



Analysing the intentions of brand choice behaviour of online consumer

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Abstract

Online Shopping has started new revolutionary era in the industry. It has changed the view of the people towards the product and services and also people are more sensitively responding with respect to brands. The study emphasizes on the intention of the consumer to purchase and its dependency on the attitude of the consumer and the factors that affect the brand choice behaviour of consumers purchasing online. A Research model is proposed to accomplish the above objectives. The result is proved empirically by collecting 250 samples across India using random sampling technique. Hypothesis have been formulated and tested accordingly using the tools, such as Cronbach's alpha, Reliability test, Multiple Linear Regression, ANOVA. It was found that, the attitude and the factors affecting brand choice behaviour of online consumers will have a positive influence on the intention to purchase. Suitable suggestions based on findings are given. This study offers online retailers an understanding about consumers' intention to purchase online towards brand choice behavior.

Keywords: Brand choice, online consumer behaviour, intention to purchase online, brand choice behaviour.

Introduction

Internet has modified the manner wherein consumers purchase and promote goods and services, and has rapidly evolved into a global phenomenon. The perception of Consumers towards any product or service plays a much sensible role in present scenario. When the attitudes of consumers combine with their intention, there is clarity about the decisions in purchase of goods online.

Organizations use effective and outstanding advertising and marketing techniques and make analysis of various factors to be considered to convert potential customers into actual ones. Some dominant elements that have impact on consumer behaviour of online buying are information regarding products, easy way of use, Motivational aspect, safety/privacy, discount offers etc., In this paper researcher attempts to study the intention of customers to buy online electronic goods.

Review of literature: According to Prashant Singh¹ in "Consumer's buying behaviour towards online shopping- a case study of Flipkart.com users' in Lucknow city" intends to examine and analyse the consumer's buying behaviour pattern towards online shopping. The respondents' perception about online shopping and also to find out various attitudes of flipkart users to Lucknow city towards online shopping.

The survey of 100 samples being considered and the result concluded that future of e-retailers in India, especially in cities are looking bright. Flipkart.com offering best prices and products and complete hassle free shopping experience to customers. The success of any e – trailer depends on its brand imaging.

According to A.T. Jaganathan et al.² in their paper "A Study on consumer perception Towards Online Shopping, Namakkal" has made an attempt to study the customer perception towards online shopping at Namakkal District. The Authors have found the factors affecting the perception of customers like advertising, reviews, public relations, social media and personal experiences etc.

The data with 150 respondents were considered and random sampling technique used with ANOVA. The result reveals that customers are intake in the future online shopping in the way the intention of getting products online. It also suggested the need to focus on every customer's effect to tab on online market assuming he influence of add in online shopping behaviour. Factors such as position of the brand in the market, brand name and perceived typical user was also considered as important in forming consumers' perception of brand personality³.

The Authors, Muhammad Alshurideh et al.³ in their paper "Factors affect mobile phone brand choices- studying the case of Jordan universities students had aimed to examine main factors that affect mobile phone brand choice from behavioural perspective, through analysing pre- behaviour factors and post behaviour factors from Jordanian's Customer's perspective.

The scope of Behavioural Perspective model (BPM) applications within a real behaviour setting is applied. A multinomial Linguistic regression analysis was used to examine predetermined factors and accordingly the findings and suggestions were proposed. The increased usage of mobile phone and their fastest adoption curve and orientation towards technology and innovative features, the youth was highlighted

as the main area of interest to marketers according to Shahzad Khan et al.⁴.

According to Manisha Kinker and N.K. Shukla⁵ in their paper titled “An analysis of consumer behaviors towards online shopping of electronic goods with special reference to Bhopal and Jabalpur city” presented that the consumer behaviour in online shopping is different from the physical market. This study had covered Customer oriented factors like time saving, product quality, product price, convince, accessibility etc., and also technology oriented factors like guaranteed quality, cash on delivery and discounts and promotions are specific factors which have influenced customers attitudes towards electronic product shopping online.

According to Mesay Sata⁶ in his paper titled “Factors affecting Consumer Buying Behaviour of Mobile phones Devices” has investigated the factors affecting the decisions of buying mobile phones in Hawassa town. Six Dominant factors was considered for analysing and it was clear consumer’s value price followed by mobile phone features was most important feature which also motivated to buy mobile phones. The most important feature is physical attribute to buy a mobile phone according to MdReaz Uddin et al.⁷ and has also considered pricing, charging and operating facilities, size and weight, friends’ and colleagues’ recommendations, neighbors’ recommendations and advertising as important features affecting consumer’s buying decision.

Pinki Sharma⁸ in her paper titled “A Study of brand choice of laptops by management and engineering students” has highlighted about highly competitive market of laptops. The study presented brief overview of Indian Laptop industry. The students point of view was highlighted in the paper and also author has identified the factors which influence purchase indent of management and engineering students. The author has suggested various laptop features which can be upgraded to develop a brand management strategies and to properly position the brand.

According to Vidhya S. Gurav and Vinay R. Patil⁹ in the paper titled “A study of consumer behaviour towards online buying with reference to Ichalkaranji city” examines the world of online marketing to know the opinion consumers online buying with reference to Ichalkaranji city and also the types of products bought by consumers online.

The Authors have found that as the income of consumers increase they tend to go for more online purchasing.

Objectives: i. The main objective is to check whether there exists a relationship between the attitude and intention of the consumer. ii. To examine whether technological factors, consumer related behaviour, brand equity elements and customer purchase behaviour factors affect intention of purchasers and the brand choice behaviour of online consumers.

Methodology

There are various forms of designing the research. Selection of research strategy is a general plan how the researcher will prove the research objectives that have been set. Sampling method must be designed after defining the nature and the objectives of the study. Random sampling was considered for sampling. The Sample size being 250 samples and questionnaires were circulated online using google forms and 237 questionnaires could be considered for potential research and Primary data was collected. The tools used were Cronbach’s alpha Reliability test and the factors are highly desirable. Multiple Linear Regression and Anova tests are used to analyse the factors considered.

Hypothesis: i. H1: There is positive relationship between attitudes towards online shopping and intentions to purchase. ii. H2: There is relationship between intentions to purchase and technology-oriented factors. iii. H3: There is relationship between intentions to purchase and consumer-oriented factors. iv. H4: There is relationship between intentions to purchase towards online shopping and Brand Equity factors, v. H5: There is relationship between attitudes towards online shopping and purchase behaviour factors.

Analysis

H1: There is positive relationship between attitudes towards online shopping and intentions to purchase.

Table-1: Relationship between Intention to purchase and attitudes of consumer to purchase online.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.913	1	.913	4.394	.037 ^b
Residual	48.817	235	.208		
Total	49.730	236			

From the Table-1, attitudes towards online shopping and intentions to purchase are in positive relationship with beta values being 0.037 i.e.< 0.05. This depicts that attitude towards shopping online and also intentions to purchase are positively related and therefore considered.

The attitude towards online shopping affects the intentions to purchase electronic goods online is significantly shown above using regression analysis where beta value being 0.037; less than 0.05, clearly indicating the positive relationship between attitude to purchase and intention to purchase electronic goods online.

H2: There is relationship between intentions to purchase and technology-oriented factors,

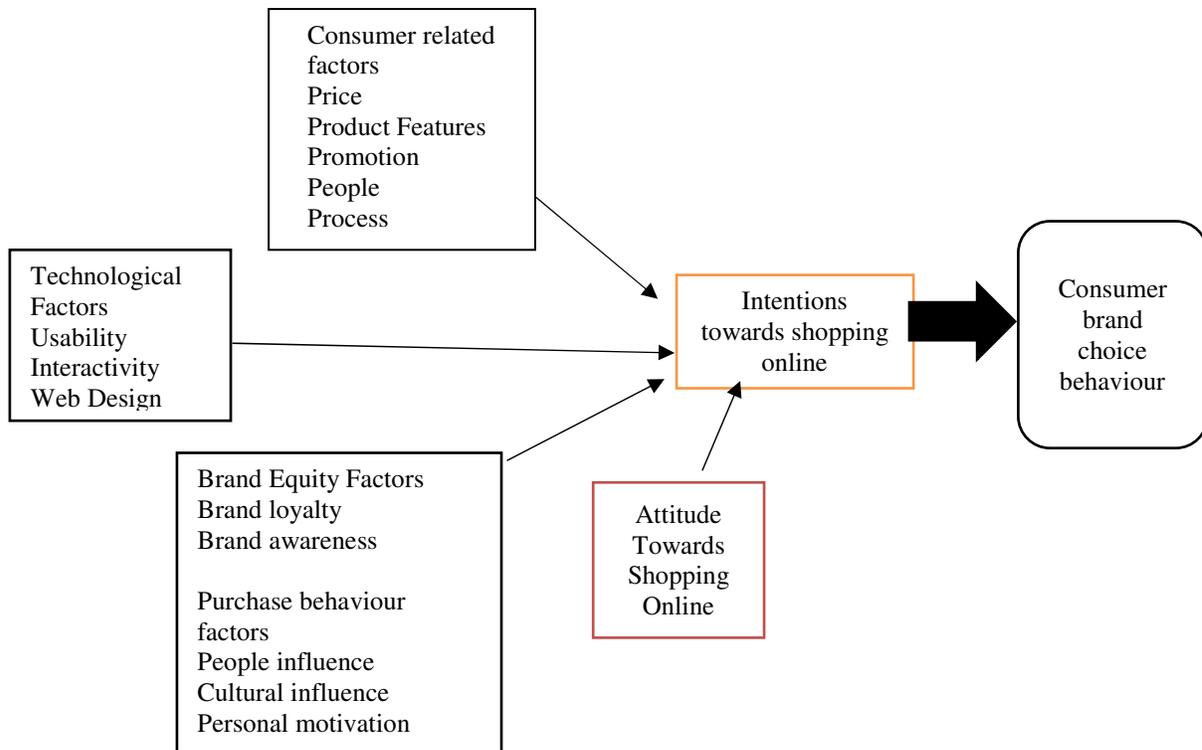


Figure-1: Intention to purchase Model.

From the Table-2, the usability of technological features, interactivity and web design will affect the intention to purchase the branded electronic goods online with the beta values being less than 0.05. The technological factors such as usability, interactivity and web design are significantly affecting the intentions to purchase the electronic goods online by respondents. The beta values being 0.007, 0.001 and 0.028; all (less than 0.05) depicting that intention to purchase of respondents are affected by technological factors.

Table-2: Relationship between intention to purchase and technological factors.

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression – usability	3.264	5	.653	3.246	.007 ^b
Interactivity	4.781	7	.683	3.480	.001 ^b
Web design	1.561	6	.260	1.243	.285

H3: There is relationship between intentions to purchase and consumer-oriented factors.

Price, product features, promotion, people and process are the main factors considered under consumer oriented factors. Wherein the factors reasonable price, 5 star energy, colour, brand image being significant with beta value 0.002; under

product features and attractive advertising, availability of products and trust being significant with beta value 0.00001 under promotion and employee training and their communication skills are being significant with beta value 0.000385; waiting time for products to arrive and online payment for the goods are very much significant with beta values 0.006. All beta values being less than 0.05 concluding the factors to be significant with respect to intentions to purchase electronic goods online.

H4: There is relationship between intentions to purchase towards online shopping and Brand Equity factors.

The factors of Brand awareness and brand loyalty are considered under brand equity factors and under brand loyalty all the three factors considered i.e. buying branded electronic goods online, priority of branded electronic goods and also the satisfaction levels on the branded electronic goods all being significant with beta value 0.003 (b < 0.05).

Among the factors of brand awareness, the factor recognition of particular brand among the list of brand is significant with the beta value 0.01, depicting the factors to be significant with respect to intentions to purchase electronic goods online.

H5: There is relationship between attitudes towards online shopping and purchase behaviour factors.

The factors people influence and personal motivation are considered under purchase behaviour and under People

influence friends, family and colleague influence. Under personal motivation the purchase intention is considered as temporary purchase or planned purchase, wherein both are significant as per situation with beta value 0.0004.

The factors of people influence are significant with beta values 0.0001314 proving the influence of friend, family are significant with respect to intention to purchase electronic goods online.

Findings

Technological Factors: From the analysis, it is observed that, easily accessible information about electronic goods, faster delivery procedure of ordering online and easy operation of shopping cart online; brand of electronic goods, warranty period of the product, high transaction security of the transaction done online; quality of presentation of website are significant factors which affect the intention to purchase electronic goods online.

Customer oriented factors: From the analysis, it is observed that, reasonable price and value of money for the product; 5 star energy rating, Colour of product, types of products available, Brand image of the product and availability of different size/shape and weights of the product ; Attractive advertising, availability of products and trust; simple menu options, waiting time and online payment in payment process; employee training , communication skills of employees are significant and affects the intention to purchase of consumer while buying electronic goods online.

Brand equity factors: It is found that factors, purchasing of same branded goods and the choice of the electronic brand and satisfaction with same brand of goods; awareness of brand, familiar with branded goods and recognition of different brand goods are significant and affects the intentions to purchase of consumers purchasing the electronic goods online.

Purchase Behaviour Factors: From the analysis, it is clear that the factors Friend and family influence; consumers opting for both Indian and international brand of electronic goods; planned consumption; are significant and defines the consumer's intentions to purchase online electronic goods.

Suggestions

Technological factors: it is suggested that the factors clear web navigation and shopping cart operation have to be made easy and simple for the consumers which is otherwise negatively influencing consumers on not intending to purchase online. Including usability, the customer ratings and reviews and the customization of website, recommendations on the products, and good customer service need extra attention which may affect the intention of the consumers on deciding to buy online. Also the features of the products like font on the website and product, animation of the product, and the sound on the website influences the intention to purchase the electronic goods online.

Consumer oriented factors: It is suggested that the retailers have to note on the above factors which negatively influences the brand choice consumers in their behaviour and the attention is to be on quality of product and its value of money. Factors capacity of the product and its warranty period, colour of the product, all affects the brand image of the product; attractive brochures and its reminders using SMS and mail alerts affects the intention to purchase the product and word of mouth plays a major role, therefore positive and attentive after sale services are to be presented. Simple menu options and replacement options will help in positively changing the intention to purchase of individual consumer.

Brand equity factors: As the trend of the brands changes the consumers are less loyal to the brands and therefore retailers must work on consumers brand loyalty with quality goods presented to consumers.

Purchase Behaviour Factors: It is suggested that the good review regarding the product is to be spread with people influence which affects the intention to purchase online. And with globalization factor international brands are more preferred but usage of both Indian and International brands are recorded. Indians long for durability and longevity of the product and therefore temporary consumption need purchase is negatively affected and therefore retailers should note on the same which affects the intention of the consumers to purchase electronic goods online.

Conclusion

With the easy entry to global markets, consumers are relatively more sensitive in selection of the products with the wide variety and its availability, which in turn had made the road tedious for the manufacturers and e-commerce platforms to sell the products online. This paper intended in examining the relationship between attitude towards purchasing electronic goods online and intentions to purchase the goods online and evaluation the technological, consumer oriented, brand equity and purchase behaviour factors affecting the intentions to purchase electronic goods online for a consumer. The research findings can offer online retailers a clear picture about influence of respective factors and also suggests online retailers the factors which helps in building customers good intention to purchase electronic goods online.

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