Declaration

I declare that the work presented in this dissertation is my own work and to best of my knowledge. Acknowledgement is made for all sources of information used in this dissertation. Further, this as a whole or as parts has not been submitted previously or concurrently for a degree or any other qualifications at any University or Institutions of Higher Learning.

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The above Student carried out his /her research project under my supervision.

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Abstract

Global online shopping has shifted from inspiration to conversion in an evolving world of shoppers. Numerous international fashion retailers target their customers via the appropriate channels and platforms, ensuring the best possible shopping experience and increasing online shopping popularity. Empiric studies conducted in a Sri Lankan context identified that the Sri Lankan e-commerce sector is fragmented and lacks an appropriate research study that is both academic and practical. Hence, applying an elaborate theoretical model to identify the key factors influencing consumers' choice of an online platform. Thereby, provide an in-depth understanding of retailers to brush up their flaws and target customers by providing the best experience using the proper channels, aiding the growth of e-commerce of the fashion industry. Yahia et al. (2018) and Sheikh et al. (2017) conducted studies to illustrate the drivers of social commerce using The Unified Theory of Acceptance and Use of Technology. The same model has been applied to conduct the study in a Sri Lankan context, emphasizing the city of Colombo, which has the highest proportion of online shoppers. A positivist philosophy and a deductive approach, employing mixed methods quantitative analyze a survey among 272 participants completed the online questionnaire via email, whatsapp, or social media. Interviews with five frequent online shoppers were conducted as part of a qualitative study. According to statistical analysis of quantitative data and qualitative data, it was determined that effort expectancy, social influence, facilitating conditions, hedonic motivation, and price value all have an effect on consumers' preferred online platform choice. It was discovered that the majority of online consumers preferred Webshops over Social Commerce due to the convenience and trust associated with the seller's authenticity. Additionally, suggestions were made that faster delivery and a greater reliance on artificial intelligence in website design would improve the shopping experience for consumers.