

# Effectiveness Of Perceived Usefulness On Online Shopping Intention Towards Household Products

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## Abstract

The study has been performed here to identify the impact of perceived usefulness over the online purchase intention of the consumers. The study has been done among the consumers in Thiruvannamalai who are selected through simple random sampling. The sample size of the study is 100 and the data is collected from them through questionnaire. The data collected from the respondents has been put into analysis through regression. Findings of the study showed that the factors of Perceived Usefulness considerably have an influence on the overall purchase intention.

**Keywords:** Perceived Usefulness, Online Shopping Intention

## INTRODUCTION

On a worldwide basis, the industry of retail sector has got a major role to play in the sale of products through the identification of the consumer's requirements at the proper time and correct place. In the present era of retail sector which is evolving at a greater speed, the requirements of the consumers steer and direct the purchase decisions. The upcoming technologies play a major role in deciding the purchase made by the consumers. Introduction of robots in helping the consumers and usage of internet have changed the purchase behavior of the consumers. The upcoming generation has started to make use of this format of buying through internet. The business people have started to concentrate more on e-stores rather than physical stores. The major driving forces of e-business are quick and continuous access to the internet. The younger generation also have more options in making payment through digital modes. Even, the e-business people have started to offer options like manufacturer warranty and cash on delivery of products. Among these both options, most of the people go in for preferring the cash on delivery of products.

Davis (1986) had defined perceived usefulness to be the consumer's subjective perception wherein they have the belief that the usage of specific forms of technologies will help them in enhancing their work performance. Perceived ease of usage and the usefulness influence the attitude of the consumers towards the usability which establishes

the usage intention. Further, the behavioral intention affects the actual buying behavior.

## PURCHASE INTENTION

The online purchase intention of the consumers had been defined as the factor which provides the strength of the consumers to create the intention to make an online purchase. Pavlou (2003) had noticed that the online purchase intention is a proper assessment of the intention in using the webpage during the course of evaluating the online customer behavior. Buying intention refers to the probability of a consumer to purchase a product or a service. For assessing the purchase intention, the marketers or the business people make use of predictive modeling for identifying the probability of the future results on the basis of the historical data.

## RESEARCH GAP

Many studies had been done to explore the online purchase intention. All such studies had been performed in general in order to compare the attitudes of the consumers, brands and also other strategies of marketing, all over the globe. The present generation individuals show more interest towards the comfort, security and safety while making an online purchase of the products needed for their households. But, there is still a research gap in exploring the perceived usefulness of the consumers regarding the products which they purchase online. Therefore, this study has been done to identify the effect of perceived usefulness

over the online purchase intention of the consumers.

## STATEMENT OF THE PROBLEM

Since, online buying has become more popular now, most of the buyers do have the tendency to make an online purchase of products. This is also due to the lack of time which they experience in visiting physical stores for products. This has made the purchase intention to be a complicated one as many of the online buyers do not consider the perceived usefulness of products while making an online purchase.

## NEED FOR THE STUDY

The current study is an effort to make an analysis of the impact of the perceived usefulness over the purchase intention of the consumers while making an online purchase. This study will prove to be useful for the online buyers in considering the perceived usefulness of products.

## REVIEW OF LITERATURE

Rishi & Khasawneh (2017) stated that in the digital era, absence of communication amidst the sellers and purchasers makes it important to become aware of the antecedents regarding the online buying intention. The authors of this paper had created a conceptual model for establishing the relationship between online purchase intention and the antecedents of the same. The study had been done in the context of the market in UAE. The results of the study was be beneficial for the marketers in e-business to affect the online purchase intention of the consumers. Data ad been collected from the consumers of Emirates. The sample size of the study was 478 and the analysis used for evaluating the data collected was factor analysis as well as multiple regression. The authors had identified that online trust, quality orientation, impulse purchase orientation, prior experience in online purchase and brand orientation had noteworthy effect over the consumer's online purchase intention.

Hanjaya, et al., (2019) said that the technological developments have affected the behavior of consumers through the online purchase intention with the help of an app in mobile developed by the e-business firm for serving better and also to better deliver the services to the customers. The study had been done for evaluating and validating the effect of ease in usage, system quality, usefulness, service quality and information

quality over the behavior of consumers towards the online purchase intention through the mobile app. The study had been done with reference to Singapore and Indonesia. Respondents were randomly selected and data was collected from them through questionnaires and the number of questionnaires distributed were 100. The respondents were the ones who had a prior experience of making an online purchase through mobile app. The authors had explored that information quality and usefulness affected the online purchase intention via a mobile app in the context of Indonesia. However, as far as Singapore was considered, service quality, usefulness and ease of usage affected the online purchase intention.

Ventre & Kolbe (2020) had performed a study for examining the online purchase intention in the context of emerging markets. The authors had focused over the effect of the perceived usefulness via online reviews, trust as well as the perceived risk. Online survey was done among the respondents of Mexico. The sample size of the study was 380. Analysis was done with the help of Smart-PLS and PLS-SEM and the results showed that online purchase intention and trust were affected by the perceived usefulness got through online reviews. It was explored that trust and perceived risk were inversely related with each other. Trust also positively affected the online purchase intention.

## RESEARCH METHODOLOGY

The study has been done among the consumers in Thiruvannamalai who are selected through simple random sampling. The sample size of the study is 100 and the data is collected from them through questionnaire. The data collected from the respondents has been put into analysis through regression.

## ANALYSIS AND INTERPRETATION

### Model Summary

R	R Square	Adjusted R Square	F	Sig.
0.850 <sup>a</sup>	0.722	0.707	48.744	0.000 <sup>b</sup>

a. Predictors: (Constant), Perceived Usefulness

## Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.218	.205		5.950	0.000
Online shopping would help me to search more quickly for information about household products to buy	.333	.038	.574	8.642	0.000
Online shopping would improve my search for information when buying household products	.017	.038	.028	.451	0.653
Online shopping would not make my search for information about household products more productive	-.090	.044	-.148	-2.069	0.041
Online shopping would not make my search for information about household products more effective	.179	.049	.267	3.684	0.000
online shopping would be useful for obtaining information about available products when buying a households	.276	.052	.337	5.267	0.000

### a. Dependent Variable: Purchase Intention

The above table explains the regression analysis for overall purchase intention as the dependent variable and various factors of Perceived Usefulness as independent variables. For identifying which factor of Perceived Usefulness influences predominantly the overall purchase intention, an analysis of multiple regression was executed and the findings are displayed in the aforesaid table.

The coefficient of Regression determination ( $R^2$ ) is 0.722 which connotes that 72.2 percent of the difference on overall purchase intention is established by the independent variables. In order to verify the significance of  $R^2$ , ANOVA was carried out and the outcome demonstrates a significant result ( $F = 48.744$ ;  $p < 0.000$ ) which indicates that the factors of Perceived Usefulness considerably have an influence on the overall purchase intention.

## FINDINGS

The findings of the study showed that the factors of perceived usefulness affected the online purchase intention of the consumers in a significant manner.

## CONCLUSION

Technological advancements have made the consumers to make every activity through online mode. Individuals get the perceived usefulness through various ways. Consumers get the perceived usefulness of a product bought through online by way of reviews given in webpages, views of consumers who bought products through online techniques. This perceived usefulness do

affect the online purchase intention of the consumers who make an online purchase.

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