

Factors Influencing Consumer Buying Behaviour Towards E-Commerce Websites

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Abstract:

The Indian E-Commerce Industry is expected to grow and reach approximately 190 billion USD by the end of the year 2025. The growth of this industry is due to many reasons like better infrastructure, increase in the internet user base and smartphone users across India and also the behavioural change in the consumers to prefer online shopping over the traditional retail stores. The Indian customers have been widely accepting the online shopping model and due to this reason, more and more sellers are switching to the E-Commerce platforms to sell their products and services. The aim of this research paper is to understand the reason why customers are shifting to the E-Commerce platforms and understand the various factors like Hedonic Motivations, Price Saving Orientation, Time Saving Orientation, Post usage usefulness of services and Attitude towards online websites and their effect on the customers adopting the online shopping platforms. The study tries to find out which factor influences the customers to adopt online shopping and how E-Commerce companies can improve their service quality to attract more and more customers. The data for this study is primary data and is collected from students of Xavier Institute of Management & Entrepreneurship, Bangalore and respondents from across India.

Keywords: E-Commerce, Hedonic Motivations, Post Usage Usefulness of service, Price Saving orientation, Time Saving Orientation, Attitude Towards Online websites.

1.Introduction:

Indian E-Commerce Industry is a high growth industry despite the pandemic and the subsequent lockdown in 2020. The lockdown affected the growth of many sectors across the country, but the E-Commerce Industry was not affected and displayed growth with increased customer sales and revenue growth. The Statista Research predicts that the E-commerce industry in India, is going to reach approximately 190 billion USD by the year 2025 from 14 billion USD in the year 2014 and the value of the industry is 64

billion USD for the year 2020. The growth is due to the increase in the internet user base in India and the smartphone users in India. It is also due to change in behaviour of the Indian consumers who switched to shopping online from the comfort of their homes. The rising smartphone penetration into the rural areas and the 4G mobile connectivity have aided the change in the consumer buying behaviour. The increased usage of the Internet has connected the consumers to the sellers by providing the required connectivity infrastructure. E-commerce has become the platform which has connected more and more consumers to sellers. Due to the increase in consumers accepting the online shopping model, sellers are seen increasingly adopting the E-commerce websites to satisfy the needs of the consumers. This phenomenon has led to the growth of Amazon India, Snapdeal and Flipkart, who have seen increase in their revenue due to the increase in the sellers and consumers adopting the e-commerce platforms.

2. Literature review:

This study proposes a research model of using the combination of contingency framework, extended model of IT Continuance and Technology Acceptance Model (TAM). The contingency framework shows that e-loyalty is greatly impacted by the e-satisfaction experienced by the customers. The customers who are more satisfied are more likely to be loyal and purchase again. Factors like customer support, tracking the product, perceived value and convenience of shopping from the comfort of their homes are more likely to make them more satisfied and able to keep the customers loyal to the business. The main insight from this theory for the businesses to infer, is that loyal customers are more important in value in comparison with new customers and that loyal customers ensure profitability for the business.

The model of IT continuance was modified by adding several variables to the original model developed in 1980. Recent research (Rezaei et al., 2016) “has shown that post usage usefulness had a significant effect on IT continuance. The model of IT continuance shows a direct link between post usage usefulness to attitude of consumers to e-commerce websites”. The post usage usefulness factor directly influences the attitude and also the behavioural intentions. This model has been accepted by many researchers across the world to examine the continuance of using IT services such as self-service technologies.

The learnings from the individual articles referred for this research study is given below

The authors Vincent Cheow Sern Yeo, See-Kwong Goh, Sajad Rezaei in their paper “Consumer experiences, attitude and behavioural intention toward online food delivery (OFD) services” describes the contingency framework and how companies to ensure profitability must understand that “E-satisfaction has an impact on E-loyalty and must focus on retaining loyal customers. Also, Model of IT continuance shows a direct link between post usage usefulness to attitude and attitude towards behavioural intentions”. The article confirmed that the attitude towards online food delivery services had improved when the customers shopped with an intention of time saving and price saving mindset.

The authors T. Sai Vijay, Sanjeev Prashar & Chandan Parsad in their paper “Role of Shopping Values and Web Atmospherics in E-Satisfaction and Repurchase Intention” (2016) linked factors like hedonic shopping value, utilitarian shopping value, web informativeness, web entertainment, effectiveness of information content to repurchase intention. “The study concluded that impact of web related elements and utilitarian shopping values had a direct impact on customer e-satisfaction whereas hedonic factors did not have any impact on customer e-satisfaction”.

The authors Prageet Aeron, Shilpi Jain & Alok Kumar in their paper “Revisiting Trust toward E-Retailers among Indian Online Consumers (2019), linked factors like Ability, Benevolence, Integrity, Consensus Perception, and Online Familiarity to trust among online customers. The study recognized psychological, technological and institutional variables and how it affected the trust of customers towards e-retailers.

“The authors Arun Kumar Siva Kumar & Abirami Gunasekaran in their paper, An Empirical Study on the Factors Affecting Online Shopping Behaviour of Millennial Consumers (2017), studied determinants like consumer innovativeness, perceived benefits, perceived risks, attitude and intention towards online shopping behaviour of millennial customers”. The research concluded that factors like website design, website layout and website interface had a huge impact on millennial customers’ acceptance of online shopping websites.

“The authors Urvashi Tandon & Amit Mittal & Sridhar Manohar in their paper, Examining the impact of intangible product features and e-commerce institutional mechanics on consumer trust and repurchase intention (2020), examined factors like Virtual Try On (VTO) technology, POD mode of payment, free shipping policies, and vendor-specific guarantees on trust, and return policies of e-retailer and their

relationship with repurchase intention”. The research concluded that customers trust in online shopping can be improved by online retailers focussing on offering assurances to customers about lenient return policies of the company. Pay on delivery is another strong factor in India and must be expanded to rural areas where the trust on online mode of payment is very less.

“The author Urvashi Tandon in her paper “Predictors of online shopping in India: an empirical investigation (2020), focused on understanding the factors like Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Reverse Logistics, Social Media and POD mode of Payment and their impact on customer satisfaction”. The researcher noticed that Pay on Delivery (POD) mode of payment is regarded safe by customers and hence online retailers must expanded the POD service to customers across India.

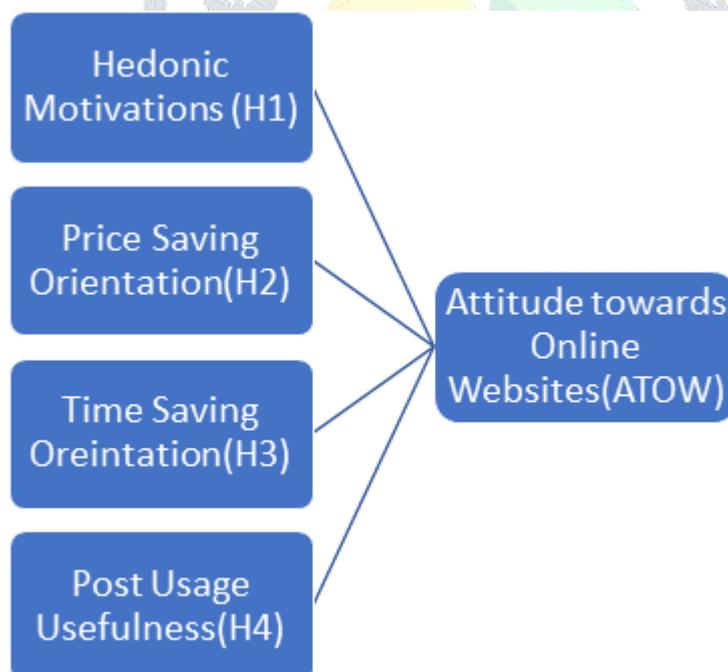
“The authors Sunith Hebbar, Giridhar B. Kamath, Asish Oommen Mathew and Vasanth Kamath in their paper, Attitude towards online shopping and its influence on purchase intentions: an urban Indian perspective (2020), identified various factors domain specific innovation, attitude towards product/service, subjective norms and perceived behavioural control and their relation to benefits and risks of online shopping which influenced the customers decision to repurchase”. The COD and secured financial transaction system were influential factors influencing the minds of the millennial customers to prefer online shopping.

“The authors Mohamed Ahmed Salem, Khalil Md Nor in their paper, The Effect Of COVID-19 On Consumer Behaviour In Saudi Arabia: Switching From Brick And Mortar Stores To E-Commerce (2020), studied variables like perceived usefulness (PU), perceived ease of use (PEOU), subjective norms (SN), perceived behavioural control (PBC), perceived lack of alternatives, perceived risk, perceived punishable infractions, risk-taking propensity, perceived external pressure, and government support and their influence on consumers adopting E-Commerce”. The research found that businesses benefited from the present situation of the pandemic causing the customers to switch towards online shopping but PU, PBC, risk-taking propensity, perceived lack of alternatives, and government support emerged as factors responsible for the customers intention to adopt online shopping.

“The authors Urvashi Tandon, Ravi Kiran, Ash N. Sah in their paper, “The influence of website functionality, drivers and perceived risk on customer satisfaction in online shopping: an emerging economy case (2017), analysed factors like perceived risk, driver of online shopping and website functionality and their impact on customer satisfaction”. Website functionality turned out to be an important factor for customers becoming satisfied with their shopping experience and the satisfied customers will eventually become loyal customers. The study also highlighted the need for online retailers to offer support to the customers to reduce the perceived risks faced by the customers.

“The author Aanchal Aggarwal in her paper, Preferences of Indian consumers towards attributes of online shopping websites: a conjoint analysis” (2020), found out three important factors namely perceived usability, perceived security and perceived information quality which will have an influence on the purchase intention of customers. The research found out that the most important factor was perceived information quality as it created the trust among the customers towards online retailers by avoiding confusions and created a feeling of transparency in the minds of the customers.

3. Hypothesis Formulation:



3.1 Hedonic Motivations (HM):

“Shopping for products and services is seen as a rational process with a utilitarian thinking in mind” (Vincent Cheow et al;2016). The traditional theory of consumption states that customers purchase products to meet their needs. The goal of the customers was to buy products to purchase their needs with no importance given to aesthetic beauty and the entire shopping experience. The purchase process was a pure rational decision to purchase products which meet the needs. Customers buying was based on the rationality concept where he needs a reason to buy a particular product or service. The new generation of consumers have shown that they look for more, while buying a product other than the rationality factor. When they search for product or service, they expect a strong sense of satisfaction during the entire search experience. The satisfaction arises from the sensory stimulation, symbolism or appreciating the fun during the purchase process. Hedonism is the aesthetic presentment and enjoyment the customer feels during the entire purchase process starting from the recognition of the needs and wants to post purchase behaviour like usage of the product or service. It takes into account the cognitive- rational and problem-solving information processing. The important factor that drives customers to purchase is the emotional arousal and impulsiveness to buy the particular product at that moment of time. The hedonic perspective is not a substitute for the traditional consumption theories on shopping, but works as an addition to enhance the application of consumption theories. Companies like Amazon India, Flipkart, Jiomart etc have included a lot of quizzes and games to improve the fun aspect while shopping on these platforms. The games and quizzes are conducted in partnership with brands like Samsung, Canon, Nikon, Oneplus, Oppo etc to improve the fun aspect and also to create enthusiasm for the launch of the products and to attract customer attention to the product launch. The goals of the fun quizzes and games are to retain the customers and make them shop on the platform again and again.

3.2 Price Saving Orientation PSO

Cost is the money related worth one should give in return for an item or administration in a buy arrangement. E-Shoppers search for value saving through value limits since they are worried over the measure of cash that they can save through these limits. Price Saving Orientation (PSO) is the shopping mindset where customers tend to shop for products which have a high discount and can be purchased by customers at a

lower price which creates a sense of higher perceived value for the product. Lower price stimulates the minds of the customers and creates an intention to purchase the products and services when the requirement of the product or service is not actually required. Companies like Amazon, Flipkart, Snapdeal etc are using this tactic to attract customers to bring them to their platforms. “The Amazon’s Great Indian Festival sale, Flipkart’s The Big Billion Days” sale are examples of this strategy to create an artificial intention to buy the products in the minds of the customers. The customers feel an increased sense of perceived value for a particular product or services due to the reduction in the cost of the product. The quality of a product is the value that the product is able to offer at its particular price point. When there is a decrease in the price of the product, automatically there is an increase in perceived quality of the product or service in the minds of the customers. Thus, the buying intention is created in the minds of the customers through the stimulation by the discounts being offered by sales promotions by the companies. E-Commerce platforms along with the sales promotion tactics provide more value to customers when compared to traditional shopping due to the added benefits of shopping from the comfort of their homes, delivery of products to their homes. Thus, E-commerce platforms with the goal of sales maximisation are able to provide more discounts and are more appealing to customers with a price saving orientation mindset.

3.3 Time Saving Orientation (TSO)

In today’s rapidly changing world, time is the most important and valuable thing in our lives and people cannot afford the wastage of time for activities like shopping. In the age of dual career couples with both spouses working, activities like shopping cannot be allotted time. The time saved from online shopping is a big gain for customers in their hectic day to day lives. The customers want to do their shopping in the least amount of time. Hence customers see online shopping very useful as it saves both their time and efforts to go to a physical retail store. Time Saving orientation is a very important dimension that has an effect on the consumers shopping interest. The middle class and the rich in India find time to be very important and find online shopping more appealing and convenient as it helps them save their time which can then be spent on more important things.

3.4 Post Usage Usefulness of Service (PUS)

“Perceived Usefulness is defined as the degree to which a person believes that using a particular system would enhance his or her job performance” (Davis, 1989; Pérez et al., 2004). The perceived usefulness of service from a customer perspective is that adopting a new technology improves his shopping experience. Post usage usefulness is the long-term belief in the minds of the customers that the particular technology in this case online shopping is easier to use and reliable. The post usage usefulness also includes the services that include the customer support on payment, cancellation and returns, home delivery of the products, etc greatly enhance the entire customer’s shopping experience. E-Commerce platforms improves the shopping experience by providing membership subscriptions which include faster delivery, free shipping, access to their media streaming platforms which increases the perceived usefulness of their service in the minds of the customers.

3.5 Attitude towards Online Websites (ATOW)

“Attitude is defined by Park and Kim (2013) as the preferences of the user when they use certain technologies and devices. In an article by Davis (1989), the adoption of technology is determined by behavioural intentions where the combination of factors namely the person’s attitude and perceived usefulness play a big role”. Behavioural intention of a customer is dependent on his/her attitude as it has a positive relationship. A customer’s attitude plays an important role in how he responds to a new system or stimulant in our particular case which is the online platform or the websites.

4. Methodology:

4.1 Preparation of Questionnaire

The questionnaire was prepared by adapting the questionnaire from the article “Consumer experiences, attitude and behavioural intention toward online food delivery (OFD) service by Vincent Cheow Sern Yeo et al (2017)” and making small changes to make it relevant to the consumers buying intention towards online shopping platforms. The necessary changes were made and the questionnaire prepared was based on the Likert scale of (1-5) and is given in the table below. General questions like Name of the respondent,

state, income category, age category, medium of shopping etc were collected from respondents to aid the analysis of the collected data. The questionnaire can be found in the appendix page of this research paper

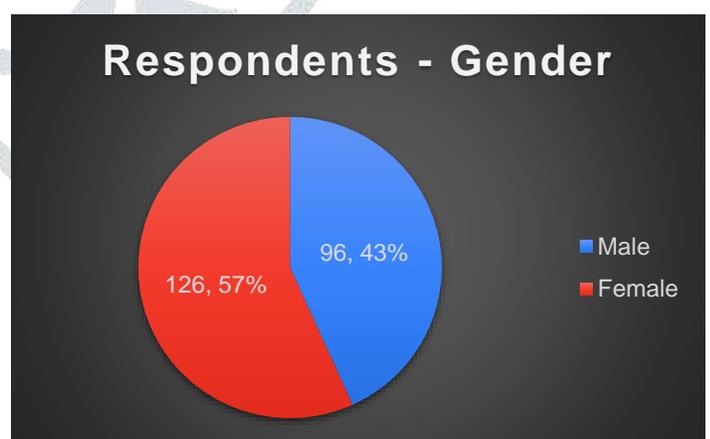
4.2 Data Collection:

The data collected for our research survey was primary data through the medium of google forms. The primary data that was collected in the form of quantitative data stating the customers interest towards online shopping. The survey was conducted by preparing the questionnaire in google forms platform and circulating the link to the survey through Email, WhatsApp and other social media platforms. Number of responses that were collected was 227. Five responses were rejected because the respondents were from the USA, UK and Canada. These 5 responses were rejected due to them falling out of the scope of the research which is understanding consumer buying intention towards online shopping in India. At the end, 222 responses were collected. The sample was collected through means of purposeful sampling. Due to prevailing covid pandemic and restrictions imposed, the sampling was done based on purposeful sampling and also looking into the convenience factor. The data was collected from the students of Xavier Institute of Management & Entrepreneurship, Bangalore and to states like Goa, Kerala, Tamil Nadu in particular.

The breakup of the data in terms of Gender, Age Group, Income and Medium of Usage are given below:

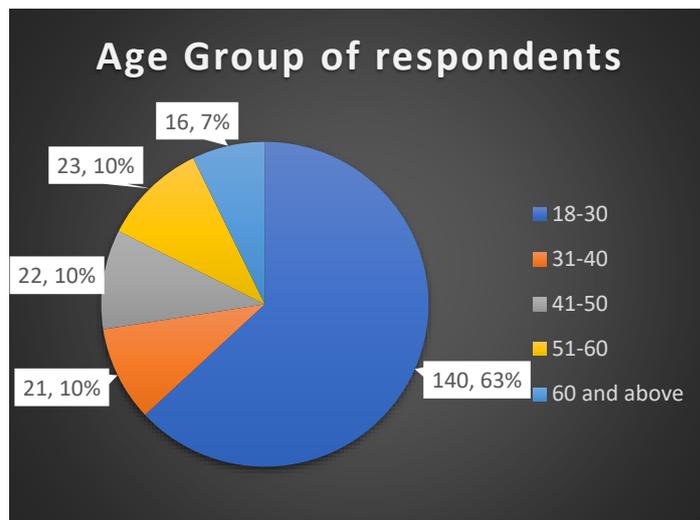
Gender:

Gender	No. Of Respondents
Male	96
Female	126
Total	222



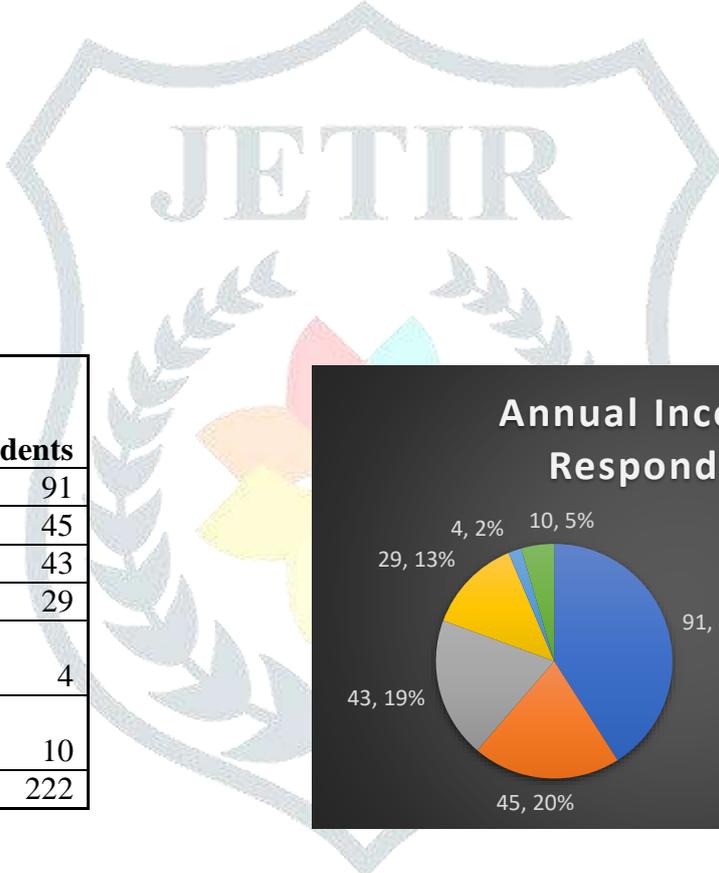
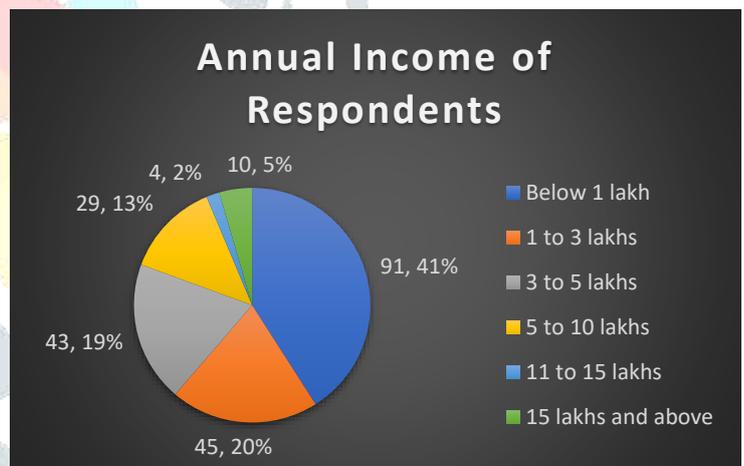
Age Group

Age Group	No of Respondents
18-30	140
31-40	21
41-50	22
51-60	23
60 and above	16
Sum	222



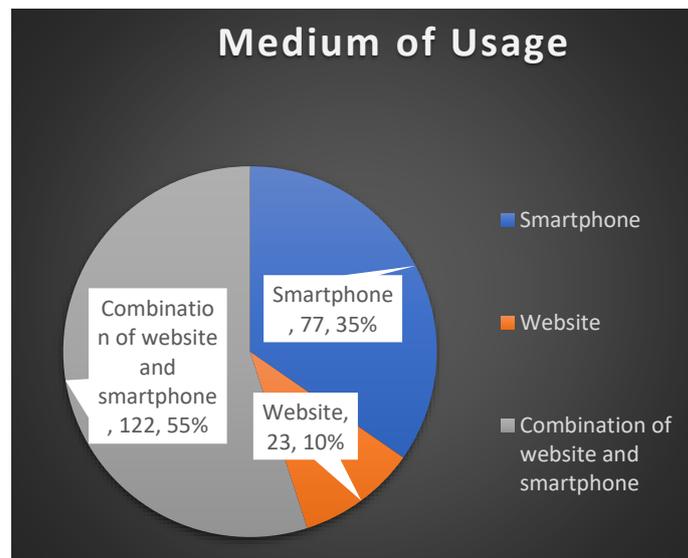
Income Category

Annual Income Level	No. of Respondents
Below 1 lakh	91
1 to 3 lakhs	45
3 to 5 lakhs	43
5 to 10 lakhs	29
11 to 15 lakhs	4
15 lakhs and above	10
TOTAL	222



Medium of Usage

Medium of Usage	No. Of respondents
Smartphone	77
Website	23
Combination of website and smartphone	122
Total	222



5. Data Analysis and Interpretation

5.1 Reliability Analysis:

The responses were collected and the reliability of responses received were checked by conducting a reliability analysis on each of the variables. The software used for conducting the reliability test was SPSS by IBM. The reliability of each variable was checked and the values are given in the table below.

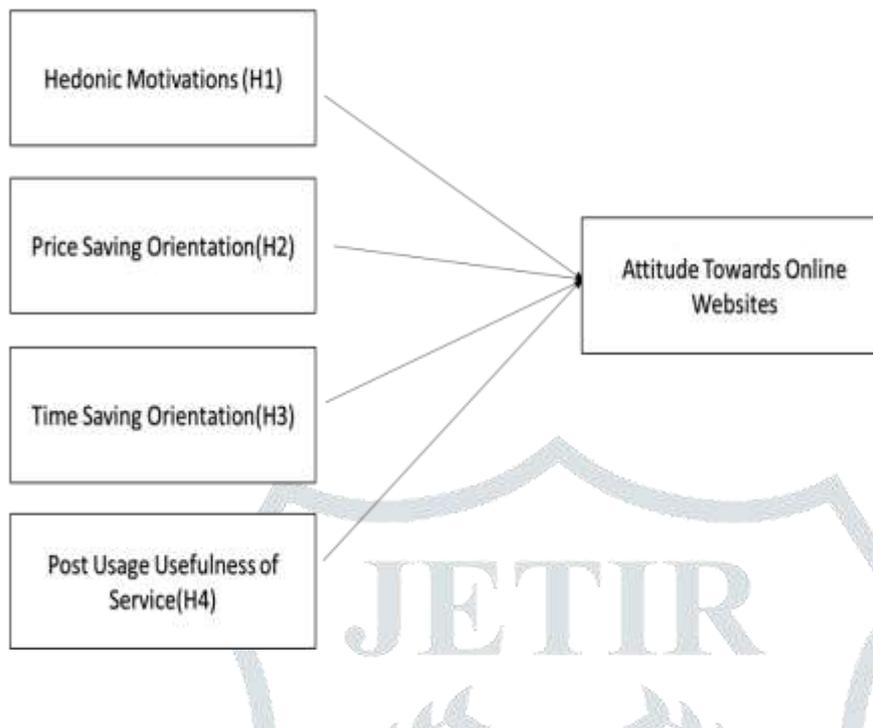
Construct	Cronbach's Alpha Value	Criteria
HM	0.885	>0.7 (Nunnally,1994)
PSO	0.852	>0.7 (Nunnally,1994)
TSO	0.884	>0.7 (Nunnally,1994)
PUS	0.836	>0.7 (Nunnally,1994)
ATOW	0.917	>0.7 (Nunnally,1994)

The table contains the values and all the values are greater than Cronbach alpha of 0.7, which ensures that responses received for all the variables are reliable.

5.2 Linear Regression Analysis

The regression analysis was performed on the collected data. The analysis was done on the Independent variables namely "Hedonic Motivations (HM), Price Saving Orientation (PSO), Time Saving Orientation

(TSO) and Post Usage Usefulness of Service (PUS) to the dependent variable Attitude Towards Online Websites (ATOW)”



Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.262	.190		1.383	.168
	HM	.205	.046	.231	4.460	.000
	PSO	.122	.065	.135	1.999	.046
	TSO	.096	.069	.101	1.400	.163
	PUS	.458	.066	.444	6.919	.000

a. Dependent Variable: ATOW

Interpretation

H1: The HM is having a significant relationship towards ATOW with $\beta=.231$, t-statistics=4.460, and $p <= 0.05$. Hence the hypothesis H1 is validated

H2: The PSO is having a significant relationship towards ATOW with $\beta=.135$, t-statistics=1.999, $p <= 0.05$. Hence the hypothesis H2 is validated

H3: The TSO is not having a significant relationship towards ATOW with $\rho \geq 0.05$. Thus, the hypothesis H3 is not validated.

H4: The PUS is having a significant relationship towards ATOW with $\beta=.444$, t -statistics= 6.919 , $\rho \leq 0.05$. Hence the hypothesis H4 is strongly validated

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 ^a	.588	.580	.52885

a. Predictors: (Constant), PUS, HM, TSO, PSO

Coefficient of Determination:

The model summary shows the R-square (Coefficient of determination) value = 0.581 which indicates that the model is having a medium effect on dependent variable. As per Hair et al (2012) the R-square value ranging from 0.25-0.49 is considered as weak, 0.50-0.74 is considered as medium and > 0.75 is considered as strong effect on dependent variable.

5.3 Independent Sample T-Test

The T-Test was carried out on the responses collected. The findings from the T-Test are given below in the table

		t-test for Equality of Means						
		t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
							Lower	Upper
H M	Equal variances assumed	-1.467	220	.144	-.18237	.12428	-.42731	.06256
	Equal variances not assumed	-1.464	202.743	.145	-.18237	.12458	-.42802	.06327

PS O	Equal variances assumed	1.14 9	220	.252	.1408 7	.12266	-.10086	.38260
	Equal variances not assumed	1.13 5	195. 018	.258	.1408 7	.12409	-.10386	.38560
TS O	Equal variances assumed	.982	220	.327	.1144 6	.11657	-.11529	.34420
	Equal variances not assumed	.974	198. 200	.331	.1144 6	.11750	-.11726	.34618
PU S	Equal variances assumed	2.16 7	220	.031	.2305 3	.10637	.02089	.44017
	Equal variances not assumed	2.16 9	205. 364	.031	.2305 3	.10627	.02101	.44005
AT O W	Equal variances assumed	1.35 2	220	.178	.1491 8	.11037	-.06834	.36670
	Equal variances not assumed	1.34 8	202. 742	.179	.1491 8	.11064	-.06897	.36734

Interpretation:

From the above table, the following interpretation can be made

The value 0.145 suggests that Hedonic Motivations do not have any significant difference with respect to gender.

The value 0.258 suggests that Price Saving Orientation do not have any significant difference with respect to gender.

The value 0.331 suggests that Time Saving Orientation do not have any significant difference with respect to gender.

The value 0.031 suggests that Post Usage usefulness does have any significant difference with respect to gender.

The value 0.179 suggests that Attitude Towards Online Websites do not have any significant difference with respect to gender.

Except PUS rest all the variables are not having any significant difference with $\rho \Rightarrow 0.05$ in Gender.

5.4 One Way ANOVA

The below table gives the values after One Way ANOVA is performed



ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
HM	Between Groups	19.101	4	4.775	6.173	.0001
	Within Groups	167.864	217	.774		
	Total	186.965	221			
PSO	Between Groups	7.601	4	1.900	2.372	.053
	Within Groups	173.819	217	.801		
	Total	181.420	221			
TSO	Between Groups	4.066	4	1.017	1.383	.241
	Within Groups	159.545	217	.735		
	Total	163.611	221			
PUS	Between Groups	8.619	4	2.155	3.599	.007
	Within Groups	129.909	217	.599		
	Total	138.528	221			
ATOW	Between Groups	2.844	4	.711	1.069	.373
	Within Groups	144.395	217	.665		
	Total	147.239	221			

From the above table, HM has a p value of 0.0001 which is less than the value of 0.05 and it means there is a significant difference between age groups.

From the above table, PUS has a p value of 0.007 which is less than the value of 0.05 and it means that there is a significant difference between age groups.

All the other variables have p value greater than 0.05 and it means there is no significant difference between age groups.

The homogenous subset table of HM and PUS are given below

The values of HM table suggests that there is a significant difference in the age groups of 18-30,31-40 and 41-50.

HM

Tukey HSD

Age	N	Subset for alpha = 0.05	
		1	2
41-50	22	2.6970	
51-60	23	3.2174	3.2174
60andabove	16	3.3125	3.3125
18-30	140		3.5929
31-40	21		3.7778
Sig.		.110	.177

"Means for groups in homogeneous subsets are displayed."

The values of PUS table suggests that there is a significant difference in the age groups of 31-40 and 41-50

PUS

Tukey HSD

Age	N	Subset for alpha = 0.05	
		1	2
41-50	22	3.5227	
18-30	140	3.6554	3.6554
60andabove	16	3.6875	3.6875
51-60	23	4.1087	4.1087
31-40	21		4.1429
Sig.		.067	.186

"Means for groups in homogeneous subsets are displayed."

6. Conclusion and Implication:

The below table lists down the beta values in descending order for all the independent variables.

No.	Variables	Beta values from Regression Analysis
1.	Post Usage Usefulness of Service (PUS)	0.444
2.	Hedonic Motivations (HM)	0.231
3.	Price Saving Orientation (PSO)	0.135
4.	Time Saving Orientation (TSO)	0.101

The Beta values from the regression analysis suggests that the factors Post Usage Usefulness of Service and Hedonic Motivations have the highest value and we can understand that these two factors are most important variables when comparing to the dependent variable Attitude Towards Online Websites (ATOW). A change in the ATOW factor means that there is an increase in the PUS and HM when compared to other two independent variables namely PSO and TSO. The E-Commerce companies must focus on improving these two aspects namely PUS and HM. Companies like Amazon India, Snapdeal, Flipkart etc are focusing on the improving the Hedonic Motivations aspect by having fun games, quizzes etc to make the shopping experience, more fun and enjoyable. The E-Commerce websites are collaborating with brands and launch of products is coupled with quizzes and games to make it more appealing to customers and create the hype and buzz around the new product launch. The study finds that customers place the most importance on Hedonic Motivations and Post Usage usefulness aspects. Post Usage usefulness services like customer support, instant refunds, wallet services, superfast deliveries etc increases the trust aspect of customers towards E-Commerce websites over traditional retail stores. The video explanation of the product on the online websites helps the customers to understand the product and its features and creates a sense of experiencing the product as in the traditional mode of shopping. The regression analysis showed that Post usage usefulness and hedonic motivations had the most significant difference on attitude towards online websites, followed by price saving orientation. The study showed that Time saving orientation had no significant difference on attitude towards online websites.

The T-Test result also proved that there is a significant difference with respect to gender and PUS. The most important factor for customers adopting online shopping is the post usage usefulness of service. The One-Way ANOVA result also proved there is a significant difference among age groups in relation to factors namely HM and PUS.

The practical implication from the study is that customers are more interested in the post usage usefulness of service and hedonic motivations offered by online shopping. Post usage usefulness had the most impact on consumer shopping behaviour, followed by hedonic motivations and price saving orientation. Time saving orientation has no impact on consumer buying behaviour on online websites. The general conception is that customers adopt online shopping because of the huge discounts being offered when compared to traditional retail stores. From this study, it can be inferred that Post Usage Usefulness and Hedonic

Motivations has the most impact on customers adopting online shopping. Thus, E-Commerce companies like Amazon India, Flipkart, Snapdeal etc must focus its advertising strategies on highlighting the aspects of Post usage usefulness and hedonic motivations on their platforms. The focus of advertising must be on these factors to make their respective online platforms more appealing to customers. Advertising must also focus on price saving orientation, but the emphasis must be on the post usage usefulness and hedonic motivations factors. The operations strategy can be focused on improving the post usage usefulness aspect by improving the efficiency of the delivery process, improving the customer support experience and by decreasing the delay in the transfer of the refund to the customers bank accounts.

From the study, it was inferred that 55% of our respondents preferred to use online shopping on both smartphone app and online websites. Thus, E-Commerce companies must focus on optimizing and improving the services offered on both websites and smartphone app.

The E-Commerce industry is going to grow in India and the customers are going to increasingly adapt to online shopping model. From this study, E-Commerce platforms must understand that customers are not only adapting to online shopping with the price saving aspect, but also the hedonic motivation and post usage usefulness of service being offered.

7. Limitation and Future Research:

The limitations of this study included the sample size of the respondents being very small. The sample size is not representative of the entire population of India. In our study, the responses were from predominantly from the states of Goa, Kerala and Karnataka. The responses from other states were very limited. The Covid-19 pandemic resulted in the usage of google forms as medium for collecting the responses. This resulted in our responses predominantly in the age group of 18-30. This resulted in the sample being not representation of the entire age groups across India. The sample included limited responses from the other age groups. In the study, 63% of the responses were from the age group of 18-30. In our study, 80% respondents had an annual income of below 5 lakhs. The views of the consumers in the annual income category, above 5 lakhs were not captured in proportion equal to the consumers with annual income below 5 lakhs. These responses collected were mainly from states of Goa, Kerala and Tamil Nadu and the

consistency of the results with e-commerce users in different states of the country, should be verified through further empirical studies.

Future research opportunities include increasing the sample size of the respondents from across India. A larger sample which includes equal representation of all the states in India would make the study more relevant. The online shopping and buying preferences of the consumers from different states of India may vary and it is necessary to study the diverse shopping behaviour due to the different cultural, linguistic and literacy factors. The focus must be on collecting a sample that is representative of the entire Indian population with equal representation of all the states. The sample of 222 respondents is not relevant for making generalized statements about online consumer buying behaviour in India. Efforts must be put to collect responses in equal proportion from all income category of the Indian population. Responses from the age groups above 40 can be collected by offering the physical copies of the questionnaire. The people above the age of 40 are not comfortable with answering the survey in online mode. The study can include two new variables namely “Linguistic Motivations and Safety Motivations” in the future. The linguistic motivations can be added to study the motivations of consumers who come from different linguistic backgrounds from the different states of India. Thus, the study can examine the impact of culture on consumers adopting online shopping. The first lockdown amid the pandemic made consumers to more frequently use online shopping due to safety aspect of reduced possibility of getting infected with the Covid-19 virus. The variable called safety motivations can be added to study how the fear of infection and the comfort of shopping from home has made consumers to shop online and whether the variable safety motivations will play a key role in consumer buying behaviour when compared to other variables. Future research should focus on collecting responses which contains uniform representation across different demographics. The study was conducted by collecting responses from the citizens of India and the findings cannot be applied to other countries which have different cultural values. Future research should focus on examining the different cultural values of countries and their influence on consumer decision making with respect to shopping.

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Appendix

General Questions

Name of the Respondent:

Gender:

Age Group: 18-30,31- 40, 41-50, 51-60, 60 and above

Income level (Annual): below 1 lakh, 1 to 3 lakhs, 3 to 5 lakhs, 5 to 10 lakhs, 10 to 15 lakhs, 15 lakhs and above

E-mail Id:

State:

Medium of online shopping:

Questionnaire Sample based on Likert scale (1-5)

Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), Strongly Agree (5)

Hedonic Motivations	I found utilizing E-Commerce platforms to be fun
	I found utilizing E-Commerce platforms to be enjoyable
	Utilizing E-Commerce platforms to be very entertaining
Price Saving Orientation	I can save money by comparing prices on various E-Commerce platforms
	I prefer to look for discount deals on products in different E-Commerce platforms
	E-Commerce platforms offer better value for my money

Time Saving Orientation	I feel that usage of E-Commerce platforms to be useful in the shopping process
	I feel that usage of E-Commerce platforms helps me achieve things promptly in the shopping process
	I feel that time can be saved by the usage of E-Commerce platforms in the shopping process
	The prompt purchase of products is important for me and is possible by using E-Commerce platforms.
Post-usage Usefulness	Usage of E-Commerce platforms enables shopping to be achieved quickly when compared to traditional shopping
	Usage of E-Commerce platforms improves my efficiency in shopping or information seeking
	I found utilizing E-Commerce platforms to be useful
	E-Commerce platforms transaction is advantageous
Attitude towards online websites	Purchasing products through E-Commerce platforms is wise
	Purchasing products through E-Commerce platforms is good
	Purchasing products through E-Commerce platforms is sensible
	Purchasing products through E-Commerce platforms is rewarding