

IMPACT OF DIGITAL FINANCIAL LITERACY ON ONLINE BUYING BEHAVIOUR AMONG MANAGEMENT UNDERGRADUATES OF STATE UNIVERSITIES IN SRI LANKA

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ABSTRACT

Digital financial literacy is increasingly being recognized as a crucial factor in shaping consumer behavior in the digital age. With the rise of e-commerce, consumers with higher levels of digital financial literacy are more adept at navigating online marketplaces, leading to more frequent and more confident purchasing decisions. Conversely, those with limited financial literacy may experience barriers to online buying behavior, such as fear of fraud or difficulties in managing digital transactions, which can result in reduced engagement with online shopping. Thus, this study investigates the impact of digital financial literacy on the online buying behavior of management undergraduates of state universities in Sri Lanka. This study focuses on management undergraduates because of their increasing influence as future consumers and their unique digital behaviors. The research framework delineates digital financial literacy as the independent variable and online buying behavior as the dependent variable. Employing quantitative methodology, this study sampled 375 undergraduates from approximately 12,548 management students enrolled in state universities across Sri Lanka. Data collection was conducted via a structured questionnaire underpinned by five formulated hypotheses. Descriptive statistics, correlation analysis, and regression analysis were used as analytical techniques. The results of the regression analysis revealed that digital financial awareness, digital financial skills, digital financial knowledge, digital financial behavior, and digital financial attitude of management undergraduates significantly influenced their online buying behavior. This study contributes to the existing knowledge by offering a focused analysis of how digital financial literacy specifically influences the online buying behavior of management undergraduates in Sri Lanka's state universities, providing empirical data that can inform educational strategies and e-commerce practices in similar developing economies. The findings reveal that higher levels of digital financial awareness, skills, knowledge, behavior, and attitude significantly enhance students' confidence and frequency in making online purchases. This highlights the necessity for educational institutions to integrate comprehensive digital financial literacy programs into their curricula, equipping students with essential skills to navigate the digital marketplace effectively.

Keywords: Digital financial literacy, online buying behavior, management undergraduate