



ORIGINAL RESEARCH PAPER

Commerce

IMPACT OF WEBSITE ATTRIBUTES INFLUENCING PURCHASE INTENTION ON LEVEL OF PURCHASE INTENTION TOWARDS CARS THROUGH ONLINE AMONG CUSTOMERS

KEY WORDS: Customers, Online, Purchase Intention, Website Attributes

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ABSTRACT

Online customers always desire to search information within few clicks and attain to the most pertinent information based on their requirements namely best brands, better price offers, product features and word of mouth. The purchase intention is the opportunity of purchasing a specific brand of a car during purchase, but it relies on different factors and website attributes. There is significant difference between socio-economic status of customers and website features, there is significant difference between socio-economic status of customers and product features. The information quality, website features and product features have significant and positive impact on level of purchase intention of cars through online among customers. The website should have close-up or 3D images of the cars and it must use proper font size and attractive colours. The website should provide information about cars clearly and make customers to understand easily.

1. INTRODUCTION

Online shopping is a type of electronic commerce which permits customers to purchase products and services directly from a retailer over the Internet by using a web browser. Customers discover a product of their interest through available websites of retailers using a search engine, which exhibits the availability similar product and price at various e-retailers. Online shopping is the process of purchasing products or services by customers over the Internet (Bellman et al, 1999). Online customers always desire to search information within few clicks and attain to the most pertinent information based on their requirements namely best brands, better price offers, product features and word of mouth (Gao, 2005).

The purchase intention is the propensity of customers with the recognized objective where it is generally gauged in terms of actual purchasing. If the degree of purchase intention among customers is high, the degree of actual purchase is likewise. The purchase intention is the opportunity of purchasing a specific brand of a car during purchase, but it relies on different factors and website attributes. In the face of the remarkable growth in online sales, there is significant affirmation showing purchase abandonment of a large number of customers. Therefore, it is essential to study the impact of website attributes influencing purchase intention on level of purchase intention towards cars through online among customers

2. METHODOLOGY

The present study is carried out in Madurai district and for this purpose, data are gathered from 845 customers purchasing cars through online by applying convenience sampling technique through structured questionnaire. The percentage analysis is done to know the socio-economic status of customers purchasing cars through online. The mean and standard deviation are worked out for website features, information quality and product features. The ANOVA test is applied to examine the difference between socio-economic status of customers and website features, difference between socio-economic status of customers and information quality and difference between socio-economic status of customers and product features. The multiple linear regression is used to analyze the impact of website attributes influencing purchase intention on level of purchase intention of cars through online among customers.

3. RESULTS AND DISCUSSION

3.1. SOCIO-ECONOMIC STATUS OF CUSTOMERS

The findings reveal that 56.09 per cent of customers are males and 43.91 per cent of them are females. It is clear that 33.73 per cent of customers belong to age group of 26 – 35 years followed by 36 –

45 years (31.60 per cent), 21 – 25 years (15.14 per cent), 46 – 55 years (11.60 per cent) and above 55 years (7.93 per cent). The results disclose that 41.77 per cent of customers are graduates followed by post graduates (33.73 per cent per cent), diploma holders (9.94 per cent), higher secondary (9.35 per cent) and secondary (5.21 per cent). It is apparent that 37.75 per cent of customers are private sector employees followed by government sector employees (26.39 per cent per cent), businessmen (15.74 per cent), professionals (13.61 per cent) and retired persons (6.51 per cent).

3.2 WEBSITE ATTRIBUTES INFLUENCING PURCHASE INTENTION OF CARS THROUGH ONLINE AMONG CUSTOMERS

3.2.1. WEBSITE FEATURES

The perception of customers about website features was analyzed and the results are presented in Table-1.

Table-1. Perception of Customers about Website Features

Website Features	Mean	Standard Deviation
I find the website of car is attractive and interesting	3.75	1.11
I find the website of car has a clean and simple presentation	3.72	0.98
I find the website has close-up or 3D images of the car	3.26	1.00
I find the website of car has proper use of fonts and colour	3.21	1.18
I find the website has presence of visual presentation aids	3.68	0.98
I find the website has features and performance of car	3.70	0.89
I prefer the sites that have chat room and comments to see what others say about the car and service	3.69	1.00

The results show that the customers are agreed with they find the website of car is attractive and interesting, they find the website of car has a clean and simple presentation, they find the website has presence of visual presentation aids, they find the website has features and performance of car and they prefer the sites that have chat room and comments to see what others say about the car and service, while, they are neutral with they find the website has close-up or 3D images of the car and they find the website of car has proper use of fonts and colour.

3.2.2. SOCIO-ECONOMIC STATUS OF CUSTOMERS AND WEBSITE FEATURES

To examine the difference between socio-economic status of customers and website features, the ANOVA (Analysis of Variance) is applied and the results are presented in Table-2.

Table-2. Difference between Socio-Economic Status of Customers and Website Features

Particulars	F-Value	Sig.
Gender and Website Features	9.014**	.004
Age Group and Website Features	7.708**	.000
Educational Qualification and Website Features	2.750*	.027
Occupation and Website Features	8.456**	.000

** Significant at one per cent level

* Significant at five per cent level

The F-values are significant showing that there is significant difference between socio-economic status of customers and website features. Thus, the null hypothesis of there is no significant difference between socio-economic status of customers and website features is rejected.

3.2.3. INFORMATION QUALITY

The perception of customers about information quality was analyzed and the results are presented in Table-3.

Table-3. Perception of Customers about Information Quality

Information Quality	Mean	Standard Deviation
I prefer the use of Internet for information rather than other sources to purchase car	3.88	1.09
I believe the Internet provides reliable information of car	3.92	0.79
I believe the information of car is regarded as true and credible	3.78	0.95
I think websites information of car is clear, available and understandable	3.39	1.17
I think using the web information would help me to purchase car I really want	3.84	1.05
I think the information of car is applicable and look persuasive to me	3.77	0.87
I think the information of car is easily comprehended	3.32	1.04

The results indicate that the customers are agreed with they prefer the use of Internet for information rather than other sources to purchase car, they believe the Internet provides reliable information of car, they believe the information of car is regarded as true and credible, they think using the web information would help them to purchase car they really want and they think the information of car is applicable and look persuasive to them, while, they are neutral with they think websites information of car is clear, available and understandable and they think the information of car is easily comprehended.

3.2.4. SOCIO-ECONOMIC STATUS OF CUSTOMERS AND INFORMATION QUALITY

To examine the difference between socio-economic status of customers and information quality, the ANOVA (Analysis of Variance) is applied and the results are presented in Table-4.

Table-4. Difference between Socio-Economic Status of Customers and Information Quality

Particulars	F-Value	Sig.
Gender and Information Quality	9.033**	.003
Age Group and Information Quality	9.093**	.000
Educational Qualification and Information Quality	8.958**	.000
Occupation and Information Quality	8.330**	.000

** Significant at one per cent level

The F-values are significant indicating that there is significant

difference between socio-economic status of customers and information quality. Therefore, the null hypothesis of there is no significant difference between socio-economic status of customers and information quality is rejected.

3.2.5. PRODUCT FEATURES

The perception of customers about product features was analyzed and the results are presented in Table-5.

Table-5. Perception of Customers about Product Features

Product Features	Mean	Standard Deviation
The website makes me possible to see all or complete product pricing info of car	3.96	0.89
The website makes me easier to find a value range displayed for car	3.94	0.85
The website makes me possible to find any kind of cars that available in the market	3.81	0.81
The website makes me easier to find cars with a good price-quality	3.40	1.07
The website makes me possible to find information about car quality	3.86	1.00
The website makes me possible to see a written description of the car	3.37	1.25
The website makes me possible to choose brand and car names	3.90	0.88

The results reveal that the customers are agreed with the website makes them possible to see all or complete product pricing info of car, the website makes them easier to find a value range displayed for car, the website makes them possible to find any kind of cars that available in the market, the website makes them possible to find information about car quality and the website makes them possible to choose brand and car names, while, they are neutral with the website makes them easier to find cars with a good price-quality and the website makes them possible to see a written description of the car.

3.2.6. SOCIO-ECONOMIC STATUS OF CUSTOMERS AND PRODUCT FEATURES

To examine the difference between socio-economic status of customers and product features, the ANOVA (Analysis of Variance) is applied and the results are presented in Table-6.

Table-6. Difference between Socio-Economic Status of Customers and Product Features

Particulars	F-Value	Sig.
Gender and Product Features	11.702**	.000
Age Group and Product Features	7.273**	.000
Educational Qualification and Product Features	3.724**	.005
Occupation and Product Features	8.700**	.000

** Significant at one per cent level

The F-values are significant revealing that there is significant difference between socio-economic status of customers and product features. Hence, the null hypothesis of there is no significant difference between socio-economic status of customers and product features is rejected.

3.3. IMPACT OF WEBSITE ATTRIBUTES INFLUENCING PURCHASE INTENTION ON LEVEL OF PURCHASE INTENTION OF CARS THROUGH ONLINE AMONG CUSTOMERS

To analyze the impact of website attributes influencing purchase intention on level of purchase intention of cars through online among customers, the multiple linear regression is used and the results are presented in Table-7.

Table-7. Impact of Website Attributes Influencing Purchase Intention on Level of Purchase Intention of Cars through Online Among Customers

Website Attributes	Regression Co-efficients	t-Value	Sig.
Intercept	7.184**	8.242	.000
Website Features (X ¹)	.222**	8.161	.000

Information Quality (X^2)	.812**	24.733	.000
Product Features (X^3)	.153**	4.712	.000
R^2	0.64	-	-
Adjusted R^2	0.63	-	-
F	91.266	-	.000

** Significance at one per cent level

The adjusted R^2 is 0.63 showing the regression model is good fit and it implies that 63.00 per cent of the variation in dependent variable is explained by the independent variables. The F-value of 91.266 is statistically significant at one per cent level indicating that this regression model is significant.

The results reveal that information quality, website features and product features have significant and positive impact on level of purchase intention of cars through online among customers at one per cent level. Hence, the null hypothesis of there is no significant the impact of website attributes influencing purchase intention on level of purchase intention of cars through online among customers is rejected.

4. CONCLUSION

The findings show that there is significant difference between socio-economic status of customers and website features. In addition, there is significant difference between socio-economic status of customers and information quality and there is significant difference between socio-economic status of customers and product features. The information quality, website features and product features have significant and positive impact on level of purchase intention of cars through online among customers.

The website should have close-up or 3D images of the cars and it must use proper font size and attractive colours. The website should provide information about cars clearly and make customers to understand easily. In addition, the website should provide information about quality aspects, prices of cars and written description of the car in order to select cars through online by customers quickly.

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