

FACTORS AFFECTING ATTITUDE TOWARDS ONLINE SHOPPING AMONG UNDERGRADUATES IN RAJARATA UNIVERSITY OF SRI LANKA

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ABSTRACT

In recent years, mobile phones, computers, and laptops have become essential technologies that significantly impact daily transactions, particularly among young and educated individuals. Despite the increasing popularity of online shopping, there is a critical need to comprehensively identify and understand the factors that influence consumers' attitudes toward engaging in online transactions. Without a clear understanding of these factors, businesses may struggle to target and engage online shoppers effectively, potentially hindering their competitiveness in the digital marketplace. This study examined the factors influencing attitudes toward online shopping among undergraduates at Rajarata University in Sri Lanka. Based on a comprehensive literature review, a research model was developed with independent variables, including perceived benefits, perceived web quality, and trust, and a dependent variable of attitude toward the adoption of online shopping. A questionnaire was distributed to 367 respondents using stratified purposive sampling, and the data were analyzed using descriptive statistics, correlation analysis, and multiple regression. The study found that perceived benefits, web quality, and trust were significant determinants of online shopping adoption among undergraduates. These findings provide clear insights into students' attitudes toward online shopping and the factors influencing them. Based on these findings and causal analysis, this study provides practical recommendations for universities, students, governments, and cloud vendors. Efforts should be made to enhance positive attitudes toward online shopping in student learning activities, as increased IT knowledge can provide significant benefits for students' educational pursuits. Future research should focus on improving respondent freedom without restrictions, and consider methods to increase response rates, reduce reaction time, and improve response quality.

Keywords: Online shopping, attitude, undergraduates, perceived benefits, trust