

NAVIGATING THE DIGITAL MARKETPLACE: FACTORS INFLUENCING WOMEN'S ONLINE PURCHASE INTENTION OF CONSUMER ELECTRONICS IN SABARAGAMUWA PROVINCE, SRI LANKA

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1. Introduction

In an era of rapid technological advancement and evolving consumer behaviors, understanding women's online purchase intention is paramount. The aim of the study is to contribute to the existing body of knowledge regarding the factors influencing women's online purchase intention of consumer electronics, explicitly focusing on the Sabaragamuwa Province in Sri Lanka.

2. Research Methodology

The theoretical base of this study is embedded in the two theories, namely the Theory of Planned Behavior and the Technology Acceptance Model. Adopting a quantitative methodology, this cross-sectional study was carried out for females in Sabaragamuwa Province who had expressed their intent to purchase consumer electronics online, and data were collected from 301 females using an online survey. The purposive sampling method was used in selecting the sample. Hypotheses were tested using the multiple regression analysis after ensuring validity and reliability using the statistical software SPSS 21.

3. Findings and Discussion

The results revealed that subjective norms, trust, perceived self-efficacy, and perceived usefulness positively influence women's online purchase intention for consumer electronics. It was also revealed that perceived risk shows a significant negative impact on women's online purchase intention for consumer electronics. However, attitudes do not significantly affect women's online purchase intentions for consumer electronics in Sabaragamuwa Province, Sri Lanka.

4. Conclusion and Implications

This study emphasizes the critical determinants of women's online purchase intention for consumer electronics, underscoring the significance of subjective norms, trust, perceived risk, perceived self-efficacy, and perceived usefulness. It is recommended that online retail organizations prioritize efforts to enhance the perceived usefulness of the online buying experience for e-shoppers since it is the most significant variable. These insights offer practical guidance to online retailers and their management in adapting strategies that align with the preferences of female consumers, especially in the e-commerce environment.

Keywords: Consumer electronics, Online purchase intention, Sabaragamuwa province, Women.