

**A STUDY OF USER EXPERIENCE OF “Y” GENERATION ON
ONLINE PURCHASING: A CASE STUDY OF GENERATION “Y”
e-BAY USERS IN SRI LANKA.**

Research Project

By

DISSANAYAKA W.A SURESH P

BSC- UGC- MGT 1618-041

BSc in Business Management Special Degree

Batch 05

An Independent Research Report Submitted in partial fulfillment of the requirements for the
degree of
BSc in Business Management (Special) Degree

National School of Business Management

DECLARATION

Declaration

I declare that all materials included in this report is the end result of my own work and that due acknowledgement have been given in the bibliography and references to ALL sources be they printed, electronic or personal.

Signed: _____

Date: _____

Dissanayaka W.A Suresh P

Certification

This is to certify that the research report presented by Dissanayaka W.A Suresh P on “A Study of User Experience of “Y” Generation on Online Purchasing: A Case study of Generation “Y” e-Bay Users in Sri Lanka” can be accepted in partial fulfilment of the requirements of the Bachelor of Science in Business Management (Special) Degree.

Signed: _____

Date: _____

Research Supervisor

Ms. Sashini Gayanika.

ACKNOWLEDGEMENT

First and foremost, I would like to express my heartfelt gratitude to my supervisor, Miss. Shashini Gayanika who guided and supervised me tolerantly. She continually provided timely, insightful and constructive feedbacks which have created a great value to me. She had devoted her valuable yet precious time and efforts to guide us in completing this project. Therefore, I would like to convey my special thanks to her for the assistance, encouragement and guidance. And especially I should express special thanks to Mrs. Thilini De Silva who is my course director, lecturer and acting dean of School of Business at NSBM Green University.

Next, I would like to express our sincere gratitude to everyone who has contributed their time and efforts by helping me to complete the research report throughout the duration time. I am grateful for their kindness in giving me advices, encouragement, suggestion, assistance and thoughtful contribution on every stage in completing this research project.

Further, I would also like to express my gratitude to National Institute of Business Management (NSBM Green University) by giving me the opportunity to conduct this research project. I am able to learn and gain more experiences in conducting a research which is useful in future. Furthermore, I also have developed a clearer image about the user experience of Generation Y's on online purchasing.

Last but not least, I would also like to express my deepest appreciation to all the respondents who had contributed their time and efforts in filling up the questionnaires. They have given their valuable feedbacks that assist me in completing this research project. With the help and support from the respondents, I have successfully completed the parts of questionnaires.

Thank you.

TABLE OF CONTENTS

DECLARATION.....	ii
ACKNOWLEDGEMENT	iii
TABLE OF CONTENTS.....	iv
LIST OF TABLES	vii
LIST OF FIGURES	ix
ABSTRACT.....	x
CHAPTER 1 - INTRODUCTION.....	1
1.1 Background of the research.....	1
1.2 Problem statement.....	3
1.3 Significance of the research	3
1.4 Research Question	5
1.5 Research Objectives.....	5
1.6 Proposed methodology.....	5
1.7 Scope of the Study	6
CHAPTER 2 - LITERATURE REVIEW	7
2.1 Online Shopping Behavior.....	7
2.2 Generation Theory and Characteristics.....	7
2.3 Generation Y	9
2.4 Online shopping behavior of Generation Y and Generation X.....	10
2.5 User experience of generation Y and their online purchasing behavior.	12
CHAPTER 3 - METHODOLOGY	20
3.1 Population and Sample	20
3.2 Research Design.....	20
3.3 Data Collection Method.....	21
3.4 Method of Data Analysis	22
3.5 Conceptual framework.....	23
3.6 Hypothesis.....	24
3.7 Operationalization.....	25
3.8 Variable Specification.....	29
3.8.1 Online user experience.....	29
3.8.2 Flow Experience	29
3.8.3 Functional Experience.....	30

3.8.4 Hedonic Experience	31
3.8.5 Customer Trust.....	32
3.8.6 Brand Equity	33
3.8.7 e-Loyalty	34
CHAPTER 4: DATA PRESENTATION, FINDINGS AND DISCUSSION.	35
4.0 Introduction.....	35
4.1 Respondent Demographic Profile	35
4.1.1 Age Composition	35
4.1.2 Distribution of Gender	36
4.1.3 Race Composition.....	37
4.1.4 Income Level	37
4.1.5 Education Level	38
4.2 General Information about the sample	39
4.2.1 Length of period use e-Bay	39
4.2.2 What type of product do you usually purchase?	40
4.2.3 Monthly Spending levels	41
4.2.4 What do you use to connect to the online shopping website (e-Bay)?	42
4.3 Relationships.....	43
4.3.1 Age group and Gender	43
4.3.2 Gender and Product Preference.....	44
4.3.3 Age group and Monthly Spending Power.....	45
4.3.4 Gender and Length of period of use e-Bay	46
4.3.5 Gender and Internet access	47
4.4. Data discussion and analysis.....	48
4.4.1 Reliability.....	49
4.4.2 Pearson Correlation Analysis.....	50
4.5 Flow Experience	51
4.5.1 Correlation between Flow experience and Customer Trust, Brand Equity, and e-Loyalty	51
4.5.2 Multiple Regression Analysis between Flow experience and Customer Trust, Brand Equity and e-Loyalty	54
4.5.3 Hypotheses Testing.....	57
4.6 Functional Experience	58
4.6.1 Correlation between Functional experience and Customer Trust, Brand Equity, and e- Loyalty	58
4.6.2 Multiple Regression Analysis between Functional experience and Customer Trust, Brand Equity and e-Loyalty.....	61

4.6.3 Hypotheses Testing	64
4.7 Hedonic Experience	65
4.7.1 Correlation between Hedonic experience and Customer Trust, Brand Equity and e-Loyalty	65
4.7.2 Multiple Regression Analysis between Hedonic experience and Customer Trust, Brand Equity and e-Loyalty.....	68
4.7.3 Hypotheses Testing	71
4.8 User Experience	72
4.8.1 Correlation between User experience and Customer Trust, Brand Equity, and e-Loyalty ..	72
4.8.2 Multiple Regression Analysis between User experience and Customer Trust, Brand Equity and e-Loyalty	74
4.8.3 Hypotheses Testing	77
CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS	79
5.0 Introduction.....	79
5.1 Findings & Conclusions.....	79
5.1.1 Findings.....	79
5.1.2 Conclusion	82
5.2 Limitations	85
5.3 Recommendations.....	85
REFERENCES	87
APPENDICES	93

LIST OF TABLES

Table 1 Operationalization.....	25
Table 2 Operationalization.....	27
Table 3 Flow experience dimensions.....	30
Table 4 Age Composition	35
Table 5 Distribution of Gender	36
Table 6 Race Composition.....	37
Table 7 Income Level	37
Table 8 Education Level	38
Table 9 Length of period use e-Bay.....	39
Table 10 products Purchase	40
Table 11 Monthly Spending levels	41
Table 12 Internet connection source	42
Table 13 Age group and Gender.....	43
Table 14 Gender and Product Preference	44
Table 15 Age group and Monthly Spending Power.....	45
Table 16 Gender and Length.....	46
Table 17 Gender and Internet access	47
Table 18 Summary of Reliability Test.....	49
Table 19 Strength of Correlation	50
Table 20 Correlations of Flow experience and Customer trust	51
Table 21 Correlation of Flow experience and Brand equity.....	51
Table 22 Correlation of Flow experience and e-Loyalty	52
Table 23 Summary.....	52
Table 24 Summary of the Correlations of Flow experience	53
Table 25 Model Summary	54
Table 26 ANOVA Table.....	55
Table 27 Coefficients.....	55
Table 28 Hypotheses Testing.....	58
Table 29 Correlation between Functional experience and Customer Trust.....	58
Table 30 Correlation between Functional experience and Brand Equity	59
Table 31 Correlation between Functional experience and e-Loyalty	60
Table 32 Summary of the Correlations of Functional experience and Customer trust, Brand equity, e-Loyalty	60
Table 33 Multiple Regression Analysis between Functional experience and Customer Trust, Brand Equity and e-Loyalty.....	61
Table 34 ANOVA	62
Table 35 Coefficients.....	62
Table 36 Hypotheses Testing.....	65
Table 37 Correlation between Hedonic experience and Customer Trust	65
Table 38 Correlation between Hedonic experience and Brand Equity	66
Table 39 Correlation between Hedonic experience and e-Loyalty.....	67

Table 40 Summary of the Correlations of Hedonic experience and Customer trust, Brand equity, e-Loyalty	67
Table 41 Model Summary	68
Table 42 Hypotheses Testing.....	68
Table 43 Coefficients.....	69
Table 44 Hypotheses Testing.....	71
Table 45 Correlation between total User experience and Customer Trust	72
Table 46 Correlation between User experience and Brand Equity	72
Table 47 Correlation between User experience and e-Loyalty.....	73
Table 48 Summary of the Correlations of User experience and Customer trust, Brand equity, e-Loyalty	74
Table 49 Model Summary	74
Table 50 ANOVA	75
Table 51 Coefficients.....	76
Table 52 Hypotheses Testing.....	78
Table 53 Summary of Hypothesizes Testing	80

LIST OF FIGURES

Figure 1 Conceptual framework	23
Figure 2 Age Composition	36
Figure 3 Distribution of Gender	36
Figure 4 Race Composition	37
Figure 5 Income Level	38
Figure 6 Education Level	39
Figure 7 Length of period use e-Bay	40
Figure 8 products Purchase	41
Figure 9 Monthly Spending levels.....	41
Figure 10 Internet connection source	42
Figure 11 Age group and Gender.....	43
Figure 12 Gender and Product Preference	45
Figure 13 Gender and Monthly Spending Power	46
Figure 14 Gender and Length	47
Figure 15 Gender and Internet access	48

ABSTRACT

This study aims at empirically investigate the influencing power of Customer Trust, Brand Equity and e- Loyalty towards the Online Purchasing user experience (Flow Experience, Functional Experience and Hedonic Experience) of among Generation Y. The target respondents in the study are 100 generation Y individual who is 18 to 36 years old in 2017. A survey research questionnaire of 31 items has been adopted, and the data of 100 respondents were collected from the users of online purchasing through e-Bay who are living in the western province in Sri Lanka.

The actual data collected will be analyzed using Statistical Package for Social Science (SPSS) version 23. Then, Internal Reliability Test, Pearson Correlation and Multiple Regression Analysis are conducted. In this research, the result shows that independent variables which are Customer Trust and customer e- Loyalty have a significant positive relationship with Online Purchasing use experience. On the other hand, Brand Equity has no impact towards Online Purchasing user experience. Moreover, this research provides a clearer overview for online retailers in term of factors that drive Generation Y to purchase products online. Lastly, the limitations associated with this research project were identified and implications for further research were recommended.

Key Word (s): Customer Trust, Brand Equity, e- Loyalty, user experience, Flow Experience, Functional Experience and Hedonic Experience.

CHAPTER 1 - INTRODUCTION.

1.1 Background of the research.

At present, there is a huge competition among businesses regarding retain and attract customers. Hence every seller have to conduct a good relationship and try to take customer awareness to survive in today's competitive market. Nowadays the online market is very popular among customers. Most of the people tend to online purchasing. Online shopping is a fast and efficient way for consumers to purchase product and services (Dhanapal et al, 2015). Online shopping can be defined as a form of electronic device for purchasing without any intermediary services (Gupta, 2013). According to Gupta (2013), there are so many online shopping sites in the world such as eBay, yebhi.com, Amazon.com, shopping.com etc...

Since the introduction of the internet in the early 1980s, it has rapidly grown due to its unique characteristics of flexibility, interactivity and personalization. The internet has transformed the way the business is done. It now enables retailers to offer an unlimited range of products and services to all consumers from around the world at any point in time. It can be considered as the direct marketing channel for the global market place. Present there is a huge competition among businesses regarding retain and attract customers. Hence every seller have to conduct a good relationship and try to take customer awareness to survive in today's competitive market. Now a day online market is a very popular among customers. Most of the people tend to the online purchasing.

Internet shopping is also referred to as online shopping. Online shopping is the fastest and efficient way for customers to purchase products and services (Dhanapal et al, 2015). Hence the Sri Lankan market and customers are marching towards the trend of online purchasing through popular online market providing companies all over the world such as e-bay.

e-Bay is a multinational e-commerce corporation, facilitating online consumer-to-consumer and business-to-consumer sales. Today it is a multibillion-dollar business with operations in about 30 countries including Sri Lankan market and customers. The company manages e-Bay.com, an online auction and shopping website in which people and businesses buy and sell a broad variety of goods and services worldwide. The website is free to use for buyers, but sellers are charged fees for listing items and again when those items are sold.

Online purchasing behavior is different from generation to generation (Dhanapal et al, 2015). According to this research generation “Y” is the focused generation cohort. Generation Y can be defined as human beings who born during the period of 1980-2000. In addition to above definition, Generation Y born between 1981- 2000 (Dhanapal et al, 2015). Generation Y born between 1980 and 2000 (Petra, 2016).

Generation Y is the significant group attend to online purchasing than other generations. Their responses to online purchasing are expected to be different as they process website information five times faster than older generations and are the most emotional and least loyal customers compared to all other generations (Bilgihan, 2016). Generation Y online purchasing behavior is higher than baby boomers (Dhanapal et al, 2015). Because of generation Y is using internet and smart devices than other generations. “The escalation of the Internet and information technology has significantly contributed to the popularity of online shopping” (Muda et al, 2016). Therefore generation Y is so important segment to online purchasing. Therefore identifying Y generation’s online purchasing behavior and their user experience on online purchasing. Marketers need to change their strategies in order to establish a positive and lasting relationship with this new customer segment. This is a challenging task, considering that this segment represents the least loyal, most emotional compared to all other generations (Bilgihan, 2016). Gen Y customers put a heavy emphasis on the online user experience while shopping online (Bilgihan, 2016).

Online purchasing is the online buying and selling of goods and services coupling with internet and information technology. In this focus generation Y in relation to other generations is popular and visible to prove the fact about online purchasing. Especially e-Bay online purchasing website. Development of science and technology in each and every field paved the way for digitalization and made it is efficient and convenience. After introducing smart devices it was very easy and flexible to get the service at a fingertip. Research pivots around the behavior of generation Y in this field.

In this age, people highly adopt in online purchasing. There are so many reasons affecting to change that people’s attitude toward online purchasing. In online purchasing, we seem people are addiction to online shopping and they continuously make their purchasing thing through online. Specially Y gen people. Therefore In this research, Researcher hope to find the user experience of “Y” generation on online purchasing related to e-Bay website.

1.2 Problem statement

As usually knows that generation Y uses more technological resources. It has more developed from its primary levels to a climactic point where e purchasing has undergone its changes to wrap around its users. It seems that the system is attributing to every field in market side of goods and services. Thus people also seem to be using the convenience it has given. It is an obvious fact the trend is marching towards easy and convenience of e-purchasing. Further, Identify why persons tend to continuously involve in online purchasing and what is their user experience. Since because of this the research is going to researching the user experience of “Y” generation on online purchasing.

1.3 Significance of the research

Generation Y is the significant group attend to online purchasing than other generations. Their responses to online purchasing are expected to be different as they process website information five times faster than older generations and are the most emotional and least loyal customers compared to all other generations. Because generation Y is using the internet and smart devices than other generations (Bilgihan, 2016). Generation Y online purchasing behavior is higher than baby boomers (Dhanapal, 2015). Therefore generation Y is so important segment to online purchasing. Therefore identifying Y generation’s online purchasing behavior and their user experience on online purchasing is very important for Marketers to change their strategies in order to establish a positive and lasting relationship with this new customer segment. This is a challenging task, considering that this segment represents the least loyal, most emotional compared to all other generations (Bilgihan, 2016). Therefore online purchasing website should develop to attract this significant customer segment. According to Bilgihan (2016), Gen Y customers put a heavy emphasis on the online user experience while shopping online (Bilgihan, 2016).

Gen Y’s have been raised in a time where just about everything is branded and, therefore, they are more comfortable with brands than previous generations and respond to them differently. Consequently, they have a unique attitude towards brands. Marketers need to create relationships between their brands and Gen Y consumers through various steps in order to increase the brand loyalty of this disloyal segment. This cohort process websites faster than older generations and they are moving away from standard text toward images, compelling

videos and social websites. Therefore, online marketers should understand their responses to online marketing efforts and design their websites accordingly to drive online purchasing.

Gen Y constitutes more than 25 percent of the world population (Nusairey et al, 2013). Gen Y's are highly sociable and frequently use Medias (Nusair et al, 2013) and more importantly, they grew up with technology (Bilgihan, 2016). The Internet has a strong impact on the lives of Gen Y (Nusair et al., 2013).

The findings of this research will clarify the doubts about unconsciousness about user experience on online purchasing and would be a novel path to identify future trends and difficulties that can occur. Further society will get a new experience and knowledge about the capabilities, convenience on online purchasing in relation to generation Y. Acknowledgement about the user experience of generation Y on online purchasing will be more important and useful for people who deal with business activities to promote and market goods and services currently available and things on the way to come; in significance to the highlighted generation Y that holds the priority and majority, class deals with online purchasing.

To maintain a high level of customers' loyalty, trust and brand equity on online purchasing, that organizations earn a higher profit and good prestige. Therefore identifying various factors affecting to Y generation's online purchasing user experience is so important to persons who deal with buying and selling activities on online. Because of that reasons, this research important to identify what is the user experience of gen Y on online purchasing and that will benefit for the marketers to understand how to improve positive user experience in gen Y customers. That will help to attract hutch gen Y customer base for their online websites or their product. In parallel, A root of this research. Will really benefited for upcoming generation to their development.

1.4 Research Question

The main research question is,

“What are the factors affecting for user experience in online purchasing among Y generation consumers of e-bay”?

1.5 Research Objectives

1. To identify factors affecting for user experience in online purchasing among Y generation consumers of e-bay.
2. To analyze types of user experience in online purchasing among Y generation consumers of e-bay.
3. To examine the relationship between factors and user experience in online purchasing among Y generation consumers of e-bay.
4. To give suggestions for enhancing user experience in online purchasing in retail sites.

1.6 Proposed methodology

In 1st I intended to do a literature review to identify possible feathers of “Y” generation online purchasing. In this research test gen “Y” customer’s online purchasing user experience by using Quantitative data to identify Specific user experience on online purchasing

Type of data was collected by using primary data collection methods based on the generation “Y” individuals in the western province in Sri Lanka. It was appropriated to obtain their real ideas about online shopping experience with e-Bay website.

In this research data are analyzed is based on the evaluation of the responses of questions descriptively, clearly and statistically through Statistically Package for Social Sciences using (SPSS). The main objective is to identify whether there is a relationship between User experience and other independent variables. The questionnaire has been covered that seven characters such as: User experience, Flow experience, Functional experience, Hedonic experience, Customer Trust, Brand Equity, e- Loyalty, Web store privacy and security. This

research includes the generation Y people (people who are born between 1980 to 2000) in Sri Lanka as the target population.

Considering whole generation Y people in Sri Lanka is not an easy task. There are so many generation Y people in Sri Lanka. Hence this research was conducted using generation Y people in the western province in Sri Lanka. So the sample of the research is the generation Y people in the western province. Research is conducted using 100 gen Y people who are using e-Bay website as the sample size.

1.7 Scope of the Study

This study is based on specific individuals (Gen Y people) who are living in the western province in Sri Lanka. Data was collected by providing a questioner. The selected sample was 100 generation Y individuals who are using e-Bay website to online purchase and the study is about to measure the relationship between online purchasing user experience in generation “Y” and three independent variables. Such as: Trust, Brand Equity, e- Loyalty. Dependent variable mainly divides into three segments which are Flow experience, Functional experience and Hedonic experience and further deeply researching about whether there is a relationship between each dependent variables with pre predictor independent variables.

CHAPTER 2 - LITERATURE REVIEW

2.1 Online Shopping Behavior.

The use of the Internet to shop for products has increased immensely and creates great opportunities for consumers' shopping processes and behavior (Brown et al 2003). One main reason for the consumer to buy their products online is the factor of convenience, with being able to shop wherever they are at any time as online shops are accessible 24 hours a day on 7 days a week (Dhanapal et al, 2015). Further advantages are the availability and variety of products, the possibility of price comparison, cost effectiveness and the availability of detailed product information (Dhanapal et al., 2015).

However, online shopping is also concerned with disadvantages, as consumers are, for example, not able to physically examine the quality of products online (Lissitsa & Kol, 2016). Additional disadvantages of costly or delayed deliveries, exchanges, warranty or return problems and hidden charges further prevent consumers from shopping online (Lim, 2003). Within the online environment, two types of online consumers have been identified: browsers and shoppers. An Internet browser is concerned with information search online without the direct intention to purchase the product online. However, the gathered information may impact future purchase decisions (Moe, 2003). On the other hand, a shopper is someone who actually makes a purchase on the Internet (Forsythe & Shi, 2003).

2.2 Generation Theory and Characteristics

A generation can be defined as a country's subculture that reflects the prevalent values of a historical period, determined by significant cultural, political, and economic developments (Egri & Ralston, 2004). The members of a generational subculture rely on a set of shared beliefs, values, attitudes, and logical processes, which provide the framework used by people within the group to think, act, reason, process information, socialize, work, organize, and lead. Generational identity, described in terms of the subculture's values, beliefs, understandings, perceptions, orientations, and behaviors, becomes very important as its members gain access to positions of leadership in organizations.

The concept of generations becomes useful when conceptualizing the transformational processes in values, practices, behavior, management challenges, learning styles, social

networking, and information processing abilities that are determined by demographic characteristics.

In generational theory, a particular generational cohort subculture develops in response to societal changes occurring during a generation's pre-adult years (Kuzminskyy, 2014). Four categories of values can be observed as a way of evaluating the characteristics of a particular cohort (Egri & Ralston, 2004): openness to change (self-direction, stimulation), conservation (conformity, security, tradition), self-enhancement (achievement, hedonism, power), and self-transcendence (benevolence, universalism). Thus, each generation under consideration may show a particular combination of these categories of values, determining the subculture's ethos. In this regard, Dhanapal et al, 2015, coined the term Generation Y to refer to a particular generational cohort in the United States born between 1980 and 1999, which possesses a number of attributes that define a distinct "peer-personality" or subculture. In a previous text by Dhanapal et al, (2015), four other generational cohorts were proposed: Pre-War Generation before 1925 born, Silent (1925–1945), Baby Boomer (1946–1964), and Generation X (1965–1979), Generation Z 2000-2015. According to this generational construct, the key to understanding the peer-personality of each generation is to look at the socioeconomic developments occurring in each cohort while growing up.

Most of the emerging literature about Generation Y' learning and their incorporation in the workplace and in society accepts the generalized idea that they were brought up as a special group, receiving enormous care and attention from their parents, making them very self-confident, empowered, and optimistic to undertake major personal projects (Espinoza et al, 2010). They were trained at school to participate in groups and teams, and for the most part grew up immersed in technology without authority figures controlling their access to information (Espinoza et al, 2010). In general, it is accepted that this cohort reached adulthood around the year 2000, which means that they are well into the workforce, or finishing graduate school and headed toward important roles in business, academia, the health professions, and leadership positions in other fields. Prensky (2001) introduced the term digital native to refer to the kind of student that was found in the educational system at the time. In this work and in others, Prensky, (2001) speculated that this generation has a different way of thinking and processing information than previous ones (Prensky, 2001). By using the term native, Prensky, (2001) was referring to the fact that these students have been raised "speaking" fluently the language of computers, video games, information management and sharing, networks, and the

Internet. As a result, other labels are used to describe this generational cohort, among them screenagers, Net Generation (Net Gen), and Google generation.

Another reality reflecting the experience of Generation Y/Digital Natives growing up in an age of exploding computing power is the social networking and participatory culture of the Web that has emerged from being just a trend to becoming an everyday commodity. These changes have influenced almost every culture in our globalized world to some degree, but have had the most pervasive effect on the way younger generations view the world and how they construct their identities.

2.3 Generation Y

Generation theorists propose that as the macro-environment changes, there are concomitant and distinctive changes in patterns of consumer behavior (Ordun, 2015). The recent acknowledgment and exploration of a new sizable market segment known as “Generation Y” (Ordun, 2015) has been stimulated by a recognition that they have been socialized into consuming earlier than previous generations (Ordun, 2015). As consumer attitudes, behavior and skills are acquired via socialization agents such as family, peers, school and the mass media (Ordun, 2015). The proliferation of media choices including television, the Internet and magazines has resulted in greater diversity of product and lifestyle choices for Generation Ys and marketing and retailing to this cohort requires a different approach (Ordun, 2015).

Generation Ys have been brought up in an era where shopping is not regarded as a simple act of purchasing. To this end, US-style shopping malls, have become essentially giant entertainment centers bringing together a whole new combination of leisure activities, shopping and social encounters (Dhanapal et al, 2015). Consequently, Generation Ys are likely to have developed a different shopping style compared with previous generations. Despite this, there have been very few academic studies, which focus on shopping styles of Generation Y consumers and offer guidelines to marketers and retailers on how these consumers make their choices. Previous work on shopper types has not attempted to look at specific age cohorts, yet the importance of this group’s differences suggested a need to investigate their decision-making styles. This linkage of decision-making traits to segments has seldom been done before, despite the usefulness of a typology of Generation Y shoppers for retailers to gain the benefits of tailoring marketing programs to specific emerging segments (Dhanapal et al, 2015).

In what has become common parlance, members of Generation Y are called Digital Natives, rather than Digital Immigrants (Prensky, 2001). They are the first generation to have spent their

entire lives in the digital environment; information technology profoundly affects how they live and work (Ordun, 2015).

Generation Y college students are an important consumer group to study because research documents they have unique purchasing behavior (Ordun, 2015), and they generally have positive attitudes toward shopping online (Ordun, 2015). College students buy online, more so than the general population, and frequently spend money on clothing, computer software, books, event tickets, music, flowers, airline tickets, and hotels (Ordun, 2015). Ordun (2015), found that 91% of the college-age market completed online purchases, with close to a quarter of the buyers spending over \$500 per year for banking service, concert tickets, apparel and entertainment products.

Ordun (2015), investigated the top reasons why young consumers do not shop online found that credit card security concern was the most important deterrent to online shopping. Other reasons included the inability to see and touch the product, not trusting that online ordering will go smoothly, having concerns about giving out personal information, and the added expense of shipping (Ordun, 2015). However, it is likely that Generation Ys will hold differing attitudes, values, behavior regarding shopping vis-a-vis other cohorts, because of technological, socio-cultural, economic and retail changes during the last 10 to 20 years. Childhood and adolescence appear to be crucial periods for acquiring enduring consumption related orientations (Ordun, 2015).

2.4 Online shopping behavior of Generation Y and Generation X

Within the field of Online Shopping, Gen Ys possess significant purchasing power, mainly reason from their sizeable amount of generation participants (Parment, 2013). This makes Gen Ys an important target audience for many consumer industries (Mangold & Smith, 2012). The purchasing power of Gen Ys is even expected to increase in the future when they enter the workforce and gain an increasing amount of money (Bilgihan, 2016). Generation Xs online presence is often underestimated by online marketers due to their significantly fewer generation participants (Bilgihan, 2016). Although they cannot impress through a hefty size in participants, Gen Xers possess high financial power and stability, as they are in the workforce for years and further develop their careers (Parment, 2013).

Regarding online shopping behavior, Gen Ys are mainly focusing on products and brands that are in line with their personality, lifestyle and values (Ordun, 2015). They are targeting up-to-

date products that match newest trends by constantly checking out celebrities and popular blogs to keep up with fashion and lifestyles (Lachman & Brett, 2013). Linked to this, Gen Ys invest a lot of time in research in order to gain considerable knowledge about latest updates about products and brands online (Ordun, 2015). Another important information source for Gen Ys is online recommendations and product or vendor reviews, which influence them in their actual purchase behavior (Mangold & Smith, 2012). Besides of using them for their own purchases. Gen Ys are engaging in creating and sharing recommendation online and are assisting in the creation and marketing of consumer goods (Hershatter & Epstein, 2010). Their open online behavior and information exchanges underline their continuous access to digital media, since they are highly driven by opinions of friends and users in the virtual world (Ordun, 2015). For Gen X ers, there is far less concern about products to display their status or lifestyle (Peralta 2015). However, reading and visiting recommendation sites to reassure their purchase decisions is also essential for this generation (Lissitsa & Kol, 2016).

Additionally, to make this online shopping generation Y feel more secure in their purchase decision, a clear explanation of products and transaction processes is beneficial (Peralta, 2015). In case Gen Ys decided for a product of their choice their focus lies on the most efficient way to get their product delivered (Parment, 2013). Choosing a channel and retailer is therefore based on either the lowest price or highest convenience (Parment, 2013). Gen Ys display very limited loyalty towards brands, possibly stemming from their trend switching behavior and their constant exposure to high amounts of promotions and brands advertisements (Ordun, 2015).

Participants of Generation X value high-quality products within the online shopping context (Lissitsa & Kol, 2016). Personalized offers that show that online vendors acknowledge consumer specific differences are therefore of greater value and create a personalized brand experience (Lissitsa & Kol, 2016). In order to make sure that online vendors are not using deals for their own sake but in the best way for the customer, information research and the trust-assuring information are crucial for this generation (Ordun 2015). This is a behavior that underlines their attitudes towards risk avoidance within the online setting (Reisenwitz & Iyer, 2009). For marketers to counteract on Gen Xers low capacity for risk, relationship enhancing behavior is necessary by offering high-quality products and personalized and unique promotion messages (Ordun 2015). As they are requesting this personalized focus of online marketers, Gen Xers they still feel ignored by marketers, companies and brands, thinking that they are not aware of their specific needs and personage (Ordun, 2015).

Marketers are currently more focusing on marketing Generation Y with investing in social media campaign as well as promotion activities with celebrities and blogger as these generations prefer ads in others forms than traditional media (Valentine & Powers, 2013).

2.5 User experience of generation Y and their online purchasing behavior.

Bilgihan (2016), has indicated in his research article ‘Gen Y customer loyalty in shopping: an integrated model of trust, user experience and branding’ that Gen Y prefers online shopping than other generations. The contribution of this study comes from verifying the customer experience in online formats and examining the consequences of positive online customer experiences and e-loyalty for Gen Y customers, a very important segment for marketers. The researcher has used Flow, Hedonic features, utilitarian features, Trust, Brand equity and e loyalty as independent variables.

Furthermore utilitarian and hedonic characteristics of online shopping, online shopping, online branding and flow experience, trust in online shopping, outcomes of positive online shopping experiences and finally website characteristics. The researcher has built up 10 hypothesis to measure the criteria he has used regression analysis. The findings of this research article are Y Gen or ‘Millennial gen,’ is a heavy online shopper since they grow up with the technology. Companies should give their special concern to this segment to win Y gen in business. At the same time, this research article highlights about the flow of relationship between website features and loyalty. It states that positive online experience is also a significant precursor of e-loyalty. And utilitarian features are found to be a stronger effect on flow experience than the hedonic features. The researcher Anil Bilgihan mention that more research regarding the subject should be done time to time since the behavior of Gen Y changes.

Huang et al (2017), research article is about the user experience, in online gaming. The researcher has used Functional experience, hedonic experience and social experience. Using these they have evaluated emotional dimensions such as pleasure arousal and dominance ultimately making an intentional behavior called as word of mouth. Though this is related to gaming industry there were equal factors which were useful to have literature to build up this research article. The User experience in online games explains the online user experience which explains the flow construct. The researcher has used Pleasure-arousal-dominance model to capture the emotion state of user experience. The researcher has used correlations matrix to measure the figures. The finding of the research is that companies should focus not only the

time spent to play games but also to manage the power of word of mouth spread about gaming in a positive way. Such as adding more communication tools to facilitate user social experience and should monitor the emotional response of users.

Childers et al (2001), has performed a study on the research paper which is about effects of utilitarian and hedonic online shopping value on consumer preference and intention. They have done two studies to find customer's hedonic motivations for online shopping and utilitarian motivations for online shopping. Hedonic motivations Participants consisted of 274 students in introductory classes in the business school of a large midwestern university. To find utilitarian motivations for online shopping, he selected a random sample of 1,000 online shopping consumers. For data gathering researchers have conducted a questionnaire. This research has found that whether the dimensions of retail shopping are equally relevant to online shopping context. And it evaluates the difference between the value preference in internet shopping and future shopping intentions. The independent variables have used are attitude, useful ease of use enjoyment, convenience navigation and sub-personal examination. The findings of this research are that hedonic features, instrumental aspects, and influence of enjoyment on attitudes all are strongly combined with online shopping intentions. The further researcher has found, the hedonic environment of web shopping, enjoyment is a stronger predictor of attitude relative to online website use. Further, online website design characteristics must be considered consumer's intrinsic enjoyment criterion for the online shopping website (e.g., convenience, navigation, and the substitutability of personal examination). According to this research, at present, customers tend to do online purchasing because of hedonic motivation.

Davidson et al (2015), bachelor thesis about brand equity for service brands online have indicated that effects towards brand equity in services online. The data collection for this research has been done by considering 130 respondents from the convenience and snowball sample methods. The hypothesis has been built using perceived quality, brand association and brand awareness. For data gathering, researchers have conducted a questionnaire method including both qualitative and quantitative factors. They have used regression analysis to test the significant of hypothesis. According to regression analysis in order to see if perceived quality had a positive effect on Brand equity. The result from the analysis demonstrated that 10.6% in a variation of Brand equity depends on perceived quality. The result from the regression analysis indicated that brand association had a positive effect on Brand equity.

Where 15.3% of the variation in Brand equity can be explained by brand association. In the regression analysis for brand awareness, the researchers tested if it had a positive effect on Brand equity. The result from the analysis showed that there is a positive relationship, thus hypothesis 3 was accepted. Brand awareness can be explained by 24.5% of the variation in Brand equity. The final result of this research shows that perceived quality, brand association and brand awareness positively affects Brand equity. It can be concluded that brand awareness is the most influential factor for Brand equity.

Noort et al, (2012) this research have conducted about Interactivity in brand websites: cognitive, affective, and behavioral responses explained by consumers 'online flow experience. Researchers indicate that flow experience in websites effects to interactive with consumers. The data collection for this research has been done by considering 1000 respondents. They have measured level of interactivity by using contact (online contact form), registration (possibility to register to receive product updates), recommendation (option to recommend the website to a friend), product order (option to order products online), control product catalog, stores, languages, navigation guide, and product presentation. The finding of the research is, correct online floor experience leads positive outcomes to businesses such as favorable attitudes toward the website and the brand and favorable purchasing intentions. Further, the higher levels of website interactivity increase website visitors online flow experience, which subsequently leads to positive outcomes of concern to marketers, such as favorable attitudes toward the website and the brand, increased number of product-relevant thoughts, and favorable behavioral intentions.

Krbova et al (2015), has researched about generation Y online shopping behavior of the secondary school and university students. The main objective as per the research is to find the aspects of generation Y orientations. They have defined gen Y as Millennial. In this research primary data have collected using a personal and written questioning among secondary school and university students. The researchers have taken the 8 attributes to measure the subject. Quality of information about products, products available in stock, free delivery, the width of assortment, reviews of former customers and online shop comments, the variety of payment options, the existence of brick and mortar store and certification of the online store. The research results show that generation Y, as a generational cohort holding a great purchase power, is a generation naturally coexisting with the Internet and social networks. Generation

Y individuals prefer online sources of information and they consider the quality of information as the most important when choosing an online shop. Further, they spend much more time by searching and analyzing information before they decide to shop than other generational cohorts.

Alba & Williams (2012), has presented his research regarding the pleasure principles; a review of research on hedonic consumption. The key words the researcher introducing are hedonic consumption, pleasure, decision making and happiness. The research literature is being used to recognize the hedonic aspects of consumption in a broad manner, the findings are that by considering hedonic features and utilitarian features companies can answer how best to word advertising messages and which situations prompt consumers to exert self-determination.

Lai & Sung (2014), this research investigated online shopping motivations. They have used mainly hedonic motivations for online shopping to conduct the findings. A qualitative analysis was conducted to explore the factors influencing online hedonic shopping motivations. As data collection method researchers have selected 30 participants who were to shop online 3 months and conducted a focus group interview. The sample is between 21 to 35 of age range from half men and half female. Researchers have found that in the online shopping environment is filled with hedonic values, consisting of social, role, self-gratification, learning trends, pleasure of bargain, stimulation, diversion, status, and adventure and dimensions of flow theory, consisting of control, curiosity, enjoyment, and telepresence. Finally, the most important finding is that two hedonic motivations unique to online shopping are privacy and online shopping achievement. It appears that the most important hedonic value to online shoppers is having the choice to interact or not interact with others while shopping on the Internet. Its mean consumers fully enjoy having the choice to interact with someone (pleasure of bargaining and social) or not interact with anyone (privacy) on the Internet. Consumers seem to appreciate being able to learn things (learning trends) and hope to be competitive achievers online (online shopping achievement). Telepresence, status/control and role, on the other hand, are apparently considered to be insignificant in terms of hedonic values. The results imply that shopping websites nowadays lack these hedonic values.

Muda et al (2016), researchers have conducted a research on online purchase behavior of generation Y based in Malaysia. The purpose of this study is to investigate the online purchase behavior of Gen Y in Malaysia and identify the factors that drive the behavior. 200 respondents from Gen Y participated in the survey. They state that young people dominate the online population. Because gen Y people are highly familiar with the internet. This research has found gen Y people process information five times faster than the older generations. The independent variables to consider are perceived risk, perceived usefulness, perceived reputation, perceived trust, and intention of purchase. The most important finding was that perceived trust has the strongest significant towards purchase intention of Y generation. It showed that most Gen Y still has doubts about the online sellers since the online market in Malaysia is still lacking trustworthy and reputable websites. Most Gen Y in this study preferred to buy from online sellers operating in Facebook and Instagram. These social networking sites are less formal but trustworthy. The researcher gives recommendations to correct this situation. Because of trust has a significant effect on online purchase intention, online sellers in Malaysia as well as the government should come up with some new strategies to build strong consumer trust in order to further accelerate the growth of Malaysia's online shopping market.

Ordun (2015), has investigated upon millennial (Gen Y) consumer behavior, their shopping preferences and perceptual maps assorted with brand loyalty. This research highly concern about gen Y customer's attitudes toward consumer behavior and similarities and differences form other generation cohorts. They have used 13 attributes that affect consumer buying behavior, as price, trend, loyalty, prestige, brand, fit, quality, recommendations, advertisement, ambiance, availability, variety and service. To explore the subject, the analyses were done by using the quantitative method. This research has taken as their sample 4,000 individuals. They have been distributed to the customers of 2 different (one male and one female-oriented) fashion retail companies. Each company operates more than 200 nationwide and almost 100 international stores. After the elimination of incomplete and inaccurate ones, 2,068 individuals have been used for the analysis. The majority of the sample belongs to the group Gen Y. The finding was, Price, Recommendation, Ambiance and Availability are not significantly different for any of the generational cohorts. Among all attributes. Trend is the most differentiated attribute for generation Y. Their buying decisions are more affected by social media than any other generations. They may trust the ideas of their virtual friends more than their real friends. Further, they have used multidimensional Scale Analysis to find out the

similarities of every generational cohort. It helps us to identify which attributes are grouped with each other. Quality is generally grouped with Fit, Service and Variety. For the generation Y Prestige is also grouped with Trend.

Dhanapal et al (2015), has conducted a research on Perceptions on the challenges of online purchasing: a study from “baby boomers”, generation “X” and generation “Y” point of views. The purpose of this research is to provide insight into issues related to online shopping. A survey was carried out among the public comprising of “Baby Boomers”, Generation “X” and Generation “Y” to identify their perceptions of online purchasing and the challenges they face with online purchasing. The questionnaire was distributed to 400 respondents from the three generations in Klang valley in Malaysia and 240 usable questionnaires were analyzed using SPSS. They have used as their research independent variables, Personal characteristics, Psychological factors, Cultural influence, Social factors, Marketing Mix strategies. The results indicated that social factors have a significant relationship with online purchasing behavior of the three generation cohort. The result also indicated that the challenge that is found to be most significant by the three-generations is the risk of credit card transaction.

Valentine & Powers (2013), performed an analysis on online product search and purchase behavior of generation Y. This is a survey of 116 undergraduate college students with questions regarding the types of products researched and purchased over the Internet. The type of information they looked for when researching the products, reasons for not purchasing products online, and reasons for returning products purchased over the Internet. The sample consisted of 57% females and 43% males with a mean age of 21 years. The survey included open-ended questions. While both male and female college students use the Internet to research and purchase products, the findings indicate that they differ significantly in the types of products they research and purchase online, the kinds of information they sought when researching products over the Internet, and their reasons for not purchasing a product online. After researching products online, the vast majority of college students purchased the items at a non-internet source. There were a variety of reasons for this decision, but the most common reason expressed by college students was the desire to try the product first. Male and female college students differed in their reasons for purchasing from a non-internet source. Male college students preferred to purchase from a store, negotiate the price, and receive the product quickly. Female college students did not trust purchasing over the Internet, wanted to avoid

shipping and handling costs, and wanted to be able to return the product easily if necessary. When college students were asked why they did not purchase a product on the Internet. Male college students did not like to wait for a product to be delivered, wanted to negotiate a better price, and preferred a store over the Internet for certain types of product purchases. Female college students wanted to receive more personal assistance in the shopping process and wanted to avoid high prices and high shipping and handling costs.

Swarnakar et al (2016), has studied why generation Y prefers online shopping: a study of young customers of India. The purpose of their research is to identify the relationship among online purchasing behavior of the customer with customer's personal characteristics, demographic and online website characteristics and the web-store qualities. Those are consisted with shopping orientation, socio-demographics, access to credit card and net banking, web store qualities, web store privacy and security, trust and risk, web advertisements, social website presence, and subjective norms have been identified. A comparison has been made between the results obtained by logistic regression and artificial neural networks. The proposed methodology provides a better understanding of the buying behavior of an online customer. The study uses simple linear logistic regression which may be extended further with nonlinear regression. For a neural network model to be robust enough to produce better results, more training data are required. A new approach has been described to predict the purchase behavior of the online customer based on logistic regression and artificial neural networks which may help the e-retailing sites to design the suitable strategies. In order to collect the data, an empirical survey of 247 engineering students was conducted. The study found that among all the factors, trust and risk, privacy and security, customer's shopping orientation and web store qualities are the most significant factors.

Backewell & Mitchell (2003) has conducted a research about gen Y female consumer decision making styles. The researcher has used Consumer Style Inventory (CSI) as a basis of segmenting. She has classified the gender differentiation and generation differentiation. Characteristics of eight consumer decision-making style are being analyzed. As independent variables, the researcher has taken the clauses as recreational quality seeker, recreational discount seeker, shopping and fashion uninterested and trend – setting loyals. The key finding of this research was that Gen Y adult female do shop as a leisure and enjoyment. The researcher recommends to conducting the same research for male Gen Ys in future.

Losing (2016) research article is about how does privacy perception influence online shopping behavior. The researcher has done a comparison between millennial and Gen X. this has developed a conceptual model using five independent variables. Privacy risk, source risk, transaction risk, condition based trust and affect-based trust. The researcher has used correlation, regression, and ANOVA analysis to find the significant of each variable towards shopping behavior. The conclusion was that though the millennial are leaders on the internet, the Gen X is enjoying the online shopping by price comparisons and varieties.

CHAPTER 3 - METHODOLOGY

Introduction this chapter explains the conceptual framework and methodology for the study. Methodology deals with the selection of population and sample, data collection and data analysis. And for this study, primary data collection method was used. Furthermore, how researcher used questionnaires to collect the primary data moreover it demonstrated the independent variables and the dependent variable have been utilized to the research purpose. In a research mainly focus on the quantitative approach. This chapter has defined the methods that used to find the results within this research.

3.1 Population and Sample

The targeted population was the Generation Y who falls between 18 years old to 36 years old (born between 1980 - 2000). In this study, the groups of respondents were narrowed down to 100 individuals from the population who are the experiences of purchasing goods through e-Bay online website and those who are living in the western province in Sri Lanka as the sample. The reason of targeting on this segment is because Generation Y spends most of their time on serving Internet. According to Angela et al, (2014), individuals from Generation Y spend around 17.8 hours a day with various media on the Internet. As a result, they would have a higher probability of purchasing goods online.

This research study is based on simple random sampling method. A simple random sample is meant to be an unbiased representation of a generation Y group. The simple random sample of this study was 100 individuals from the population who are the experiences of purchasing goods through e-Bay online website and those who are living in the western province in Sri Lanka as the sample.

3.2 Research Design

According to Angela et al, (2014), quantitative research can be defined as business research that measures research objective through empirical assessments that involve mathematical measurement and analysis approaches. In this research, the researchers collect information from a large number of representative individual through distributing survey questionnaires. Quantitative research could be less costly and time-consuming as it uses a representative sample to represent the interest of the population. Lastly, quantitative data collected through the survey questionnaires were used to analyze by computer programs (SPSS) and converted to useful information to test the hypotheses. In this research is going to test by using

Quantitative data to identify Specific Y generation's online user experience on online purchasing.

3.3 Data Collection Method

There are two methods for obtaining data which are primary data and secondary data. Primary data is the original data collected for a sole research purpose whereas secondary data is the data originally collected for a different research purposes and is reused to address the current research questions (Angela et al, 2014).

- **Primary Data**

In this research, primary data was adopted as it provides most up-to-date and relevant information needed to address present research problem at hand. The source of primary data in this research was mainly obtained from the questionnaires. It is used to test the hypotheses developed in Chapter 2. In this research, 100 copies of questionnaires were distributed on hand to the target respondents: Sample is 100 individuals from the population who are the experiences of purchasing goods through e-Bay website and those who are living in western province in Sri Lanka Although collection of primary data is costly and time consuming compared to secondary data, it can provide latest, reliable and relevant opinions from current respondents.

- **Questionnaire Design**

Closed-ended questions were adopted in the questionnaires. It provides respondents specifically limited options and requires them to choose the best suitable response based on their own opinions (Angela et al, 2014)). Furthermore, this approach requires lesser interviewer skill and easier for respondents to answer. Besides, standardization of the alternative responses enables the researchers to analyze the data easily because it could limit unanticipated response emerge. Apart from that, simple English was used in the questions to ensure respondents understand the question fully.

In this research, questionnaires were divided into two important parts. Part one is designed to seek Demographic questions such as gender, age, Educational level and monthly income etc... and general information about the online purchasing behavior of the respondent's, especially e-Bay website. They were required to choose from the given multiple choice answers.

Part Two of the questionnaire is intended to study the factors of influencing Generation Y's online purchase user experience based on e-Bay online purchasing website. There are three independent variables which are trust, Brand equity and e-loyalty. Each of the independent variables contains of five, three and three questions respectively. On the other hand, the dependent variable is online purchasing user experience which consists of ten questions. This dependent variable contains three sub-variables as Flow experience, Functional experience and Hedonic experience. Each of the dependent variables contains of four, four and two questions respectively. In this section, all the items are measured in five-point Likert scale, in which it is ranging from 1 to 5 where 1= Strongly Disagree and 5= Strongly Agree.

3.4 Method of Data Analysis

Data was collected by providing the defined questioner and descriptive Statistics is used to analyze the data (mean, median) by using IBM SPSS Statistics software. To measure the relationship between dependent and independent variables used the inferential statistics (correlation and regression analysis). Correlation and regression analysis are related in the sense that both deal with relationships among variables. The correlation coefficient is a measure of linear association between two variables. Values of the correlation coefficient are always between -1 and +1. A correlation coefficient of +1 indicates that two variables are perfectly related in a positive linear sense, a correlation coefficient of -1 indicates that two variables are perfectly related in a negative linear sense, and a correlation coefficient of 0 indicates that there is no linear relationship between the two variables.

Regression analysis involves identifying the relationship between a dependent variable and one or more independent variables. A model of the relationship is hypothesized, and estimates of the parameter values are used to develop an estimated regression equation. Various tests are then employed to determine if the model is satisfactory. If the model is deemed satisfactory, the estimated regression equation can be used to predict the value of the dependent variable given values for the independent variables.

The researcher used Microsoft excel to summarize and presentation of data. Microsoft excel used to finalize the demographics details of the respondents which including gender, income level, age category and education qualifications. The researcher used pie charts as presentation tools. Validity and reliability of the research are measured by using Cronbach's alpha value method used to check whether the questionnaire developed by the researcher for this purpose, measures the variables reliably. If the corresponding alpha value of a given set of questions is

greater than 0.7 or closer to accept minimum level 0.7 (Sekaran & Bougie, 2012) the researcher can conclude that the set of questions used to measure a particular variable is reliable.

3.5 Conceptual framework

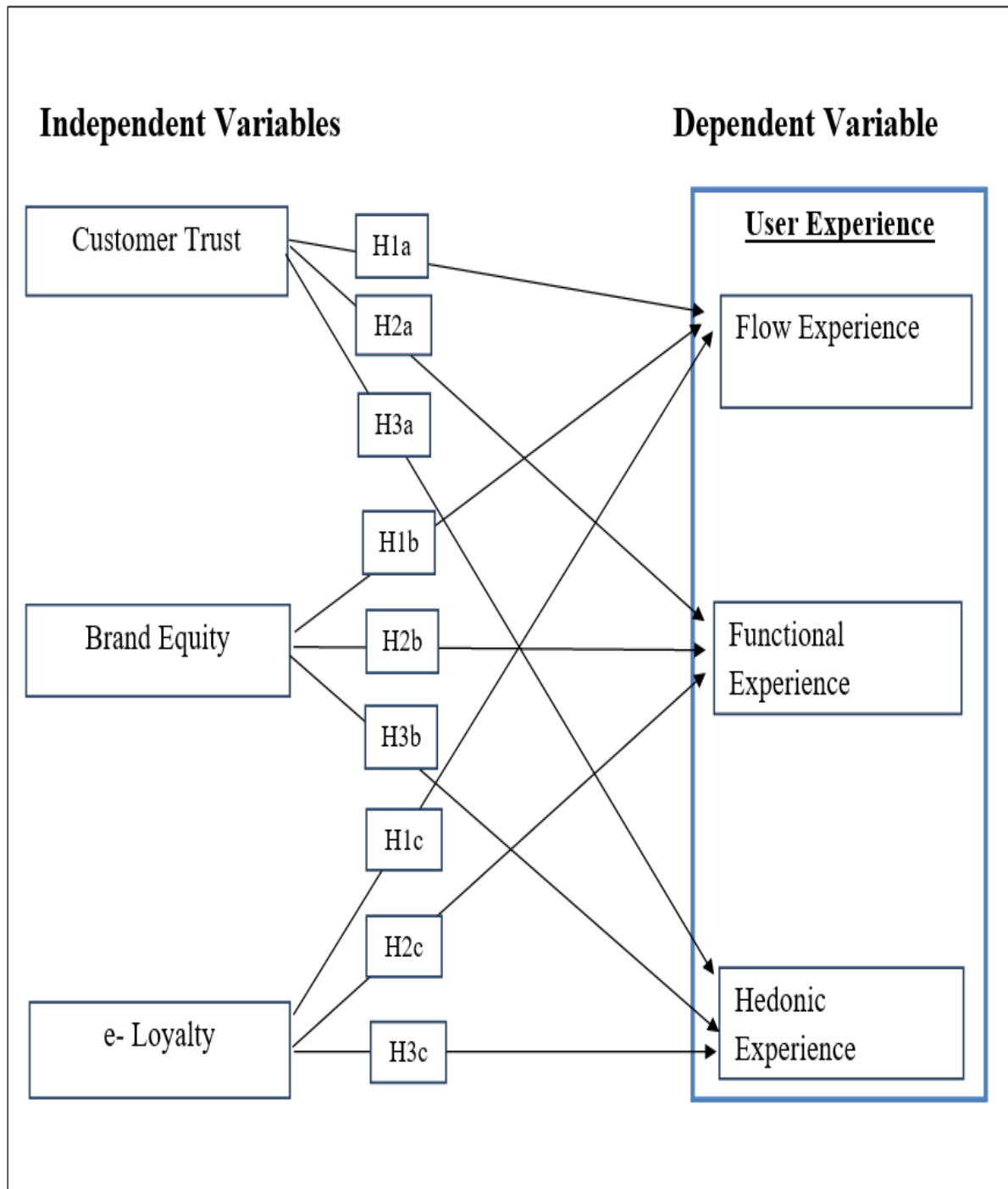


Figure 1 Conceptual framework

3.6 Hypothesis

H1a: Customer Trust has a significant positive relationship with Flow experience.

H1b: Customer Brand Equity has a significant positive relationship with Flow experience.

H1c: Customer e- Loyalty has a significant positive relationship with Flow experience.

H2a: Customer Trust has a significant positive relationship with Functional experience.

H2b: Customer Brand Equity has a significant positive relationship with Functional experience.

H2c: Customer e- Loyalty has a significant positive relationship with Functional experience.

H3a: Customer Trust has a significant positive relationship with Hedonic experience.

H3b: Customer Brand Equity has a significant positive relationship with Hedonic experience.

H3c: Customer e- Loyalty has a significant positive relationship with Hedonic experience.

H4a: Customer Trust has a significant positive relationship with User experience.

H4b: Customer Brand Equity has a significant positive relationship with User experience.

H4c: Customer e- Loyalty has a significant positive relationship with User experience.

3.7 Operationalization

Table 1 Operationalization

Concept	Definition	Source
Flow Experience (Dependent variable)	<p>“Flow is one of the positive psychological concepts related to intrinsic motivational factors. Flow theory includes perceived enjoyment, concentration and perceived control. Perceived enjoyment has been found to have a significant impact on users' acceptance and flow experience positively impacts the behavioral intentions. Customers who experience flow while shopping online would be likely to consider return visits to the website or purchasing from it in the future. Therefore, a consumer who experiences flow will attempt to re-engage and revisit the activity that delivered the flow experience”</p> <p>“Flow experience motivates users to continue play games online”</p> <p>“Flow experience increases online game addiction.</p>	<p>Bilgihan (2016)</p> <p>Huang et al (2017)</p>
Functional Experience (Dependent variable)	<p>“Online game function, especially easiness, is a great value for players. Advancement is a popular function of online games. If a player reaches a goal, then he/she advances to the next level. Advancement in games motivates players to continue playing”</p>	Huang et al (2017)
Hedonic Experience (Dependent variable)	<p>“Hedonic experience includes multiple senses, fantasy, and emotions. Senses comprise smell, touch, hearing, and sight. Fantasy reflects the imagination of consumers that is unrestricted by reality”</p>	Huang et al (2017)

Trust (Independent variable)	<p>“Trust increases customer intentions to purchase a service or product from a company. Company trustworthiness perceptions can increase customer intentions to return to a company both offline and online”</p> <p>“A successful e-commerce website is one that magnetizes customers, makes them feel the site is trustworthy, dependable, and reliable. Design quality of the website positively effects trust to the website. Bilgihan (2016) indicate that trust and enjoyment are the critical beliefs about online shopping and e-shopping quality”</p>	Bilgihan (2016)
Brand Equity (Independent variable)	<p>“Brand equity is the added value with that a brand endows a product which enhances consumers' ability to interpret information about a brand. A strong brand name can facilitate consumers to differentiate and convey the quality of a product. Consumers consider and choose highly familiar brands over less familiar brands. Brand equity is stimulated by what consumers have experienced, learned, and felt about the brand over time. Therefore, the notion of brand equity is related to the preferences of individual customers. Aesthetics of the website is found to be positively correlated with brand equity”</p>	Bilgihan (2016)
e-loyalty (Independent variable)	<p>“that customers who experience flow while shopping online would be likely to consider return visits to the website or purchasing from it in the future”</p>	Bilgihan (2016)

Table 2 Operationalization

Concept	Question item	Measurement	Questions
Flow Experience (Dependent variable)	1. I experienced flow (Focused Concentration) the last time that I purchased goods on this website.	Five points Likert's scale	11
	2. In general, I experience flow (loss of self-consciousness), when I purchase goods on this website.	Five points Likert's scale	12
	3. Most of the time when I purchase goods on this website, I feel that I am experiencing flow.	Five points Likert's scale	13
	4. The last time that I purchased goods on this website, I was fully engaged	Five points Likert's scale	14
Functional Experience (Dependent variable)	1 I would like to use this e-Bay website due to its graphics, user interface of the website, Variety of Product, etc.	Five points Likert's scale	15
	2 I think this online purchasing site (e-Bay) simple and user-friendly.	Five points Likert's scale	16
	3 I think this online purchasing site (e-Bay) gives me better user experience.	Five points Likert's scale	17
	4 In general, while purchasing goods through this online purchasing site (e-Bay) I feel it works well	Five points Likert's scale	18
Hedonic Experience (Dependent variable)	1 When I purchased goods from this e-Bay site, I feel good	Five points Likert's scale	19
	2 When I purchase goods through this site makes me feel very satisfied	Five points Likert's scale	20

Customer Trust (Independent variable)	1 I trust this online purchasing (e-Bay) website keeps my best interests in mind.	Five points Likert's scale	21
	2 This online purchasing (e-Bay) website will always be honest with me.	Five points Likert's scale	22
	3 I believe in the information that this online purchasing (e-Bay) website provides.	Five points Likert's scale	23
	4 This online purchasing (e-Bay) website is genuinely concerned about its customers	Five points Likert's scale	24
	5 This site offers adequate online transactions security.	Five points Likert's scale	25
Brand Equity	1 It makes sense to purchased goods from this (e-Bay) website instead of any other websites, even if they are the same.	Five points Likert's scale	26
	2 Even if another online purchasing website has same features as this website, I would prefer to purchase through this Website (e-Bay).	Five points Likert's scale	27
	3 If another online purchasing website is not different from e-Bay in any way, it seems smarter to purchase through e-Bay.	Five points Likert's scale	28
e-Loyalty	1 As long as the present service continues, I doubt that I wouldn't switch websites.	Five points Likert's scale	29
	2 To me, this site is the best online purchasing website to do business with.	Five points Likert's scale	30
	3 I believe that this is my favorite online purchasing website.	Five points Likert's scale	31

3.8 Variable Specification

3.8.1 Online user experience

The international standard on ergonomics of human-system interaction, ISO 9241-210, defines user experience as "a person's perceptions and responses that result from the use or anticipated use of a product, system or service". According to the ISO definition, user experience includes all the users' emotions, beliefs, preferences, perceptions, physical and psychological responses, behaviors and accomplishments that occur before, during and after use. The ISO also list three factors that influence user experience: system, user and the context of use.

One branch of user experience research focuses on emotions. This includes momentary experiences during interaction: designing affective interaction and evaluating emotions. Another branch is interested in understanding the long-term relation between user experience and product appreciation. The industry sees good overall user experience with a company's products as critical for securing brand loyalty and enhancing the growth of customer base. All temporal levels of user experience (momentary, episodic, and long-term) are important, but the methods to design and evaluate these levels can be very different (From Wikipedia).

However finally can identify as the user experience the overall experience of a person using a product such as a website or a computer application, especially in terms of how easy or pleasing it is to use. If a website degrades the user experience too much, people will simply stay away.

3.8.2 Flow Experience

According to Bilgihan (2016), Flow is a temporarily unaware experience in which an individual engages in an online shopping activity with total concentration, control and enjoyment. Many customers report that they experience flow while shopping online.

Flow Definition: A positive psychology, flow, also known as the zone, is the mental state of operation in which a person performing an activity is fully immersed in a feeling of energized focus, full involvement, and enjoyment in the process of the activity. In essence, flow is characterized by complete absorption in what one does, and a resulting loss in one's sense of space and time (Wikipedia).

Flow experience has been shown to increase learning and changes in attitudes and behaviors (Webster et al., 1993). In an online context, researchers have theorized that such flow experience can attract consumers and significantly affect subsequent attitudes and behaviors (Novak et al., 2000). Specifically, researchers have revealed that flow experience is a

significant determinant of consumer attitudes toward the focal website and the focal firm (Mathwick and Rigdon, 2004), thus increasing the intention to revisit and spend additional time on the website (Kabadayi and Gupta, 2005). Numerous previous studies have also presented a strong relationship between online flow experience and subsequent online behaviors (Kabadayi and Gupta, 2005). Celsi et al (1993), found that people who experience flow have a tendency to replicate or re-experience that state. Cyr et al. (2005) suggested that customers who experience flow while shopping online would be likely to consider return visits to the website or purchasing from it in the future. Therefore, a consumer who experiences flow will attempt to reengage and revisit the activity that delivered the flow experience.

Csikszentmihalyi (1975) originally identified four flow components: control, attention, curiosity and intrinsic interest. Csikszentmihalyi (1993: 178-9) defined eight dimensions of the flow experience

Table 3 Flow experience dimensions

The 8 dimensions
Clear goals and immediate feedback
Equilibrium between the level of challenge and personal skill
Merging of action and awareness
Focused concentration
Sense of potential control
Loss of self-consciousness
Time distortion
Autotelic or self-rewarding experience

3.8.3 Functional Experience

Functional experience is a one of the user experience evaluation method. One of the biggest questions facing any B2B is always whether your site design is up to par or not. If your site design is good, it functions as a salesperson for your B2B brand, informing and guiding today's decision-makers who prefer to do a lot of their research online prior to getting in touch with your real salespeople.

Naturally, all of this means that your site design has to be good, period. There's no getting around it. Your site has to deliver a user experience where your buyers can find what they're looking for quickly and efficiently. The goal of every page on your site should be clear-cut, too. Finally, buyers who leave your site and then return to do more research should be able to

effectively pick up from where they left off the last time with no problems (memorability should be high) (source: Posted by Eduardo Esparza on 11, 2014 in B2B web design and user experience).

3.8.4 Hedonic Experience

Hedonic motivation refers to the influence of a person's pleasure and pain receptors on their willingness to move towards a goal or away from a threat. This is linked to the classic motivational principle that people approach pleasure and avoid pain, and is gained from acting on certain behaviors that resulted from esthetic and emotional feelings such as love, hate, fear, joy, etc. According to the hedonic principle, our emotional experience can be thought of as a gauge that ranges from bad to good and our primary motivation is to keep the needle on the gauge as close to good as possible (Wikipedia).

In online context Hedonic impressions are. Color combinations and background images of a website have significant effects on customers' choices of websites. Color combinations, type and size of fonts, animations, sound effects, and clarity of the overall layout contribute to a website's visual attractiveness.

According to Huang et al (2017), Hedonic experience includes multiple senses, fantasy, and emotions. Senses comprise smell, touch, hearing, and sight. Fantasy reflects the imagination of consumers that is unrestricted by reality.

Hedonic experience refers to the psychological needs and emotional experience of the user. Hedonic experiences are divided into three categories:

- **Stimulation**

Users want to be stimulated in order to enjoy their experience with website, software or product. Rarely used functions can stimulate the user and satisfy the human urge for personal development and more skills. Digital experiences can provide insights and surprises, for example, if after a period of time a feature hasn't yet been used, the software could inform the user via a quick tip.

- **Identification**

The human need for expressing ourselves through objects to control how you want to be perceived by others. We all have a desire to communicate our identity to others and we do this through the things we own and the things we use. They help us to express ourselves; who we

are, what we care about and who we aspire to be. This is why people enjoy using personalization on sites such as Twitter. Changing our background wallpaper and header image, helps us to express ourselves.

- **Evocation**

Evocation refers to the symbolic meanings that the experience has on our memories and our background. The visual aesthetics of a website may remind you of a past experience. For example, a travel website with a background image of a beach might bring back memories of a past holiday and all the feelings (most likely highly positive) associated with that experience. As we all have different experiences in our lives, what we feel when we look at an identical website will be unique to us, the individual (keepitusable.com).

3.8.5 Customer Trust

Trust is simply defined as a one party expecting that the other one will cooperate with him and would not take unnecessary advantage in the transaction. Trust must run smoothly either in the social or another system according to the point of view of the person who trusts. Trust has been positively recognized to influence online consumers' purchase intentions (Jarvenpaa et al, 2000). Consequently, understanding the factors that influence the trusting beliefs in an online environment is of considerable necessary and important to researchers (Bilgihan, 2016). There are a number of literature provides considerable evidence that a number of factors have strong predictive importance. These factors include the characteristics of the online vendor, situational factors, third-party certification and recommendation. The detailed references are listed in Table 1 and below.

Online Trust Terms of online trust refers to the specific and potential procedure that is used to bring down the uncertainty situation during online buying process (Puspitasari et al, 2017). Online shoppers commonly concern on the safety issues when online shopping, so as Y generation. Puspitasari et al, (2017) stated that most of Malaysian Generation Y were not ready for online buying because they were still having doubts on the website trust. Thus, online marketers have to give more attention on online trust aspect to reduce the doubts of online shoppers. Components of interactivity namely Transaction security; Customer data safety; Consumer data misuse; Uncertainty reducing elements; and Guarantees/return policies (Puspitasari et al, 2017).

The greater the trust towards the e-commerce website, the greater loyalty to the e-commerce website. A company's website represents their public face to the world. Websites are frequently the first point of contact between a company and their customers (Gregg & Walczak, 2010). To be assessed as trustworthy, online organizations must work to improve the design of their website interface (Jong, & Steehouder, 2010). Websites that are poorly designed are less trusted (Sillence et al, 2007). In online banking, website's graphical characteristics (colors, clipart, and layout) play a vital role as the better designs enhance users' feelings of trustworthiness towards the banking system (Kim & Moon, 1998). A survey of eBay users shows that website quality explains 49% of the variation in trust for eBay sellers. Online sellers with good website quality are perceived more trustworthy (Bilgihan, 2016).

3.8.6 Brand Equity

A brand is expressed as a promise of benefit to a customer or consumer. It is a name, design, or mark that enhances the value of a product beyond its functional purpose. Usually, brand equity is defined as the added value with which a given brand endows a product. Therefore the brand equity is the strength of one's attitude toward a brand (Bilgihan 2016).

Brand equity is stimulated by what consumers have experienced, learned, and felt about the brand over time. Therefore, the notion of brand equity is related to the preferences of individual customers. Aesthetics of the website is found to be positively correlated with brand equity. In online environments, brand equity literature highlights the importance of website design in forming and sustaining a positive attitude towards a brand and its products through hedonic features. The findings of this study suggest similar insights that hedonic features can facilitate positive brand equity in e-commerce. In other words, hedonic features of the website were found to create positive brand equity (Bilgihan 2016).

Brand equity has been recognized as a competitive advantage that requires constant maintenance and progress in order to attain rewarding longstanding outcomes in the marketing environment (Bilgihan 2016). Brand equity is a strategic asset that could endow competitive advantage by creating a brand platform that can be leveraged for new product introductions, increasing resilience in industry downturns or crises, and creating resistance or barrier to competition.

Brand equity' is a phrase used in the marketing industry which describes the value of having a well-known brand name, based on the idea that the owner of a well-known brand name can generate more revenue simply from brand recognition; that is from products with that brand

name than from products with a less well-known name, as consumers believe that a product with a well-known name is better than products with less well-known names (Wikipedia). Many different views of brand equity have been proposed in the literature. Some define brand equity from a financial perspective while others define it from the customer perspective (Rios & Riquelme, 2010). The focus of this study was however only on the customer based brand equity. Keller (1993) view brand equity from the customer's perspective and define it as the positive differential effect a brand has on a customer response to a product or service. A positive brand equity means that the customer responds more favorably to a product or service from a brand they know of than from an unknown brand (Keller, 1993).

3.8.7 e-Loyalty

There is no widely accepted definition of e-loyalty. Loyalty is a well-built feeling of support or faithfulness towards a person, a particular brand or product or a company. e- Loyalty is customer's favorable attitude toward the e-retailer that results in repeat buying behavior (Srinivasan et al. 2002). Reichheld & Schefter (2000) described e-loyalty is all about quality customer support, convenient and reasonably priced shipping and handling, on-time delivery, clear and trustworthy privacy policies, compelling product presentations. Gupta and Kabadayi (2010), defined website loyalty as "deeply held commitment to revisit the website consistently and desire to stay more on the website for each visit, thereby causing sticky and repetitive visit".

Generating loyal customers is equally important for all types of websites. In e-retailing context, Srinivasan et al, (2002) noted, to gain benefits of its loyal customer an online retailer needs to develop a thorough understanding of determinants of e-loyalty. Such an in-depth understanding of e-loyalty antecedents can give a competitive advantage to e-retailers and help them in devising strategies to increase their loyal customer base.

CHAPTER 4: DATA PRESENTATION, FINDINGS AND DISCUSSION.

4.0 Introduction

Chapter 4 will discuss the findings of this study which are obtained through the survey questionnaires. The researchers analyze the data and summarize the results by using SPSS version 23. The main objective of this chapter is to examine the user experience of generation “Y” on online purchasing. To achieve these objective 100 generation “Y” online purchasing customers were taken into the sample from the western province in Sri Lanka. Therefore this chapter is dedicated to present and analyze the survey data in relation to objectives of the study. Therefore the rest of the chapter was defined in the following manner. Firstly, Descriptive Statistical Analysis is used to describe the results of respondents’ demographic profile, general information. In addition, the collected data has been measured in the central tendencies for independent variables and dependent variable. Furthermore, the reliability test has been conducted to check on the reliability of the variables. Next, Pearson Correlation Analysis, Multiple Regression Analysis and the test of hypotheses have been explained in this chapter. Lastly, further discussion and findings will be carried out in the following chapter.

4.1 Respondent Demographic Profile

In this study, first of five questions were asked under the demographic profile of respondents which included age, gender, race, monthly income and academic qualification.

4.1.1 Age Composition

Table 4 Age Composition

Age				
Between 18-21	Between 21-25	Between 25-30	Between 30-36	Total
Count	Count	Count	Count	Count
5	25	59	11	100

Source: Author constructed based on survey data

According to table 4 and figure 2, the total sample was categorized into four groups according to their age group as 18- 21, 21-25, 25-30 and 30-36. According to figure (5%) belongs to between 18-21 years category. 25% belongs to between 21-25 years category. The majority (59%) of sample belongs to the age group of 25-30 years. 11% belongs to between 30-36 years category.

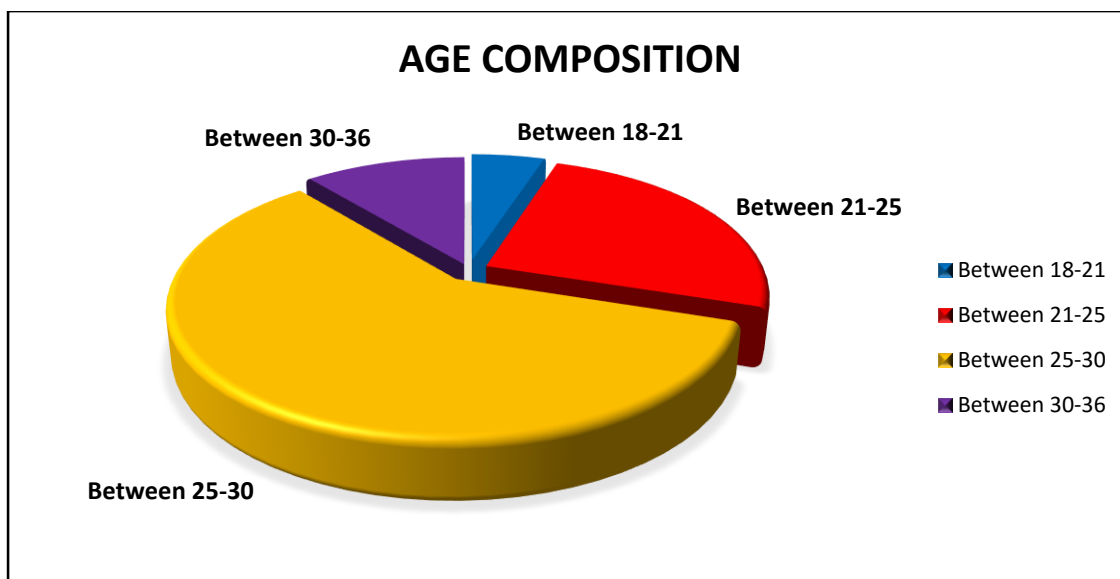


Figure 2 Age Composition

4.1.2 Distribution of Gender

Table 5 Distribution of Gender

Gender		
Male	Female	Total
Count	Count	Count
58	42	100

Source: Author constructed based on survey data

As shown in Table 5 and Figure 3, Male contributed a higher proportion than female. Male contributed 58% or 100 respondents, while female contributed 42% or 42 respondents of the sample.

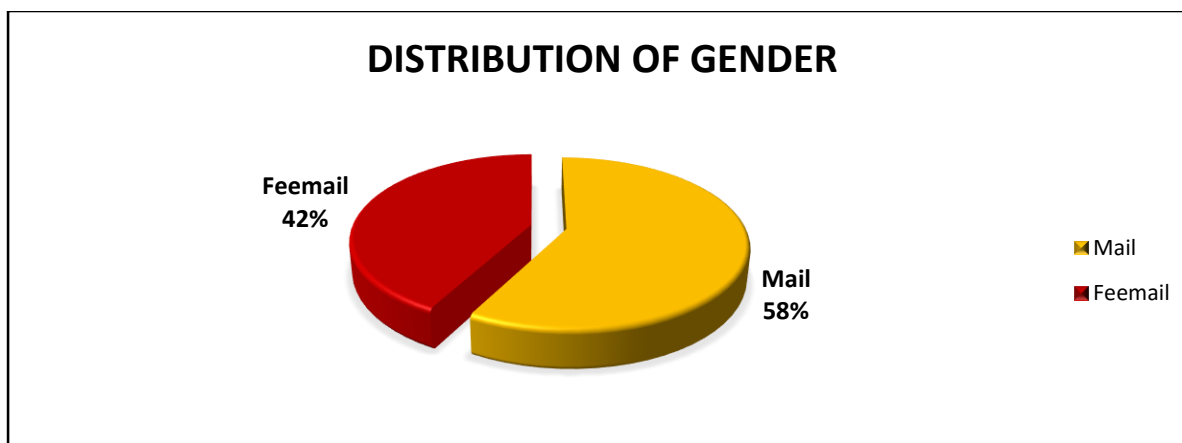


Figure 3 Distribution of Gender

4.1.3 Race Composition

Table 6 Race Composition

Race					
Sinhala	Tamil	Muslim	Burgher	Other	Total
Count	Count	Count	Count	Count	Count
89	4	7	0	0	100

Source: Author constructed based on survey data

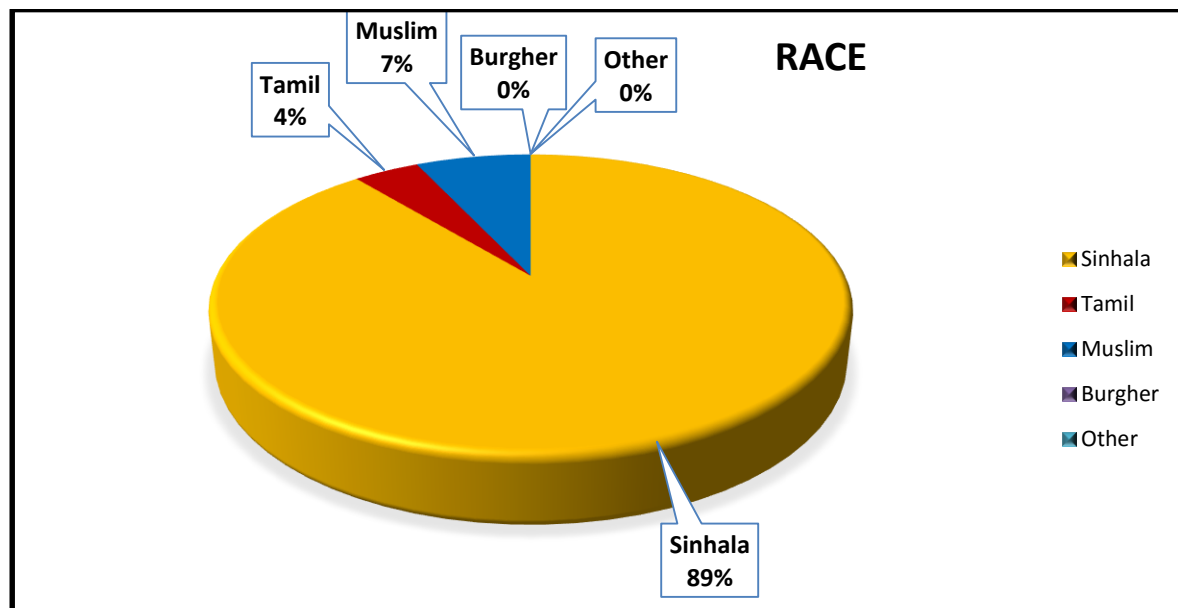


Figure 4 Race Composition

As shown in Table 6 and Figure 4, Sinhalese accounted for the highest proportion among 100 respondents, that is 89% or 89 respondents of the sample. Subsequently, there are 7% or 7 respondents of the sample who are Muslims. In addition, there are 4 Tamilians who made up 4% of the overall sample. There are no Burgher or any other respondent in this sample.

4.1.4 Income Level

Table 7 Income Level

Income					
Below 10,000	Between 10,000-20,000	Between 20,000-30,000	Between 30,000-40,000	Above 40,000	Total
Count	Count	Count	Count	Count	Count
22	34	33	7	4	100

Source: Author constructed based on survey data.

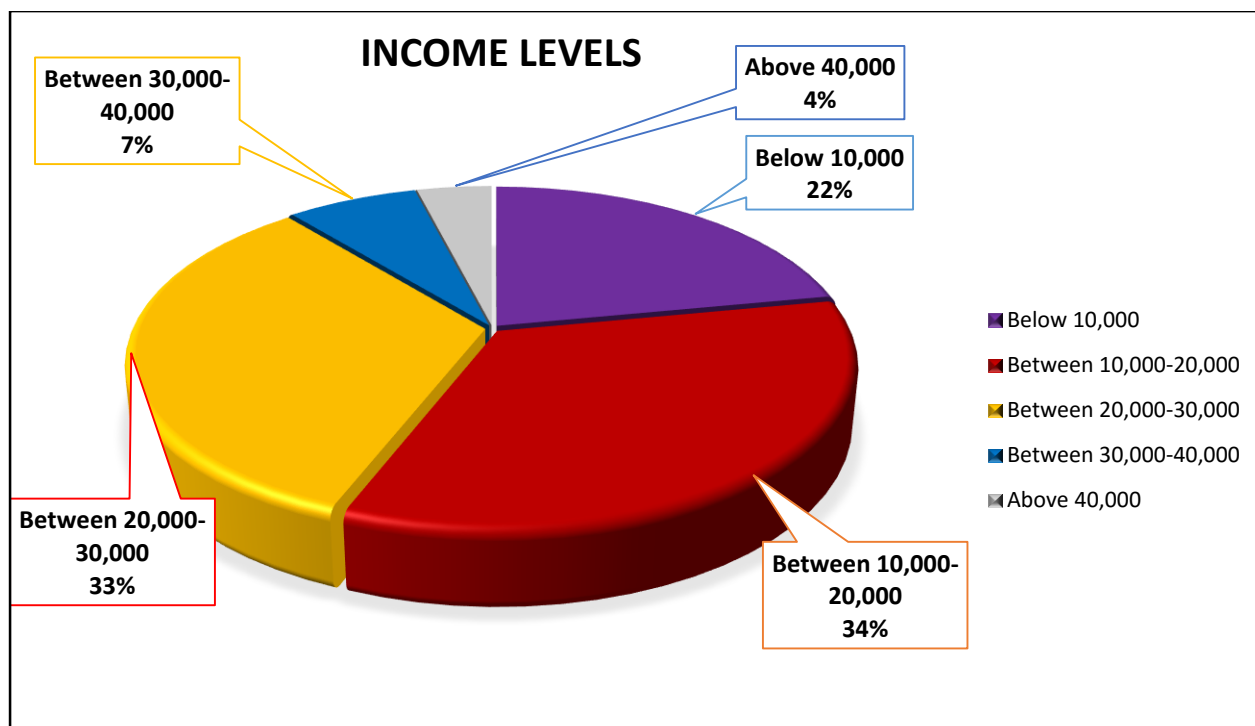


Figure 5 Income Level

According to table 7 and figure 5, the majority (34%) of sample belongs to the income level of 10,000-20,000. 33% belongs to 20,001-30,000 ,22% belongs to below 10,000, 7% belong to income level of 30,000-40,000. 4% of the total sample belongs to the above 40,000 categoria.

4.1.5 Education Level

Table 8 Education Level

Education					
Ordinary Level	Advanced Level	Diploma	Bachelor's Degree	Master's Degree	Total
Count	Count	Count	Count	Count	Count
7	12	20	61	0	100

According to Table 8 and Figure 6, Bachelor Degree holders accounted for the highest proportion among 100 respondents, that is 61% or 61 respondents of the sample. Subsequently, there are 20% or 20 respondents of the sample who are Diploma holders. In addition, there are 12 members educated up to the advance level who made up 12% of the overall sample. Lastly, the lowest proportion is contributed by 7% or 7 respondents who are Ordinary Level.

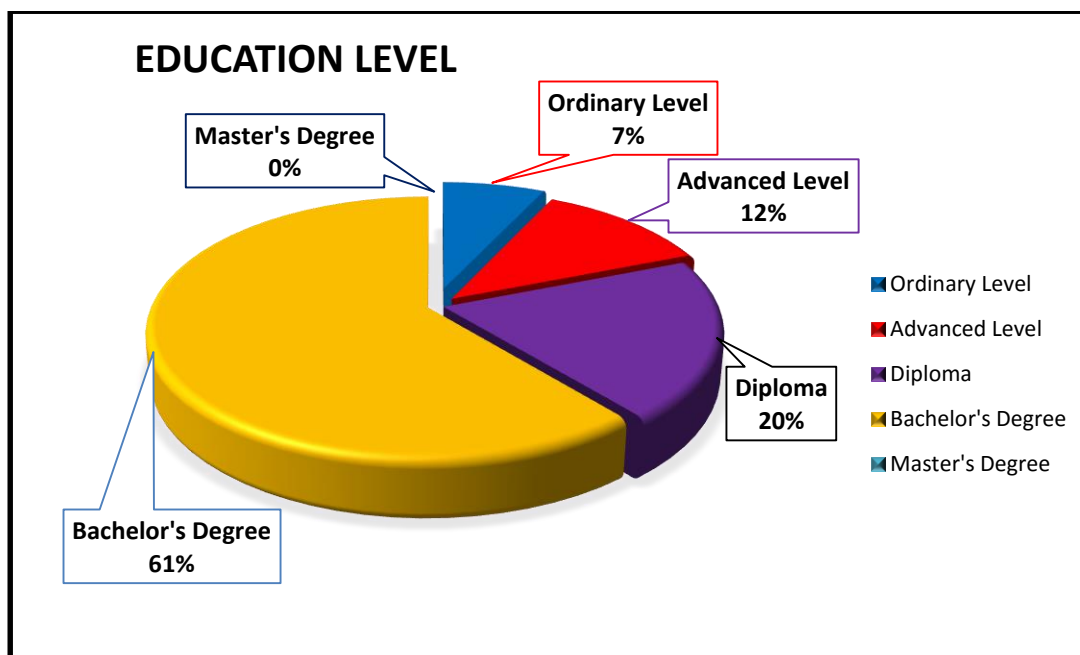


Figure 6 Education Level

4.2 General Information about the sample

In this study, a total of five questions was asked under the general information of respondents which included e-Bay usage, duration of using the Internet for shopping, usually purchase a product, monthly spending level for online purchase and lastly internet connection method.

4.2.1 Length of period use e-Bay

Table 9 Length of period use e-Bay

Length				
Below than 1 year	1 Year- 3 Year	3 Year- 6 Year	More than 6 Year	Total
Count	Count	Count	Count	Count
23	59	18	0	100

As shown in Table 9 and Figure 7, there are 59 respondents are using e-Bay since (1 year- 3 year) who accounted for the highest proportion (59%). Subsequently, there are 23% or 23 respondents are using e-Bay since below than 1 year. In addition, there are 18 respondents are using e-Bay since between 3 Year- 6 Year who made up 18% of the sample.

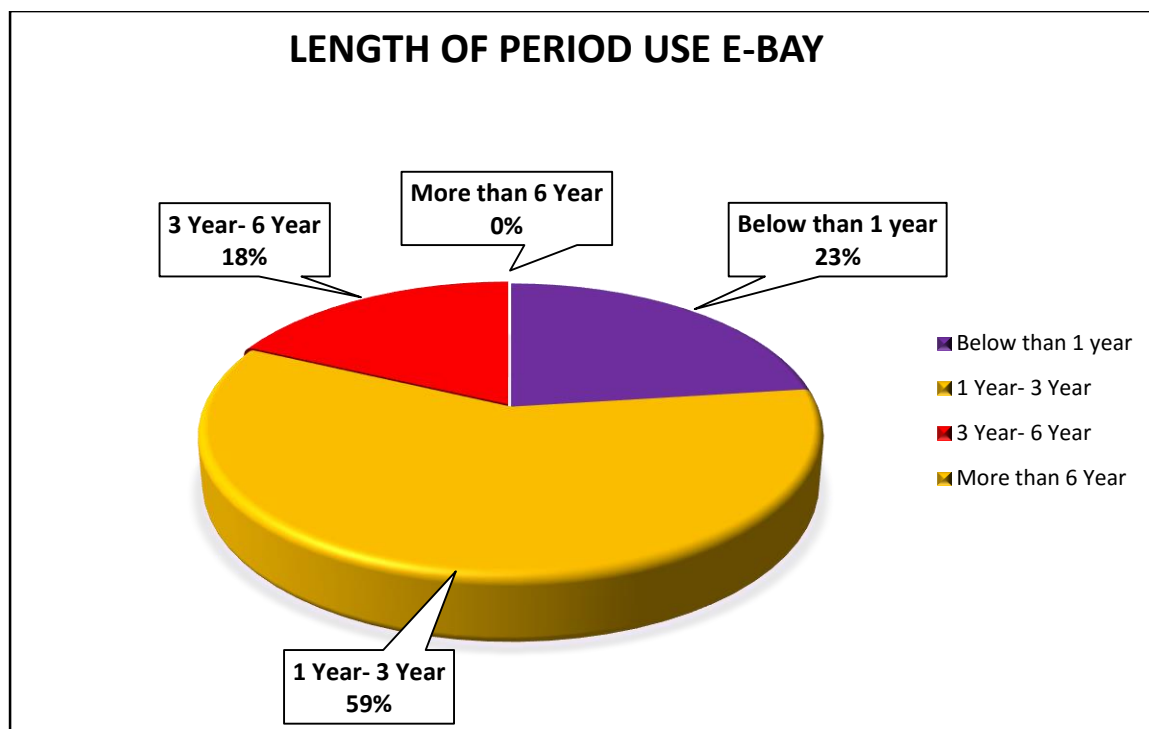


Figure 7 Length of period use e-Bay

4.2.2 What type of product do you usually purchase?

Table 10 products Purchase

Product							
Electronics	Fashion and apparel	Collectibles and Art	Home and Garden	Sporting Goods	Motors	Other	Total
Count	Count	Count	Count	Count	Count	Count	Count
50	50	0	0	0	0	0	100

As shown in Table 10 and Figure 8, there are 50 respondents are purchasing Electronics items who accounted for the proportion (50%). Subsequently, there are 50% or 50 excess respondents from total are purchasing Fashion and apparel product. There is no any respondent who purchase another kind of product other than Electronics and Fashion and apparel products.

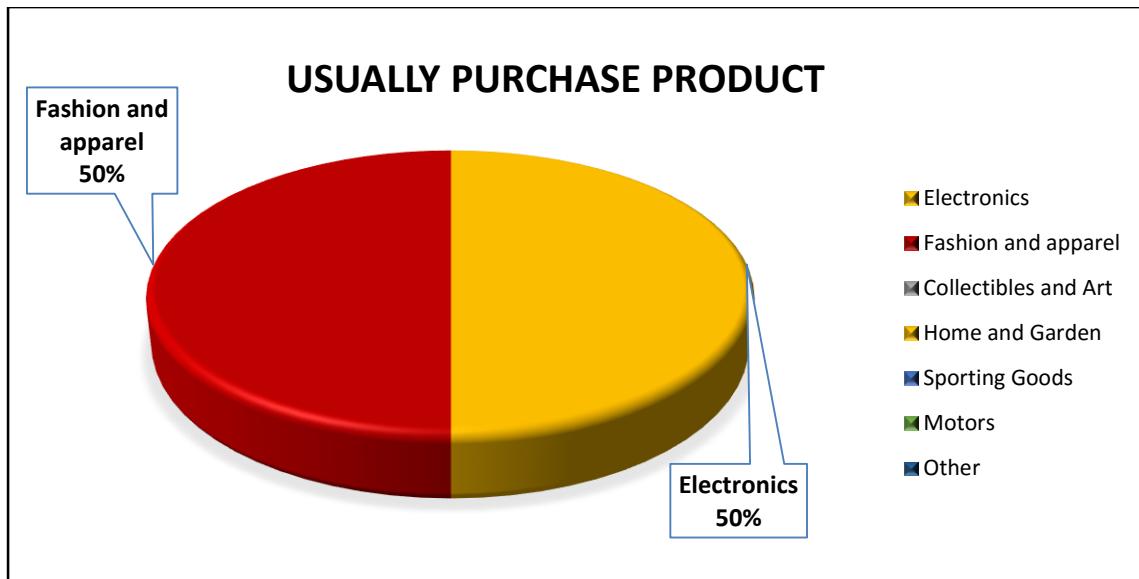


Figure 8 products Purchase

4.2.3 Monthly Spending levels

Table 11 Monthly Spending levels

Spending Amount					
Below than 1,000	Between 1,000-5,000	Between 5,000-10,000	Between 10,000-15,000	Above 15,000	Total
Count	Count	Count	Count	Count	Count
30	41	29	0	0	100

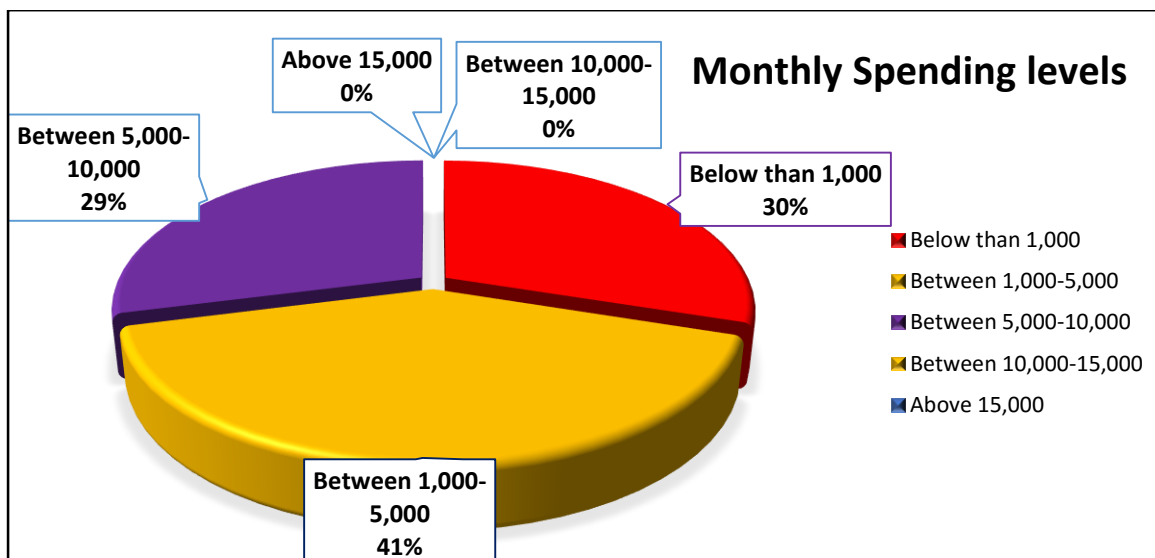


Figure 9 Monthly Spending levels

As shown in Table 11 and Figure 9, there are 41 respondents with monthly spending levels for online purchasing is between Rs. 1,000-5,000 who accounted for the highest proportion (41%). Subsequently, there are 30% or 30 respondents with monthly spending levels for online purchasing is, below than Rs. 1,000. Lastly, the lowest proportion is contributed by 29% or 29 respondents who are having spending levels for online purchasing between Rs. 5,000-10,000 per month

4.2.4 What do you use to connect to the online shopping website (e-Bay)?

Table 12 Internet connection source

Internet Source			
Computer	Smartphone	Other	Total
Count	Count	Count	Count
66	34	0	100

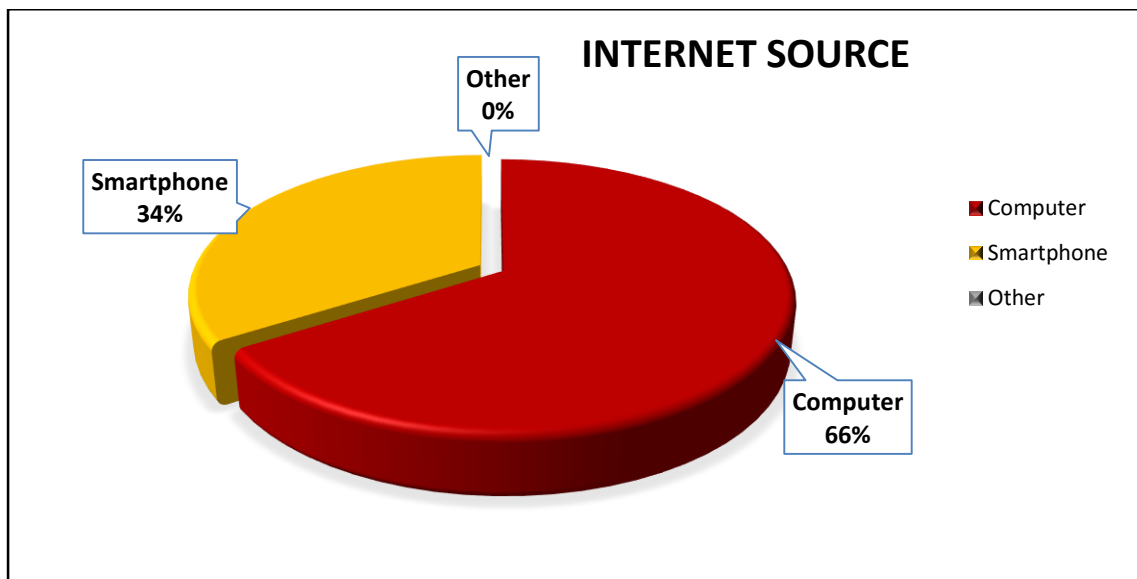


Figure 10 Internet connection source

As shown in Table 12 and Figure 10, from the total respondent, there is 66 respondent who represents 66% are using computers to connect online shopping. Further, there is 34 excess respondents from the total are using Smart phones to connect online shopping. They represent 34% from the total sample. According to research data, we can say most of gen Y individuals are using computers to connect online shopping.

4.3 Relationships

4.3.1 Age group and Gender

Table 13 Age group and Gender

		Gender	
		Male	Female
		Count	Count
Age	Between 18-21	4	1
	Between 21-25	15	10
	Between 25-30	32	27
	Between 30-36	7	4
	Total	58	42

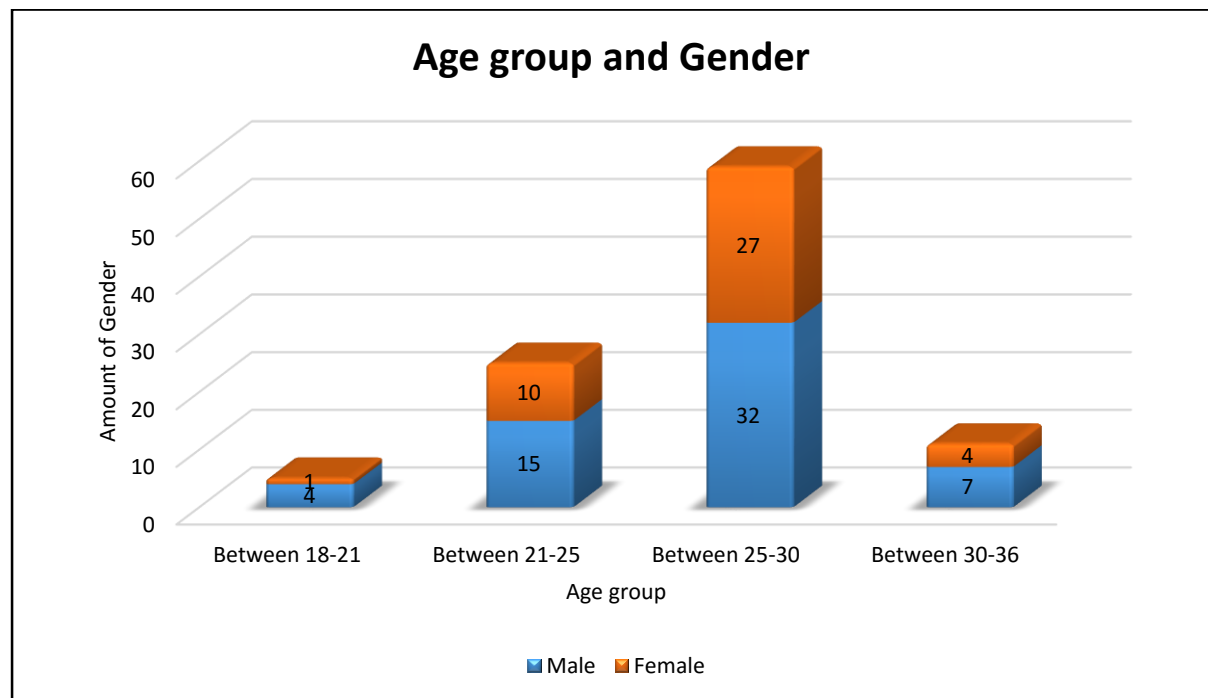


Figure 11 Age group and Gender

As shown in Table 13 and Figure 11, The total sample was categorized into four groups according to their age group as 18- 21, 21-25, 25-30 and 30-36. According to figure (5%) belongs to between 18-21 years category. When we consider about Gender wise, that amount consist of four males and one individual. Further 25% belongs to between 21-25 years category and it's consist with 15 males and 10 females. The majority (59%) of sample belongs to the age group of 25-30 years and it consists from 32 males and 27 females. 11% belongs to between 30-36 years category and they consist of seven males and 4 females. So based on research data

we can conclude from the sample, generation Y individual who are age between 25-30 years are the highlighted age group in online purchasing. That group is the highest group addition to online purchasing which include 32 males and 27 females. Those represent 59% from the total sample. Further according to research data, males are highly involve to the online purchasing when we compare with females respondent.

4.3.2 Gender and Product Preference

Table 14 Gender and Product Preference

		Gender	
		Male	Female
		Count	Count
Product	Electronics	40	10
	Fashion and apparel	18	32
	Collectibles and Art	0	0
	Home and Garden	0	0
	Sporting Goods	0	0
	Motors	0	0
	Other	0	0
	Total	58	42

As shown in Table 14 and Figure 12, there are 50 respondents are purchasing Electronics items who accounted for the proportion (50%). When considering that amount with gender-wise, it includes 40 males and 10 females. Subsequently, there are 50% or 50 excess respondents from total are purchasing Fashion and apparel product. That amount consist of 18 males and 32 females. According to this details, generation Y males prefer to purchase electronic items than females. On the other hand generation Y females prefer to purchase Fashion and apparel product items than gen Y males.

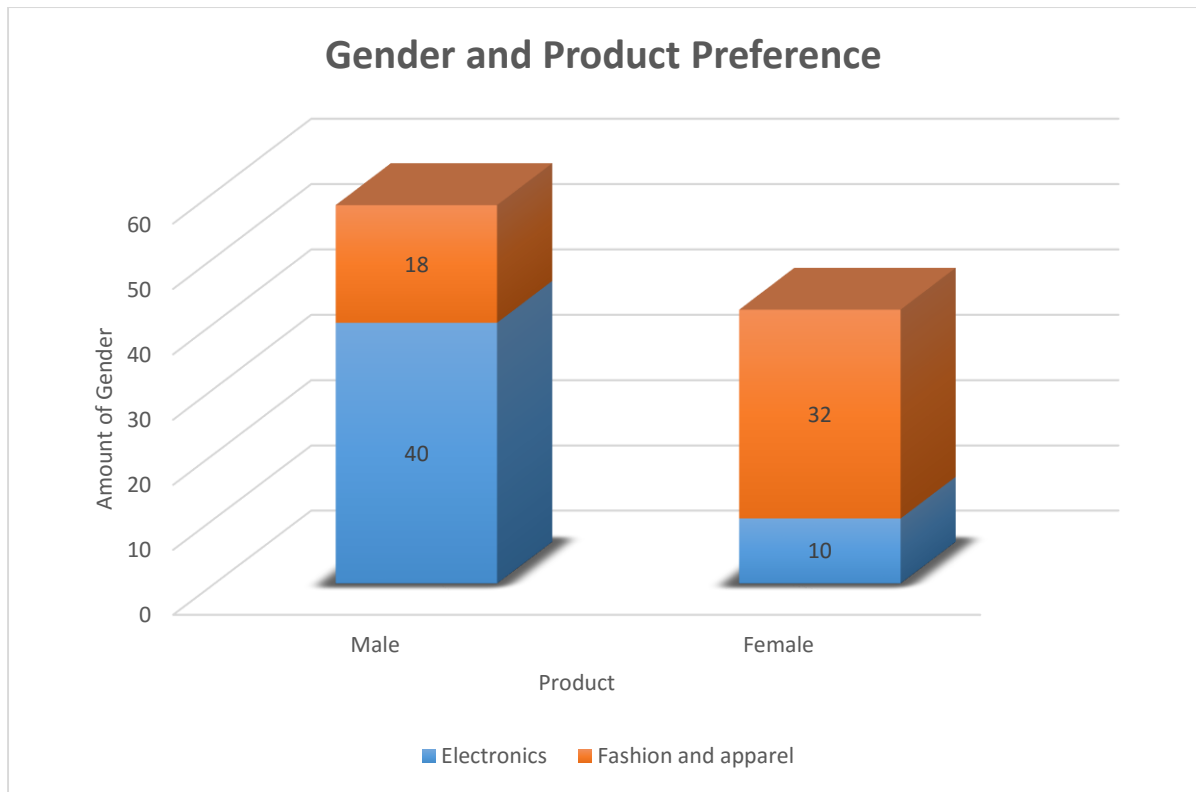


Figure 12 Gender and Product Preference

4.3.3 Age group and Monthly Spending Power

Table 15 Age group and Monthly Spending Power

		Age			
		Between 18-21	Between 21-25	Between 25-30	Between 30-36
		Count	Count	Count	Count
Spending Amount	Below than 1,000	5	10	15	0
	Between 1,000-5,000	0	4	33	4
	Between 5,000-10,000	0	11	11	7
	Between 10,000-15,000	0	0	0	0
	Above 15,000	0	0	0	0
	Total	5	25	59	11

As shown in Table 15 and Figure 13, there are 59 respondents include age group between 25-30 years old. That group has the higher purchasing power and from the total sample, that age group is the highly engage in online purchasing. That age group consists with 15 individual who is spending power below than Rs. 1,000, 33 individual who is spending power between Rs. 1,000-5,000 and 11 individual who is spending power per month. They represent 59% from

the total sample. Another highlighting age group is the individual who is age between 21-25 years old. They represent 25% from the total sample.

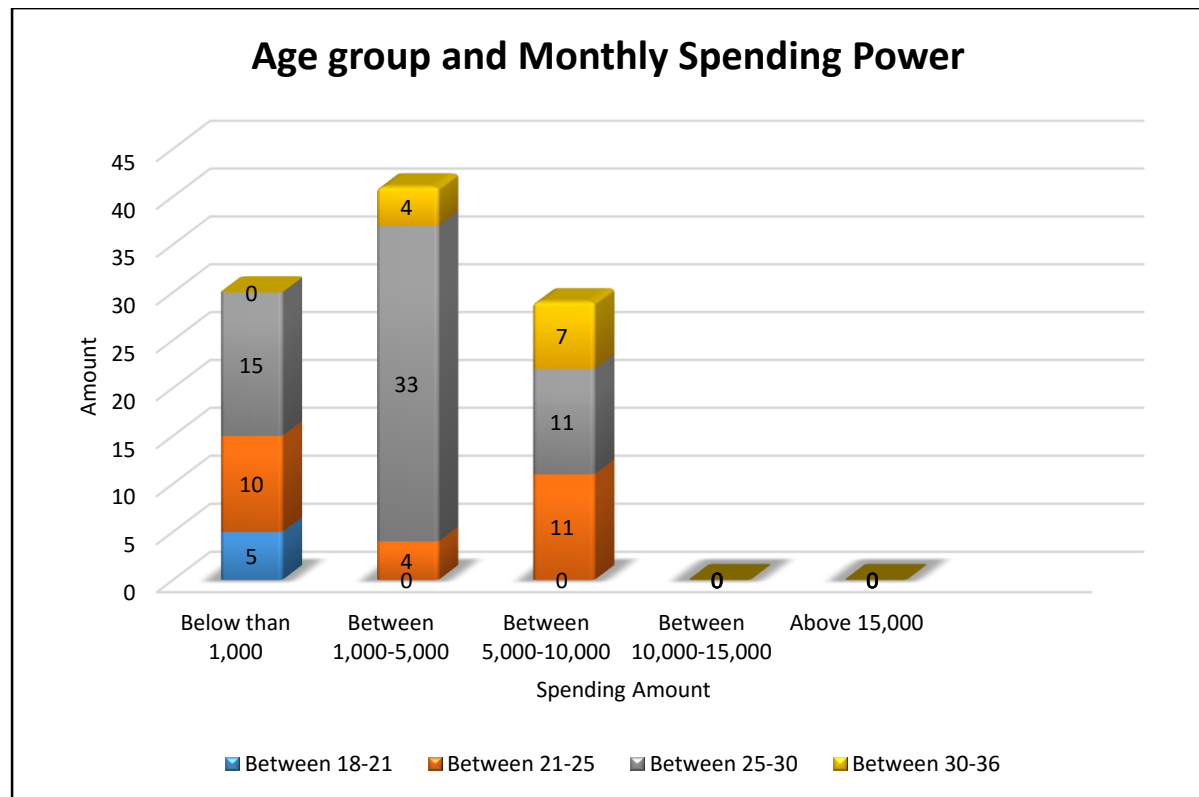


Figure 13 Gender and Monthly Spending Power

4.3.4 Gender and Length of period of use e-Bay

Table 16 Gender and Length

		Gender	
		Male	Female
		Count	Count
Length	Below than 1 year	13	10
	1 Year- 3 Year	34	25
	3 Year- 6 Year	11	7
	More than 6 Year	0	0
	Total	58	42

As shown in Table 16 and Figure 14, there is hutch population use e-Bay or doing e-purchasing since between 1 year – 3 year period of time. They consist of 34 males and 25 females and both together 59 individuals. They represent 59%. That mails are represented 58.62% from the total

58 male population in the sample. Further females are represented 59.52% from the total 42 female population in the sample. The result is same of people who are using e-Bay below than 1 year. There also female population is higher than males.

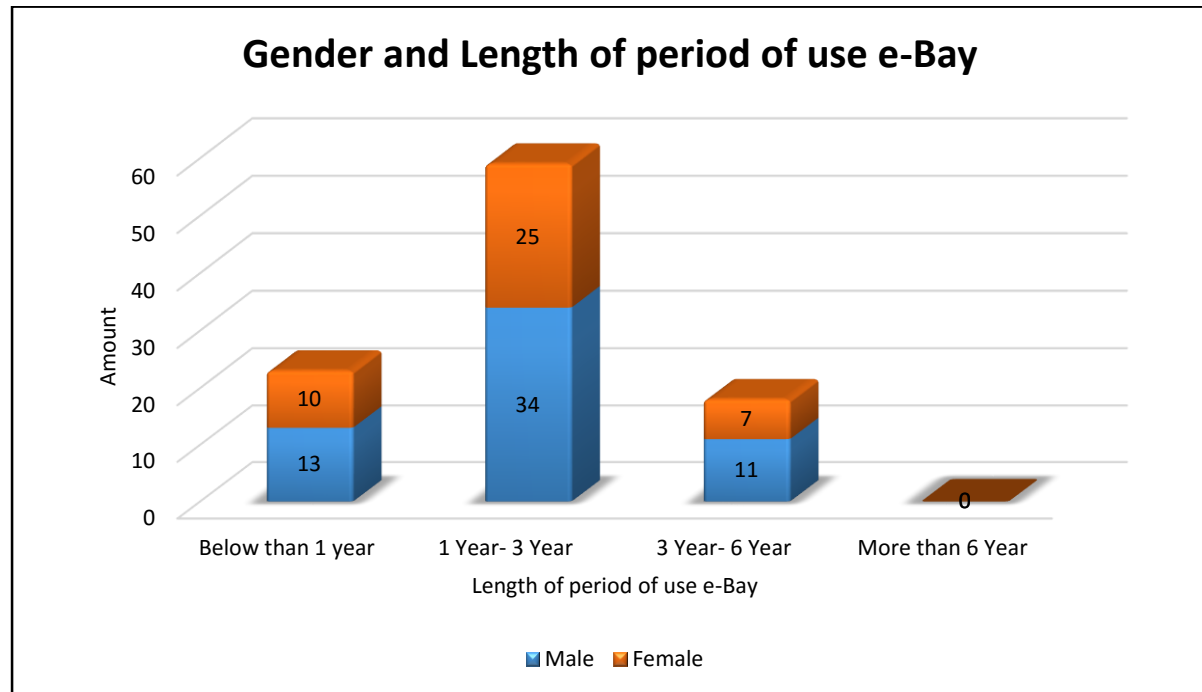


Figure 14 Gender and Length

4.3.5 Gender and Internet access

Table 17 Gender and Internet access

		Gender	
		Male	Female
		Count	Count
Internet Source	Computer	41	25
	Smartphone	17	17
	Other	0	0
	Total	58	42

According to Table 17 and Figure 15, the majority of 66% of the sample are using computers to connect online purchasing activities. Those majority samples consist of 41 males and 25 females. Others are using smart phones to connect online to make online purchasing. Both male and female individuals are equally using smart phones to connect online to make online purchasing. They represent 34% from the total sample.

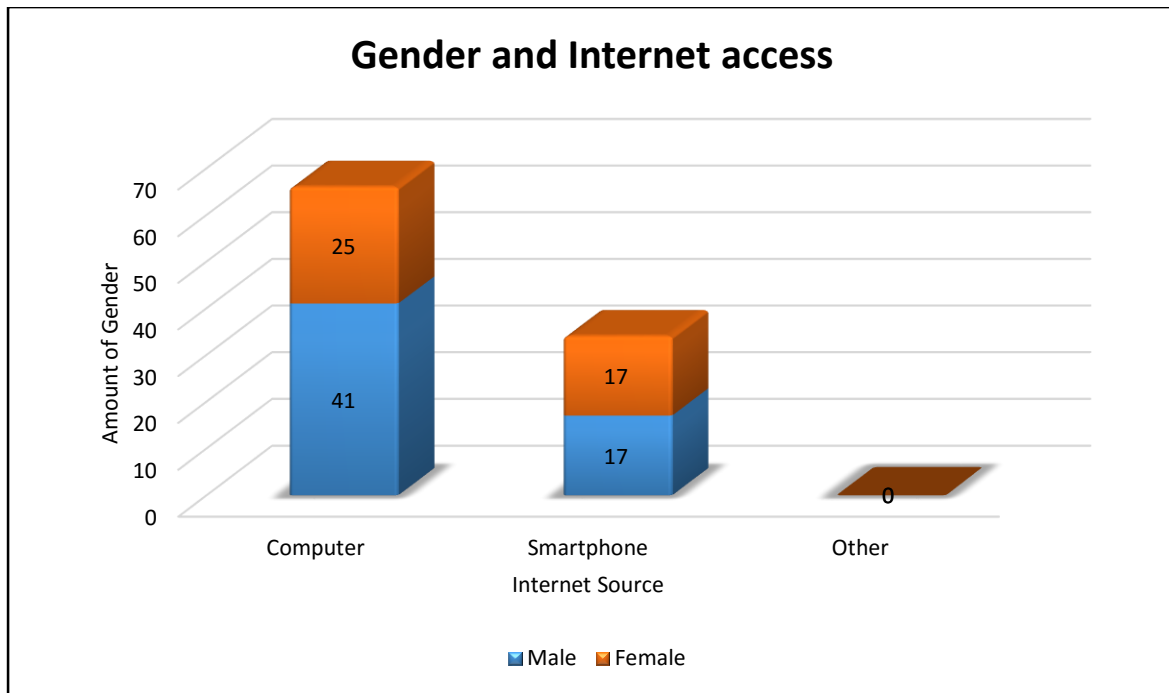


Figure 15 Gender and Internet access

4.4. Data discussion and analysis

The researcher used SPSS statistical software to analyze the research data. This research is focused on the user experience of generation Y on online purchasing. The researcher conducted reliability test, sample adequacy, descriptive statistics, and correlation analysis for this study. These were tested by analyzing the result given by the SPSS after running multiple regression models. Finally, the effort was to find out the factors influencing to generation y's positive user experience to online purchasing.

In this research mainly discuss about the relationship between three independent variable and generation Y's user experience on online purchasing. Total customer user experience we can divide into three categories which as Flow Experience, Functional experience and Hedonic experience. In this research has taken as an independent variable which as Customer Trust, Brand Equity and e-Loyalty (Independent variables). Finally, take the result related to three independent variable and overall generation Y's User experience. So here after all the analysis based on three independent variables and each of each dependent variable among three dependent variables. Because researcher test whether there has a relationship between each dependent variable with three independent variables.

4.4.1 Reliability

Reliability in statistics and psychometrics is the overall consistency of a measure. A measure is said to have a high reliability if it produces similar results under consistent conditions (Malhotra, 2007). It is very important to any researcher to ensure that the reliability and validity of the questionnaire developed for the research purpose. Cronbach's α (alpha) is an important test which calculates the reliability of a psychometric instrument or it shows the internal consistency of the Likert's scale questions. The reliability test is done by the researcher is given in the table below. As well as the table illustrates the statistical result gathered from 100 of the sample.

Summary of Reliability Test

Table 18 Summary of Reliability Test

No	Constructs	Cronbach's Alpha	No. of Items	Accept/Reject
1	Flow Experience	0.625	4	Reject
2	Functional Experience	0.701	4	Accept
3	Hedonic Experience	0.714	2	Accept
4	Trust	0.677	5	Reject
5	Brand Equity	0.733	3	Accept
6	e-Loyalty	0.719	3	Accept

Source: Author constructed based on survey data

The reliability coefficient varies from 0 to 1. The higher the coefficient value, the scale yields a more consistent and reliable result. As for coefficient alpha that is in the range of 0.7 to 1.00 is indicated as strong and those variables are accepted. Meanwhile, a value of 0.7 or less indicates unsatisfactory internal consistency reliability and those variables are rejected.

As shown in Table, the reliability test result has revealed that there are four constructs are above satisfactory as their values are above 0.7 and there are two constructs are below satisfactory as their values are lower than 0.7 and those two constructs are rejected. Based on the table above, Brand Equity has the highest internal consistency reliability with the alpha values of 0.733. On

the other hand, Flow Experience (Dependent variable) has the lowest reliability with 0.625 alpha values. Next, e-Loyalty, Hedonic Experience (Dependent variable) and Functional Experience (Dependent variable) have the alpha values of 0.719, 0.714 and 0.701 respectively. Lastly, customer trust has the alpha value of 0.677 which has the second lowest reliability.

4.4.2 Pearson Correlation Analysis

Correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two, numerically measured, continuous variables (Malhotra, 2007). Correlation analysis is a method of statistical evaluation used to study the strength of a relationship between two, numerically measured, continuous variables (e.g. height and weight). This particular type of analysis is useful when a researcher wants to establish if there are **possible connections** between variables. It is often misunderstood that correlation analysis determines cause and effect; however, this is not the case because other variables that are not present in the research may have impacted on the results.

Pearson Correlation uses to measure the strength of the relationship among the variables. If determine the strength level of correlation as follows:

Strength of Correlation

Table 19 Strength of Correlation

Value	Strength
.00 - .20	Weak or none
.20 - .40	Weak
.40 - .60	Moderate
.60 - .80	Strong
.80 - 1.00	Very Strong

Source: (Malhotra, 2007).

In the correlation values, the analyzed sig values among the variables should be lesser than .05, if not there is no meaningful relationship among the variables. If the sig value is lesser than 5% or 0.05, the researcher can reject the null hypothesis (Malhotra, 2007).

4.5 Flow Experience

4.5.1 Correlation between Flow experience and Customer Trust, Brand Equity, and e-Loyalty

4.5.1.1 Correlations of Flow experience and Customer trust

Table 20 Correlations of Flow experience and Customer trust

Correlations		Flow Experience	Trust
Flow Experience	Pearson Correlation	1	.271**
	Sig. (2-tailed)		.006
	N	100	100
Trust	Pearson Correlation	.271**	1
	Sig. (2-tailed)	.006	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table, the sig value is .006. As the sig value is lesser than 0.05, the null hypothesis is rejected. This indicates that there is a statistically significant relationship between Flow experience and Customer Trust. The correlation value is .277. It means there is 27.1% significant positive relationship between Customer trust and Flow experience. If strengthened the relationship, there is a weak positive relationship among these variables.

4.5.1.2 Correlation of Flow experience and Brand equity

Table 21 Correlation of Flow experience and Brand equity

Correlations		Flow Experience	Brand Equity
Flow Experience	Pearson Correlation	1	.127**
	Sig. (2-tailed)		.020
	N	100	100
Brand Equity	Pearson Correlation	.127**	1
	Sig. (2-tailed)	.020	
	N	100	100

Source: Author constructed based on survey data

According to the above correlations table, the sig value is .020. As the sig value is lesser than 0.05, the null hypothesis is rejected. This indicates that there is a statistically significant relationship between Flow experience and Brand Equity.

The correlation value is 0.127. It means there is 12.7% significant positive relationship between Customer trust and Flow experience. If strengthened the relationship, there is a weak positive relationship among these variables.

4.5.1.3 Correlation of Flow experience and e-Loyalty

Table 22 Correlation of Flow experience and e-Loyalty

Correlations		Flow Experience	e-Loyalty
Flow Experience	Pearson Correlation	1	.354**
	Sig. (2-tailed)		.000
	N	100	100
e-Loyalty	Pearson Correlation	.354**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table, the sig value was .000. As the sig value is lesser than 0.05. This indicates that there is a statistically significant relationship between Flow experience and customer e-loyalty. The correlation value is .354. It means there is 35.4% significant weak positive relationship between Customer trust and Flow experience.

4.5.1.4 Summary of the Correlations of Flow experience and Customer trust, Brand equity, e-Loyalty

Table 23 Summary

Descriptive Statistics			
	Mean	Std. Deviation	N
Flow Experience	3.9675	.46283	100
Trust	4.0780	.54003	100
Brand Equity	4.0367	.67818	100
e Loyalty	4.1467	.67722	100

Source: Author constructed based on survey data

Table 24 Summary of the Correlations of Flow experience

		Correlations			
		Flow Experience	Trust	Brand Equity	e-Loyalty
Flow Experience	Pearson Correlation	1	.271**	.127	.354**
	Sig. (2-tailed)		.006	.020	.000
	N	100	100	100	100
Trust	Pearson Correlation	.271**	1	.349**	.252*
	Sig. (2-tailed)	.006		.000	.011
	N	100	100	100	100
Brand Equity	Pearson Correlation	.127	.349**	1	.580**
	Sig. (2-tailed)	.020	.000		.000
	N	100	100	100	100
e-Loyalty	Pearson Correlation	.354**	.252*	.580**	1
	Sig. (2-tailed)	.000	.011	.000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Author constructed based on survey data

According to this summary chart indicates that there is a statistically significant relationship between trust and brand equity. The correlation value is .349. Its mean there is 34.9% significant positive relationship between Customer trust and brand equity. Further, there is a statistically significant relationship between trust and e-Loyalty. The correlation value is .252. Its mean there is 25.2% significant positive relationship between Customer trust and e-Loyalty. Not only that there is a statistically significant relationship between brand equity and e-Loyalty. The correlation value is .580. Its mean there is 58% significant positive relationship between brand equity and e-Loyalty. That relationship is the highest relationship between the independent variables.

4.5.2 Multiple Regression Analysis between Flow experience and Customer Trust, Brand Equity and e-Loyalty

In statistical modeling, **regression analysis** is a set of statistical processes for estimating the relationships among variables (Malhotra, 2007). In statistical modeling, regression analysis is a set of statistical processes for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables when the focus is on the relationship between a dependent variable and one or more independent variables (or 'predictors'). More specifically, regression analysis helps one understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed (Malhotra, 2007).

Table 25 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.427 ^a	.183	.157	.42494

a. Predictors: (Constant), e-Loyalty, Trust, Brand Equity

Source: Author constructed based on survey data

As shown in Table 25, The Adjusted R Square indicate the overall explanatory power of independent variables. Its mean Adjusted R Square describe how independent variables are altogether affected to the dependent variable. There is a positive relationship between Flow experience towards the independent variables which are Customer Trust, Brand Equity, e-Loyalty. Moreover, according to Adjusted R Square value (0.157), the independent variables (Customer Trust, Brand Equity, e-Loyalty) altogether affect to the dependent variable (Flow experience) in the percentage of 15.7%. This indicated that 15.7% of the total variation in the Generation Y's online purchasing Flow experience was explained by the three predictor variables (Customer Trust, Brand Equity, e-Loyalty). Meanwhile, 84.3% of the variation in the online purchasing Flow experience will be explained by other factors. Thus, it implies that other than Customer Trust, Brand Equity, e-Loyalty, there are also other factors that will influence the Generation Y's online purchasing Flow experience.

ANOVA Table

Table 26 ANOVA Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.871	3	1.290	7.146	.000 ^b
	Residual	17.335	96	.181		
	Total	21.207	99			

a. Dependent Variable: Flow Experience

b. Predictors: (Constant), e-Loyalty, Trust, Brand Equity

Source: Author constructed based on survey data

ANOVA is the examination of main effect (the effects of the independent variables on the dependent variable) but also interaction effects that exist between the independent variables (Malhotra, 2007).

As shown in ANNOVA Table 26, the Sig. value of .000^b is significant at $p=0.000$ ($p<0.05$) and therefore, the fitness of the model is confirmed or represents the significance of the model. Furthermore, the overall regression model of the three predictor variations which are Customer Trust, Brand Equity, and e-Loyalty has worked well in explaining the variation in the Generation Y's online purchasing Flow experience.

Table 27 Coefficients

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2.522	.380		.000
	Trust	.201	.085	.235	.019
	Brand Equity	-.129	.080	-.189	.110
	e Loyalty	.276	.078	.404	.001

a. Dependent Variable: Flow Experience

Source: Author constructed based on survey data

Based on Table 27, the following linear equation is formed:

- **Regression equation**

Customer Trust, Brand Equity and e-Loyalty

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Source: (Malhotra, 2007).

Y = dependent variable

a = constant value

X₁ = Customer Trust

X₂ = Brand Equity

X₃ = e-Loyalty

ε = Error

β₁, β₂, β₃....represent the Coefficients

Regression equation can be displayed as follows,

$$Y = 2.522 + 0.235 X_1 - 0.189 X_2 + 0.404 X_3 + \epsilon$$

There is a significant positive relationship between are Customer Trust and e-Loyalty towards the online purchasing Flow experience. However, Brand equity has a negative relationship and towards the Generation Y's online purchasing Flow experience.

The standardized coefficient (Beta) is indicated that which variables is the most or least influential to the Generation Y's online purchasing Flow experience when three variables are computed together. Among the three independent variables, Generation Y's e-loyalty has the strongest influence on the online purchasing Flow experience with the standardize beta equal to 0.404. Hence, it shows that e-loyalty is the most important predictor of the Generation Y's online purchasing Flow experience towards online purchasing websites. Next, it is followed by customer Trust where the standard beta equal to 0.235. customer Trust also an another important predictor of the Generation Y's online purchasing Flow experience towards online purchasing websites.

Based on the equation formed, the Standardized coefficient Beta of e-loyalty is 0.404. This means that one unit or (1%) increase in e-loyalty while others remain, generation Y's online purchasing Flow experience towards online purchasing websites will increase of 0.404 units or (40.4%). Furthermore, the Standardized coefficient Beta of Customer Trust is 0.235, thus the level of online purchasing Flow experience will increase by 0.235 units or (23.5%) when Customer Trust increases one unit (1%) while others remain.

Besides, the Standardized coefficient Beta of Brand equity is -0.189. It means when the customers' Brand equity increased one unit or (1%) while the others remain online purchasing Flow experience will decrease by 0.189 units or (18.9%). But it is wrong. Because of in practically it is not possible.

4.5.3 Hypotheses Testing

H1a: Customer Trust has a significant positive relationship with Flow experience.

H1b: Customer Brand Equity has a significant positive relationship with Flow experience.

H1c: Customer e- Loyalty has a significant positive relationship with Flow experience.

Reject **H1b** if $p > 0.05$

According to Table (Coefficients), the significant value for Customer Trust is 0.019 and Customer e- Loyalty is 0.001. These values are lesser than the P value of 0.05. Therefore, **H1a** and **H1c** accepted. **H1b** is rejected. Because of customer brand equity is 0.110. This value is higher than the P value of 0.05. Therefore **H1b** is rejected. It means that there is a significant positive relationship between Customer Trust, Customer e- Loyalty and Generation Y's online purchasing Flow experience towards online purchasing websites.

Table 28 Hypotheses Testing

Hypotheses No	Hypotheses Description	Required Sig value	Actual Sig value	Accepted/ Rejected
H1a	Customer Trust has a significant positive relationship with Flow experience	($p < 0.05$)	0.009	Accepted
H1b	Customer Brand Equity has a significant positive relationship with Flow experience.	($p < 0.05$)	0.110	Rejected
H1c	Customer e- Loyalty has a significant positive relationship with Flow experience	($p < 0.05$)	0.001	Accepted

Source: Author constructed based on survey data

4.6 Functional Experience

4.6.1 Correlation between Functional experience and Customer Trust, Brand Equity, and e-Loyalty

4.6.1.1 Correlation between Functional experience and Customer Trust

Table 29 Correlation between Functional experience and Customer Trust

Correlations		Functional Experience	Trust
Functional Experience	Pearson Correlation	1	.267**
	Sig. (2-tailed)		.007
	N	100	100
Trust	Pearson Correlation	.267**	1
	Sig. (2-tailed)	.007	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table (table 29), the sig value is .007. As the sig value is lesser than 0.05, the null hypothesis is rejected. This indicates that there is a statistically significant relationship between Functional experience and Customer Trust. The correlation value is .267. It means there is 26.7% significant positive relationship between Customer trust and Functional experience. If strengthened the relationship, there is a weak positive relationship among these variables.

4.6.1.2 Correlation between Functional experience and Brand Equity

Table 30 Correlation between Functional experience and Brand Equity

Correlations		Functional Experience	Brand Equity
Functional Experience	Pearson Correlation	1	.217*
	Sig. (2-tailed)		.030
	N	100	100
Brand Equity	Pearson Correlation	.217*	1
	Sig. (2-tailed)	.030	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table, the sig value is .030. As the sig value is lesser than 0.05. This indicates that there is a statistically significant relationship between Functional experience and Brand Equity.

The correlation value is 0.217. It means there is 21.7% significant positive relationship between Customer trust and Functional experience. If strengthened the relationship, there is a weak positive relationship among these variables.

4.6.1.3 Correlation between Functional experience and e-Loyalty

Table 31 Correlation between Functional experience and e-Loyalty

Correlations		Functional Experience	e-Loyalty
Functional Experience	Pearson Correlation	1	.275**
	Sig. (2-tailed)		.006
	N	100	100
e-Loyalty	Pearson Correlation	.275**	1
	Sig. (2-tailed)	.006	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table, the sig value was .006. As the sig value is lesser than 0.05. This indicates that there is a statistically significant relationship between Functional experience and customer e-loyalty. The correlation value is .275. It means there is 27.5% significant weak positive relationship between Customer trust and Functional experience.

4.6.1.4 Summary of the Correlations of Functional experience and Customer trust, Brand equity, e-Loyalty

Table 32 Summary of the Correlations of Functional experience and Customer trust, Brand equity, e-Loyalty

Correlations		Functional Experience	Trust	Brand Equity	e-Loyalty
Functional Experience	Pearson Correlation	1	.267**	.217*	.275**
	Sig. (2-tailed)		.007	.030	.006
	N	100	100	100	100
Trust	Pearson Correlation	.267**	1	.349**	.252*
	Sig. (2-tailed)	.007		.000	.011
	N	100	100	100	100
Brand Equity	Pearson Correlation	.217*	.349**	1	.580**
	Sig. (2-tailed)	.030	.000		.000
	N	100	100	100	100
e-Loyalty	Pearson Correlation	.275**	.252*	.580**	1
	Sig. (2-tailed)	.006	.011	.000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

This summary chart indicates that there is a statistically significant relationship between customer Trust and brand equity. The correlation value is .349. It means there is 34.9% significant positive relationship between Customer trust and brand equity. Further, there is a statistically significant relationship between trust and e-Loyalty. The correlation value is .252. It means there is 25.2% significant positive relationship between Customer trust and e-Loyalty. Not only that there is a statistically significant relationship between brand equity and e-Loyalty. The correlation value is .580. It means there is 58% significant positive relationship between brand equity and e-Loyalty. That relationship is the highest relationship between the independent variables.

4.6.2 Multiple Regression Analysis between Functional experience and Customer Trust, Brand Equity and e-Loyalty

Table 33 Multiple Regression Analysis between Functional experience and Customer Trust, Brand Equity and e-Loyalty

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.343 ^a	.118	.090	.62038

a. Predictors: (Constant), e-Loyalty, Trust, Brand Equity
Source: Author constructed based on survey data

As shown in Table 33, The Adjusted R Square indicates the overall explanatory power of independent variables. Its mean Adjusted R Square describes how independent variables are altogether affected to the dependent variable. There is a positive relationship between Functional experience towards the independent variables which are Customer Trust, Brand Equity, e-Loyalty. Moreover, according to Adjusted R Square value (0.09), the independent variables (Customer Trust, Brand Equity, e-Loyalty) altogether affect dependent variable (functional experience) in the percentage of 9%. This indicates that 9% of the total variation in the Generation Y's online purchasing Functional experience was explained by the three predictor variations (Customer Trust, Brand Equity, e-Loyalty). Meanwhile, 91% of the variation in the online purchasing Functional experience will be explained by other factors.

Thus, it implies that other than Customer Trust, Brand Equity, e-Loyalty, there are also other factors that will influence the Generation Y's online purchasing Functional experience.

Table 34 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.939	3	1.646	4.278	.007 ^b
	Residual	36.948	96	.385		
	Total	41.887	99			

a. Dependent Variable: Functional Experience

b. Predictors: (Constant), e-Loyalty, Trust, Brand Equity

Source: Author constructed based on survey data

ANOVA is the examination of main effect (the effects of the independent variables on the dependent variable) but also interaction effects that exist between the independent variables (Malhotra, 2007). As shown in ANNOVA Table, the Sig. value of .007^b is significant at $p=0.007$ ($p<0.05$) and therefore, the fitness of the model is confirmed or represents the significance of the model. Furthermore, the overall regression model of the three predictor variations which are Customer Trust, Brand Equity and e-Loyalty has worked well in explaining the variation in the Generation Y's online purchasing Functional experience.

Table 35 Coefficients

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2.164	.554		.000
	Trust	.249	.123	.207	.047
	Brand Equity	.022	.117	.023	.851
	e-Loyalty	.201	.113	.210	.078

a. Dependent Variable: Functional Experience

Source: Author constructed based on survey data.

Based on Table 35, the following linear equation is formed:

- **Regression equation**

Customer Trust, Brand Equity and e-Loyalty

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Source: (Malhotra, 2007).

Y = dependent variable

a = constant value

X1 = Customer Trust

X2 = Brand Equity

X3 = e-Loyalty

ϵ = Error

$\beta_1, \beta_2, \beta_3 \dots$ represent the Coefficients

Regression equation can be displayed as follows,

$$Y = 2.164 + 0.207 X_1 + 0.023 X_2 + 0.210 X_3 + \epsilon$$

There is a significant positive relationship between Customer Trust and e-Loyalty and Brand equity towards the online purchasing Functional experience. However, Brand equity have weak positive relationship towards the Generation Y's online purchasing Functional experience.

The standardized coefficient (Beta) is indicated that which variables is the most or least influential to the Generation Y's online purchasing Functional experience when three variables are computed together. Among the three independent variables, Generation Y's e-loyalty has the strongest influence on the online purchasing Functional experience with the standardized beta equal to 0.210. Hence, it shows that e-loyalty is the most important predictor of the Generation Y's online purchasing Functional experience towards online purchasing websites. Next, it is followed by customer Trust where the standardized beta equal to 0.207. customer Trust also an another important predictor of the Generation Y's online purchasing Functional experience towards online purchasing websites. Further, the Standardized coefficient Beta of Brand equity is 0.023. it shows that Brand Equity is the least important predictor of the Generation Y's online purchasing Functional experience towards online purchasing websites

Based on the equation formed, the Standardized coefficient Beta of e-loyalty is 0.210. This means that one unit or (1%) increase in e-loyalty while others remain, generation Y's online purchasing Functional experience towards online purchasing websites will increase of 0.210 units or (21%). Furthermore, the Standardized coefficient Beta of Customer Trust is 0.207, thus the level of online purchasing Functional experience will increase by 0.207 units or (20.7%) when Customer Trust increases one unit (1%) while others remain. Besides, the Standardized coefficient Beta of Brand equity is 0.023. It means when the customers' Brand equity increased one unit or (1%) while the others remain online purchasing Functional experience will increase by only 0.189 units or (2.3%).

4.6.3 Hypotheses Testing

H2a: Customer Trust has a significant positive relationship with Functional experience.

H2b: Customer Brand Equity has a significant positive relationship with Functional experience.

H2c: Customer e- Loyalty has a significant positive relationship with Functional experience.

According to Table (Coefficients), the significant value for Customer Trust is 0.047. These values are lesser than the P value (sig value) of 0.05. Therefore, H2a is accepted. H2b and H2c are rejected. Because of customer brand equity, sig value (P) is 0.851 and e-Loyalty sig value (P) is 0.078. These values are higher than the P (sig) value of 0.05. Therefore H2b and H2c hypotheses are rejected. It means that there is a significant positive relationship between Customer Trust and Generation Y's online purchasing Flow experience towards online purchasing websites.

Table 36 Hypotheses Testing

Hypotheses No	Hypotheses Description	Required Sig value	Actual Sig value	Accepted/ Rejected
H2a	Customer Trust has a significant positive relationship with Functional experience	($p < 0.05$)	0.047	Accepted
H2b	Customer Brand Equity has a significant positive relationship with Functional experience.	($p < 0.05$)	0.851	Rejected
H2c	Customer e- Loyalty has a significant positive relationship with Functional experience	($p < 0.05$)	0.078	Rejected

Source: Author constructed based on survey data

4.7 Hedonic Experience

4.7.1 Correlation between Hedonic experience and Customer Trust, Brand Equity and e-Loyalty

4.7.1.1 Correlation between Hedonic experience and Customer Trust

Table 37 Correlation between Hedonic experience and Customer Trust

Correlations		Hedonic Experience	Trust
Hedonic Experience	Pearson Correlation	1	.573**
	Sig. (2-tailed)		.000
	N	100	100
Trust	Pearson Correlation	.573**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table, the sig (2-tailed) value is .000. As the sig value is lesser than 0.05. This indicates that the there is a statistically significant relationship between Hedonic experience and Customer Trust. The correlation value is .573. Its mean there is 57.3% significant positive relationship between Customer trust and Hedonic experience. If strengthen the relationship, there is a moderate positive relationship among these two variables.

4.7.1.2 Correlation between Hedonic experience and Brand Equity

Table 38 Correlation between Hedonic experience and Brand Equity

Correlations		Hedonic Experience	Brand Equity
Hedonic Experience	Pearson Correlation	1	.249*
	Sig. (2-tailed)		.012
	N	100	100
Brand Equity	Pearson Correlation	.249*	1
	Sig. (2-tailed)	.012	
	N	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table, the sig value is .012. As the sig value is lesser than 0.05. This indicates that the there is a statistically significant relationship between Hedonic experience and Brand Equity.

The correlation value is 0.249. Its mean there is 24.9% significant positive relationship between Customer trust and Hedonic experience. If strengthen the relationship, there is a weak positive relationship among these variables.

4.7.1.3 Correlation between Hedonic experience and e-Loyalty

Table 39 Correlation between Hedonic experience and e-Loyalty

Correlations		Hedonic Experience	e-Loyalty
Hedonic Experience	Pearson Correlation	1	.293**
	Sig. (2-tailed)		.003
	N	100	100
e-Loyalty	Pearson Correlation	.293**	1
	Sig. (2-tailed)	.003	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table, the sig value was .003. As the sig value is lesser than 0.05. This indicates that there is a statistically significant relationship between Hedonic experience and customer e-loyalty. The correlation value is .293. Its mean there is 29.3% significant weak positive relationship between Customer trust and Hedonic experience.

4.7.1.4 Summary of the Correlations of Hedonic experience and Customer trust, Brand equity, e-Loyalty

Table 40 Summary of the Correlations of Hedonic experience and Customer trust, Brand equity, e-Loyalty

Correlations		Hedonic Experience	Trust	Brand Equity	e-Loyalty
Hedonic Experience	Pearson Correlation	1	.573**	.249*	.293**
	Sig. (2-tailed)		.000	.012	.003
	N	100	100	100	100
Trust	Pearson Correlation	.573**	1	.349**	.252*
	Sig. (2-tailed)	.000		.000	.011
	N	100	100	100	100
Brand Equity	Pearson Correlation	.249*	.349**	1	.580**
	Sig. (2-tailed)	.012	.000		.000
	N	100	100	100	100
e-Loyalty	Pearson Correlation	.293**	.252*	.580**	1
	Sig. (2-tailed)	.003	.011	.000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

4.7.2 Multiple Regression Analysis between Hedonic experience and Customer Trust, Brand Equity and e-Loyalty.

Table 41 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.594 ^a	.353	.333	.66210

a. Predictors: (Constant), e-Loyalty, Trust, Brand Equity

Source: Author constructed based on survey data

As shown in Table 41, The Adjusted R Square indicate the overall explanatory power of independent variables. Its mean Adjusted R Square describe how independent variables are altogether affected to the dependent variable. There is a positive relationship between Hedonic experience towards the independent variables which are Customer Trust, Brand Equity, e-Loyalty. Moreover, according to Adjusted R Square value (0.333), the independent variables (Customer Trust, Brand Equity, e-Loyalty) altogether affect dependent variable (Hedonic experience) in the percentage of 9% . This indicated that 33.3% of the total variation in the Generation Y's online purchasing Hedonic experience was explained by the three predictor variations (Customer Trust, Brand Equity, e-Loyalty). Meanwhile, 66.7% of the variation in the online purchasing Hedonic experience will be explained by other factors. Thus, it implies that other than Customer Trust, Brand Equity, e-Loyalty, there are also other factors that will influence the Generation Y's online purchasing Hedonic experience.

Table 42 Hypotheses Testing

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22.943	3	7.648	17.445	.000 ^b
	Residual	42.085	96	.438		
	Total	65.028	99			

a. Dependent Variable: Hedonic Experience

b. Predictors: (Constant), e-Loyalty, Trust, Brand Equity

Source: Author constructed based on survey data

ANOVA is the examination of main effect (the effects of the independent variables on the dependent variable) but also interaction effects that exist between the independent variables (Malhotra, 2007).

As shown in ANNOVA Table, the Sig. value of .000^b is significant at $p=0.000$ ($p<0.05$) and therefore, the fitness of the model is confirmed or represents the significance of the model. Furthermore, the overall regression model of the three predictor variations which are Customer Trust, Brand Equity and e-Loyalty has worked well in explaining the variation in the Generation Y's online purchasing Hedonic experience.

Table 43 Coefficients

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	.159	.591		.789
	Trust	.814	.132	.543	.000
	Brand Equity	-.055	.125	-.046	.660
	e-Loyalty	.219	.121	.183	.073

a. Dependent Variable: Hedonic Experience
Source: Author constructed based on survey data

Based on Table 43 the following linear equation is formed:

Regression equation

Customer Trust, Brand Equity and e-Loyalty

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Source: (Malhotra, 2007).

Y = dependent variable

a = constant value

X1 = Customer Trust

X2 = Brand Equity

X3 = e-Loyalty

ϵ = Error

$\beta_1, \beta_2, \beta_3 \dots$ represent the Coefficients

Regression equation can be displayed as follows,

$$Y = 0.159 + 0.543 X_1 - 0.046 X_2 + 0.183 X_3 + \epsilon$$

There is a significant positive relationship between Customer Trust and e-Loyalty towards the online purchasing Hedonic experience. However, Brand equity have an negative relationship and towards the Generation Y's online purchasing Hedonic experience.

The standardized coefficient (Beta) is indicated that which variables is the most or least influential to the Generation Y's online purchasing Hedonic experience when three variables are computed together. Among the three independent variables, Generation Y's customer Trust has the strongest influence on the online purchasing Hedonic experience with the standardize beta equal to 0.543. Hence, it shows that customer Trust is the most important predictor of the Generation Y's online purchasing Hedonic experience towards online purchasing websites. Next, it is followed by e-Loyalty where the standard beta equal to 0.183. e-Loyalty also an another important predictor of the Generation Y's online purchasing Hedonic experience towards online purchasing websites.

Based on the equation formed, the Standardized coefficient Beta of customer trust is 0.543. This means that one unit or (1%) increase in customer Trust while others remain, generation Y's online purchasing Hedonic experience towards online purchasing websites will increase of 0.543 units or (54.3%). Furthermore, the Standardized coefficient Beta of e-Loyalty is 0.183, thus the level of online purchasing Hedonic experience will increase by 0.183 units or (18.3%) when e-Loyalty increases one unit (1%) while others remain.

Besides, the Standardized coefficient Beta of Brand equity is -0.046. It means when the customers' Brand equity increased one unit or (1%) while the others remain online purchasing Hedonic experience will decrease by 0.046 units or (4.6%). But it is wrong. Because of in practically it is not possible.

4.7.3 Hypotheses Testing

H3a: Customer Trust has a significant positive relationship with Hedonic experience.

H3b: Customer Brand Equity has a significant positive relationship with Hedonic experience.

H3c: Customer e- Loyalty has a significant positive relationship with Hedonic experience.

According to Table (Coefficients), the significant value for Customer Trust is 0.000. These values are lesser than the P value (sig value) of 0.05. Therefore, H3a is accepted. H3b and H3c are rejected. Because of customer brand equity, sig value (P) is 0.660 and e-Loyalty sig value (P) is 0.073. These values are higher than the P (sig) value of 0.05. Therefore H3b and H3c hypotheses are rejected. It means that there is a significant positive relationship between Customer Trust and Generation Y's online purchasing Hedonic experience towards online purchasing websites.

Table 44 Hypotheses Testing

Hypotheses No	Hypotheses Description	Required Sig value	Actual Sig value	Accepted/ Rejected
H3a	Customer Trust has a significant positive relationship with Hedonic experience	($p < 0.05$)	0.000	Accepted
H3b	Customer Brand Equity has a significant positive relationship with Hedonic experience.	($p < 0.05$)	0.660	Rejected
H3c	Customer e- Loyalty has a significant positive relationship with Hedonic experience	($p < 0.05$)	0.073	Rejected

Source: Author constructed based on survey data

4.8 User Experience

4.8.1 Correlation between User experience and Customer Trust, Brand Equity, and e-Loyalty

4.8.1.1 Correlation between total User experience and Customer Trust

Table 45 Correlation between total User experience and Customer Trust

Correlations		User experience	Trust
User experience	Pearson Correlation	1	.577**
	Sig. (2-tailed)		.000
	N	100	100
Trust	Pearson Correlation	.577**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table, the sig (2-tailed) value is .000. As the sig value is lesser than 0.05. This indicates that there is a statistically significant relationship between total User Experience and Customer Trust. The correlation value is .577. Its mean there is 57.7% significant positive relationship between Customer trust and Customer total User Experience. If strengthen the relationship, there is a moderate positive relationship among these two variables.

4.8.1.2 Correlation between User experience and Brand Equity

Table 46 Correlation between User experience and Brand Equity

Correlations		User experience	Brand Equity
User experience	Pearson Correlation	1	.303**
	Sig. (2-tailed)		.002
	N	100	100
Brand Equity	Pearson Correlation	.303**	1
	Sig. (2-tailed)	.002	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table, the sig value is 0.002. As the sig value is lesser than 0.05. This indicates that there is a statistically significant relationship between customer total User experience and Brand Equity.

The correlation value is 0.303. It means there is 30.3% significant positive relationship between Customer trust and User experience. If strengthened the relationship, there is a weak positive relationship among these variables.

4.8.1.3 Correlation between User experience and e-Loyalty

Table 47 Correlation between User experience and e-Loyalty

Correlations		User experience	e-Loyalty
User experience	Pearson Correlation	1	.438**
	Sig. (2-tailed)		.000
	N	100	100
e-Loyalty	Pearson Correlation	.438**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Author constructed based on survey data

According to the above correlations table, the sig value was .000. As the sig value is lesser than 0.05. This indicates that there is a statistically significant relationship between customer User experience and e-loyalty. The correlation value is .438. It means there is 43.8% moderate positive relationship between Customer trust and Total User experience.

4.8.1.4 Summary of the Correlations of User experience and Customer trust, Brand equity, e-Loyalty

Table 48 Summary of the Correlations of User experience and Customer trust, Brand equity, e-Loyalty

		Correlations			
		User experience	Trust	Brand Equity	e-Loyalty
User experience	Pearson Correlation	1	.577**	.303**	.438**
	Sig. (2-tailed)		.000	.002	.000
	N	100	100	100	100
Trust	Pearson Correlation	.577**	1	.349**	.252*
	Sig. (2-tailed)	.000		.000	.011
	N	100	100	100	100
Brand Equity	Pearson Correlation	.303**	.349**	1	.580**
	Sig. (2-tailed)	.002	.000		.000
	N	100	100	100	100
e-Loyalty	Pearson Correlation	.438**	.252*	.580**	1
	Sig. (2-tailed)	.000	.011	.000	
	N	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Author constructed based on survey data

4.8.2 Multiple Regression Analysis between User experience and Customer Trust, Brand Equity and e-Loyalty

Table 49 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.654 ^a	.428	.410	.33897

a. Predictors: (Constant), e-Loyalty, Trust, Brand Equity

Source: Author constructed based on survey data

As shown in Table 49, The Adjusted R Square indicate the overall explanatory power of independent variables. Its mean Adjusted R Square describe how independent variables are altogether affected to the dependent variable. There is a positive relationship between customer's total User experience towards the independent variables which are Customer Trust, Brand Equity, e-Loyalty. Moreover, according to Adjusted R Square value (0.410), the independent variables (Customer Trust, Brand Equity, e-Loyalty) altogether affect dependent

variable (functional experience) in the percentage of 41%. This indicated that 41% of the total variation in the Generation Y's online purchasing User experience was explained by the three predictor variations (Customer Trust, Brand Equity, e-Loyalty). Meanwhile, 59% of the variation in the online purchasing User experience will be explained by other factors. Thus, it implies that other than Customer Trust, Brand Equity, e-Loyalty, there are also other factors that will influence the Generation Y's online purchasing User experience.

Table 50 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	8.259	3	2.753	23.960	.000 ^b
	Residual	11.030	96	.115		
	Total	19.289	99			

a. Dependent Variable: User experience

b. Predictors: (Constant), e-Loyalty, Trust, Brand Equity

Source: Author constructed based on survey data

ANOVA is the examination of main effect (the effects of the independent variables on the dependent variable) but also interaction effects that exist between the independent variables (Malhotra, 2007).

As shown in ANNOVA Table, the Sig. value of .000^b is significant at $p=0.000$ ($p<0.05$) and therefore, the fitness of the model is confirmed or represents the significance of the model. Furthermore, the overall regression model of the three predictor variations which are Customer Trust, Brand Equity and e-Loyalty has worked well in explaining the variation in the Generation Y's online purchasing User experience.

Table 51 Coefficients

Coefficients ^a					
Model		Unstandardized Coefficients		Standardized Coefficients	
		B	Std. Error	Beta	
1	(Constant)	1.615	.303		5.333
	Trust	.422	.067	.516	6.249
	Brand Equity	-.054	.064	-.083	-.846
	e-Loyalty	.232	.062	.356	3.752

a. Dependent Variable: User experience

Source: Author constructed based on survey data

Based on Table 51, the following linear equation is formed:

- **Regression equation**

Customer Trust, Brand Equity and e-Loyalty

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \epsilon$$

Source: (Malhotra, 2007).

Y = dependent variable

a = constant value

X₁ = Customer Trust

X₂ = Brand Equity

X₃ = e-Loyalty

ε = Error

β₁, β₂, β₃....represent the Coefficients

Regression equation can be displayed as follows,

$$Y = 1.615 + 0.516 X_1 - 0.083 X_2 + 0.356 X_3 + \epsilon$$

There is a significant positive relationship between Customer Trust and e-Loyalty towards the online purchasing Functional experience. However, Brand equity have negative relationship towards the Generation Y's online purchasing User experience.

The standardized coefficient (Beta) is indicated that which variables is the most or least influential to the Generation Y's online purchasing User experience when three variables are computed together. Among the three independent variables, Generation Y's Trust has the strongest influence on the online purchasing User experience with the standardize beta equal to 0.516. Hence, it shows that Trust is the most important predictor of the Generation Y's online purchasing User experience towards online purchasing websites. Next, it is followed by customer e-Loyalty where the standard beta equal to 0.356. e-Loyalty also an another important predictor of the Generation Y's online purchasing User experience towards online purchasing websites. Further, the Standardized coefficient Beta of Brand equity is -0.083. it shows that Brand Equity is the least important predictor of the Generation Y's online purchasing User experience towards online purchasing websites

Based on the equation formed, the Standardized coefficient Beta of customer Trust is 0.516. This means that one unit or (1%) increase in customer Trust while others remain, generation Y's online purchasing total User experience towards online purchasing websites will increase of 0.516 units or (51.6%). Furthermore, the Standardized coefficient Beta of e-Loyalty is 0.356, thus the level of online purchasing total User experience will increase by 0.356 units or (35.6%) when e-Loyalty increase one unit (1%) while others remain.

Besides, the Standardized coefficient Beta of Brand equity is -0.083. It means when the customers' Brand equity increased one unit or (1%) while the others remain online purchasing User experience will decrease by 0.083 units or (8.3%). But it is wrong. Because of in practically it is not possible.

4.8.3 Hypotheses Testing

H4a: Customer Trust has a significant positive relationship with User experience.

H4b: Customer Brand Equity has a significant positive relationship with User experience.

H4c: Customer e- Loyalty has a significant positive relationship with User experience.

According to Table (Coefficients), the significant value for Customer Trust and e-Loyalty are 0.000. These values are lesser than the P value (sig value) of 0.05. Therefore, H4a and H4c are accepted. H4b is rejected. Because of customer brand equity, sig value (P) is 0.400. These

values are higher than the P (sig) value of 0.05. Therefore H4b hypotheses is rejected. It means that there is a significant positive relationship between Customer Trust, e-Loyalty and Generation Y's online purchasing User experience towards online purchasing websites.

Table 52 Hypotheses Testing

Hypotheses No	Hypotheses Description	Required Sig value	Actual Sig value	Accepted/ Rejected
H4a	Customer Trust has a significant positive relationship with User experience	($p < 0.05$)	0.000	Accepted
H4b	Customer Brand Equity has a significant positive relationship with User experience.	($p < 0.05$)	0.400	Rejected
H4c	Customer e- Loyalty has a significant positive relationship with User experience	($p < 0.05$)	0.000	Accepted

Source: Author constructed based on survey data

CHAPTER 5: CONCLUSIONS AND RECOMMENDATIONS

5.0 Introduction

In the previous chapter, the survey questionnaires were handed out and the collected information was analyzed by using SPSS version 23. This chapter begins by summarizing the final results of the multiple tests that had been carried out. Besides, limitations for this study and obstacles faced by the researchers will be discussed in order to provide platforms for future researchers. Lastly, suggestions for future researchers and conclusion will be provided.

This research study was about generation Y online purchasing user experience related to e-Bay website. Positive user experience is very essential when comes to the online shopping. The developed questioner has been spread among the e-Bay users under generation Y individuals who are living in the western province of Sri Lanka and data were collected from them.

Conceptualization was built to achieve these objectives as the roadmap and correlation and regression values found to analyze the collected data and measure the relationship to prove the defined hypothesis.

5.1 Findings & Conclusions

5.1.1 Findings

In conclusion, this research has successfully achieved the research objectives, which is to examine the relationship between Customer Trust, Brand equity and e-loyalty towards Generation Y's online purchasing User experience. However, not all independent variables have a significant relationship with the dependent variable. There are only two independent variables which included **Customer Trust and e-Loyalty** are supporting the dependent variable, Generation Y's online purchasing User experience. To sum up, Customer trust has the strongest impact among all variables (Flow, Functional and Hedonic experience). Consequently, from the managerial perspective, Customer Trust is the most essential factor that will influence Generation Y's online purchasing user experience.

There is a statistical relationship between independent and dependent variables. According to the analyzed data, there is a positive relationship between independent and dependent variables. The values and strength level of relationships can be summarized as follows:

Summary of Hypothesizes Testing

Table 53 Summary of Hypothesizes Testing

Hypotheses No	Hypotheses Description	Required Sig value	Actual Sig value	Accepted/ Rejected
H1a	Customer Trust has a significant positive relationship with Flow experience	($p < 0.05$)	0.009	Accepted
H1b	Customer Brand Equity has a significant positive relationship with Flow experience.	($p < 0.05$)	0.110	Rejected
H1c	Customer e- Loyalty has a significant positive relationship with Flow experience	($p < 0.05$)	0.001	Accepted
H2a	Customer Trust has a significant positive relationship with Functional experience	($p < 0.05$)	0.047	Accepted
H2b	Customer Brand Equity has a significant positive relationship with Functional experience.	($p < 0.05$)	0.851	Rejected
H2c	Customer e- Loyalty has a significant positive relationship with Functional experience	($p < 0.05$)	0.078	Rejected
H3a	Customer Trust has a significant positive relationship with Hedonic experience	($p < 0.05$)	0.000	Accepted
H3b	Customer Brand Equity has a significant positive relationship with Hedonic experience.	($p < 0.05$)	0.660	Rejected

H3c	Customer e- Loyalty has a significant positive relationship with Hedonic experience	(p<0.05)	0.073	Rejected
H4a	Customer Trust has a significant positive relationship with Hedonic experience	(p<0.05)	0.000	Accepted
H4b	Customer Brand Equity has a significant positive relationship with Hedonic experience.	(p<0.05)	0.400	Rejected
H4c	Customer e- Loyalty has a significant positive relationship with Hedonic experience	(p<0.05)	0.000	Accepted

Source: Author constructed based on survey data

According to the data analyzis there is a significant relationship between user experience and customer trust and e-loyalty. As shows the above hypothesizes summary table identified among all twelve hypothesizes, there is six hypothesis was accepted and six hypothesis was rejected. However according to this research, finally **e-Loyalty and customer trust** is positively influence to generation Y's positive user experience toward online purchasing. But According to Mr. Bilgihan (2016), e-loyalty and brand equity is the most important factors to generation Y's positive user experience on online purchasing and e-Loyalty is the most important factor to generation Y's positive user experience on online purchasing.

On the other hand, both of customer trust and e-Loyalty factors are affected to the generation Y's positive flow experience towered online retail website. Like e-Bay. Further, e-Loyalty is the factor which is highly affected to generation Y's positive flow experience towered online retail website.

Not only, this research has found only customer trust is highly affect to generation Y's online Functional experience and Hedonic experience.

Further, this research indicates that among generation Y age group (Age between 18 – 36), age between 25 – 30 peoples are highly addiction to online purchasing than other generation Y age groups.

According to this details, generation Y males prefer to purchase electronic items than females. On the other hand generation Y females are prefer to purchase Fashion and apparel product items than gen Y males.

5.1.2 Conclusion

The findings of this study highlight that pleasurable features of the websites are important for creating positive online customer experiences for generation Y customers. Because these features are related to the fun, playfulness, and pleasure that they experience or anticipate from a website. While such characteristics are important in creating flow, Functional and Hedonic elements are also critical for them. Therefore, they should not be discarded when trying to enhance their online customer experiences. Recent developments in web technologies enable companies to build strong brand images by concentrating on online customer experiences. Mr. Bilgihan (2016) state that due to the advancements in technologies, interactive products and services became not only more useful and usable but also more fashionable. Web designers and online marketers are advised to acknowledge that online customer experiences are subjective, situated, and complex.

Investing in a website to maximize customer loyalty is paramount to digital marketing for online purchasing websites. An online website brand must incorporate the right balance of Flow, Functional and Hedonic while providing an optimum user experience. This type of website will result in gaining young customers' trust and enhance the brand equity, which in turn will affect customer loyalty.

Finally, our findings confirm that Gen Y customers would stay because of **e-loyalty and Trust** towards the particular online retailer website. Like e-Bay. And further online customer Trust and e-Loyalty are significantly affect to Flow experience, Trust is significantly affect to Functional experience and Trust is significantly affect to Hedonic experience also. Therefore in this research indicates that customer trust is the most important factor to make gen Y customers positive user experience towards online purchasing website.

Further, this research indicates that among generation Y age group (Age between 18 – 36), age between 25 – 30 peoples are highly addiction to online purchasing than other generation Y age groups. Those peoples are usually doing a job and most of those peoples are bachelors. Therefore they can spend money higher than other gen Y's on make online purchasing. Sometimes that reason may be affected to their addiction to online purchasing than other generation Y age groups.

Not only that, this research has found gen Y people usually purchase Electronic, Fashion and appeal items. Because they born and living with Digital and electronic technological age. Therefore they are like to use the technological product. On the other hand now generation Y ers are in young age. Usually, young peoples are mostly like to fashion and wear new cloths. Sometimes generation Y's that behavior may be affected to purchase Electronic, Fashion and appeal items. According to this details, generation Y males prefer to purchase electronic items than females. On the other hand generation Y females prefer to purchase Fashion and apparel product items than gen Y males.

Hedonic benefit means, visually appealing website designs as they provide enjoyment of online shopping experience. Accordingly, it is important to understand that there are consumers who are seeking the full experience. So to satisfy these Gen Y consumers, online purchasing websites must stablish a pleasant online shopping experience. For these customers, shopping is not merely a process to acquire goods but it is also for enjoyment. For an instant, gen y customers share prior online purchased products' pictures and videos, reading the review of other gen Y peoples and being immersed in the online purchasing. In the level of intrinsic enjoyment is correlated with the higher intention of return to a website. Enhancing the experience and gaining customer loyalty have been considered noteworthy marketing goals. Mr. Bilgihan in 2016 suggest that the optimal experience on a brand's website is a critical factor in successfully managing e-Loyalty. Flow is the enjoyment experience that people feel when acting with total involvement.

The hedonic aspect of a website is based on the assessment by users regarding the amount of fun, playfulness, and pleasure experience of the online website. Hedonic features of the online purchasing website create flow experience. The findings of this study suggest that online purchasing websites could create positive shopping experiences and trust for Gen Y ers if they focus on hedonic features of the website such as graphical new product display and innovative website designs. Online purchasing websites are advised to pay special attention to develop their websites to enhance customers' overall online experience. Whether products and services are provided in the traditional or virtual environment, customer's interactions with environmental settings influence their emotional responses as well as purchase behaviors. An online purchasing website's design and graphic presentations are comparable to the overall ambiance of the physical environment of the company that affects customers' perceptions. Customers focus on the overall appearance of a website rather than on its contents when they

first view a website. Findings of current research support that younger consumers pay special attention to websites' design.

Next, this study highlighted the mediating effort of flow experience on the relationship between trust and loyalty. Finally, positive online user experience, flow experience is also significant precursor of e-Loyalty. Online shopping experience and trust help the brand to stand out from the crowd and keep the customer loyal toward the website. Therefore companies should pay special attention to gaining the trust of customers and developing websites that provide positive shopping experience by focusing on the flow and Hedonic aspect of the web design

Another important contribution of this study is the vital impact of trust in customer user experience. The findings of this research highlight that trust is the most important antecedent of customer online purchasing user experience other than e-Loyalty. They stay loyal to the website and that they trust. Therefore online sellers and online website should include signals on their website to reaffirm trust in the user. Establishing a trustworthy website is a key issue for brand as consumers tend to buy from stay loyal to only websites they could trust.

Loyalty is a well-built feeling of support or faithfulness towards a person, a particular brand or product or a company. e- Loyalty is customer's favorable attitude toward the e-retailer that results in repeat buying behavior. e-Loyalty is all about quality customer support, convenient and reasonably priced shipping and handling, on-time delivery, clear and trustworthy privacy policies, compelling product presentations. Website loyalty as "deeply held commitment to revisit the website consistently and desire to stay more on the website for each visit, thereby causing sticky and repetitive visit".

Generating loyal customers is equally important for all types of websites. In e-retailing context, and to gain benefits of its loyal customer an online retailer needs to develop a thorough understanding of determinants of e-loyalty. Such an in-depth understanding of e-loyalty antecedents can give a competitive advantage to e-retailers and help them in devising strategies to increase their loyal customer base.

5.2 Limitations

As the scope of the study is limited to the e-Bay website and 100 gen Y people who are living in the western province in Sri Lanka. So this study did not fully measure the user experience of other provinces and other online purchasing websites other e-Bay.

Thirdly, the sample size used in this research study is another limitation in this research study. A sample size of 100 respondents may not comprehensive enough to represent generation Y people in Sri Lankan as a whole. The data collected from a small sample size may not provide accurate and reliable results to this research study.

5.3 Recommendations

According to the correlation, analysis researcher can identify that there was a positive relationship between Customer Trust and e-loyalty with generation Y customer user experience. It is much closed to strong positive level.

- The greater the online customer trust towards the online retail website is affected to make greater loyalty to the online retail website in gen Y customer's mind. Like e-Bay. Because of a company's website represents their public face to the world. Websites are mainly the first point of contact between a company and their customers .therefore it is very important. To be assessed as trustworthy, online organizations must work to improve the design of their website interface. In online retail website's graphical characteristics (colors, clipart, and layout), play a vital role as the better designs enhance users' feelings of trustworthiness towards the online retail websites. So I recommend online retail website owners to increase customer trust and e-loyalty to their websites.
- If online retail website design and maintain customer trust and e-loyalty. Then they can attract gen Y customers. So I recommend to online retailers and online retail website owners and designers to maintain trust and e-Loyalty.

This paper explores the effects of website features on online experiences and behaviors of Gen Y customers. Specifically, researcher suggests that the characteristics of the website (Flow, Functional and Hedonic), acting as stimuli in positive online

experiences, will influence the Gen Y's loyalty towards the brand, further, it will influence brand equity and trust. so I recommend to maintain attractive and creative, the colorful retail website like e-bay. A well-designed website, such as one with a creative and a distinctive layout, can attract more Gen Yers and encourage them to return to the website. On the other hand, a poorly designed website can prevent customers from returning to the same website. Therefore, an online brand's website should provide a pleasant and visually attractive online environment that provides customers with positive hedonic impressions. Color combinations and background images of a website have significant effects on customers' choices of websites. Color combinations, type and size of fonts, animations, sound effects, and clarity of the overall layout contribute to a website's visual attractiveness. An online purchasing website's design and graphic presentations are comparable to the overall ambience of the physical environment of the company that affects customers' perceptions. Customers focus on the overall appearance of a website rather than on its contents when they first view a website. Findings of current research support that younger consumers pay special attention to websites' design.

- The website should consist of graphics and convenience features.
Flow is a temporarily unaware experience in which an individual engages in an online shopping activity with total concentration, control, and enjoyment. Many customers report that they experience flow while shopping online. Flow is a temporarily unaware experience in which an individual engage in an online shopping activity with total concentration, control and enjoyment. Many customers report that they experience flow while shopping online.
- Gen Y people usually purchase Electronic, Fashion and appeal items. So I recommend website maintainers should provide new products details to their customers when they come to online in next time.
- I recommend to use e-bay as your online shopping partner for your day today purchases. E-Bay sells with good website quality are perceived more trustworthy. When we compare w-bay with others e-Bay has identified how to attract customer trust and e-Loyalty towards their website.

REFERENCES

- Alba J.W & Williams E.F. (2012). Pleasure principles: A review of research on Hedonic consumption, *Journal of Consumer Psychology*.
- Bakewell & Mitchell V.W, (2003). Generation Y female consumer decision-making styles, *International Journal of Retail & Distribution Management*, Vol. 31, pp. 95-106.
- Bilgihan, A. (2016). Gen Y customer loyalty in online shopping: An integrated model of trust, user experience and branding, *Elsevier journal*, Vol 61. P. 103-113.
- Bolton, R.N, (2013). Understanding Generation Y and their use of social media: a review and research agenda, *Emerald Group Publishing*, Vol. 24 (3), pp. 245-267.
- Chi A.Y.Y, Chee C.M, Cheng C.F & Von T.Y, (2014), Factors Influencing Generation Y's Online Purchase Intention in Book Industry. University Tunku Abdul Rahaman.
- Childers T. L, Carr C.L, Peck J & Carson S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior, *Journal of Retailing*, Vol 77, P. 511–535.
- Csikszentmihayli, M. (2000). Happiness, flow, and economic equality. "American Psychologist, 55" 1163-1164.
- Davidsson P, Johansson M & Martin Zetterberg, (2015). Brand equity for service brands online, Linnaeus University, Sweden. P.1-79.
- Dhanapal, S. Vashu, D. & Subramania, T. (2015). Perceptions on the challenges of online purchasing: a study from “baby boomers”, generation “X” and generation “Y” point of views, *Contaduria y Administracion*, Vol 60 (S1), P.107-132.
- Egri, C.P & Ralston, D.A, (2004). Generation Cohorts and Personal Values: A Comparison of China and the United States. *Journal of Organization Science*, Vol. 15, Iss 2, pp. 210-220.

Espinoza, C.J, Ronchail, J, Guyot, J.L, et al, (2010). Climate variability and extreme drought in the upper Solimões River (western Amazon Basin): Understanding the exceptional 2010 drought. *Elsevier journal*, Vol. 38, pp.1-6.

Forsythe, S.M & Shi, B, (2003). Consumer patronage and risk perceptions in Internet shopping, *Journal of Business Research from Elsevier*, vol. 56, Is. 11, pp. 867-875.

Guda, N., 2012. [www.researchgate.com](http://www.researchgate.net/publication/257195791). [Online] Available at: <https://www.researchgate.net/publication/257195791> Interactivity in Brand Web Sites Cognitive Affective and Behavioral Responses Explained by Consumers%27 Online Flow Experience.

Gupta, N, (2013). Customer perception towards online shopping/retailing. journals.jrps.in/uploads/july2013/customer_perfection_by_nidhi_gupta.pdf. Assesed 21 November 2014.

Harti, Narimawathi, U & Munandar, D, (2017). Modernity and Lifestyle: Analysis of Generation Y on Creative Industry Product. *The Social Sciences*. Vol. 12(1), pp.160-167.

Hershatter, A., & Epstein, M. (2010). Millennials and the World of Work: An Organization and Management Perspective. *Journal of Business and Psychology*, Vol. 25, pp. 211-223.

Huang M, Ali R & Liao J. (2017). The effect of user experience in online games on word of mouth: A pleasure-arousal-dominance (PAD) model perspective, *Elsevier journal*, Vol. 75, pp.329-338.

Jadhav, V. & Khanna, M. (2016). Factors Influencing Online Buying Behavior of College Students, *Elsevier journal*, Vol 21, p. 1-15.

Joseph, W.A., 2012. Pleasure principles: A review of research on hedonic consumption. *Journal of Consumer Psychology*, pp.1-15.

Khan, M. & Yadav, B. (2015). A study of consumer behaviour of generation Y with respect to retail sector: Indian apparel industry, *International Journal of Multidisciplinary Research and Development*, Vol. 2, Is 12, pp. 94-97

Krbova P & Pavelek T, (2015). Generation Y: Online Shopping Behaviour of the Secondary School and University Students, *Acta Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, Vol. 63(2), pp. 567–575.

Kuzminskyy, A, (2014). Rebranding Ukrainian Generations and Generation Y through the Prism of Modern Views, *American Journal of Educational Research*, Vol. 2, Iss.12B, pp.83-86.

Lachman, M. L & Brett, D.L, (2013). Generation Y: Shopping and Entertainment in the Digital Age. [Online] Available at <https://uli.org/wp-content/uploads/ULI-Documents/Generation-Y-Shopping-and-Entertainment-in-the-Digital-Age.pdf>.

Lai P & Sung P, (2014). Hedonic Motivations for Online Shopping, *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, Vol. 8, No.7.

Lim, A.L, (2003). Product involvement/brand loyalty: is there a link, *Journal of Product & Brand Management*, Vol. 12 Iss: 1, pp.22-38.

Lissitsa & Kol, (2016). Internet Shopping Behaviors of Generation Y African-American Based on Apparel Production Involvement, *International Business Research*, Vol. 9, Is No. 9, pp. 64-77.

Losing, T (2016). How does privacy perception influence online shopping behaviour? - A comparison between Millennials and Generation X. 7th IBA Bachelor Thesis Conference, The Netherlands. University of Twente, The Faculty of Behavioural, Management and Social sciences. [Online] Available at: <http://essay.utwente.nl/70177/>.

Makhitha, K.M, (2014). Factors Influencing Generations Y students' Attitude towards Online Shopping, *Mediterranean Journal of Social Sciences*, Vol. 5, Is No 21, pp 39-50.

Malhotra, N. K. (2007). Marketing Research: An Applied Orientation (5th ed.). New York: Prentice Hall.

Mangold, W. & Smith, K. (2012). Selling to Millennials with Online Reviews. *Business Horizons*, Vol. 55, Is 2, pp. 141-153.

Mazzini, M, 2016. Online Purchase Behavior of Generation Y in Malaysia. *Elsevier*, 37, pp.292-98.

Minxue, H.A.R, & Junyun, L., 2017. The effect of user experience in online games on word of mouth: A pleasure-arousal-dominance (PAD) model perspective. *Elsevier journal*, Vol. 75, pp.329-38.

Moe, W.W, (2003). Buying, searching, or browsing: differentiating between online shoppers using in-store navigational clickstreams. *Journal of Consumer Psychology*, Vol.13 (1/2), pp. 29-40.

Muda, M. Mohd, R. & Hassan, S. (2016). Online Purchase Behavior of Generation Y in Malaysia, *Elsevier journal*, Vol. 37, pp.292 – 298.

Nusair, K., Bilgihan, A., Okumus, F., & Cobanoglu, C. (2013). Generation Y travelers' commitment to online social network websites. *Elsevier journal*. Vol. 35, pp.13-22.

Ordun, G. (2015). Millennial (Gen Y) Consumer Behavior, Their Shopping Preferences and Perceptual Maps Associated With Brand Loyalty, *Canadian Social Science*, Vol. 11, No. 4, 2015, pp. 40-55.

Parment, A. (2013). Generation Y vs. Baby Boomers: Shopping Behavior, Buyer Involvement and Implication for Retailing, *Journal of Retailing and Consumer Services*, Vol 20, Is 2, P. 189-199.

Petra, K, P.T, (2015). Generation Y: Online Shopping Behaviour of The Secondary School and University Students. *ACTA Universitatis Agriculturae et Silviculturae Mendelianae Brunensis*, Vol. 63, pp.567-74.

Prensky, M, (2001). Digital Natives Digital Immigrants, *Elsevier journal*, Vol. 9, Iss. 5, pp. 1-6.

Pui, L.T., 2014. Hedonic Motivations for Online Shopping. *International Scholarly and Scientific Research & Innovation* , 8.

Puspitasari I, Musadieg M.A & Kusumawati A, (2017). Y Gen's Online Buying Behavior: Indonesian Case, *International Journal of Humanities and Social Science Invention*, Vol. 6, Iss 5, pp.20-28.

Reisenwitz, T.H, & Iyer, R (2009). Differences in Generation X and Generation Y: Implications for the Organization and Marketers. *Marketing Management Journal*, Vo.19, Iss. 2. pp. 1-17.

San, L.Y, Omar A & Thurasamy R, (2015). Online Purchase: A Study of Generation Y in Malaysia, *International Journal of Business and Management*, Vol. 10, Is. 6.

Swarnakar, P., Kuma, A & Kumar, S, (2016). Why generation Y prefers online shopping: a study of young customers of India, *International Journal of Business Forecasting and Marketing Intelligence*, Vol. 2, Is No. 3, pp.215–232.

Tariq, J, Sajjad, A, Usman, A & Amjad, A, (2017). The role of intentions in facebook usage among educated youth in Pakistan: An extension of the theory of planned behaviour, *Computers in Human Behavior*, Vol. 74, pp. 188-195.

Terry, L., 2001. Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, pp.511-35.

Theresa, I., 2016. How does privacy perception influence online shopping behavior? - A comparison between Millennials and Generation X.

Twenge, J.M, Campbell,W.K & Freeman, E.C, (2012). Generational Differences in Young Adults' Life Goals, Concern for Others, and Civic Orientation, 1966–2009, *Journal of Personality and Social Psychology*, Vol. 102, Is No. 5, pp.1045–1062.

Valentine, D.B, (2013). Online Product Search and Purchase Behavior of Generation Y, *Atlantic Marketing Journal*, Vol. 2, Is. 1, Article 6.

Valentine D.B & Powers, T.L, (2013). Generation Y values and lifestyle segments, *Emerald Journal*, Vol. 30, Iss: 7, pp.597-606.

APPENDICES

Dear Sir / Madam,

I am reading for BSc in Business Management Special Degree attached to the School of Business, in National School of Business Management (NSBM), Sri Lanka. I have intended to conduct a research on “What is the User Experience of Generation Y on Online Purchasing related to e-Bay” A study with reference to generation Y people in western province in Sri Lanka.” as a partial requirement for the fulfilment of my Bachelor’s degree in BSc.

I’m kindly request you to take few minutes from your valuable time and fill the questionnaire. These information that you provide will be kept strictly confidential and will only be used for the study purpose. Please answer all questions and your contribution is really appreciated. Thank you!

Thank you - your assistance and contribution is highly appreciated.

Yours faithfully,
Suresh Dissanayaka,
Researcher.

Part I: Demographic Information

1 Age

- ☐ Between 18-21
- ☐ Between 21-25
- ☐ Between 25-30
- ☐ Between 30-36

2 Gender

- ☐ Male
- ☐ Female

3 Race

☐ Sinhala

☐ Tamil

☐ Muslim

☐ Burgher

Other

4 Monthly income levels

☐ Below 10,000

☐ 10,000-20,000

☐ 20,000-30,000

☐ 30,000-40,000

☐ Above 40,000

5 Educational Level

☐ Ordinary Level

☐ Advanced Level

☐ Diploma

☐ Bachelor's Degree

☐ Master's Degree

6 Do you make Online Shopping through e-Bay?

☐ Yes

☐ No

If you say “No”, thank you. If you say “Yes” Continue to question no 7

7 How long have you been using e-Bay?

- ☐ Below than 1 year
- ☐ 1 years – 3 years
- ☐ 3 years – 6 years
- ☐ More than 6 years

8 What type of product do you usually purchase?

- ☐ Electronics (eg:- Car Audio, Video and GPS, Phones, computers & laptops, cameras etc..)
- ☐ Fashion and apparel (eg:-Jewelry and watches, Handbags and accessories, Health and beauty, shoes)
- ☐ Collectibles and Art (eg:- Sport memorabilia, Art, entertainment memorabilia etc...)
- ☐ Home and Garden (eg:- Crafts, Baby products, kitchen items etc...)
- ☐ Sporting Goods (eg:- Exercise & Fitness items, Fishing items, outdoor Sport, team sport items.
- ☐ Motors (eg:- Boats, Other vehicles etc)

Other

9 Monthly Spending levels

- ☐ Below 1000
- ☐ 1,000-5,000
- ☐ 5,000-10,000
- ☐ 10,000-15,000
- ☐ Above 15,000

10 What do you use to connect to the online shopping web site (e-Bay)?

- ☐ Computer
- ☐ Smartphone

Other

Part II: Research Information

The following statements relate to the way in which you perceive the Online shopping experience. For each statement, you are asked to mark an (√) in the box that best describe your response.

5	4	3	2	1
Strongly agree	Agree	Moderate	Disagree	Strongly disagree

	Flow Experience	1	2	3	4	5
11	I experienced flow (Focused Concentration) the last time that I purchased goods on this website.					
12	In general, I experience flow (loss of self-consciousness) when I purchase goods on this website					
13	Most of the time when I purchase goods on this website, I feel that I am experiencing flow					
14	The last time that I purchased goods on this website, I was fully engaged					
	Functional Experience	1	2	3	4	5
15	I would like to use this e-Bay website due to its graphics, user interface of the website, Variety of product , etc.					
16	I think this online purchasing site (e-Bay) simple and user friendly					
17	I think this online purchasing site (e-Bay) gives me better user experience					
18	In general, while purchasing goods through this online purchasing site (e-Bay) I feel it works well					
	Hedonic Experience	1	2	3	4	5
19	When I purchased goods from this e-Bay site, I feel good					
20	When I purchase goods through this site makes me feel very satisfied					

Independent variables

	Trust	1	2	3	4	5
21	I trust this online purchasing (e-Bay) website keeps my best interests in mind					
22	This online purchasing (e-Bay) website will always be honest with me					
23	I believe in the information that this online purchasing (e-Bay) website provides					
24	This online purchasing (e-Bay) website is genuinely concerned about its customers					
25	This site offers adequate online transactions security.					
	Brand Equity	1	2	3	4	5
26	It makes sense to purchased goods from this (e-Bay) website instead of any other websites, even if they are the same					
27	Even if another online purchasing website has same features as this website, I would prefer to purchase through this Website (e-Bay).					
28	If another online purchasing website is not different from e-Bay in any way, it seems smarter to purchase through e-Bay					
	e-Loyalty	1	2	3	4	5
29	As long as the present service continues, I doubt that I wouldn't switch websites					
30	To me this site is the best online purchasing website to do business with					
31	I believe that this is my favourite online purchasing website.					

