

Impact of Consumer's Attitude and Perception on Online Purchasing Behavior

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Abstract

The study examined the impact of online advertisement on the customers and the extent of its influence on customers' purchasing behaviour. This research is crucial because marketers are now allocating larger proportions to digital marketing. The study explores the factors which are affected by the online advertisement and which influence the perception of the consumers. 102 consumers participated in the study. Descriptive and inferential statistics regression analysis were done. The mean value of Consumers' attitude is 3.91 followed by Consumers perception 3.76. Consumers' online purchasing behaviour has mean value of 3.78. The adjusted R value of 0.549 shows that the model's predictor variables account for 54.9% of the variance in consumers' behaviour related to online purchases. The findings showed that the model significantly predicted consumers' behaviour about online purchases ($F=62.523$ P 0.05). The regression analysis's findings show that the model account for 54.9% of the variance and is a significant predictor of consumers' behaviour regarding online purchases. The findings derived from this research could provide suggestions to improve the impact of digital marketing on consumer behaviour.

Keywords: Consumers' Attitude and Perception; Online Purchasing Behavior.

INTRODUCTION

Around 40% of Indian population have access to internet and use it for various purposes.

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In India, cash on delivery is the most common form of payment, representing almost 75% of all e-retail activity. Digital marketing careers are expected to grow dramatically in countries with fast rising economies. The emergence of online marketing trends has had a huge impact on marketing and advertising. Over the past year, there has been a considerable evolution in the usage of communication technologies. The growth of digital marketing in India has been linked to a number of factors. The way of life of the middle class has recently experienced significant modifications. The majority of people in India today have access to the internet. The emergence of the internet and 3G has influenced the consumer's attitude and perception and online advertisement playing great role on

purchasing behaviour.

A predisposition to respond favourably or unfavourably to a certain attitude object can be described as having an attitude. *Ajzen and Fishbein (1977)*¹ stated that attitudes are the person's good or negative feelings related to carrying out certain behaviour. Attitudes are influenced by the beliefs required to engage in the behaviour. If a person thinks that engaging in a particular behaviour will lead to primarily positive outcomes, he or she will be more likely to have positive attitude towards that behaviour (*Goldsmith & Flynn, 2004*).² Many research studies have reinforced that attitudes and online purchases have a direct and significant correlation (*Elliott & Speck, 2005*).³

The psychological state of consumers with regard to internet purchasing is referred to as their attitude towards doing so. Products purchased online are referred to as the practise of online buying. Online shopping allows customers to order goods and services more quickly, with more options, and at the lowest possible prices (*Cuneyt & Gautam, 2004*).⁴ Because of this, marketers have carefully examined consumer attitudes and behaviour towards internet purchasing and spend billions of dollars to accommodate all online buyers' demographics. Consumers' attitudes about online buying, which is a problem area, will decide the aspects that make it desirable for people to shop online, and those factors will assist marketers in developing their online marketing tactics appropriately.

Because of the public's increasing acceptance of the internet, it now serves as a suitable channel for impulse purchases that give customers the freedom to shop whenever they want, from the comfort of their homes, 24 hours a day seven days a week (*Dawson & Kim, 2005*).⁵ The internet has generally been shown to be a medium for young men. Additionally, it has been noted that young males typically fit the characteristics of early adopters of internet purchasing (*Sorce, Perotti, & Widrick, 2005*).⁶

Online shopping, often known as online retailing, is a type of electronic commerce that enables customers to make direct purchases from sellers using a computer browser and the Internet. The other names include: web store, online store, web shop, virtual store, and Internet shop. Business to consumer online shopping is the act of purchasing goods or services from an online store in a manner physically similar to visiting a brick and mortar store or shopping mall.

The most popular items in the tech and fashion categories are mobile phones, iPads, accessories,

MP3 players, digital cameras, and jewellery. Electronic devices, clothing, home and kitchen appliances, as well as lifestyle accessories like watches, books, and beauty and cologne products, have also seen significant growth.

The e-commerce market in India has increased from \$2.5 billion in 2009 to \$8.5 billion in 2012 and then increased by 88% to reach \$16 billion in 2013. According to the survey, the country's e-commerce business would grow to \$56 billion by 2023, primarily due to increased online retail. The availability of a wide range of online services, aggressive online discounts, and rising fuel expenses all contributed to this growth. Delhi has come in second on the list of internet shoppers, with Kolkata coming in third (*Vaghela, 2014*).⁷

Consumer behaviour refers to how a person's feelings, attitudes, and preferences influence their purchasing decisions. Online shoppers are constantly looking for new goods, new appeal, and most importantly price ranges that fit within their budgets. The best approach to save time and money is to shop online within one's price range from the comfort of one's home or from any where else. Additionally, they utilise the internet to browse news, access social media sites, compare pricing for goods and services, and much more. Online consumer behaviour has been significantly impacted by the recession (*Rodriguez, 2009*).⁸

The industry people without spending money on a disproportionately large audience, online advertisements enables them to identify, connect with, and engage with people who are likely to be interested in the company products. Online advertising provides detailed audience information and the industry gains power to target on consumers. The primary goal of advertising is to raise brand recognition. Brand awareness is the degree to which consumers are familiar with a specific product, service, or organisation. It generates traffic to the website, boost user interaction online and encourage business. Programmatic advertising refers to the delivery of advertisements through automated software platforms that operate across numerous websites, media services, and platforms (*Thomas & Julian, 2018*).⁹

Review of Literature:

*Srivastava, Srivastava and Pai (2014)*¹⁰ investigated the opinions of young professionals and college students on online advertising. The study revealed their opinions and ideas surrounding online promotions. Due to the digital era, each element of the promotion mix had already under

gone significant changes. Businesses increasingly consider the Internet to be a key medium for communicating advertising messages to consumers. Web advertising provided firms with increased visibility in the twenty first century because users could choose how much commercial content they wanted to consume. However, very little is understood about how consumers perceive, feel, or relate to web advertising, or how web advertising relates to consumer behaviours.

*Azeem and Haq (2012)*¹¹ examined the effectiveness of online marketing and consumer attitudes towards IA's forerunners. Data was obtained from Internet users among Indian students, employees, and business owners. 190 employee surveys, 192 business owner surveys, and 196 student surveys were conducted. This sample was considered to be typical of the entire population. Three demographically distinct variables were researched in order to differentiate the effectiveness of internet advertising and the effects of various factors on it. This study was able to provide light on the different aspects and the extent to which they would affect online advertising.

*Akroush and Al-Debei (2015)*¹² analysed the variables influencing Jordanians' attitudes towards internet buying. This study provided a thorough model of how factors including perceived website reputé, relative benefit, perceived website image, and trust affect attitudes towards online purchasing. A self-administered online survey was used to gather information from customers of the Jordanian online store Marka VIP. The results demonstrated that perceived relative advantage and trust had the greatest influence on consumers' views towards internet buying. The perception of a website's appearance was proven to be a direct predictor of trust, with relative advantage and perceived website reputé serving as its two main indications. Relative advantage, trust, and perceived website image had a direct influence on 26% of the difference in views towards online purchasing.

*Jain et al.'s (2014)*¹³ research reinforced that online shopping is more common than ever in the age of widespread internet access. This study evaluated how Delhi customers' online shopping activity was affected by perceived risk, enjoyment, utility, and ease of use factors. Participants in the study were online shoppers from Delhi who represented a range of ages, socioeconomic statuses, and occupations. A pre-structured questionnaire and a 5 points Likert scale were used to examine the factors influencing the respondent's decision to shop online. Only

one factor perceived risk significantly enhanced consumer trust in online shopping.

*Shergill and Chen (2005)*¹⁴ documented that New Zealand's increasing Internet usage offers e-marketers a huge opportunity. This study concentrated on the decisions New Zealand internet buyers make while making purchases. Website design, dependability/fulfillment, customer service, and security/privacy were discovered to be the four primary factors that influenced consumers' perceptions of online buying. The four types of online buyers in New Zealand had different opinions of the four website requirements, with security and privacy issues being important to most of them. Customers' opinions of website reliability and design might be to blame for the wide variation in online purchase frequency.

*Vinerean et al. (2013)*¹⁵ in his research focussed on how digital marketing changed in the modern world. The study's findings showed that everyone agrees that internet literacy is necessary for the growth of digital marketing. This article aimed to answer this question based on research into the online behaviours of 236 social media users. They categorised these users into separate groups, segment them, and used a linear model to examine how various social networking site predictors affect how favourably respondents perceived online ads. Learning how to communicate with various audiences would assist maximise the impact of the internet marketing strategy.

*Kumar (2019)*¹⁶ documented that digital marketing is growing quickly in India. Digital marketing is being used by Indian companies to generate leads that are competitive. Internet plays the biggest and most important function in digital marketing. Because more people are using the internet for both personal and professional reasons, many new avenues for marketing and advertising have emerged. This article's main topic was how digital marketing changed in the modern world. The purpose of the study is to identify the phenomenon connected to the present digital marketing trend. As a result, the Company, the Third-Party Agency, and the Consumers were all parties to the dispute. The study's findings showed that everyone agrees that internet literacy is necessary for the growth of digital marketing.

*Chopra et al. (2020)*¹⁷ stated that the influencer marketing is becoming more popular as a result of word-of-mouth marketing trends. Influencer marketing is a strategy used by businesses to sway consumer behaviour. According to qualitative research, attitudes towards influencers and the

perception of behavioural control had an impact on consumer behaviour more than peer influence. While perceived danger had little effect on behaviour, personal significance, motivation, and trust were constructs that had a favourable affect. Fitting the right product influencers was important since their posts affect customers on four different levels: brand awareness, subject matter knowledge, brand preference, and preference. The right kind of influencer needs to be identified in order to create contact with the audience.

*Alshaketheep and Salah (2020)*¹⁸ documented that the Covid-19 pandemic presented businesses with an opportunity to switch to genuine and sincere marketing that could address environmental and social issues. They also looked at potential future directions for how the pandemic could influence consumers' ethical choices. Digital marketing could benefit customers during a pandemic, as 500 consumers in Amman, Jordan provided data to gauge their view point on digital marketing. Consumers were drawn to bargains, anti-crisis deals, personalised digital communication, and empathy.

Based on contemporary literature and the business world, *Bala and Verma (2015)*¹⁹ stated that the research article analysed current and future trends in marketing. Understanding consumer motivations is essential for effective internet marketing because it provides a deeper understanding of the driving forces behind user reviews of a product or establishment. The effectiveness of online marketing can be evaluated in connection to various businesses, and the research can be expanded to look at online marketing tactics which are particular to various kinds of enterprises.

Objectives of the Study:

The following are the objectives of the study:

1. To study the impact of digital marketing on consumer behavior.
2. To assess the level of consumer's attitude and

perception on online purchasing behavior.

3. To find the predictors of consumer's attitude and perception on online purchasing behavior.

METHODOLOGY

The sample units that are included in the sample are chosen for the investigator's convenience. The respondents' information was gathered using the convenience sampling approach. The sample size is 102, and samples are chosen based on client convenience. The data were analysed using SPSS version 26.

RESULTS

The study used both descriptive and inferential statistics. The regression equation is produced by the analysis of data, and the coefficients in that equation show the relationships between the independent and dependent variables.

Attitude has a mean of 3.91 (S.D.=0.69); Perception has a mean of 3.76 (S.D.=0.59) and Consumers' Online Purchasing Behaviour has a mean of 3.78 (S.D.=0.73). The questionnaire has a Cronbach's alpha value of 0.90.

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Table 1: Consumer Attitude, Perception and Online Purchasing Behaviour

Variables	Mean	Std. Deviation
Consumers' Attitude	3.9134	.69047
Perception	3.7598	.59127
Online Purchasing behaviour	3.7794	.72975

Table 2a: Regression analysis of the dependent variable and predictors

R	R square	Adjusted R square	Std. Error of the estimate	Change Statistics					
				R square change	F change	df1	df2	Sig. F Change	Durbin-Watson
0.747*	0.558	0.549	0.48997	0.558	62.523	2	99	.000	1.980

a. Predictors: (Constant), Perception, Attitude

b. Dependent Variable: Consumer Online Purchasing Behaviour

Table 2b: ANOVA of the dependent variable and the predictors.

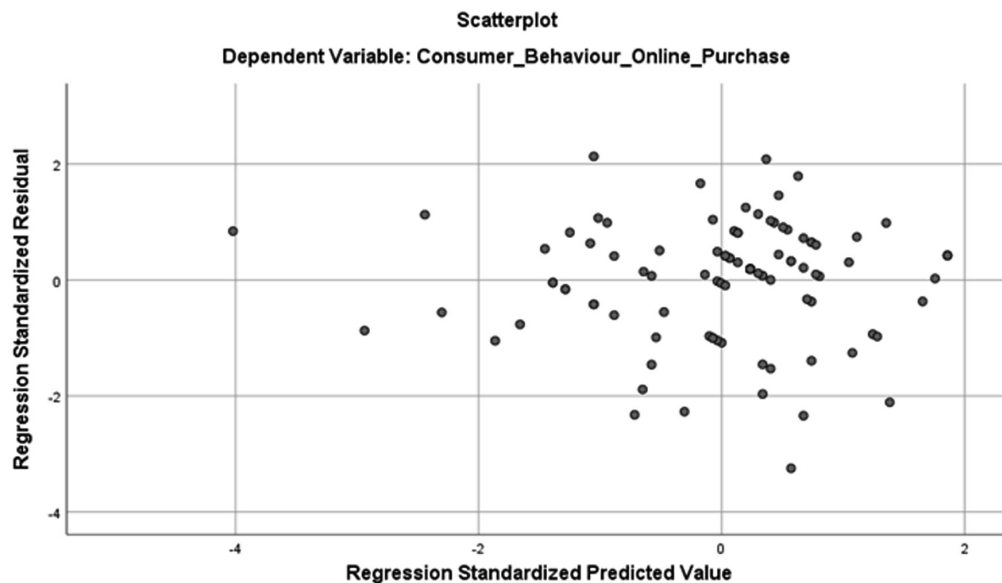
ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.020	2	15.010	62.523	.000b
	Residual	23.767	99	.240		
	Total	53.787	101			

a. Dependent Variable: Consumer Online Purchasing Behaviour

b. Predictors: (Constant), Perception, Attitude

Table 2c: Coefficients of the Predictors

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.367	.320		1.145	.255
	Attitude	.550	.108	.520	5.103	.000
	Perception	.335	.126	.272	2.662	.009
a. Dependent Variable: Consumer Online Purchasing Behaviour						



Regression

Inference of the analysis:

Adjusted R=0.549 which indicates 54.9% variance of consumers' online purchasing behaviour is explained by model (i.e., predictor variables) Durbin Watson=1.980 which indicates no auto correlation among the variables as inferred in above table. The results indicate the model is a significant predictor of consumers' online purchasing behavior $F=62.523$ $P<0.05$. The result of the regression indicated that the model explains 54.9% of the variance and that the model is a significant predictor of consumers'

online purchasing behavior.

DISCUSSION

The study examined the impact of online advertisement on customers and the extent of its influence on customers' purchasing behaviour. Attitude and Perception were chosen as the dependent variable and Consumers' Online Purchasing Behaviour was taken as the dependent variable. The mean value is high for Attitude (3.91, S.D.=0.69) followed by Consumers' Online

Purchasing Behaviour (3.78, S.D.=0.73), and Perception (3.76, S.D.=0.59). Adjusted R=0.549 which indicates 54.9% variance in the dependent variable is explained by the model Durbin Watson = 1.980 which indicates no auto correlation among the variables.

CONCLUSION

The Indian digital marketing sector is still in its infancy, with the majority of businesses still considering how to use the medium. Digital marketing firms are sprouting up in smaller areas, and businesses are eager to inform the public about the benefits of their product. Digital marketing is more appealing to customers since it enables the customization of adverts, including content and uploaded websites. Advertisement can be displayed on pertinent web pages or next to search results thanks to services like Ad Words, Yahoo! Search Marketing, and Google Ad Sense. To reach the adverts among more users, banner advertisements can be followed.

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