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**INFLUENCE OF ONLINE USER EXPERIENCE
ON ONLINE PURCHASING INTENTION IN SRI
LANKAN CONTEXT: DIFFERENCES IN GENERATION
X AND GENERATION Y**

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Master of Business Administration in Management of Technology

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University of Moratuwa
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Thesis/Dissertation submitted in partial fulfillment of the requirements for the degree
Master of Business Administration in Management of Technology

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Declaration

I declare that this is my own work and this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any other University or Institute of higher learning and to the best of my knowledge and belief it does not contain any material previously published or written by another person except where the acknowledgement is made in the text. I retain the right to use this content in whole or part in future works (such as articles or books).

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Date:

The supervisor declaration on the thesis

The above candidate has carried out research for the Masters thesis under my supervision. I confirm that the declaration made above by the student is true and correct.
Name of the supervisor: Dr. Harishani Liyanage

Signature of the supervisor:

Aug 2024

Date:

ACKNOWLEDGMENTS

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ABSTRACT

This study investigates the influence of online user experience on online purchase intention in the Sri Lankan context, specifically examining generational differences between Generation X and Generation Y. Key factors considered include customer trust, brand equity, e-loyalty, experience of flow, prior online shopping experience, and perceived risk. The research objectives are (i) to examine the influence of online user experience on online purchasing intention, specifically focusing on the roles of customer trust, brand equity, e-loyalty, prior online shopping experience, experience of flow, and perceived risk in shaping consumer behaviour in online shopping environments and (ii) to investigate whether the effect of overall online user experience on online purchase intention varies significantly between Generation X and Y.

Using a cross-sectional survey design, data were collected from Sri Lankan consumers across both generations, and regression analysis was performed to assess the impact of these factors on online purchase intention. The results reveal that customer trust significantly predicts online purchase intention, while other variables, such as brand equity, e-loyalty, and perceived risk, show minimal influence. Additionally, no significant difference was found in the impact of user experience on purchase intention between Generation X and Generation Y.

These findings suggest that building trust is critical for enhancing online purchase intention across generations in Sri Lanka. However, high multicollinearity and the cross-sectional design limit the generalizability and causative inferences of the results. Future research should incorporate longitudinal approaches, examine additional variables, and explore the role of cultural factors to provide a more nuanced understanding of online shopping behaviour in emerging markets like Sri Lanka.

Key words: customer trust, brand equity, e-loyalty, user experience, flow experience, online purchasing intention.

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