



Factors Affecting Purchase Intention of Daraz Online Shopping in Sri Lanka

Wijerathna, J.M.K.G.T.G^a and Walathara, T.H^b

Abstract

The purpose of this study is to investigate the elements that influence the purchase intention of consumers on Daraz, an online shopping platform operated in Sri Lanka. In light of the growing popularity of online shopping due to its ease, it is of the utmost importance to comprehend the behaviour of consumers in this environment. Using empirical research and a quantitative approach, the purpose of this study is to investigate the relationship between a number of different elements and the intention to make a purchase. In this study, primary data were acquired through surveys that were disseminated through various social media channels. The research used a purposive sampling technique. The results of the multiple regression analysis indicate that there is a significant connection between the predictors of purchase intention and factors such as word-of-mouth, price, attitude, trust, loyalty, usability, and purchase intention. The overall R-squared value for this association is 0.867. A number of recommendations have been derived from the data. These recommendations include ways to increase trust in product recommendations, apply innovative pricing techniques, place an emphasis on the usability of websites, develop a powerful brand identity, execute effective loyalty programs, and include word-of-mouth marketing.

Keywords: Attitude, Loyalty, price, Trust, Word of Mouth

^{a,b} Faculty of Management Studies, Open University of Sri Lanka, Nawala, Sri Lanka:
jmwij@ou.ac.lk