

Study on the Influence of Website Personalization, Usability, Content, and Trust on Online Shopping Behaviour among Female Consumers in the Central Province in Sri Lanka

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The purpose of the study was to investigate factors affecting online shopping behavior of Central Province Sri Lankan female customers when using clothing websites by Central Province Sri Lankan female customers to clothing websites. Online shopping behavior became popular with the use of the internet. In the clothing industry, it has been found that fashion clothing involvement is related highly to personal characteristics such as female and younger and fashion knowledge, which in turn have influenced consumer confidence in making purchase decisions. Most women like to purchase the latest fashion items through clothing websites. Nowadays, there is a high number of female employment in Sri Lanka, and their earnings have increased. Therefore, female consumers pay more attention to online shopping. Additionally, the Sri Lankan clothing and apparel industry provides a huge contribution to the country's economy. In this context, the study examined the influence of website personalization, website usability, website content and website trust on online shopping behavior. The study includes 312 respondents from the Central Province and applies the facts on online retail customers who visited or purchased from clothing websites. According to the results, all the independent variables have a significant positive impact on online shopping behavior. Notably, website Implications were derived from the results and findings, and recommendations were discussed. According to the findings based on the correlation analysis, website usability is the most influencing factor on online shopping behavior, while website personalization, website trust and website content influence respectively. This research provides detailed understanding about how to create and maintain best clothing websites in order to provide superior customer experience.

Keywords: Online shopping behavior, Website personalization, Website usability, Website content, Website trust