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# FACTORS AFFECTING ON ONLINE PURCHASE INTENTION OF ELECTRONIC GOODS A STUDY WITH SPECIAL REFERENCE TO URBAN AREAS OF NAGAPATTINAM DISTRICT

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## ABSTRACT

*This study deals with the various factors are affected on online purchase intention of electronic goods in urban areas of Nagapattinam district. In this research has done with the help of primary data, the primary have been collected from 384 sample respondents and well-structured questionnaire is administered among the respondents which is having five major identified constructs along with socio, demographic and economic characteristics of the respondents. The collected primary data has analyzed with the statistical tools of one sample t test, correlation coefficient and Friedman test. Finally, it is concluded that there is a significant difference among the constructs which identified for determine the factors affecting online purchase intention in the study area.*

**Key words:** Online, Intention, factors and affects.

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## 1. INTRODUCTION

Before a few decades, people were shopping for their needs and wants from local establishments or unbranded shops especially locally available goods. In this modern era, shopping is considered as a status and stress busting attributes of the customers. The online purchase intension of the respondents has analyzed with the questions of which is having five major identified constraints and each constraints having variables as in the statement type with Likert five-point scale. Totally, five major identified constructs and contains thirty-one variables among the factors. Subjective constructs of pricing constructs, product quality, trust

factor and purchase decision these constructs are used to determine the factors affecting online purchasing intention in urban areas of Nagapattinam district. The purchase intention of the customer may differ based on their socio economic and demographic characteristics. Based on the reviews, many authors are described and viewed in their own views and dimension for online purchase intention of the customers. These reviews have influenced me to do research in this area and the purchase intention of the customers are identified by using five major constructs which represents the factors affecting online purchase intention in the selected study area.

## 2. REVIEW OF LITERATURE:

**Tahir Ahmad Wani and Saiyed Wajid Ali and Tanveer Farooq (2016)<sup>1</sup>**, in this article the authors have concentrates on the “Determinants of Online Purchase Intentions: A Study of Indian Buyers”. The current study aims to uncover some of the most important variables of online purchasing intentions in India. During the focus group discussion, four criteria were identified for this purpose: social influence, brand image, past online buying experience, and attitude toward e-word of mouth (e-wom), all of which were experimentally examined later in the study. Although 250 questionnaires were distributed, only 159 were chosen for the study. The study used confirmatory factor analysis and structural equation modelling to model the latent variables. The study's findings show that having a positive attitude regarding e-WOM and having had a pleasant experience in the past are both beneficial.

**Hanaa El Bayed Sakalli (2018)<sup>2</sup>**, The focus of this article is to emphasize the application of online purchase orientations and projected advantages in predicting online purchase intention by taking into account a key aspect in consumer behaviour: perceived risk. Given that the choice of the Internet as a shopping channel is based on more than just apparent benefits. A completely theoretical study allows us to provide a conceptual model that includes the antecedents of online purchasing intention.

**Dennis Wagner (2019)<sup>3</sup>**, In his research work to see how customer trust affects online purchasing intentions and online shopping is one of the most prominent e-commerce platforms in Thailand.. Because Thailand's e-commerce industry is growing increasingly competitive, businesses must understand the impact of customer trust on online purchase intent in order to maintain market share. As a result, the researchers set out to investigate the elements that influence users' online purchasing intentions towards popular online shopping website in Thailand. Customers who had purchased products from an e-commerce website were asked to fill out answers of 400 questions by the researchers. As dependent variables, the researchers discover the impact of perceived risk, guarantee return policy, perceived image of website, transaction security, consumer database safety, and trust on online purchase intention. In the demographic components, descriptive analysis is employed, and hypothesis testing is done using both Simple and Multi Linear Regression. The guarantee returns policy, the perceived

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<sup>1</sup>Tahir Ahmad Wani and Saiyed Wajid Ali and Tanveer Farooq (2016), “Determinants of Online Purchase Intentions: A Study of Indian Buyers”, Amity Journal of Management Research, (Received : 30/10/2015; Accepted : 29/02/2016), 1(1), (94–109) ©2016 ADMAA.

<sup>2</sup>Hanaa El Bayed Sakalli (2018), Online purchase intention: Purchase orientations and expected benefits, International Journal of Scientific and Research Publications, Volume 8, Issue 5, May 2018, ISSN 2250-3153.

<sup>3</sup>Dennis Wagner (2019), “A Study of Factors Influencing the Online Purchasing Intention toward Online Shopping in Thailand”,  
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image of the website, and the security of the customer database are all have a good impact on confidence. Trust has a significant impact on online buying intent.

### 3. STATEMENT OF THE RESEARCH

Online shopping consumer behaviour which helps in grabbing eyeball of money to helps in identifying and understanding the factors that influence the consumer intention to buy through online sites and also helpful in creating strategies which derive the consumers to buy online. A large body of research is available on the online shopping at global level. However, there is still a need for closer examination on the online shopping as it still at the early stage of development in India. So, the factors that affecting online purchase intention is need to be harnessed and more work has been done in this regard but there is a research gap is exist and no work has been done in the context of online shopping purchase intention in the Nagapattinam district. Though, this research work and the researcher intends to reveal the factors affecting online purchase intention of electronic goods with special reference to urban area in Nagapattinam district.

### 4. OBJECTIVES

- To know the socio-economic background of the respondents
- To know the factors that affecting online purchase intention of electronic goods
- To offer suggestions and conclusion based on the findings of this research

### 5. RESEARCH METHODOLOGY

#### 5.1. Sources Of Data

This research work is principally based on the primary data which is collected through well structured questionnaire among selected urban area of Nagapattinam district. The secondary data is also utilized in this research work like various articles and journals related to online purchase intentions, details of population collected from censusindia.com and various published works are used in connection with this research work.

#### 5.2. Sampling Technique

The researcher has used proportionate random sampling method to elicit the opinion of the sample respondents. Total population in the study area is 3,64,624 and it have proportionately to the sample size of this research work. The following table explicites the sample distribution based on the population of municipalities, town panchayat and urban centres in Nagapattinam district.

**Table 1**

| Towns             | Wards | Population | Sample Size |
|-------------------|-------|------------|-------------|
| Vaitheeswarankoil | 15    | 34927      | 37          |
| Sirkali           | 24    | 7676       | 8           |
| Mayiladuthurai    | 36    | 85632      | 90          |
| Manalmedu         | 15    | 9017       | 9           |
| Nagapattinam      | 36    | 102905     | 108         |
| Tittacheri        | 15    | 9245       | 10          |
| Manjakollai       | 1     | 5040       | 5           |
| Poravacheri       | 1     | 4422       | 5           |
| Tharangambadi     | 18    | 23191      | 24          |
| Kuthalam          | 15    | 16125      | 17          |
| Vedaranyam        | 21    | 34266      | 36          |
| Thalainayar       | 15    | 12798      | 13          |
| Kilvelur          | 15    | 8272       | 9           |
| Velankanni        | 15    | 11108      | 12          |
| Total             |       | 364624     | 384         |

*Source: Secondary data from censusindia.com*

### 5.3. Sample Size

The sample size is determined by using the formula developed by *DanielWW(1999)*<sup>4</sup>

$$\begin{aligned}
 SS &= \frac{\text{Distribution of 50\%}}{(\text{Margin of Error} / \text{Confident level Score})^2} \\
 &= \frac{(0.5 \times (1-0.5))}{(0.05 / 1.96)^2} \\
 &= \frac{0.25}{0.00065077} \\
 SS &= 384.16
 \end{aligned}$$

### 5.4. Statistical Techniques

Following statistical techniques were used for finding the significance between the variables relating to purchase intention of the respondents.

- Simple percentage,
- Mean,
- Standard Deviation,
- One sample t test,
- Correlation Coefficient and
- Friedman related sample test

### 5.5. Geographical Area

This research work is conducted in the urban areas of Nagapattinam district viz., Sirkali, Vaitheeswarankoil, Mayiladuthurai, Manalmedu, Nagapattinam, Tittacheri, Manjakollai, Poravacheri, Tharangambadi, Kuthalam, Vedaranyam, Thalainayar, Kilvelur and Velankanni.

## 6. RESEARCH HYPOTHESIS

**Null Hypothesis:** There is no significant difference among mean ranks towards the factors of Online Purchase Intention of Electronic Goods

## 7. RESULTS AND DISCUSSION

**Table 1** showing one sample t test whether the identified construct Factors Affecting Online Purchase Intention of Electronic Goods influence to the Online Purchase Intention

| Factors of OPI of EG's | N   | Mean | Std. Deviation | t value | P value |
|------------------------|-----|------|----------------|---------|---------|
| Subjective constraints | 384 | 2.01 | 0.636          | 61.852  | 0.000** |
| Pricing Constraints    | 384 | 2.01 | 0.753          | 52.414  | 0.000** |
| Product Quality        | 384 | 1.88 | 0.721          | 51.012  | 0.000** |
| Trust Factors          | 384 | 1.91 | 0.626          | 59.902  | 0.000** |
| Purchase Decision      | 384 | 1.97 | 0.830          | 46.614  | 0.000** |

**Source:** Computed from primary data, *Note:* \*\* Denoted significant at 1% level

<sup>4</sup><https://select-statistics.co.uk/calculators/sample-size-calculator-population-proportion/>

The above table represents that one sample t test whether the identified constructs of factors affecting the online purchasing intention of electronic goods of the respondents have highly influenced. The P value of all identified constructs to determine the online purchase intention is less than 0.00. Therefore, the identified factors are strongly influencing online purchase intention.

**Table 2** Showing Spearman's Correlation Coefficient between Factors of Online Purchase Intention of Electronic Goods

| Factors of OPI of EG's | I     | II      | III     | IV      | V       |
|------------------------|-------|---------|---------|---------|---------|
| I                      | 1.000 | 0.618** | 0.622** | 0.586** | 0.556** |
| II                     | -     | 1.000   | 0.637** | 0.652** | 0.554** |
| III                    | -     | -       | 1.000   | 0.655** | 0.662** |
| IV                     | -     | -       | -       | 1.000   | 0.582** |
| V                      | -     | -       | -       | -       | 1.000   |

**Source:** Computed from primary data

Note: \*\* Denoted significant at 1% level

*I denoted Subjective Constraints*

*II denoted Pricing Constraints*

*III denoted Product Quality*

*IV denoted Trust Factor*

*V denoted Purchase Decision*

The correlation coefficient between subjective constraints and pricing constraints is 0.618 which indicates 61.8 percent positive relationship between subjective constraints and pricing constraints is significant at 1% level. The correlation coefficient between subjective constraints and product quality is 0.622 which indicates 62.2 percent positive relationship between subjective constraints and product quality is significant at 1% level. The correlation coefficient between subjective constraints and trust factors is 0.586 which indicates 58.6 percent positive relationship between subjective constraints and trust factors is significant at 1% level. The correlation coefficient between subjective constraints and purchase decision is 0.556 which indicates 55.6 percent positive relationship between subjective constraints and purchase decision is significant at 1% level.

The correlation coefficient between pricing constraints and product quality is 0.637 which indicates 63.7 percent positive relationship between pricing constraints and product quality is significant at 1% level. The correlation coefficient between pricing constraints and trust factors is 0.652 which indicates the positive relationship between pricing constraints and trust factors is significant at 1% level. The correlation coefficient between pricing constraints and purchase decision is 0.554 which indicates the positive relationship between pricing constraints and purchase decision is significant at 1% level.

The correlation coefficient between product quality and trust factors is 0.655 which indicates the positive relationship between product quality and trust factors is significant at 1% level. The correlation coefficient between product quality and purchase decision is 0.662 which indicates positive relationship between product quality and purchase decision is significant at 1% level.

The correlation coefficient between trust factor and purchase decision is 0.582 which indicates the positive relationship between trust factor and purchase decision is significant at 1% level.

**Null Hypothesis:** There is no significant difference among mean ranks towards factors of Online Purchase Intention of Electronic Goods

**Table 3** Showing Friedman's related sample test for significant differences among mean ranks factors of Online Purchase Intention of Electronic Goods

| Factors of OPI of EG's | Mean Rank | Results            |        |
|------------------------|-----------|--------------------|--------|
| Subjective constraints | 3.13      | Number of Samples  | 384    |
| Pricing Constraints    | 3.31      | Chi-Square         | 26.960 |
| Product Quality        | 2.82      | Degrees of Freedom | 4      |
| Trust Factors          | 2.90      | Asymp. Sig.        | 0.00** |
| Purchase Decision      | 3.05      |                    |        |

**Source:** Computed from primary data

Note: \*\* Denoted significant at 1% level

Since P value is less than 0.01, the null hypothesis is rejected at 1% level of significance. Hence, it is determined that there is significant difference among mean ranks towards factors of Online Purchase Intention of Electronic Goods. Based on the mean value pricing constraints (3.31) has the factor that has highly affecting the online purchase intention and followed by subjective constraints (3.13), purchase decision (3.05), trust factor (2.90) and product quality (2.82).

## 8. FINDINGS

- In this study the customers are intended to purchase electronic goods from online websites mainly for new updates, cheaper than traditional stores, particular electronic item not available in the nearby stores and limited editions of particular electronic goods.
- Regarding the identified construct factors of online purchase intention of the customers of electronic goods have strongly influenced on online purchase intention in this study area.
- In case of the subjective constraint and the pricing constraints of affecting online purchase intention and it has strong positive relation of online customers of electronic Goods.
- It was observed that the subjective constraint, pricing constraints, other constraints and all other factors of affecting online purchase intention have a strong positive relation of online customers of electronic Goods in this study area.

## 9. SUGGESTIONS

- Encourage the buyers to record their shopping experience along with the photos or videos that might be helpful to the future buyers or visitors for the particular electronic products.
- Online shopping websites must assure guarantee and warranty for electronic goods. Most of the customers are reluctant to buy electronic goods from online only because of non-availability of service centers near to the customers.

## 10. CONCLUSION

In the modern marketing environment, almost all type of customers has changed their life style, shopping preferences and using pattern of products and goods. In the shopping environment of the youngsters drastically changed their using pattern and purchasing pattern of products

particularly electronic goods due to impact of Technology Revolution. The buyers of electronic goods through online and purchasing intention of electronic of buyers have highly influenced to purchase electronic goods through online mode. In the early stage of information technology era, the factors of affecting online purchase intention by the purchasers of electronic has highly influenced only Urban areas only but, now the purchase intention of electronic goods particularly youngster have highly influenced in all areas without the variation between urban and rural youth.

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