



AN ANALYSIS ON THE FACTORS INFLUENCING THE BUYING BEHAVIOUR OF FEMALE ADOLESCENTS ON THE ADOPTION OF ONLINE SHOPPING

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ABSTRACT

The increasing global population of internet users has led to a corresponding increase in the number of individuals participating in online purchasing activities. The surge in e-commerce activity cannot be predominantly attributed to advancements in technology, but rather is closely linked to shifts in consumer behaviour and tastes. The evaluation of customer emotions pertaining to online purchasing holds significant significance due to the critical role that attitudes play in predicting intentions to adopt this practice. These attitudes possess the capacity to either motivate clients to engage in online purchases or dissuade them from participating in such transactions. The present study aims to investigate the many factors that exert influence on the online purchasing behaviour of female adolescents residing in Chennai, India. The analysis explores five key factors: Perceived Risk, Trust, Convenience, Enjoyment, and Attitude. The results indicate that convenience plays a big role in determining satisfaction levels, whilst enjoyment and trust have a notable impact on individuals' views about engaging in online buying activities. Nevertheless, it is noteworthy that perceived risk does not exert a substantial influence on trust or opinions. The recommendations encompass enhancing convenience, implementing trust-building techniques, and fostering active interaction on social media platforms. To better our comprehension of online shopping behaviours within this population, it is recommended that future study incorporates broader samples and product-specific contexts.

KEYWORDS: Online shopping, Female adolescents, Convenience, Enjoyment, Trust, Perceived risk, Attitude.

INTRODUCTION

With the ongoing growth of the global population of individuals utilising the Internet, there is a concomitant rise in the global population of individuals engaging in online shopping activities. The increase in e-commerce activity cannot be primarily ascribed to technological developments, but rather is intricately connected to changes in consumer behaviour and preferences. The assessment of customer emotions regarding online shopping is of considerable importance due to the influential role that attitudes play in

forecasting intentions to embrace this practice. These attitudes have the potential to either incentivize customers to participate in online purchases or discourage them from engaging in such transactions.

The retail industry has seen a significant transformation due to the emergence of online shopping, with a particular emphasis on the influential role played by female adolescents in driving this change. The demographic of young consumers exhibits substantial economic influence and has sway over household expenditure choices. To gain an understanding of the various elements that influence the purchasing habits of female adolescents while they engage in online shopping, this examination centres on five primary factors: Perceived Risk, Trust, Convenience, Enjoyment, and Attitude. Comprehending these aspects is crucial for firms and marketers seeking to accommodate this technologically adept and ever-changing consumer demographic. This investigation aims to examine the impact of several factors on the online buying behaviour of female adolescents. The concept of perceived risk in the context of online buying comprises apprehensions pertaining to privacy, security, product quality, and return policies. This study aims to examine the impact of perceived risk on the purchasing behaviour of female adolescents, as well as the tactics implemented by online retailers to address these concerns.

Trust plays a significant role in the decision-making process of female adolescents when it comes to engaging in online shopping activities, encompassing their confidence in online shops, payment methods, and the broader e-commerce landscape. This research will investigate the mechanisms via which trust is formed and sustained within the context of online shopping, as well as its influence on customer behaviour. The advent of online shopping has revolutionised consumer behaviour by providing an unprecedented level of convenience. This platform enables individuals to effortlessly peruse a wide array of products, compare prices, and complete transactions without leaving the comfort of their residences or while engaged in other activities. This study aims to analyse the impact of convenience on the purchasing behaviour of adolescent females, encompassing several stages of the buying process, ranging from product selection to the final checkout. Engaging in shopping can serve as a source of enjoyment and leisure, and e-commerce platforms endeavour to optimise the overall shopping encounter. This analysis aims to examine the impact of the enjoyment factor on the adoption of online shopping among female adolescents. Specifically, it will investigate how user-friendly interfaces, gamification, and personalised recommendations contribute to this adoption process. The purchasing behaviour of individuals is substantially influenced by their attitudes about online shopping, which are impacted by several factors such as prior experiences, societal influences, and personal views. This research aims to examine the impact of individuals' favourable or negative attitudes about online shopping on the propensity of female adolescents to adopt this mode of consumption.

This research seeks to gain a complete understanding of the various aspects that influence the purchasing behaviour of female adolescents in the context of online shopping. These categories include Perceived Risk, Trust, Convenience, Enjoyment, and Attitude. By examining these factors, the analysis hopes to provide insights into the complex dynamics that drive the purchasing decisions of this demographic. Organisations can employ these observations to customise their approaches, tackle issues, and exploit favourable elements to cultivate more robust consumer connections and achieve sustainable expansion within the fiercely competitive e-commerce domain.

REVIEW OF LITERATURE

Afriyadi (2017) examined the many elements influencing online buying behaviour in Indonesia. In the context of e-commerce, it is noteworthy that Indonesia possesses a substantial middle class, indicative of the populace's considerable spending capacity. The active constituents of Indonesian society, as determined by psychographic analysis of personality traits, include the youth demographic, women, and individuals who actively engage in online activities, sometimes referred to as netizens. The individuals referred to as Generation Y or Generation Millennial encompass young people, women, and internet users. Generation Y exhibits rapid adaptability to fashion, brand trends, and popularity, with a heightened emphasis on style and quality over price considerations. Establishing client loyalty among the present generation poses a formidable challenge since their purchase decisions are predominantly influenced by their prior experiences. Hence, it is crucial for marketers to comprehend the behaviour of customers in the realm of online purchasing,

specifically their attitudes and the aspects that impact their behaviour. This understanding is deemed significant as it can aid in augmenting the overall number of online purchases.

Prashant Raman (2019) developed a model to analyse the online purchase intentions of female consumers. The increasing prevalence of female online shoppers has led analysts and online merchants to acknowledge the significant significance of understanding the attitudes and behaviours of female consumers as a crucial catalyst for their expansion. A conceptual framework was expanded upon the existing Theory of Reasoned Action (TRA) by incorporating three additional constructs: trust, convenience, and customer service. The conceptual model was later subjected to empirical examination using data gathered from questionnaires distributed to a sample of 909 internet shoppers residing in India. The research findings presented robust empirical evidence. The findings of the study indicate that attitude, convenience, customer service, and subjective norms have a major influence on the intentions of female consumers to engage in online purchasing activities. Significantly, customer service has emerged as the primary determinant impacting the opinions of female consumers in relation to online shopping. Furthermore, the research emphasised that although trust may not directly affect the intents of female customers to engage in online shopping, it does exercise an indirect influence by moulding their views.

Zheng et al. (2020) aimed to examine the relationship between perceived stress and online compulsive buying in women. The researchers specifically focused on elucidating the underlying mechanisms and identifying any moderating factors involved in this association. The study conducted by the researchers had a sample size of 548 female consumers. The findings of the study indicated a significant correlation between felt stress and online compulsive buying. Additionally, the results suggested that negative coping mechanisms partially mediated this relationship. Furthermore, the variable of self-esteem has been identified as a noteworthy moderator, diminishing the direct impact of perceived stress on compulsive online buying and the intermediary function of negative coping among women who possess greater levels of self-esteem. The findings offered significant insights into the complex correlation between psychological characteristics and the occurrence of compulsive online shopping behaviour in women. These insights have important implications for future research and the advancement of knowledge in this area of study.

Ali, J., et al. (2021) sought to examine the key determinants that impact the online buying behaviour of adolescent females residing in Sulaymaniyah city, Iraq, with regard to their everyday needs. This study employed a convenience sampling method to choose a sample of 100 young girls, and utilised a survey as the primary data collection instrument. The acquired data underwent analysis using the SPSS software, with a focus on quantitative data analysis in order to obtain results. The research findings underscored two primary determinants influencing the online purchasing behaviour of adolescent females: the lack of availability of certain merchandise in brick-and-mortar establishments and the ease of access to online product evaluations. One noteworthy departure from previous studies was the identification of a phenomenon whereby a considerable proportion of individuals who were unemployed nonetheless exhibited a regular engagement in the practise of internet shopping, occurring at least once per month. This study provided significant findings that can guide marketing managers and supervisors in developing their online marketing strategies to effectively meet the tastes and requirements of this specific demographic.

Mahmood et al. (2022) assessed Lahore female online buyers' digital information literacy (DIL). Purposive sampling was used to get data from women aged 20–50 who solely bought online. Data analysis was possible with 269 of 309 questionnaire responses. A survey was used to obtain data for the quantitative research investigation. The acquired data was analysed using descriptive and inferential statistics. Women had good to moderate digital information literacy, according to the study. However, the research showed that these women were less confident in their ability to use more advanced online search functions. The research showed that digital information literacy (DIL) skills strongly predicted women's online purchase behaviour, supporting the directed hypothesis. These skills are crucial in today's society. The research also found that female participants rarely bought online and had reservations about using credit/debit cards. The above findings help explain Lahore women's digital information literacy and online shopping habits.

RESEARCH GAP

The existing body of literature offers valuable insights into different facets of online shopping behaviour. However, there is a noticeable research gap in investigating the impact of cultural and regional factors on the digital information literacy (DIL) and online shopping behaviour of female consumers. The existing research predominantly centres their attention on characteristics such as trust, convenience, and attitudes. However, there is a lack of comprehensive examination regarding the influence of cultural and regional settings on the digital information literacy (DIL) abilities and online shopping behaviours of female customers. A thorough examination of the interplay of cultural norms, values, regional economic situations, and their impact on women's online buying behaviour in varied cultural and regional contexts would provide interesting insights, considering the enormous influence of these factors on consumer behaviour. In addition, a comprehensive understanding of female customers' online buying behaviour could be achieved by exploring the interplay between cultural and regional characteristics, as well as other elements highlighted in existing literature, such as trust and convenience. Future research endeavours may delve into these elements in order to address this study gap and provide a more comprehensive comprehension of the intricate dynamics that impact online buying behaviour in diverse cultural and regional settings.

CONCEPTUAL MODEL OF THE STUDY

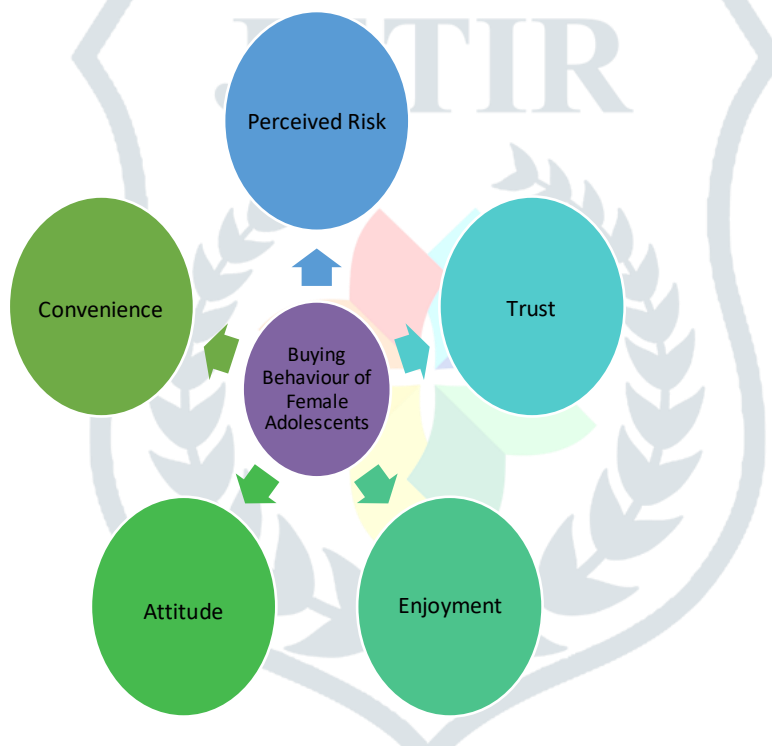


Figure 1 : Conceptual Model of the Study

OBJECTIVES OF THE STUDY

The primary objective of the present study is to identify the factors influencing the buying behaviour of female adolescents with respect to online shopping.

HYPOTHESES OF THE STUDY

- H1: Convenience influences the buying behaviour of female adolescents with respect to online shopping.
- H2 : Trust influences the buying behaviour of female adolescents with respect to online shopping.
- H3 : Enjoyment influences the buying behaviour of female adolescents with respect to online shopping.
- H4 : Attitude influences the buying behaviour of female adolescents with respect to online shopping.
- H5 : Perceived risk influences the buying behaviour of female adolescents with respect to online shopping.

RESEARCH METHODOLOGY

This study focuses on students in Chennai who have engaged in online shopping as the study population. Non-probability sampling, specifically convenience sampling, was employed to select participants. To gather data, the study utilised a total of 26 items to measure five variables. This translates to a sample size of 260 respondents (26 items multiplied by 10). Data collection was carried out through two methods: direct distribution of questionnaires and an online survey. Structural Equation Modeling (SEM) will be employed to analyse the proposed model.

Respondents were provided with a questionnaire comprising a checklist for each item, and they were asked to select one of the available response options. Each question item used a 5-point Likert scale, where 1 indicated "strongly disagree" and 5 indicated "strongly agree." The five variables under investigation are measured using the following items:

1. **Convenience** is assessed using six statement items, which were adapted from Sorce et al. (2005).
2. **Enjoyment** is measured through six statement items, drawing from Pandey and Chawla (2014).
3. **Perceived risk** is evaluated using seven statement items, adapted from Wu et al. (2015).
4. **Trust** is assessed with four statement items, which were adopted from Bilgihan (2016).
5. **Consumer attitude toward online shopping** is measured with three statement items, sourced from Al-Debei, Akroush, and Ashouri (2015).

This approach provides a structured and systematic way to gather data on the attitudes and behaviours of students in Chennai regarding their online shopping experiences, while SEM analysis will allow for a comprehensive examination of the relationships between these variables.

DATA ANALYSIS

The purpose of this study is to examine the factors influencing the buying behaviour of female adolescents through online shopping. . The model proposed contains the following number of variables (See Table 1).

<i>Elements</i>	<i>Count</i>
Number of observed variables	5
Number of unobserved variables	2
Number of exogenous variables	5
Number of endogenous variables	2
Number of variables in the model	7

Figure 2 summarises results of the analysis of the overall sample for the hypothesised model.

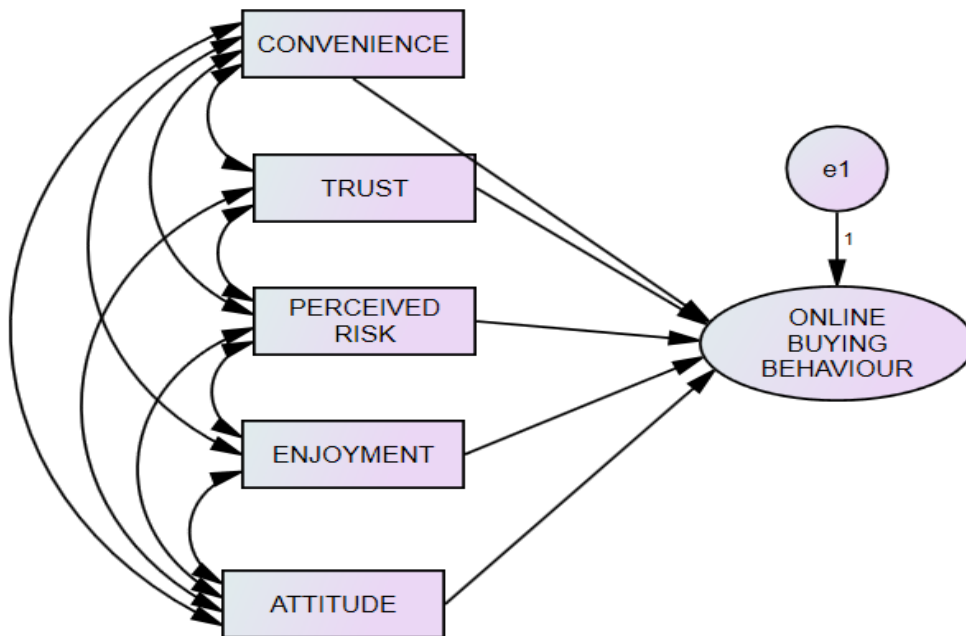


Figure 2. Results of analysis for hypothesised model

With all indices within acceptable ranges, the model shows acceptable goodness of fit index (IFI=0.953; GFI=0.979; AGFI=0.893; SRMR=0.008).

HYPOTHESIS TESTING

Hypothesis testing is done to determine the effect or absence of exogenous variables on endogenous variables.

Table 2 Regression Weights

			Estimate	S.E.	C.R.	P	Result
Enjoyment	<--	Convenience	1.424	.217	6.569	***	Accepted
	-						
Trust	<--	Perceived Risk	.061	.047	1.301	.193	Rejected
	-						
Trust	<--	Enjoyment	.561	.086	6.494	***	Accepted
	-						
Attitude	<--	Enjoyment	.508	.091	5.562	***	Accepted
	-						
Attitude	<--	Perceived Risk	-.038	.041	-.926	.355	Rejected
	-						
Attitude	<--	Trust	.468	.086	5.439	***	Accepted
	-						

Table 2 shows that the results of our analysis indicate a positive and significant relationship between the analysed variables. All the paths in the model were statistically significant thereby supporting the hypotheses upon which the model was based.

DISCUSSION

This study shows noteworthy findings for female adolescents. In this population, convenience is key to customer satisfaction. Childers et al. (2001) found that convenience increases new media enjoyment. Swilley and Goldsmith's 2013 study found that online shopping's convenience makes it more enjoyable. Shopping convenience greatly increases shopping enjoyment, according to their study. Convenience shapes attitudes

considerably. The report shows that convenience dominates shopping because female adolescents can shop 24/7. According to Gurau (2012), female adolescent consumers, especially those born between 1980 and 1999, feel comfortable and enjoy this 24/7 availability. This societal change toward ease and expanded retail options shapes their purchasing patterns, making shopping more fun. Enjoyment also strongly influences female adolescents' online shopping views. As previously shown, enjoyment affected shopping attitudes (Childers et al., 2001; Ha and Stoel, 2009; Leischnig, 2011; Jin and Sternquist, 2004; Konus, 2008). Ha and Stoel (2009) found that webpage enjoyment increases online shopping attitudes. Additionally, Childers et al. (2001) found a favourable correlation between enjoyment and online store feelings. Leischnig et al. (2011) showed that shopping enjoyment strongly influences retail brand perceptions. In online shopping among female adolescents, fun substantially influences trust, another important component. This supports Rouibah et al. (2016), who found that stated enjoyment increases customer trust. Enjoying shopping promotes honesty and reliability, according to Hwan and Kim (2007). Enjoyment boosts online shopping trust, contentment, and interest. Interestingly, this study demonstrated that perceived risk affects customer trust in female adolescents. This coincides with D'Alessandro et al. (2012), who found that reducing perceived risk increases online purchase trust. Bashir et al. (2018) found that financial concerns affect web vendor trust and online purchasing intentions. These conflicting results show that trust and risk may not be as important here. The age group of the participants, mostly 10-14-year-olds and 15-19-year-old female adolescents, may explain why perceived risk does not affect trust. These people may have extensive online shopping experience, which has strengthened their belief systems and increased their faith in online transactions. This study shows that convenience, enjoyment, and trust influence female adolescents' internet buying habits. In this study, perceived risk did not influence trust, but the findings show that female adolescents' online shopping habits are changing, emphasising the need for marketers to create enjoyable and trustworthy online shopping experiences to meet their needs.

RECOMMENDATIONS

1. For those who view online shopping as a form of entertainment, brands should become an integral part of their daily lives. Marketers can achieve this by adding value to consumers' lives and daily experiences, such as sending promotional SMS messages.
2. Online vendors should focus on maintaining and improving their services to enhance consumer trust. This can be achieved by providing accurate and up-to-date information, enhancing security measures, and fostering positive relationships with consumers. Offering after-sales services like money-back guarantees can also reduce uncertainty and boost trust.
3. Enhancing convenience for consumers in online shopping involves maintaining good customer relationships and providing quick responses to inquiries. Optimising website design for user-friendliness and ease of comparison between online stores is essential.
4. Social media platforms, particularly Instagram, are popular choices for online shopping among students. Marketers should actively engage with consumers on these platforms, encourage their participation, and seek recommendations for their products.

CONCLUSION & FURTHER RESEARCH

Based on the study's findings, it can be concluded that convenience significantly influences enjoyment, and both enjoyment and trust significantly impact consumers' attitudes toward online shopping. However, perceived risk does not significantly influence trust or consumers' attitudes toward online shopping. Future research should consider expanding the sample to include potential household consumers, business professionals, or office workers to broaden the study's applicability. Additionally, investigating specific online shopping platforms or sites preferred by consumers can yield more specific insights. Lastly, examining online shopping within specific product contexts or categories may provide a more comprehensive understanding of the factors at play.

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