

LB/TH/22/2025

TH5840

**IMPACT OF FACTORS AFFECTING ONLINE
PURCHASING INTENTION OF GENERATION-Z
CONSUMERS IN SRI LANKA**

RMUS Rathnayaka

228237R

Degree of Master of Business Administration in Management of
Technology

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DECLARATION

To the best of my understanding and belief, this dissertation contains entirely original content that has not been previously published or authored by another individual, except where explicitly acknowledged within the text. I affirm that this work is the product of my independent effort and that no materials previously submitted for a degree or diploma at any other university or institution of higher learning have been incorporated into this dissertation without my explicit consent.

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Signature of student

Date: 2024.07.02

The above candidate has carried out research for the Master's Dissertation under my supervision.

Dr. Achini Ranaweera

Signature of Supervisor

Date: 2024.07.02

ACKNOWLEDGEMENT

I wish to take this moment to express my heartfelt appreciation to several individuals and entities who have played pivotal roles in the successful completion of my thesis. First and foremost, I am profoundly grateful to Dr. Achini Ranaweera from the Department of Textile and Apparel Engineering at the University of Moratuwa in Sri Lanka. Her unwavering encouragement and invaluable support have been instrumental throughout the research process, and I owe a significant part of my thesis's success to her guidance.

I extend my gratitude to all the lecturers in the Department of Management of Technology for their support during this challenging journey.

A special note of gratitude goes to all the respondents who actively participated in the data collection process, as their contributions were indispensable to the study's success. Lastly, I cannot forget to express my deep appreciation, respect and to my friends, as well as to my beloved parents and my wife whose unwavering support and encouragement have been my pillars of strength throughout this journey.

ABSTRACT

In contemporary commerce, a notable trend observed is the transition of both buyers and sellers toward online purchasing as a strategic marketing approach. Furthermore, Previous researchers have investigated many factors affecting online purchasing intention based on the Technology Acceptance Model (TAM). Prior research shows that perceived usefulness and perceived ease of use are significant relationships with online consumers purchasing intention. Hence, this study aims to examine factors affecting the online purchasing intention of Generation Z consumers in Sri Lanka while exploring the moderating effect of gender. The factors affecting online purchasing intention were assessed through various constructs including perceived usefulness, perceived ease of use, social commerce contract, brand attitude, perceived risk, electronic word-of-mouth (E-WOM) and influencer credibility. The primary method of data collection in the present study was the utilization of an online survey. A total of 259 respondents were gathered, constituting the primary data set to test the predicted hypotheses. The researcher identified that perceived usefulness, brand attitude, and E-WOM had a positive relationship with Generation Z consumers' purchasing intention even though perceived ease of use, social commerce contract and perceived risk were not significant relationships. Furthermore, the study observed gender to function as a moderator with perceived usefulness, perceived ease of use, and electronic word-of-mouth (E-WOM). This suggests that gender plays a significant role in moderating the effects of these factors on consumers' purchasing intention even though this study was limited with small sample sizes and a limited number of variables, if future researchers select a larger size sample for the research, accurate results can be shown.

KEYWORDS: Technology Acceptance Modal, Generation Z, online purchasing intention, perceived usefulness, ease of use, social commerce constructs, brand attitude, perceived risk, E-WOM, influencer credibility

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LIST OF ABBREVIATIONS

Abbreviation	Description
E-business	Electronic business
E-commerce	Electronic commerce
Gen-Z	Generation-Z
E-WOM	Electronic word of mouth
PU	Perceived Usefulness
PEOU	Perceived Ease of Use
SCC	Social Commerce Constructs
TAM	Technology acceptance model
SMM	Social media marketing
TAM	technology acceptance model
PR	Perceived risks
IC	Influencer credibility
DV	dependent variable
IV	Independent variable
PI	Purchase intention

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