

# **FACTORS INFLUENCING CONSUMER BEHAVIOR ON ONLINE SHOPPING IN JAFFNA DISTRICT**



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## ABSTRACT

Nowadays, with the rapid development of internet of technology, online shopping is becoming common and even inevitable among Jaffna District is dramatically increasing. The purpose of this study is to identify the factors affecting on online shopping behavior of consumers that might be one of the most important issues of e-commerce and marketing field. However, there is very limited knowledge about online consumer behavior. Because it is a complicated socio-technical phenomenon and involves too many factors. One of the objectives of this study is covering the shortcomings of previous studies that didn't examine main factors that influence on online shopping behavior. This goal has been followed by using a model examining the impact of perceived risks, perceived benefits on attitude toward online shopping and subjective norms, perceived behavioral control, domain specific innovativeness and attitude toward online shopping on online shopping behavior as the hypotheses of study.

The respondents of the studies are consumers who have online shopping in Jaffna District. To investigate objectives of this study, 120 questionnaires are distributed among online consumer in Jaffna District through convenience sampling method. Finally, the data are analyzed using descriptive analysis, cross tabulation and regression analysis with the support of Statistical Package for Social Science (SPSS 19.0).

The finding of the present study suggest that, the perceived risks, perceived benefits, attitude toward online shopping, subjective norms, perceived behavioral control, domain specific innovativeness and online shopping behavior are having the high degree of consumers from the online shopping. The results of perceived benefits was significantly impact on attitude toward online shopping and perceived risks was not significantly on attitude toward online shopping. Further the attitude toward online shopping and domain specific innovativeness were significantly impact on online shopping behavior. Subjective norms and perceived behavioral control were not significantly on online shopping behavior.

**Keywords:** B2C e-commerce, Consumer Attitudes, Online Shopping, Perceived Risk, Shopping Behavior.

# TABLE OF CONTENTS

Acknowledgement .....	I
Abstract .....	II
Table of Contents .....	III
List of Table .....	VIII
List of Figures .....	X
<b>Chapter -01 Introduction</b> .....	<b>1-7</b>
1.1. Introduction.....	01
1.2. Background of the Study .....	01
1.3. Problem Statement.....	03
1.4. Research Questions.....	03
1.5. Research Objectives.....	04
1.6. Scope of the Study .....	05
1.7. Significance of the Study.....	05
1.8. Summary.....	06
<b>Chapter -02 Literature Review</b> .....	<b>07-18</b>
2.1. Introduction.....	07
2.2. Concept of E-Commerce .....	07
2.2.1. Categories of E-Commerce.....	08
2.3. Online Shopping Behavior .....	10
2.4. Consumer behavior .....	10
2.5. Major Characteristics of Online Consumers behavior.....	10
2.5.1. Attitude towards online shopping.....	11
2.5.2. Perceived benefits .....	11
2.5.2.1 Convenience .....	11
2.5.2.2 Product Selection .....	12
2.5.2.3 Sopping comfort .....	12
2.5.2.4 Shopping Enjoyment .....	13
2.5.3. Product risk.....	13
2.5.3.1 Lack of trust and financial risk .....	14
2.5.3.2 Time and inconvenience risk .....	14
2.5.3.3 Product risk.....	15

2.5.4. Perceived behavior control .....	15
2.5.5. Subjective norms .....	16
2.6. Online Shopping and Consumer Behavior .....	17
2.7. Summary.....	18

## **Chapter -03 Conceptualization and Operationalization ..... 19-24**

3.1. Introduction.....	19
3.2. Conceptualization .....	19
3.2.1 Conceptual framework.....	19
3.3. Online Shopping Behavior .....	20
3.4. Factors Influencing in Consumer Behavior.....	20
3.4.1 Attitude .....	20
3.4.2 Perceived benefits .....	20
3.4.2.1 Convenience .....	20
3.4.2.2 Product selection.....	20
3.4.2.3 Shopping comfort .....	21
3.4.2.4 Shopping enjoyment .....	21
3.4.3 Perceived risk.....	21
3.4.3.1 Product risk .....	21
3.4.3.2 Financial Risk .....	21
3.4.3.3 Time and convenience risk .....	21
3.4.4 Subjective norms.....	22
3.4.5 Perceived behavior control .....	22
3.4.6 Domain Specific Innovativeness.....	22
3.5. Operationalization.....	22
3.6. Summary.....	24

## **Chapter -04 Research Methodology ..... 25-32**

4.1. Introduction.....	25
4.2. Study Setting.....	25
4.2.1. Research Approach .....	26
4.2.2. Time Horizon .....	26

4.2.3. Unit of Analysis .....	26
4.3.Study Population, sample and Sampling procedure .....	26
4.3.1 Sample Design .....	27
4.3.2 Survey instruments development.....	27
4.4.Method of Data Collection.....	27
4.4.1 Primary data .....	28
4.4.1.1 Questionnaire .....	28
4.4.2 Secondary data .....	28
4.5.Data Presentation and Analysis .....	28
4.6.Method of data evaluation .....	29
4.6.1 Univariate Analysis.....	29
4.6.2 Multivariate Analysis .....	29
4.6.3 Hypothesis Testing .....	30
4.7. Summary.....	32

## **Chapter -05 Data Presentation and Analysis**

**.....32-54**

5.1.Introduction.....	32
5.2.Reliability of the Instrument .....	32
5.2.1 Reliability.....	32
5.3.Presentation on the Personal Information .....	33
5.3.1. Frequency distribution analysis of personal characteristics of customers .	33
5.3.1.1. Age Level.....	33
5.3.1.2. Civil Status of online consumers .....	34
5.3.1.3 Gender.....	34
5.3.1.4 Level of Education.....	34
5.3.1.5 Occupation Filed.....	35
5.3.1.6 Monthly income .....	35
5.3.1.7 Came to Know about Internet Shopping.....	36
5.3.1.8 Credit Card .....	37
5.3.1.9 Use the Internet for Shopping .....	37
5.3.1.10 Payment Mechanism .....	37
5.3.1.11 Spending on Internet Shopping .....	38
5.3.1.12 Experience of Internet Shopping.....	38
5.4.Research Information.....	39

5.4.1 Assessing the Frequency distribution analysis of dependent variable.....	39
5.4.1.1 Frequency distribution analysis of Online shopping behavior .....	39
5.4.1.2 Assessing the degree of the online shopping behavior district .....	40
5.4.2 Assessing the Frequency distribution analysis of dependent variable...	41
5.4.2.1 Frequency distribution analysis of Perceived benefits .....	41
5.4.2.2 Frequency distribution analysis of Perceived Risk.....	42
5.4.2.3 Frequency distribution analysis of Attitude.....	43
5.4.2.4 Frequency distribution analysis of Subjective norms.....	43
5.4.2.5 Frequency distribution analysis of Perceived behavior control.....	43
5.4.2.6 Frequency distribution analysis of Domain specific innovativeness.	44
5.4.3 Introduction.....	45
5.4.3.1 Perceived benefits .....	45
5.4.3.2 Perceived Risk .....	45
5.4.3.3 Attitude .....	46
5.4.3.4 Subjective norms.....	46
5.4.3.5 Perceived behavior control .....	47
5.4.3.6 Domain specific innovativeness .....	47
5.4.3.7 Overall view of Variable.....	48
5.4.4 Assessing the impact of Perceived benefits and perceived risk on attitudes toward online shopping .....	48
5.4.5 Assessing the impact of Attitude toward online shopping, Perceived behavior control, Subjective norms and domain specific innovativeness on online shopping behavior .....	50
5.4.6 Assessing the online shopping behavior vary with demographic factors of the online consumer in Jaffna district.....	52
5.4.6.1 Compare the online shopping behavior between ages .....	52
5.4.6.2 Compare the online shopping behavior between gender .....	52
5.4.6.3 Compare the online shopping behavior between living areas .....	53
5.4.6.4 Compare the online shopping behavior between occupations.....	53
5.4.6.5 Compare the online shopping behavior between income level .....	54
5.4.6.6 Compare the online shopping behavior between civil statuses .....	54
5.5 Summary .....	54

## **Chapter -06 Discussion**

..... 55-63

6.1.Introduction.....	55
6.2. Discussion of the personal Information .....	55
6.3.Discussion of Research Information.....	56
6.3.1 Discussion of Online shopping behavior.....	56
6.3.2 Discussion of Perceived benefits.....	56
6.3.3 Discussion of perceived risk.....	56
6.3.4 Discussion of attitude toward online shopping.....	57
6.3.5 Discussion of subjective norms .....	57
6.3.6 Discussion of Perceived behavior control.....	57
6.3.7 Discussion of Domain specific innovativeness.....	59
6.4 Discussion of perceived benefits and perceived risk impact on attitudes toward online shopping.....	59
6.5 Discussion of attitude toward online shopping behavior, perceived behavior control, Subjective norms and domain specific innovativeness impact on online shopping behavior.....	60
6.6 Hypothesis.....	60
6.7 Discussion of online shopping behavior vary with demographic factors of the online consumer in Jaffna district.....	63
6.8 Summary.....	63

## **Chapter -07 Conclusions and Recommendations**

... 64-66

7.1. Introduction.....	64
7.2. Conclusions.....	64
7.3. Recommendation .....	65
7.4. Limitation.....	65
7.5. Implementation of this Research .....	66
7.6. Summary.....	66

References.....	67-75
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Appendix – Questionnaire.....	76-80
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