



## A CONCEPTUAL FRAMEWORK OF ONLINE SHOPPING INTENTION AND e -PURCHASE HABIT

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### ABSTRACT

The study of this paper is to furnish a theoretical explanation for the online shopping intention, which brings a relation with e-purchase habit. It steps ahead in the present line of online gratification, research on e-commerce mediated rating and reviews. In this research article a conceptual framework is assumed to drive the accuracies of the observation by hypothesizing the relationship between the variables. Stratified Random Sampling Technique is employed in this research to pick out the potential unbiased respondents. Finally the paper reveals the preferential influences of online shopping intention, rating and reviews are ascertained to be the most pretermitted to e-purchase habit.

### KEYWORDS

Online Gratification, Online Shopping Intention, Rating & Reviews and e-purchase habit.

### 1. INTRODUCTION

In the modern revolution of e-commerce the consumer's criteria is ascertaining their relative importance, the e-tailers are looking for measures to improve their specific needs of online customers (Pappas, Pateli, Giannakos, and Chrissikopoulos, 2014). In the recent research study establish that increase in customer online shopping gratification leads to higher degree of purchase intention (Kulviwat, Guo, 2009; Mohammed, 2014). In spite of having some auditory information in many webpage, the primary centripetal experience on the web, especially in a shopping context, is still the audiovisual experience (Schlosser, 2006; Hamilton and Thompson, 2007; Racela, 2015). Online shoppers circuitously go through products on webpage, banking on the selective information furnished by e-tailers (Yang and Lester, 2003; Yang and Wu, 2006; Bhatnagar, 2007; Swinyard and Smith, 2011).

#### 1.1 PROBLEM STATEMENT

The indications are mostly to overcome the attention of researcher interested in the dynamics of online shopping gratification. A few numbers of studies that have highlighted the substantial antecedents and consequences of online shopping intention with regard to electronic purchase habit (Yuldinawati and Ayuningsar, 2016). The close attention of the online gratification is mediated by rating & reviews towards online shopping intention; it is very puzzling to know how only very few studies have concentrated in this domain. The nature of the association between the variables leading to online gratification and online shopping intention, by enlarge to electronic purchase habit is not found to be explicitly determined. This present study would throwaway light on these substantial classical but less researched variables.

#### 1.2 PURPOSE OF THE STUDY

The primary purpose of this study is to develop a more understanding of online shopping gratification, which in turn leading to online shopping intention and electronic purchase habit. The mediating effect of rating and reviews on online gratification towards online shopping intention is also assessed in this study. It is staggering to know how no researcher has drawn attention with regard to the rating & reviews mediated electronic purchase habit. This study addresses the existing gaps in the literature, examines recommendations from previous researches, and diversifies the investigation of online gratification towards online shopping habit.

#### 1.3 OBJECTIVES

1. To investigate the role of Online Gratification towards Online Shopping Intention and e-Purchase Habit.

2. To evaluate the mediating effects of Rating & Reviews on Online Gratification towards Online Shopping Intention.

#### 1.4 SCOPE OF THE STUDY

This research consign to the contemporary literature concerned to online shopping gratification. This study also furnishes a theoretical explanation for the online shopping intention, which brings forth electronic purchase habit. This study is a minuscule-step ahead in the present line of research on e-commerce mediated rating and reviews. Eventually, this study imparts to the existing literature by hypothesizing the relationship between these regarded variables.

### 2. LITERATURE REVIEW AND HYPOTHESES

#### 2.1 Online Shopping Intention

Hahn and Kim (2009) examined the determents of consumer trust and perceived internet confidence on online shopping intention through the online multi-channel retailer. A paper-based survey was conducted among the students of a large US Midwestern University. The data were collected from 261 participants. The proposed hypotheses were tested using structural equation modeling hypotheses were used for analysis and determined that consumers trust in an online retailer to be a significant predictor of perceived internet confidence and purchase intention via the online retailer. The outcome elicited that as a part of multi-channel strategy to provide consistent service and enhance online shopping intention.

Chuang and Fan (2011) explored the impact of online trust in the relationship between e-retailer quality - system quality, information quality, and service quality towards customer's online purchase intention. It revealed that both system quality and service quality positively estimated online trust of e-retailer directly, and it indirectly estimated customers' online shopping intention.

Dharmawirya and Smith (2012) investigated the key factors that make customers willingness to repurchase through online shopping to measure repurchase intentions by proposing a modified conceptual framework. A random sampling technique was adopted. The results suggested that Performance Expectancy and Facilitating Conditions to be the two most authoritative variables that ascertain the online shopping intention of customers.

Lee and Wang (2013) assumed the stimulus-organism-response framework to exemplify how store layout design and atmosphere influence consumers' online shopping intention on the website. The findings of this study showed that store layout design had a

positive influence on purchase intention and significant impact on emotional arousal and attitude toward the website. Moreover, atmosphere was found to have more authoritative effect on emotional arousal than store layout design.

2.2 e -Purchase Habit

The online shopping habit effects on online shopping intention are two-fold: mediated through rating and reviews; and controlled by the relationship between online shopping orientation and perceptual fluency towards online gratification (Close, 2012; Gao, 2005; Hunter and Tan, 2004; Molenaar, 2010; Sinha, 2000). Triandis (1971; 1980) refers habit as a situation-behaviour sequences that have become automaton that the individual is usually not conscious of these chronological successions. Electronic purchase habit is a behavioural tendency ensuing from prior shopping experience, which establishes behavioural inclination to ingeminate previous action, formulated through frequent performance in a stable context (Gefen, 2003; Quellete and Wood, 1998).

The e-purchase habit can be regarded as an automatic behavioural response actuated by a situational stimulus without being preceded by a cognitive analysis process in which an individual is not necessarily aware of the behaviour nor is required to devote thought or rational evaluations prior to engaging in such behaviour (Aarts, Verplanken, and Knippenberg, 1998; Quellete & Wood, 1998). Moreover, habitual behaviours necessitate minimal conscious thoughts endowing shoppers to economize their circumscribed mental resources (Aarts and Dijksterhuis, 2000; Bargh and Ferguson, 2000). In the context of online shopping, shoppers with online shopping habits would turn to the online behavioural response instead of a physical outlet mechanically without further thoughtfulness when they experience shopping needs, which automatically allow habitual behaviours to be performed easily and quickly (Bhattacharjee, 2001; Bhattacharjee and Sanford, 2009; Triandis, 1971; Quinn & Wood, 2005).

2.3 Conceptual Framework – “KALJO Online Shopping Intention Model”

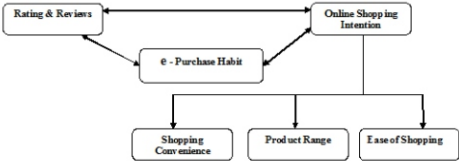


Figure 1: Conceptual Framework – “KALJO Online Shopping Intention Model”

3. RESEARCH METHOD

In this article, an epigrammatic approach is assumed to explore the accuracies of the observation by empirical evidence through the hypothetico-deductive method (Jankowicz, 2005; Sekaran, 2000). The research instrument used to collect the primary data is a modified-standardized questionnaire. The Online Gratification items are adopted and modified from the scale developed by Chen, Gillenson, and Sherrell (2002); the level of agreement with each item is measured using a five-point Likert Scale.

The knowledge about the economic geography, Coimbatore City is selected as the area of the study during the period of six months, from March to August 2016. The sample units studied for this research are the software professionals working for leading IT Company. As accorded with the manager of the IT Company, the identity of the organization is not disclosed, but preserved confidential. Stratified Random Sampling Technique is employed in this research to pick out the potential unbiased respondents. The researcher distributed 294 questionnaires to the IT professionals in person. After re-examining and eliminating the double-barreled and misleading statements (Churchill, 1979), 240 exclusively filled in questionnaires remained (81.63% response rate) which are used for further statistical analysis. The predictive power and overall model fitness of the proposed research

framework —“KALJO Online Shopping Intention Model” is tested by evaluating the implication of the paths using Structural Equation Modeling (SEM) with Maximum Likelihood Estimation.

4. ANALYSES AND DISCUSSION

H1: Online Shopping Intention will significantly influence e -Purchase Habit

The influence of Online Shopping Intention on e-Purchase Habit is assessed using Linear Regression. In the Online Shopping Intention is considered as independent variable and e-Purchase Habit is considered as dependent variable. The results revealed that the regression score 'R' is at 46.8%, R Square score is at 21.9%, and adjusted R Square score is at 21.8%. It is empathized from the R Square score that the weighted combination of Online Shopping Intention justifies 21.9% of the variance of e-Purchase Habit. It is also observed from the effects of the correlation coefficients that Online Shopping Intention is significant with e-Purchase Habit.

H2: Rating & Reviews on Online Gratification will not significantly influence Online

Shopping Intention

The role of Online Gratification (independent variable) on Online Shopping Intention (dependent variable) is determined via Rating & Reviews (mediator) is examined utilizing the mediating effect in IBM AMOS V.20 software. It can be ascertained that there is a significant relationship between Rating & Reviews and Online Gratification; Rating & Reviews Online Shopping Intention. Moreover, it can also be inferred from the path diagram that Rating & Reviews does not significantly mediate Online Gratification towards Online Shopping Intention.

Table 1: Impact of Online Shopping Intention will significantly influence e-Purchase Habit – Model Summary				
Mode l	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.578a	0.419	0.418	0.84229
a. Predictors:( Constant), Shopping Convenience, Product Range, Ease of Shopping				

It is observed from Table 1 that the regression value 'R' is at 57.8%, the R Square value is at 41.9%, and the adjusted R Square value is at 41.8%. From the R Square value, it can be interpreted that the weighted combination of Online Shopping Intention justifies 41.9% of the variance of e-Purchase Habit. It is observed from the effects of the correlation coefficients in Online Shopping Intention is significant with e-Purchase Habit.

5. CONCLUSION & SUGGESTIONS

E-tailing, have emphasized the urging need for a better apprehension of e-purchase habit and its principal antecedents, in particular online shopping intention. With regard to excoigating the referents of online shopping intention and e-purchase habit among the IT professionals, this research anomaly conduces surmountable discernments from online gratification by considering rating & reviews as mediating factor. The insignificance of Online Gratification towards Online Shopping Intention and e-Purchase Habit evidence the fact that mere Online Gratification does not bestow Online Shopping Intention or e-Purchase Habit. The suggested conceptual research model, “KALJO Online Shopping Intention Model” that incorporates all the ascertained attributes and sub-scales is statistically analyzed and affirmed using SEM. The study extends managerial implications for policy makers, consultants, and e-tailors to comprehend the e-purchase habit and enhance online gratification. This study groundbreaker in compounding the understanding of the online shoppers' behavior through empathizing the role of online gratification among the e-shoppers.

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