

Impact of Online Behavioral Advertising Acceptance on Purchase Intention with Mediating Role of Click Intention: A Study of Online Retail Fashion Industry in Western Province of Sri Lanka

P.G.D.N. Senabandara^{1,*} and H.M.U.S. Hendeniya²

*Department of Marketing Management, Faculty of Management Studies,
Rajarata University of Sri Lanka, Mihintale, Sri Lanka^{1,2}*

*Corresponding author: dilshanisenabandara@gmail.com

Abstract

The expansion of digital platforms such as Daraz, Temu, and AliExpress has reshaped consumer purchasing behaviour in Sri Lanka's online retail fashion industry, where Online Behavioural Advertising (OBA) has become a vital tool for engaging customers. Despite its growing importance, there is limited empirical evidence on how OBA acceptance influences purchase intention within the local context. This study addresses that gap by examining the impact of OBA acceptance on purchase intention, with click intention serving as a mediating factor. The justification for the study lies in the increasing reliance on personalised advertising strategies by e-retailers seeking to improve targeting efficiency and customer engagement. A quantitative, explanatory research design was employed, and data were collected from 384 respondents in the Western Province through a structured questionnaire. Variables including relevance, credibility, and perceived usefulness of OBA were measured using a five-point Likert scale. Data analysis, conducted using SPSS, confirmed the reliability and validity of the measures, while regression and mediation tests ensured methodological rigor. Findings revealed that perceived usefulness exerted the strongest effect on purchase intention, followed by credibility and relevance. Moreover, click intention was identified as a significant partial mediator, strengthening the relationship between OBA acceptance and purchase intention. The model explained 72% of the variance in purchase intention, highlighting the effectiveness of OBA in shaping consumer decisions. The study contributes to theory by extending TAM, Social Exchange Theory, and the SOR framework to the Sri Lankan fashion e-commerce context. Practically, it offers valuable guidance for marketers to design credible, personalised, and interactive OBA campaigns that enhance consumer engagement and drive higher ROI.

Keywords: digital marketing, consumer behavior, online advertising, purchase intention