

Review Article

IMPACT ON BEHAVIOURAL INTENTION IN E-SHOPPING: A STUDY WITH TAMILNADU CONSUMERS

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Abstract

The Indian online retail industry is increasing tremendously every year. In the e-commerce scenario online shopping is increasing tremendously. Every year the participants in online shopping are increasing due to high demand in shopping online. The main purpose of this research is to examine the impact on behavioural intention in online shopping with reference to Tamilnadu consumers using UTAUT model. The data was collected from 185 samples across Tamilnadu from major cities like Chennai, Coimbatore, Madurai, and Trichy. The major constructs used are performance expectancy, facilitating conditions, effort expectancy and social influence. From the result it was inferred that the all the construct had effect on behavioural intention in online shopping whereas facilitating conditions had no effect on behavioural intention in online shopping.

Keywords: Online Shopping, UTAUT, Performance Expectancy, Social Influence, Effort Expectancy, Facilitating Conditions, Behavioural Intention.

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INTRODUCTION

E-commerce world had made everyone to make all transactions online at any place and anytime. The online shopping is becoming the trend overall due to modern technology and people making use of this facility from anywhere and anytime comfortable to them for buying products. But the consumers intention to buy the product over various online portals change time by time. So it is require to find the impact of behavioural intention towards online shopping. According to a study it was investigated the behavioural intention of using online banking which took the major factors such as self-efficacy, anxiety, attitude towards using internet services and perceived credibility. Foon and Fah (2011).

In this modern era and hectic lifestyle scenario, consumers have no time to go to retail outlets and shop products offline so they started preferring to purchase the products required for them through online which is at most done anytime and anywhere based on the convenience of the consumers. Every day there are more options available in online shopping where the consumers can also return the products if they are not satisfied with the product which started attracting the consumers in higher level. The model used for this study UTAUT and the variables taken are Performance Expectancy, Effort Expectancy, Facilitating Conditions, and social influence. Venkatesh et al., (2003).

REVIEW OF LITERATURE

The study revealed that the purchase intention, previous purchase experience in online and trust have a most significant impact on the customer purchase intention and also it was inferred that the Males consumers prefer online shopping than female consumers. Thamizhvanan, A. et al (2013).

According to a study it revealed that the factors influencing mobile learning from 150 samples in Malaysia. The study adopted a model from UTAUT. It was found that there is a significant relationship between the variables of UTAUT for acquiring mobile learning. Zainol Yahaya et al (2017)

From a study it was revealed that UTAUT has significant effect on customers intention for adopting e- banking. Also it was found that performance expectancy and effort expectancy had significant influence among outlay design for website, service provided for the customer and customer's intention for adopting e-banking. Rahi et al (2019)

From the survey from 2120 online consumers and from many aspects of shopping experience it was found that the many of them are satisfied normally with the convenience provided, standard of the product and services, selection and value provided with the retailers in current scenario Bruke et al (2002) An article elaborates from two longitudinal survey. It was reported that the factors such as contradiction and pleasure are better for perceptive different happening in IT users' ideology and view and is recommended that it may be added in forthcoming process models of IT usage. Bhattacharjee et al (2004).

Performance Expectancy (PE)

The construct was developed by Venkatesh et al. (2003). Performance expectancy is how much an individual perceives that will support a person in determining to achieve an increase in work execution. Venkatesh et al., (2003). For this the authors joined the both to improve the comprehension of the respondents.

Effort Expectancy

The effort expectancy Onaolapo et al (2018) is also another construct of UTAUT which is used to measure the level of ease of use which is associated with the way of using information technology. Venkatesh et al. (2003) viewed effort expectancy as the degree of ease associated with the use of an information system. The effort expectancy has direct link with the consumers using online shopping. The effort expectancy constructs covers how online shopping is comfortable and the facilities it is provided to make it as a better environment.

Facilitating Conditions

Facilitating Condition is the next construct of UTAUT Venkatesh et al. (2003). It covers the point to which an individual sees that the base is appropriate to the new innovation. (Venkatesh et al., 2003). This construct is for the most part to look at the facilities in online store such as security in instalment item returns, site security for protecting data for their consumers.

Social influence

Social Influence is the next construct of UTAUT Venkatesh et al. (2003). Social influence is the conviction of significance that the consumers require to acknowledge the new framework.

DATA ANALYSIS

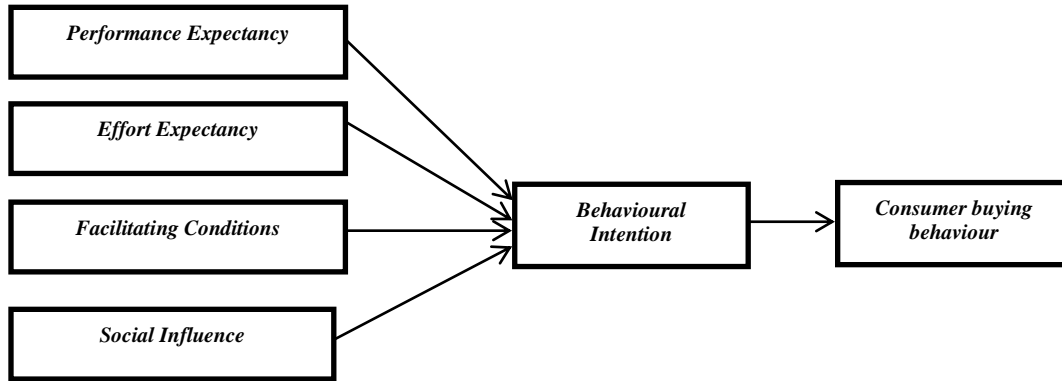


Fig. 1: Conceptual Model – UTAUT Venkatesh et al., (2003)

The result based on the demographic characteristics are found that (n=129, 69.7%) of the respondents were Female and (n=56, 30.3%) of the respondents were male. Moreover, the majority of the respondents (n=109, 58.6%) belong to the age group 18-25 years and less number of respondents (n=14, 7.5%) are belonging to the age group more than 40 years. Similarly majority of the respondents (n=111 60%) belong to private profession. The number of items you purchased in one transaction are (n=89 48.1%) 2 to 3 items being purchased majority.

HYPOTHESIS TEST

- H1: Performance expectancy has a positive effect on the Behavioural intention to Consumer buying behaviour.
- H2: Effort Expectancy has a positive effect on the Behavioural intention to Consumer buying behaviour.
- H3: Facilitating Conditions has a positive effect on the Behavioural intention to Consumer buying behaviour.
- H4: Social Influence has a positive effect on the Behavioural intention to Consumer buying behaviour. Chia-Lin Hsu et al (2014).

Correlation

Table 1: Relationship between performance expectancy, effort expectancy, facilitating condition and social influence and impact of online shopping

Variables	N	R	Df	P
Performance Expectancy	185	0.516*	184	<0.05(Significant)
Effort Expectancy	185	0.817*	184	<0.05(Significant)
Facilitating Conditions	185	0.012*	184	<0.05(Not Significant)
Social Influence	185	0.661*	184	<0.05(Significant)

Reliability Test

Table 2: Cronbach's Alpha Value for the constructs

Variables	Cronbach's Alpha	Number of statements
Performance Expectancy	0.732	5
Effort Expectancy	0.814	4

Venkatesh et al., (2003). This helps us to analyse how we feel positive about utilizing web based shopping and how others feel in and around us.

OBJECTIVES OF THE STUDY

The main objective of the study is to factors that impact of behavioural intention towards consumer buying behaviour.

The sample size taken for the study is from 185 respondents though online survey from various cities in Tamilnadu and convenience sampling method was used in the study.

Facilitating Conditions	0.775	5
Social Influence	0.825	4

From the above Table 2 it is found that all the Cronbach's Alpha coefficient is acceptable. Therefor all the constructs can be taken down for further research.

ANOVA

Table 3: Performance expectancy, effort expectancy, social influence and facilitating conditions and consumer buying behaviour

ANOVA ^a					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	19728.31	3	6317.12	276.783	.001
Residual	4921.010	182	26.5419		
Total	24649.32	185			

From the above table the F value is 276.7833 and the Significant value 0.001 < 0.05. Therefore there is no significant difference between the three constructs and the consumer buying behaviour.

CONCLUSION

From the study it was found that all the construct undertaken in my study have a positive effect with consumer buying behaviour except facilitating condition had no significant effect with consumer buying behaviour. Similary from ANOVA it was found that all the constructs are having significant impact with buying behaviour of the consumer. Therefore the above constructs needs to be considered to provide betterment of facilities in online shopping which may not affect the behavioural intention of the consumers. It is finally concluded that the online shopping is increasing every year as it gives customers alternative method to save time in their busy workstyle.

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