

**ANALYZING FACTORS AFFECTING ON ONLINE PURCHASING INTENTION
OF MILLENNIALS WITH SPECIAL REFERENCES TO EXECUTIVE LEVEL
EMPLOYEES IN ANURADHAPURA DISTRICT**

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ABSTRACT

E-commerce has been acknowledged as a major source of all business transactions performed by consumers who prefer to use the internet. There is a new trend among both the young and old generations to use e-commerce for their day-to-day purchasing activities. However, the use of the Internet for purchasing is still in its initial stages among millennials. This study addresses the issue of limited online purchasing behavior among millennials in Anuradhapura despite growing trends in e-commerce. Understanding the factors affecting online purchasing intention, particularly among executive-level employees, is essential to bridge this gap and enhance e-commerce engagement. The framework of the study includes trust, perceived usefulness, website design, perceived risk, and attitude as independent variables that influence online purchasing intention among millennials. Thus, this study is classified as a basic research with an explanatory nature. It follows a deductive approach with positivist philosophy. In addition, this is a quantitative research that uses individual units of analysis with a cross-sectional time horizon and a convenience sampling method. The respondents were executive-level employees in Anuradhapura district. The sample size was 250 executive-level employees and the population was millennials in the Anuradhapura district. The study concluded that trust, perceived usefulness, website design, and attitude have a direct influence on online purchasing intention, whereas perceived risk is identified as an insignificant factor in influencing online purchasing intention.

The findings suggest that businesses targeting millennials in Anuradhapura should focus on building trust, improving website design, and promoting positive attitudes to boost online purchasing, while addressing concerns about perceived risks. Further studies should explore other factors that influence online purchasing intention using a broader population range and a more representative sampling method.

Keywords: Executive-level employees, online purchasing intention, trust, perceived usefulness, website design