



ORIGINAL RESEARCH PAPER

Marketing

INTENTION TO PURCHASE ONLINE: INTERACTION EFFECT OF GENDER & E WORD OF MOUTH ADOPTION

KEY WORDS: E Word of Mouth, Online Purchase, Intention to Purchase, Interaction Effect.

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ABSTRACT

Intention to Purchase Online: Interaction effect of Gender & E Word of Mouth Adoption”, online purchasing is common these days but what about apparel purchasing online through EWOM, this research concentrates about various phases of E Word of Mouth such as consideration of EWOM, consumer’s preference over the technology-based information and information derived from EWOM, what influences the behavior of the consumer for making their decision to purchase a clothing online. The analysis which was concluded from deriving data of about 112 respondents can be stated that there is significant influence of E WOM information adoption, technology adoption and behavior with technology-based information on Intention to purchase of the buyer and there is moderative relationship of gender on E Word of Mouth adoption and Intention to Purchase.

INTRODUCTION

The way a person dresses up is an indirect way to connect to the world. Fashion never stays constant for a period of time; it changes from time to time. Apparel has its unique way to connect to the diversified world; this industry satisfies all its customer in all their stages from a baby to an old age stage.

The online review, opinion, comments, likes or dislikes, ratings, recommendations on the product available online is called E WORD OF MOUTH. EWOM is actually taking the major role in blueprinting a product and its features to a consumer virtually which induces that consumer to purchase or to go for other product. The E word of mouth is given by the consumer who used that product and puts upon his view on that product, it may even be called as the feedback collected for the brand or even the preview for the consumer who might need it in the upcoming future.

RESEARCH METHODOLOGY

Data	Primary data
Research Design	Descriptive Method
Sample Size	112
Sampling Technique	Non-Probability – Convenience Sampling
Tools Used	Percentage, Regression & Interaction Analysis

ANALYSIS & INTERPRETATION

Impact of EWOM information adoption, technology adoption and behavior with technology-based information on Intention to purchase of the buyer:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Beta			
(Constant)	1.225	.243		5.049	<.001
Intention to purchase	.659	.068	.676	9.629	<.001
R	.676a				
R2	.457				

The significance rate is <0.05, thus there is impact of EWOM information adoption, technology adoption and behavior with technology-based information on Intention to purchase of the customer.

Interaction analysis of gender on E Word of Mouth adoption and Intention to Purchase The significance rate is <0.05, thus there is moderative relationship of gender on E WOM and Intention to Purchase.

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***** MODEL SUMMARY *****
R Square: 0.45719311
Adjusted R Square: 0.448672967
Standard Error of the Estimate: 0.460320910
R Square Contribution of the Interaction Term(s): 0.006707774

RESEARCH MODEL: Y = B1X1
                + B2X2
                + B3X3
                + B0

MODEL: Y = Overall_Intention_to_purchase
        X1 = Overall_E_WOM_Adoption
        X2 = Dummy_var (M/F)
        B0 = Regression_Constant

***** END MODEL SUMMARY *****

***** MODEL ANALYSIS OF VARIANCE *****
Sum of Squares    Degrees of Freedom    Mean Square    F    Significance
Regression: 38.18046718    1    38.18046718    11.23719058    0.00000001
Residual: 20.31931049    108    0.19382504
Total: 58.49977767    111
***** END ANOVA *****
    
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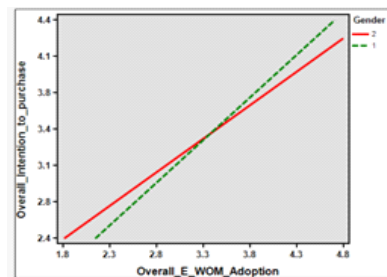


Figure 1: Interaction Plot

This figure states that the lines on the graph when intersects proves that there is moderative relationship.

FINDINGS

Null Hypothesis (H0)	Statistical Tool Used	Result
There is no relationship between technology adoption and intention to purchase.	Regression	There is relationship between technology adoption and intention to purchase.
There is no influence of behavior with technology-based information on intention to purchase.	Regression	There is influence of behavior with technology-based information on intention to purchase.
There is no moderative relationship of gender on E Word of Mouth adoption and Intention to Purchase	Interaction Analysis	There is moderative relationship of gender on E Word of Mouth adoption and Intention to Purchase

CONCLUSIONS

E WOM on Apparel Purchasing has led to the knowledge of the researcher and the apparel industries which can result in the development in the production of the organization and its products as a whole and thus this research can conclude that

there is significant influence of E WOM on the intention to purchase by the customers. There is moderation effect from the gender of the respondents on the EWOM and Intention to Purchase.

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