Examination of Online Purchase Intention towards Consumer Electronics Products

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Abstract

E-commerce is offering ample opportunities for the business to grow. It provides a convenient platform for the consumer to purchase products and service online. Retailers must understand how consumers are adopting and using an online channel for the purchase decision. Further consumer electronic products are highly purchased through online mode compare to any other product category. The research identifies the drives of online shopping intention in the Indian context. The Exploratory Factor Analysis conducted to identify the underline factors that determine the online shopping intention towards Consumer Electronics products. The data were collected from college students (n=274) through a structured questionnaire and analyzed using statistical software SPSS. The results show that Perceived Usefulness, Perceived Ease of Use, Perceived Behavioral Control, Service Quality, Trust, Perceived Risk, and Subjective Norms are the leading factors that influence online shopping intention towards Consumer Electronics products. The findings provide significant guidelines for online retailers for the development of better customer acquisition strategies.

Keywords:

Online shopping;
Purchase Intention;
Consumer Electronics;
Consumer Behavior;
Factor Analysis.

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1. Introduction

The buying behavior of online customers is related to how the customer makes their decisions on what products or services to purchase online [43]. Online shopping is a process where the customer purchases products and services directly from the seller using the internet as a medium. In other words, it is a type of E-commerce where the customer buys goods without any intermediary services [45]. The intention is the degree to which a person develops a plan to do or not to do some specified future act [37]. Online shopping is the customer's willingness to shop online [40]. Another author defined it as the customer's desire and intention to make online transactions [41]. It is the customer's cognitive plan to shop online in a specific period. Further, Online shopping intention includes both online shopping adoption as well as online shopping acceptance. Online shopping adoption is considered the first online purchase by customers whereas online shopping acceptance is related to online repurchase or acceptance of online channels by experienced customers. The reason for this difference is that the online shopping experience has a moderating effect on customers' perception of e-commerce [27]. The prior studies revealed that customer's behavior intention had been used to predict actual behavior successfully [37] and it confirmed that online shopping intention is the significant predictor of purchasing decisions [12]. Thus, it is important to study online shopping intention for marketers to predict actual purchase behavior and to develop effective marketing strategies. In this regard, the study attempts to investigate the factors influencing online shopping intention towards consumer electronics products.Literature review that has been done author used in the chapter "Introduction" to explain the difference of the manuscript with other papers, that it is innovative, it are used in the chapter "Research

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Method" to describe the step of research and used in the chapter "Results and Discussion" to support the analysis of the results [2]. If the manuscript was written really have high originality, which proposed a new method or algorithm, the additional chapter after the "Introduction" chapter and before the "Research Method" chapter can be added to explain briefly the theory and/or the proposed method/algorithm [4].

2. Literature Review

The subject area of online shopping is extended to fields like information technology, computer science, management, consumer behavior, and marketing. There has been extensive research that was carried related to online shopping intention. Thought, there is a lack of product and service-specific research carried out by the researcher for online shopping intention. Thus, the paper studied published articles from highly cited electronic journals to identify the determinant of online shopping intention. The search for previous articles was based on keywords like – "online shopping intention", "online shopping adoption", "online shopping acceptance", "and online purchase intention". Emerald, JSTOR, Science direct, and Springer are the major source database used for the research article collection. The following section of the paper discussed the determinant of online shopping that has been identified on the bases of previous research.

2.1 Perceived Risk

Perceived risk is defined as the extent of a customer's belief about uncertain negative outcomes from the online transaction. In the context of online shopping perceived risk is the extent to which a user believes that using the web is unsafe or may have negative consequences [59]. Further according to [45] the perceived risk adversely affects customer behavior to shop online. Thus, perceived risk is an important dimension of attitude and intention towards online shopping [22], [34], [50].

2.2 Trust

The level of trust directly and positively affects the intention of online shopping [8]. If customers have trust in an online seller, they spend less effort on searching for information about the seller and on executing the online transaction [23], [24]. It is also supported that risk perception is negatively associated with trust [31]. Thus, Trust is a significant predictor of intention to transact in e-commerce. [15], [38], [44].

2.3 E-shopping Quality

Customers usually expect websites to support their shopping on the web. For example, they may require accurate information on target products or services, a reliable website for accessing products or services, and good service. It is also termed as the perceived quality of information, quality of a system, and quality of service [46]. These three factors in evaluating the quality of a website define the success of a website for online shopping [8]. Previous studies also show a significant relationship between customer perceptions of online shopping quality and trust [6], [20], [25], [35].

2.4 Subjective Norms

Subjective norms are the rules by which operates the subjective motivation of individuals to act consistently with the views of the individuals' peer and social group [7]. In other words, it refers to the personal inferences about what other people nearby would think of the behavior and the motivation to comply with the inferred thoughts of these people [9]. Whereas prior study found that customers depend on the opinion of their social groups for using a shopping website [48].

2.5 Perceived Behavioral Control

People's perception of the extent to which they are capable of performing a given behavior (online shopping) or attaining a behavioral goal is related to perceived behavioral control [2]. In the case of e-commerce, to be able to carry out an efficient action, the individual must feel capable of handling and controlling the information technology during the online purchase. Self-efficacy exerts a significant effect on other perceptions such as ease of use and usefulness, thus indirectly determining the final behavior [27].

2.6 Perceived usefulness

The degree to which a person believes that the use of information technology will improve the performance is considered Perceived usefulness [18]. Prior studies proved that perceived usefulness is strong determinates of intention to use information technology [53], [57], [60]. In the contents of online shopping perceived usefulness may refer to the using internet as a medium to purchase a product that will improve and enhance the effectiveness of the result of their purchase experience.

2.7 Perceived ease of use

Perceived ease of use refers to the degree to which a person believes that the use of information technology will be effortless [18]. In the context of online shopping ease of use refer to online shoppers' belief that online shopping is easy and efforts less. Thus, Study tried to investigate the influence of perceived ease of use in the context of online shopping intention towards consumer electronics products.

3. Problem Statement

The prior research set the foundation for the present study. Previous literature revealed that Perceived Risk, Trust, Service Quality, Subjective Norms, Perceived Behavioral Control, Perceived usefulness and Perceived ease of use are the major determinants of online shopping intention. Prior literature also revealed that most of the researches have been focused on measuring online shopping intention in general while a few types of research try to measure the product or service-specific online shopping intention. The present study identifies and explains determinants for online shopping intention for consumer electronics product category based on the understanding of the theories of Purchase Intention and attempts to investigate the factors influencing online shopping for Consumer Electronics. This will help online retailers to understand the consumer's online shopping intention for the development of better customer acquisition and retention strategies.

4. Results and Analysis

Table 1 indicated that online shoppers consist of more males (50.4%) than females (49.6%). The education-wise categorization of online shoppers indicated that the majority of them belong to Graduate and Post Graduate (84.00%).

Table 1: Demographic Profile

Demographic Variables		Frequency	Percent
Gender	Male	138	50.4
	Female	136	49.6
Education qualification	Less than or up to 12th	29	10.6
	Diploma or Non-graduate	14	5.1
	Graduate	143	52.2
	Post-graduate	87	31.8
	Doctorate	1	.4

Table 2 indicated that the majority of online shoppers were using the internet for 4 to 6 years (40.9%) followed by 1 to 3 years (30.7 %). 12.0 % of online shoppers were found to using the internet for the last 7 to 9 years. 5.1 percent of online shoppers were using the internet from the last 10 to 12 years. Overall, the findings indicate that online shoppers were familiar and have enough experience with the usage of the internet. This makes their online shopping experience more convenient. The researcher has asked a question about the online shopper's experience of purchasing consumer electronics from the internet. It is found that (Table 2) 40.1 percent of respondents were using the internet to purchase consumer electronics for the last 1 to 2 years, 33.9 percent were using it for the last 3 to 4 years and 18.6 percent were using it since less than a year.

Table 2: Online shopping experience of online shoppers

Online Purchase Experience		Frequency	Percent
Using the internet for any purpose	Less than 1 year	15	5.5
	1 to 3 years	84	30.7
	4 to 6 years	112	40.9
	7 to 9 years	33	12.0
	10 to 12 years	14	5.1
	13 years or more	16	5.8
using the internet to purchase consumer electronics	Less than 1 year	51	18.6
	1 to 2 years	110	40.1
	3 to 4 years	93	33.9
	5 years or more	20	7.3
	Total	274	100

Table 3 Indicate the consumer electronics purchased by online shoppers. It is found that 32. 1% of online shoppers purchase mobile/Tablet online, followed by Mobile/Tablet Accessories (14.1%). The next major product category was Computer/Laptop and Accessories accounts for 7.8 % purchased by online shoppers.

Table 3 Consumer Electronics Purchase Frequencies

Consumer Electronics Purchase Frequencies	Frequency	Percent
Mobile / Tablet	202	32.1%
Mobile/Tablets Accessories	89	14.1%
Computer / Laptop	49	7.8%
Computer / Laptop Accessories	44	7.0%
Television	23	3.7%
Home Entertainment System	29	4.6%
MP3MediaPlayersampAccessories	56	8.9%
Camera	33	5.2%
Camera Accessories	19	3.0%
Air Conditioner	11	1.7%
Refrigerator	11	1.7%
Washing Machine	10	1.6%
Kitchen appliances	36	5.7%
Other	17	2.7%

The reliability of the measurement model was confirmed by calculating Cronbach's alpha (α) (Table 4) to test instrument accuracy and consistency. Commonly used-acceptable thresh-hold value for Cronbach's alpha is that it should be greater than 0.70. In Table 4Cronbach's alpha (α) value was the above 0.70 which confirmed the reliability of the instrument.

Table 4: Reliability Statistics

Cronbach's Alpha	N of Items
0.97	43

4.1 Exploratory Factor Analysis

In table 5, the population correlation matrix is an identity matrix, which is rejected by Bartlett's test of Sphericity as the approximate Chi-square statistic is 12020.842 with 903 degrees of freedom, which is significant at the 0.05 level. The test was significant ($p < 0.000$) suggesting the factors are correlated and are suitable for factor analysis. The value of KMO statistic (0.944) is also larger than 0.5. Thus, factor analysis may be considered an appropriate technique for analysis.

Table 5: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.944
Bartlett's Test of Sphericity	Approx. Chi-Square	12020.842
	df	903
	Sig.	0.000

Tables 5 to 10 developed based on the interpretation of a rotated component matrix generated through factor analysis. There are 6 factors extracted.

The exploratory factor analysis was conducted using the principle component analysis (PCA) method on the 43 items with varimax rotation. The Kaiser-Meyer-Olkin measure verified the sampling adequacy for the analysis, KMO = 0.944 (superb according to Field, 2009). Bartlett's test of sphericity chi-square = 12020.842, P <0.001, indicated that the correlation between items was sufficiently large for PCA. An initial analysis was run to obtain eigenvalues for each component in the data. Six components had eigenvalues over Kaiser's criterion of 1 and in combination explained 73.657 % of the variance. Given the large sample size, and the convergence of the screen lot and Kaiser's criterion on six components, this is the number of components that were retained in the final analysis. Table 1 to 6 shows the factor loadings after rotation and the total variance explained by the clustered factors. The items that cluster on the same components suggest

that factor 1 represents Perceived Usefulness and Perceived ease of Uses, factor 2 Service Quality, Factor 3 Perceived Behavioral Control, factor 4 Trust, factor 5 Perceived Risk, and factor 6 Subjective norms.

Table 5: Factor 1- Perceived Ease of Use and Usefulness
Eigen Values = 6.780 and % of variance = 15.76

Items	Loadings
It easy for me to search information via websites/mobile app	.759
Overall, I find it is easy to use the internet to shop	.754
It is easy for me to use website/mobile app	.704
Online shopping enables me to save my time	.692
Online shopping makes it possible to shop at my convenience (i.e. anytime, anywhere)	.677
Overall, shopping on the internet is useful	.676
Using the internet to shop is effortless	.666
I find myself comfortable while using the internet	.665
It is easy for me to learn internet	.646
Shopping via the internet is more convenient	.594
Shopping via the internet requires advanced computing skills	.520

Table 6: Factor 2 - Service Quality
Eigen Values = 6.166 and % of variance = 14.340

Items	Loadings
The ease of paying will affect my decision to purchase	.795
The customer service support of websites/mobile app will affect my decision to purchase online	.765
The speed of product delivery will affect my decision to purchase	.763
The ease of returning will affect my decision to purchase	.750
The timeliness of information will affect my decision to purchase online	.737
The reliability of websites/ mobile app will affect my decision to purchase mobile app	.714
Ease of understanding the information will affect my decision to purchase online	.678
The completeness of information will affect my decision to purchase online	.614

Table 7: Factor 3 - Perceived Behavioral Control
Eigen Values = 6.163 and % of variance = 14.332

Items	Loadings
I have sufficient knowledge to take online shopping decision	.827
I have sufficient control on online shopping decision	.805
I am expert in using the internet for shopping	.792
I am confident in finding the information that needed to shop online	.792
I have sufficient resources (i.e. Computer/mobile with internet connection) to take online shopping decision	.777
I have sufficient self-confidence in making online shopping decision	.750
I feel confident in using the internet (in general sense)	.607

Table 8: Factor 4 - Trust towards online retailer and online system
Eigen Values = 5.253 and % of variance = 12.216

Items	Loadings
Overall, The online retailers are trustworthy	.802
I trust online retailers	.768
Overall, The website/mobile app is trustworthy	.746
I trust website/mobile app when shopping for consumer electronics	.684
I trust internet while shopping	.681
The online retailers keep their customer's best interests in mind	.624

Table 9: Factor 5 - Perceived Risk
Eigen Values = 4.604 and % of variance = 10.706

Items	Loadings
Overall, it is risky to shop via the internet	.839
I think that using the internet to shop is risky	.800
There are many uncertainties associated with online shopping	.797
I feel uncomfortable while giving my payment (debit, credit card, bank details etc.) details at the time of online purchase	.791
Using the internet to purchase would lead to a loss of privacy	.768
The cost of purchasing (i.e. price) on the internet is higher than expected	.713
Generally, The quality of consumer electronics purchased from the internet does not meet my expectations	.699

Table 10: Factor 6 - Subjective Norms
Eigen Values = 2.707 and % of variance = 6.295

Items	Loadings
My family would think that using the internet for purchase is a wise idea	.747
My family would think that I should use internet to purchase	.716
Most people who are important to me agree that I should use internet to purchase	.597
Most people who are important to me would think that using internet to purchase is a wise idea	.539

5. Conclusion

E-commerce transformed the way business was done for the centuries. It has offered an entirely new domain to do business. The worldwide e-commerce market is growing and not showing a signal of decline. Ecommerce provides a convenient and easily accessible platform for consumers to purchase products and services online. The e-commerce industry in India is experiencing an upward growth trend and it is expected that by 2034 the Indian e-commerce industry is likely to surpass the US to claim the second position as the largest e-commerce industry. The present study was aimed to understand consumers' online shopping intention towards consumer electronics products by identifying and examining the driver of online shopping intention. The consumers were familiar and have an online buying experience for consumer electronics products. Further, Study revealed that ease of use and usefulness of online shopping platforms, Service Quality, Perceived behavioral control, Trust towards the retailer and online platform, Perceived Risk, and subjective norm were found as the influencing factors respectively for consumers to purchase consumer electronics online. Ease of use and usefulness is the most influencing factor for consumers for buying consumer electronics online. This implies that an online retailer and online platform developer should focus more on user experience and should try to make their websites more user-friendly and easy to use. The second most influencing factor was Service Quality of the online platform for consumers. This factor consists of three aspects of service that is information quality, system quality, and after-sale service. The retailer should focus on providing right, accurate and timely information about products to the consumer for better purchase decision making. Moreover, the System through which consumers were purchasing products should have elements of availability and accessibility to the enhanced consumer purchase experience. The third influencing factor was Perceived behavioral Control. It reflects a consumer's ability to work with the online system and self-efficacy. The retailer needs to address this by providing a learning opportunity to its consumers where they can better understand the various features accessible and available to buy consumer electronics products online. Apart from this, Trust and perceived risk were the fourth and fifth influencing factors to consumers' online shopping intention. Retailers should focus on developing an online environment by creating a reliable and consistent online platform that fosters the belief of trust among the consumers. The last factor that has been extracted from factor analysis was the subjective norms. It implies that consumer online shopping decisions were influenced by the opinions of other people whose opinions are important to them. Consumers would like to prefer to go through the reviews and comments shared by the other about the products. Thus many retailers are creating certified online reviewers or opinion leaders that give their reliable product reviews which ultimately helping the potential consumer to buy consumer electronics online.

The present study aims to examine the determinate of online shopping intention for consumer electronics products. The future research could be carried out for other products or service categories as well. The present study can be extended to understand the online shopping intention base on the demographic variable

such as gender and education qualification etc. Finally, the majority of respondents of the research belong to an urban area so results can be generalized to this are only. As industry forecast suggested that e-commerce companies are going to expand their wind in rural areas future research may be carried out to understand the online shopping intention in rural India.

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