CONSUMER PERCEPTIONS OF WEBSITE'S ATTRIBUTE AND ONLINE PURCHASE INTENTIONS: A BEHAVIOURAL STUDY

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ABSTRACT

With the steady growth of online shopping and its access via the internet and mobile phones, online presence through a website has become a determining factor for an organization's success, rather than just a low-cost mode of online presence. In this scenario, where websites play a critical role in positively influencing online purchase intentions, website quality will be critical in attracting and retaining online shoppers. Websites must be of high quality in order to attract customers and influence their purchasing decisions. The present study employed an online questionnaire to collect and their reliability was tested used statistical tools. Convenient sampling technique was employed in this study. A total of 180 samples were collected from respondents in the Tamilnadu state and the data was analyzed using SPSS 23.0. According to the findings, social and cognitive factors had the greatest influence on purchase intention, followed by offers and discounts, ease of use, and product information. It was also concluded that when developing an online retail strategy, online retailers should place a strong emphasis on quick after-sales service.

INTRODUCTION

Online shopping is the purchase of goods via the internet. It provides consumers with a plethora of merchandise and entrepreneurs with a large reservoir of business opportunities. The Indian population is rapidly adopting online retail.

Consumer Behaviour and Online Retailing

Consumer behaviour is an obvious process that includes three stages known as pre, during, and post consumption, which includes both mental and emotional involvement from the consumer. Buyer behaviour is influenced by a variety of internal and external factors, and this is especially true during the online purchasing process. Various researchers defined consumer behaviour, and one such definition provided by states, "Consumer behaviour is the study of individuals,

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groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs, as well as the impacts that these processes have on the consumer and society."

Traditional shopping has some limitations, such as a fixed time for customers to spend in the market, and if a product is not selected at one shop, it is time consuming to search for it in various shops throughout the market. However, when shopping online, a wide range of options are available with a single click. Furthermore, consumers cannot shop for products late at night after office hours. However, consumers can shop online 24 hours a day, seven days a week. Also, if a person travels from one location to another, he can use the time to shop. The introduction of 4 G technology increases internet speed, resulting in increased availability of net surfing. Consumers can now choose from a variety of shopping sites at any given time. Today's internet banking is safer and more secure, which gives consumers a sense of security and safety when transacting online.

The influencing factors are

1. Younger Consumers

The Millennial and Generation Z generations were born into the digital era. Particularly members of Generation Z are unable to recall a time before the internet and technology. They are only familiar with shopping and online browsing. Since they are both multiscreen generations who enjoy conducting online research before

making purchases, even those who make in-store purchases are likely to have done some preliminary online surfing.

2. Smartphones

Since the first iPhone arrived on our doorsteps in 2007, the internet has become far more accessible. Smartphones provide consumers with instant and convenient access to technology no matter where they are. Mobile commerce sales increased from £25.5 billion in 2017 to £29 billion in 2018, with no signs of slowing.

3. Store Boredom

Another reason why consumers prefer to buy online rather than in-store is that they have grown accustomed to exciting and interesting experiences. Before the recession, the high street retail boom brought with it a lot of the same layout and feel to stores. Today's consumers have a strong desire for energising experiences, which many stores fail to provide. Retailers who can provide a positive purchasing experience will see increased traffic to their stores.

4. New Online Retailers

The rise of online retailers ushered in a new era of online stores. Online shopping has grown in popularity, prompting even more online stores to open and prompting high-street stores to expand their offerings online.

5. Credit Cards

Debit and credit cards have always been popular among consumers. This trend has even made its way to smartphones in the form of contactless payment. Consumers

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are increasingly turning to online retailers due to low interest rates and widespread use of credit cards. Because very few consumers carry cash all the time, physical stores that do not accept credit cards will be left behind.

REVIEW OF LITERATURE

According to Lu et al, 2016; Joshua Lu, (2016), this technically-savvy young population is leading major channel shifts from traditional offline to modern online shopping, thanks to the catalystic power of easy availability of high speed mobile wireless internet coupled with a range of attractive and convenient product offerings in the e-commerce platform.

Yi Jin Lim et al. (2016) investigated the role of subjective norm (social pressure) and perceived usefulness in mediating online consumer behaviour.

According to **Kothari and Maindargi (2016),** five factors - shopping enjoyment, comfort, security, usefulness, and cognition - influenced consumer attitudes in Solapur city while shopping online.

Davis, Bagozzi, and Warshaw (1989) introduced TAM to data innovation clarification (IT). It was based on TRA (the Theory of Reasoned Action) and its substance aim and conduct to use a data framework that is based on two extraordinary convictions, specifically seen convenience and usability. TAM is comprised of two beliefs: perceived usefulness and ease of use for the internet.

According to Saha, A (2015), the expenses of storing and referencing an item for an online business site represent a small portion of the cost when compared to the cost of storing and referencing an item for "physical" stores. Web-based shopping has a significant impact on retail locations in terms of client fulfilment and accessibility of administrations.

Online shopping sites and apps, according **to Arunprakash et al.,(2021),** provide strategic tools that aid the company's overall marketing strategy. Online selling is available three hundred and sixty-five days a week, seven days a week. Consumers can search for more information on products and services, as well as various purchase options.

Yip Hing and Nyen Vui (2002) concluded that the perceived usefulness of online shopping is related to perceived benefits such as maximising time savings, minimising transaction costs, and making online grocery shopping more convenient in the future.

According **to Nuanchaona et al., (2021),** purchase intention refers to customers' future repurchase intentions as well as their willingness to recommend that their friends use a platform to purchase products in the future.

METHODOLOGY

Table 1: Research Description

The study collected data from 180 respondents using a Structured questionnaire and non-probability convenience sampling method was deployed to collect from respondents residing in various cities of Tamilnadu. The

data then collected was analyzed and tabulated using SPSS 28.0 & MS Excel 2013. Descriptive statistics, inter correlation, Factor analysis &regression analysis was employed.

OBJECTIVES OF THE STUDY

Given the growing potential of online retailing in India, this study aims to determine the significance of website attributes during the online purchasing process. As a result, the following were the study's objectives: The first goal was to determine the significance of website attributes and their impact on online consumer purchasing behaviour. The second goal was to investigate the differences in male and female online purchasing behaviour, specifically when it comes to website attributes.

DESCRIPTIVE STATISTICS

Table 1 Demographic analysis.

Demographic Nature		Frequency	Percentage
Age	21-30 years	48	26.7%
	31-40 years	45	25.0%
	41-50 years	49	27.2%
	50 & Above	38	21.1%
Gender	Male	97	53.9%
	Female	83	46.1%
Occupation	Service	77	42.8%
	Business	66	36.7%
	Professional	17	9.4%
	Others	20	11.1%
Education Level	High School	25	13.9%
	Graduation	68	37.8%
	Upto Post Graduation	49	27.2%
	Others	38	21.1%
Annual Income	Less than 2 Lakh	39	21.7%
	2 lakh - 4 Lakh	47	26.1%
	4 Lakh- 6 Lakh	49	27.2%
	above 6 Lakh	45	25.0%

Source: Primarydata

TableNo.4classifies the respondents based on the demographic profile. Male respondents were majority (53.9%). Around (26.7%) were in the age group 21-30 thus became the major category of the respondents influencing the outcome of the study. Majority (46.10%) taken up for the study were service professionals. Majority 27.2% were in the income level of 4 lakhs to 6 lakhs.

FACTOR ANALYSIS

The purpose of Factor analysis is to reduce the number of factors to make it easier for the study, to make it meaningful, manageable before using the factors in multiple regressions. It is also helpful in making the study more meaningful by reducing the factors of same nature. Irrelevant questions can be avoided by employing the factor analysis.

Table 2.1

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.840
Bartlett's Test of Sphericity	Approx. Chi-Square	828.323
	df	171
	Sig.	.000

For analyzing the factors which influences the overall satisfaction level KMO and Bartlett's Test is used. Sampling Adequacy was determined using KMO which stands at .840 which is higher than the acceptable value of 0.6 and Bartlett's Test of sphericity stands significant at .000 level.

Rotated component matrix explains the correlation among the factors. Six factors were formed. The whole factors were divided into constructs.

Table 2.2 Component Matrix[a]						
	Component					
	Product Information	Savings	Convenience	Ease of Use	Offers	Cognitive Social
Relevant info Product features	.662					
Customized Info	.651				.868	
Get Valuable Technical tips			.533			
Buy any Products		,654				
No Disruption or Delay	.567					

online is Cheaper convenient			.595			
it is convenient				.407		
Online Shopping is Time Saving	.581					
Can Shopping as i Wish						.696
Shopping easy to use		.538				
Shopping clear Interaction					.482	.878
Flexible Interaction			.709			
Offers sales induces	.738					
Discount shopping			.579			
Friends and Families				.448		
Long Lasting Experience					.545	
Websites are effective			.423			
Practical experience						.691
Fun and Very exciting				.630		
Extraction Method: Principal Component Analysis.						
a. 6 components extracted.						
Variance explained			**68.54**			

MULTIPLE REGRESSION ANALYSIS

As a statistical tool multiple regressions predicts the linear relationship between a number of independent variables and a dependent variable. The influence of predictor variables on the criterion variable is identified with the help of beta. R value is a standard deviation measure that explains the beta. The correlation between the observed values is explained by R square value and the predicted value of the criterion variable.

Table : 3.1

Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.658[a]	.432	.116	1.117	2.058

a. Predictors: (Constant), Fun and Very exciting, online is Cheaper convenient, Websites are effective, Relevant info Product features, Customized Info , Get Valuable Technical tips, Shopping clear Interaction, Shopping easy to use, Online Shopping is Time Saving, Friends and Families, it is convenient, Long Lasting Experience, No Disruption or Delay, Discount shopping, Flexible Interaction, Buy any Products, Can Shopping as i Wish, Practical experience, Offers sales induces
b. Dependent Variable: Purchase intention

The analysis is proved to be statistically significant ($P < 0.001$) and with the six construct determinants explaining about 65% (R^2 = .433) of Purchase intention.The coefficient table shows that out of all the variables 8 variables are in significant with the overall satisfaction level. Variables like Fun and Very exciting, Practical experience , Websites are effective , Offers sales induces, Shopping easy to use, Get Valuable Technical tips ,Online Shopping is Time Saving,were impacting the Purchase intention.

Table 3.3 ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	53.102	19	2.795	2.241	.004[b]
	Residual	199.542	160	1.247		
	Total	252.644	179			
a. Dependent Variable: Overall Service Quality						
b. Predictors: (Constant), Fun and Very exciting, online is Cheaper convenient, Websites are effective, Relevant info Product features, Customized Info, Get Valuable Technical tips, Shopping clear Interaction, Shopping easy to use, Online Shopping is Time Saving, Friends and Families, it is convenient, Long Lasting Experience, No Disruption or Delay, Discount shopping, Flexible Interaction, Buy any Products, Can Shopping as i Wish, Practical experience, Offers sales induces						

Table 3.4 Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.258	.654		3.454	.001
	Relevant info Product features	.091	.087	-.090	-1.041	.299

Customized Info	.066	.066	.071	.996	.321
Get Valuable Technical tips	.184	.077	.119	1.616	.003
Buy any Products	.206	.089	.212	2.328	.021
No Disruption or Delay	.091	.087	.021	.237	.813
online is Cheaper convenient	.113	.079	-.013	-.169	.866
It is convenient	.282	.087	-.076	-.941	.348
Online Shopping is Time Saving	.122	.092	.116	1.318	.004
Can Shopping as i Wish	.173	.097	.072	.752	.453
Shopping easy to use	.227	.086	-.218	-2.633	.000
Shopping clear Interaction	-.142	.083	-.141	-1.709	.089
Flexible Interaction	.017	.098	-.017	-.170	.865
Offers sales induces	.127	.105	.085	.830	.000
Discount shopping	.037	.082	.040	.452	.652
Friends and Families	.166	.079	.172	2.107	.037
Long Lasting Experience	.145	.085	-.147	-1.718	.088
Websites are effective	.254	.086	-.057	-.636	.000
Practical experience	.283	.098	.188	1.865	.003
Fun and Very exciting	.362	.066	.068	.936	.001
a. Dependent Variable: Overall Service Quality					

DISCUSSIONS AND MANAGERIAL IMPLICATIONS

Inferences in study were made from the analysis of data from respondent-millennials, most of them having an Annual Income between 4 Lakhs to 6 Lakhs with irregular frequencies in Online Shopping who are educated enough to handle the complete online purchase transaction themselves.

With regard to online shopping payments, it is observed that the mode for payment is Cash On Delivery and many used electronic methods of payment. An empirical analysis was conducted using data collected from these respondents to examine the impact of 6 constructs namely, Product information, savings, Convenience, Ease of use,offers&deals and Social and cognitive aspects on Purchase intention. It is concluded that the social and cognitive

aspects like fun and exciting shopping experience, effective websites, social shopping Impacts the purchase intention the most. The three dimensions of social and cognitive aspects, offers and discounts and ease of use greatly impacts the Shopping Experience that in turn affects the purchase intention A customer is satisfied when he has a positive shopping experience on a secure online shopping platform. To ensure a positive consumer shopping experience, consumers must also exercise caution to ensure their safety, with the most important areas being the availability of product reviews and technical information about the product's features. Numerous respondents claimed that they had encountered issues while shopping online, the most frequent of which is the delivery of products late or, occasionally, of subpar quality.

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