

Investigating the Factors Influencing Online Purchase Intention: An Empirical Study

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Abstract

Online shopping has grown in popularity recently all around the world, and many companies have moved their emphasis to e-commerce. However, the willingness of customers to make online purchases is a key factor in the success of online businesses. Thus, in order for businesses to create efficient online marketing strategies and boost their online sales, it is imperative that they have a thorough understanding of the factors that affect consumers' intention to make an online purchase. Consumers' intentions to make online purchases are influenced by a number of things in the marketing industry. These variables include social impact, website quality, product information, perceived value, and trust. To closely examine these elements and examine how important they are in affecting consumers' intention to make an online purchase. By being aware of these aspects, businesses will be better able to decide how to improve their online presence and draw in more online customers, which will ultimately result in more sales and long-term success. Businesses can customize their online marketing efforts to match consumers' wants and expectations by studying the variables that affect consumers' intention to make an online purchase. The researcher had considered 207 online customers to Investigate the Factors that influence online purchase intention and found that Consumers' purchase intentions are significantly shaped by the convenience, well-designed websites offering wide selection of items, recommendations and evaluations from friends, family, and online groups quality and price, degree of store loyalty Brand reputation customer's age, gender, and income.

Keywords: Online shopping, E-commerce, Consumer behavior, Online marketing, Purchase intention.

Introduction

"Trust, perceived value, and website quality" are among the elements that determine whether an Indian will make an online purchase, just as they do in other nations. Consumer behavior may be influenced by certain cultural and economic circumstances, though. In the Indian retail sector, it is essential for merchants to comprehend the elements that affect consumers' purchasing decisions about private label brands. While establishing a strong brand identity and reputation, retailers should concentrate on offering high-quality goods at competitive prices. In order to further their reputation and foster consumer trust, they can also make use of social media to obtain favourable ratings and reviews. Retailers can create efficient marketing plans and prevail in the cutthroat Indian retail sector by comprehending these aspects. In the Indian clothing retail industry, Krishna (2011) looked at the factors that influence consumers' purchasing decisions when it comes to private label brands. analyse how perceived quality, price, and brand image affect consumer purchasing decisions when it comes to private label brands. It was discovered that consumers' intentions to purchase private label brands were significantly influenced by perceived quality, price, and brand image. Additionally, it was found that customers were more inclined to buy private label brands when they thought the goods were of high quality and reasonably priced.

According to Patel and Barad (2015), when examining the variables influencing customer intention to buy private label products in India, they looked at the effects of perceived quality, price, social standing, and brand image. It was found that the most important elements influencing consumers' purchase intentions for private label items were perceived quality and price. It was also shown that consumers' perceptions of the brand's social standing played a substantial role in their choice to buy. It turned out that consumers were more willing to buy private label brands if they thought they were high-quality, reasonably priced, and also helped them look more respectable..

Sathya and Rani (2012) examined consumer intentions to buy private label goods in Chennai, India's food and grocery retail market. It looked at how consumer purchase intentions for private label brands are affected by retailer reputation, price, and perceived quality. They discovered that consumers' opinions about the reputation of the shop had a big impact on how likely they were to buy private label items. Customers are more likely to buy private label brands from merchants who have a solid reputation, which can be developed through favourable client testimonials and

evaluations. Additionally, they observed that consumers' purchase intentions for private label brands were significantly influenced by perceived quality and price.

Literature Review

There has been a considerable change in consumer behaviour as a result of the growth of online shopping in India. Nowadays, customers are more likely to buy goods online, especially private label brands. Numerous studies have looked at the factors influencing consumer behaviour towards private label brands in order to understand the variables influencing online purchase intention in India. Singh et al. (2018) explored Indian consumers' decisions to buy private label brands. They showed that a number of variables, such as price, quality, brand perception, and consumer trust in the merchant, affected consumers' buy intentions for private label brands. Additionally, they showed that consumers' purchase intentions for private label brands were significantly shaped by the convenience of online shopping. According to Kanchan et al. (2015), customers' intentions to make online purchases in India were significantly influenced by how convenient online shopping is. The ease of shopping from home, avoiding traffic and parking issues, and having access to a variety of goods appealed to consumers. They additionally observed that pricing, product selection, and website design had a significant impact on consumers' online purchasing decisions. Customers liked well-designed websites with a wide selection of goods to pick from, affordable prices, and clear product information and photographs. Social influence also influenced how customers made purchases when they went online to shop.

Before making a purchase, customers frequently turned to recommendations and evaluations from friends, family, and online groups. Walsh and Mitchell (2010) concentrated on customers' intentions to purchase private label brands. They observed the influence of a number of variables, such as price, quality, brand image, and shop loyalty, on consumers' intentions to buy private label brands. They observed that consumers' perceptions of quality and price, as well as their degree of store loyalty, had an impact on their intention to purchase private label items. Additionally, they showed that consumers' perceptions of the store's reputation and image played a significant role in influencing their purchase intentions for private label brands. Srivastava (2015) explored the associations between Indian customers' private label motivations and product categories. It

examined the elements influencing customers' choice of private label brands across a range of product categories. This showed that consumers' opinions of pricing, quality, and shop image had a big impact on how they chose to purchase private label items. Additionally, it was found that consumers' purchase intentions for private label brands were influenced by the degree of competition in the product category. Retailers must be aware of these factors and create efficient marketing plans to promote their private label brands online. These plans must include offering high-quality goods at competitive prices, developing a solid brand identity and reputation, and enhancing convenience and confidence in the online shopping process.

The popularity of private label companies has increased as a result of the expansion of internet shopping in India. Chikhalkar and Chaudhuri (2016) examined the elements influencing consumers' decisions to buy private label products. They showed that a number of variables, such as price, quality, store image, and store loyalty, affected consumers' intentions to buy private label items. They also found that consumers' opinions of a retailer's reputation and dependability were very important in determining whether they intended to buy private label items. De and Singh (2017) examined customers' viewpoints and merchants' factors when it came to buying private label brands. Consumers' intentions to buy private label brands were found to be influenced by a number of variables, including price, quality, brand recognition, and shop loyalty. This also shown retailers gave a variety of factors, such as price, quality, and promotion, consideration when introducing private label brands to the market.

Perceived risk is a significant element influencing the intention to make an online purchase in India. The influence of perceived risk on Indian women's attitudes towards internet buying was looked into by Arora and Rahul (2018). They found that views towards internet buying among customers were significantly impacted negatively by perceived risk. Additionally, they showed how consumers' attitudes towards online shopping were influenced by how they perceived the product, the retailer, and the transactional risks. To lower consumers' perceived risk and increase online buy intention for private label items, businesses must offer safe and reliable online shopping experiences. Thamizhvanan and Xavier (2013) highlighted the significance of perceived value and perceived usability in predicting customers' online purchase intentions. Perceived utility is the

consumer's view of the benefits and needs that online shopping may meet, whereas perceived ease of use is the consumer's perception of how simple it is to use the website or online platform. They observed that users who thought a website was helpful and simple to use were more likely to make an online purchase. The importance of trust in determining online purchasing intention also became apparent. Customers are more likely to buy from an online merchant they believe to be reputable and trustworthy. Another critical element was the website's design, which can improve the user experience and increase the possibility that they would make a purchase. Consumers' online purchase behavior was also influenced by demographic factors like age, gender, and income.

Technology had a big impact on how consumers behaved when making online purchases, according to Athapaththu and Kulathunga (2018) which focused on the variables influencing online purchase intention. The ease of using mobile devices for shopping and the user-friendly interfaces attracted customers. Another key aspect influencing consumers' intention to make an online purchase is social commerce, which is the fusion of social media and e-commerce. They also showed that major elements that affected consumers' decision to make an online purchase included things like product quality, delivery timing, and customer service. Online retailers who offered dependable, prompt delivery services and top-notch customer support were more likely to see repeat business from customers.

Objective

1. To Investigate the Factors Influencing Online Purchase Intention.

Methodology

The researcher had considered 207 online customers to Investigate the Factors that influence online purchase intention. The primary data of the study is collected with the help of a survey using survey questionnaire and random sampling method. The data was analyzed and evaluated using t test to get the results.

Findings

Table 1 Factors Influencing Online Purchase Intention

S. No.	Statements	Mean Value	t value	Sig.
1.	Consumers' purchase intentions are significantly shaped by the convenience of online shopping	3.16	2.342	0.010
2.	Customers prefer well-designed websites offering wide selection of items to select	3.13	1.915	0.028
3.	Online purchase intention is influenced by recommendations and evaluations from friends, family, and online groups	3.19	2.844	0.002
4.	Perceptions of quality and price, degree of store loyalty had an impact on purchase intention	3.14	2.053	0.021
5.	Brand reputation and image played a significant role in influencing purchase intentions	3.17	2.534	0.006
6.	Attitudes towards online shopping is influenced by how they perceived the product, the retailer, and the transactional risks	3.14	2.052	0.021
7.	Online purchase intention is negatively influenced by perceived risk	3.15	2.219	0.014
8.	Online purchase intention is influenced by customer's age, gender, and income	3.18	2.675	0.004

Table above is showing Factors Influencing Online Purchase Intention. The respondent says that online purchase intention is influenced by recommendations and evaluations from friends, family, and online groups with mean value 3.19, Online purchase intention is influenced by customer's age, gender, and income with mean value 3.18 and Brand reputation and image played a significant role in influencing purchase intentions with mean value 3.17. The respondent also says that Consumers' purchase intentions are significantly shaped by the convenience of online shopping with mean value 3.16, Online purchase intention is negatively influenced by perceived risk with mean value 3.15, Attitudes towards online shopping is influenced by how they perceived the product, the retailer, and the transactional risks and Perceptions of quality and price, degree of store loyalty had an impact on purchase intention with mean value and Customers prefer well-designed websites offering wide selection of items to select with mean value 3.13.

Conclusion

In conclusion, for businesses to flourish in the digital marketplace, an awareness of the variables influencing online purchase intention in India is crucial. To draw and keep clients, firms must take into account a number of crucial elements, including trust in the website, perceived utility, perceived ease of use, perceived risk, website design, and social influence. Consumers must think that the good or service they are buying will suit their needs, so perceived usefulness is another crucial element that affects online purchase intention. Businesses can affect perceived usefulness by giving thorough and accurate product descriptions, displaying client testimonials, and enhancing their brand's reputation. Another important aspect that can influence an individual's decision to make an online purchase is perceived ease of use. On websites that are simple to use and navigate, customers are more likely to make purchases. Businesses can accomplish this by offering a straightforward and clear user interface, minimizing the steps necessary to conduct a transaction, and mobile-optimizing the website. Businesses may increase online purchase intent and create enduring relationships with customers by offering safe payment choices, accurate product descriptions, user-friendly interfaces, transparent return policies, aesthetically pleasing website designs, and utilizing social influence. Businesses must give priority to these elements to differentiate themselves from the competition and prevail in the online market as India's e-commerce sector continues to grow. In the conclusion, an in-depth understanding of the variables influencing online purchase intention can result in better customer engagement, higher sales, and improved customer loyalty, which can fuel sustainable growth and success for firms operating in India's thriving e-commerce sector.

The study was conducted to know the factors that influence online purchase intention and found that online purchase intention is influenced by recommendations and evaluations from friends, family, and online groups, customer's age, gender, and income, Brand reputation and image played a significant role in influencing purchase intentions and Consumers' purchase intentions are significantly shaped by the convenience of online shopping.

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