

**THE IMPACT OF ONLINE SHOPPING EXPERIENCE  
AND ATTITUDINAL LOYALTY ON ONLINE  
IMPULSIVE BUYING IN SRI LANKAN FASHION  
RETAIL INDUSTRY**

**Chethana Lakindu Gallage**

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## **Abstract**

This study was conducted to identify the influence of functional and psychological dimensions of online shopping experience and attitudinal loyalty on online impulsive buying in the Sri Lankan fashion industry in a Business to Customer (B2C) context. Theories and frameworks were used in order to inspect different dimensions and theoretical perspectives of the independent, mediator and dependent variables.

The research uses a positivism philosophy and a deductive approach to test the hypotheses. Data was acquired through a questionnaire which was distributed randomly and 242 valid responses were collected. Quantitative analysis was carried out using the SPSS software (version 23) where normality test, independent sample t test, correlation and regression analysis and hypothesis test were conducted. Mediation was conducted using Sobel's test. Attitudinal loyalty significantly mediates the relationship between online shopping experience and impulsive buying.

**Keywords:** Online Shopping Experience, Attitudinal Loyalty, Online Impulsive Buying, Fashion Retail Industry