IMPACT OF INFORMATION TECHNOLOGY ON CONSUMER BUYING BEHAVIOUR; A CASE STUDY ON "KAPRUKA.COM"

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ABSTRACT

The main objective of conducting this research is to analyse the impact of information technology on the consumer buying behaviour. In addition, this helps in answering the research questions such as; what is known as consumer buying behaviour?, how does information technology influence the decision to buying a product?, what are the factors that influence the buying behaviour of customers that purchase using the internet?, what role does demographics play in buying behaviours?, how does the internet help in understanding consumer buying behaviour?. Subsequently, by means of the conceptual framework the independent (Social network awareness, price, information search, consumer trust and online shopping experience) and the dependent variable (Consumer buying behaviour) were identified. The author has used 125 questionnaires that has been distributed in the western province to obtain the quantitative data needed to conduct the research. Furthermore, snowballing technique under the non-probability sampling was used. This research conducted to carrying out to the leading online service provider "Kapruka.com" and in terms of qualitative research, the author conducted interviews on 3 consumers. Furthermore, the author has used the IBM Statistical Package for Social Science (SPSS). Using the SPSS Software an analysis of the sample profile, validity, reliability analysis using Cronbach alpha, test for normality, linearity, correlation and regression were developed. Moreover, the Cronbach's alpha test resulted in a value of 0.903 and as a reliability analysis conducted for the 125 respondents. Consequently, the correlation values between the independent and dependent variables were analysed resulting in 0.622 for social network awareness, 0.611 for price, 0.476 for information search, 0.611 for consumer trust, 0.518 for online shopping experience. Therefore, all the hypothesis has been analysed and has been accepted.

Keywords: Information Technology, Consumer buying behaviour, Kapruka.com, Independent variable, dependent variable