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CONSUMERS' ONLINE PURCHASE INTENTION IN TEXTILE PRODUCTS

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Trust, Perceived risk, Shopping enjoyment, Site design quality, Purchase Intention, Online Purchasing ,Textile Industry

ABSTRACT

In present marketing, the Textile Industry has able lots of modifications. These modifications have affected both industries and scope of competition. Therefore it is not surprising that these providers have been enforced in challenging circumstances to focus on their customers' convenience. Consequently the purpose of this study is to evaluate the Consumers' Online Purchase Intention in Textile Products. To accomplish the aim of this research, the data were collected from convenience sample of 100 customers. The respondents provided the data by means of a close-ended questionnaire. Pearson's Correlation was used for testing the hypotheses. Data analysis was conducted using SPSS Software. This study empirically examines the significant relationship between Trust, Perceived risk, Shopping enjoyment and Site design quality as the independent variable and Purchase Intention (PI) as the dependent variable.

INTRODUCTION

E-marketing is the use of information technology for the marketing activity, and the process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. (E-marketing 7th edition, Judy Strauss and Raymond Frost, 2014). The business can include the sale of goods, services and information (Turban et al., 2008) and the online business is independent of time and place (Solomon et al., 2010). Turban et al. (2008) explains that e-commerce enables businesses to no longer need a physical interaction with their customers in order to carry out a deal. Purchase intention is the plan to purchase a specific product or service within a chosen time period (Hair et al., 2011).

Many businesses have shifted their businesses from traditional physical form to online context (Gustafsson, 2012). The Internet has a growing influence on the society (Evans, 2008) in terms of how customers and sellers interact in the marketplace (Cummins et al., 2014). Moreover people can easily obtain what they wish due to the ease of access the Internet provides (Solomon et al., 2010). In the end, this implies that companies have more opportunities to expand their businesses on the web (Evans, 2008). Thus, it is vital for clothing retailers to understand the factors of online shopping quality and key factors that influence consumer shopping outcome such as e-shopping satisfaction and e-shopping intention (Lee & Lin, 2005; Ha & Stoel, 2012).

PROBLEM STATEMENT

There is a literature gap in Sri Lanka to examine the Consumers' online purchase intention in textile products. This research provides the solutions for literature gap in textile industry in Sri Lanka. This literature gap will be filled to support to the customers' online purchase.

Therefore, the primary objective of this study is to examine the online purchasing intention that influencing on textile product.

LITERATURE REVIEW

Purchase intention

Purchase intention is the plan to buy a specific product or service within a designated time period (Hair et al., 2011). Moreover, online purchase intention is affected by the consumers' determination to purchase from an e-commerce business (Salisbury et al., 2001; Choon et al., 2010).

Trust

Trust appears to be an influential factor on consumers' online purchase intentions (Pavlou, 2003; Kim et al., 2008). Yu-Hui and Barnes (2007) emphasized the importance for companies to build trust because of its claimed direct relation to online purchase intention and actual purchase.

The Perceived Risk

Online is explained as consumers' beliefs about possible doubtful negative consequences from online transactions (Kim et al., 2008; Soto-Acosta et al., 2014). Consumers generally create a perception of the level of risk with an e-commerce business based on the information communicated on the web site regarding the efforts of safeguarding the customers' personal information and the security in the transactions (Lim, 2003; Kim et al., 2008).

Shopping Enjoyment

Online shopping enjoyment is the perceived pleasure originated from a website experience, the degree to which the activity of using a website is perceived by the consumers to be enjoyable (Ingham et al., 2015).

Sit Design Quality

The website is the main connection between the business and the buyers, therefore the design of the website becomes as vital as a store's layout (Kim et al., 2003). There are several features of a website design quality that consumers generally value, for example, attractiveness, content usefulness and ease of navigation (Al-Qeisi et al., 2014).

METHODOLOGY

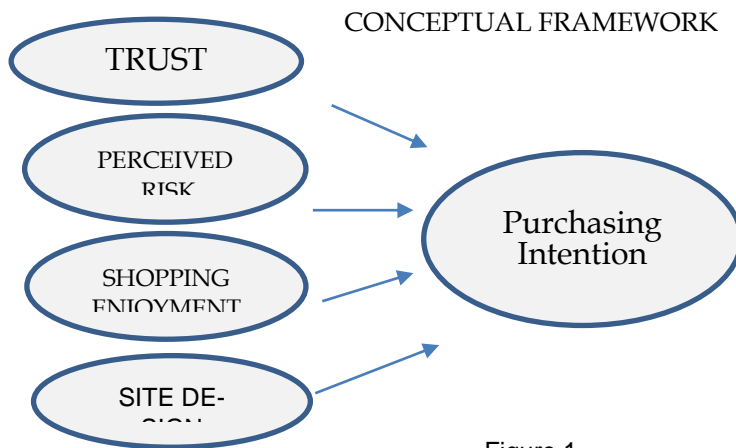


Figure 1

(Source: Shirin Aliyar & Clara Mutambala)

Saunders et al. (2009) further explains that if the sampling frame is incomplete or inaccurate, the sample could be seen as not representative of the population. For the purpose of this study, the sample frame has chosen based on the objective of the study (Saunders et al., 2009). The study’s purpose is to explain the relationship between the independent variables trust, perceived risk, shopping enjoyment and site design and the dependent variable online purchase intention within the cosmetic industry.

Sample Size

The sample frame was the textile store that distributed the questionnaire, their target group. The sample frame includes both male and female, from the age of 18 years old. The reason for why the age of 18 years was chosen is due to the fact that 18 years is the required age when purchasing online. The authors thought it was an important criterion, since it is more representable of the targeted population. The respondents in the sample were selected from the Facebook page because of their representative of the target population. Aaker et al. (2010) stated that the risk of sampling bias decreases by using different distribution channels. How large a sample size should be is has no clear answer and is depending on several aspects such as time and money (Bryman & Bell, 2011). According to VanVoorhis and Morgan (2007) a suitable sample size 50 responses.

Method of Data Analysis and Evaluation

Table 4.1 Criteria for Univariate Analysis

Range for Decision Criteria	Decision Criteria	Decision Attribute
$X_i < -Z \sigma_x$	$X_i < 3$	Low Level
$-Z \sigma_x \leq X_i \leq Z \sigma_x$	$X_i = 3$	Moderate Level
$X_i > Z \sigma_x$	$X_i > 3$	High Level

Where X_i = mean value of a dimension/variable, σ = standard deviation, Z = value of the 95% confidence limit and σ_x = standard error of the mean

Source: (Devendra and Kennedy, 2015).

RESULT AND DISCUSSION

As for the response of Trust, the mean value was 4.18 and the standard deviation was 1.46. According to this result, Trusts highly influences on the Purchase Intention.

Table 5.1 Mean value Analysis

	Mean	Std. deviation
Trust	4.18	1.46
Perceived risk	4.11	1.16
Shopping enjoyment	3.38	1.71
Site design quality	4.82	1.72

(Source: Survey Data)

When considering the Perceived Risk, the mean value was 4.11 and the standard deviation was 1.16. According to this result, Perceived Risk factors influence up to a large extent to the Purchase Intention. This means data were spread out over a large range of values. When considering the Shopping enjoyment, the mean value was 3.38 and the standard deviation was 1.71. According to this result, Site Design Quality factors influence up to a long extend on the purchase Intention or Trust highly influences on the purchase Intention. As for the response of Site design quality, the mean value was 4.82 and the standard deviation was 1.72. When considering all factors, mean values, and standard deviation, the researcher identified Trust, Perceived Risk factor and Shopping enjoyment and Site design quality factor influence to a large extent to the Consumers 'Online Purchase Intention in Textile Products.

Recommendation includes four indicators which are Retention, Nomination, Suggestion and Generations (mean value of indicators 3.59, 3.79, 2.95 and 3.16 respectively). Results indicates that the Nomination has a high contribution to this dimension. And Suggestion has a low contribution than other indicators.

Table 5.2: Overall Measures of Dependent Variable

Description	Dimensions			Dependent Variable
	Recommendation	Convenience	Results and Experience	Purchase Intention
Mean	3.372	3.590	3.270	3.374
Standard Deviation	0.6922	0.9544	0.8330	0.6721

(Source: Survey Data)

Similarly the Convenience has been assessed with the indicators; Sizes and Alternatives and their mean values are 3.59, 2.91 respectively. Among 100 respondents Sizes have contributed much to Convenience rather than Alternatives. The dimension of Results and Experience is assessed with an indicator as Satisfaction that has the mean value of 3.63.

The Relationship between customer online purchasing behavior and PI

Table 5.3: Correlation Online purchase behavior and Purchase Intention

Pearson Correlation: r	0.867**
Sig. (2-tailed)	0.000

** Correlation is significant at the 0.01 level (2-tailed).(Source: Survey Data)

The correlation analysis is initially carried out to explore the existence of linear relationship of PB with PI if it exists. In overall view results indicate that there is statistically linear and significant positive relationship ($r = 0.867$, $p < 0.01$) between PB and PI.

Conclusion

The independent variables trust, shopping enjoyment and site design quality are related to the dependent variable online purchase intention. Trust, shopping enjoyment and site design quality is positively related to online purchase intention. In this study, these variables individually have high level attributes of the customers, the Pearson's Correlation analysis explores a positive significant linear relationship between Trust, Perceived risk, Shopping enjoyment, Site design quality and PI. The correlation coefficient (r) was 0.867 at the 1% level. This implies that PI for soft drinks can be predicted with independent variable.

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