Customer Buying Intention and Seller’s Perception on E-Commerce Websites Selling Mobile Phone Handsets in Sri Lanka

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The study investigates the factors affecting the buying intention of Sri Lankan online customers who buy mobile phones through websites selling mobile phones. This study on user intention was conducted across a random sample of online users in Sri Lanka using an online questionnaire. To obtain company perspectives member of the management of selected companies operating mobile phone selling websites were interviewed with a structured questionnaire. The study was able to list down several important factors that should be looked in to in order to improve mobile phone sales through web namely; level of trust, site’s business process and service guarantees, Search-Experience-Credence ratings, Customer journey (Search compare and Transaction experience), site usability and Service quality of the websites. It is also explicated that much of the benefits companies gain via operating the websites are related to information dissemination. Managerial implications of the study, was to be able to isolate and improve on the factors that seemed to affect the customer buying intention. Further, for a new entrant into the mobile phone handset industry it may not be advisable to operate a sophisticated ecommerce website and expect quick conversions in Sri Lanka. They may need to start off with presence or portal stage and reconsider when or whether transaction integration needs to happen.

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