
Effect of Online Purchase on Customer Satisfaction With Special Reference to Online Lotteries of Development Lotteries Board, Sri Lanka

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Due to the lack of application of online purchase factors to determine customer satisfaction, this study aims to investigate the effect of online purchase variables (i.e., trust, convenience, price sensitivity, and environmental pollution) on customer satisfaction with special reference to the online lotteries at Development Lotteries Board, Sri Lanka. Four hypotheses were developed based on the constructed conceptual framework derived from the online purchase-related literature. The data were collected over through a survey technique by purposively administering structured questionnaires from 100 buyers of online lotteries in Colombo district, which serves as the largest lottery selling district in Sri Lanka. First, multiple regression analysis was performed to explore the impact of four variables on customer satisfaction, and the analysis was carried out the factor analysis to explore the significance of factors affecting the online purchase. The results of the regression analysis indicated that three hypotheses were accepted and one hypothesis was rejected. It suggested that convenience and trust were the most significant variables of online purchasing. Hence, it suggests that the online purchasing acceptability is depending on customers mind and it should be created through managerial implications. Price sensitivity was the least significant variable toward customer satisfaction, while customer satisfaction was not positively affected by environmental pollution. The results of this study provide new insights to online marketers to better understand the factors affecting online purchases on customer satisfaction in Sri Lanka. The study finding stresses the need to investigate the influence of environmental pollution as the main force to determine customer satisfaction due to empirical pieces of evidence is limited. Because of the complexity of the variables and the research approach adopted to measure the online purchase variables, the study findings may lack generalizability. Future studies are required to test the suggested framework in different online settings and contexts.

Keywords: Convenience, Customer satisfaction, Environment pollution, Online purchasing, Price sensitivity, Trust