perceived usefulness