

ABSTRACT

Ever since the internet became popular among people for their day to day work, currently there are 3.7Bn people using the internet around the world which is close to 40 percent of the world population. Not only most of the top ten companies in the world but also most of the richest people on the list are E-commerce giants. E-commerce is a platform that brings benefits to both B2B and B2C. Sri Lankan e-commerce has not picked up compared to the world even though the required infrastructure is in place. Scholars ventured to identify the impact of socio-economic factors on purchasing behavior of professionals, who are educated and exposed to the outer world. Therefore, doctors in the western province were taken as the sample group and 106 respondents participated in this survey carried out through random sampling. This is a quantitative study with a deductive approach where the impact of Demographic factors, Social Factors, Economic factors, and Psychological Factors effect, online purchasing. Findings revealed that knowledge has a positive relationship followed by Economic factors. Nevertheless, Online shoppers are aware of the risk involved in Online shopping, hence continue to shop considering the convenience. They take their own security measures such as separate credit cards, limiting to a budget, etc.

Keywords; *Online Purchasing Behavior, Demographic Factors, Psychological Factors, Economic Factors*