

A Study on Purchase preference and Repurchase intention towards E-Commerce platform

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Abstract

Purpose- The paper focuses on shift from home-basket to E-basket and customer behaviour related to that, hence the research aims to study the Customer online buying behaviour, the factors affecting Customers' Purchase preference criteria towards E Commerce platform and the reasons that can lead to Customers' Repurchase intention towards E Commerce platform.

Design/methodology/approach- As the study aims to study the significance between independent and dependent variables with respect to purchase preference and Repurchase intention towards E Commerce platform, the researchers have applied Multiple regression model to test the hypothesis using IBM SPSS-22 software. The researchers have also checked the reliability and normality of the data using the mentioned software.

Findings- The study suggests there is significant influence of Coordinated marketing factors, functional benefits, Reference group triangle and trust on Purchase preference towards E Commerce platform and there is significant impact of personal benefits with respect to Repurchase intention with customers having intention to buy related products more compare to same product and higher priced products.

Originality/value- Earlier researches have focused on marketing factors and functional benefits, influencing factor separately, whereas this study has taken the combined and coordinated impact of marketing factors, functional benefits and instead of single influencing factor, the study has taken into consideration the reference group triangle along with trust as an independent variable instead of mediating variable which the other studies have considered earlier.

Further Research- Research give direction that people having repurchase intention would be willing to buy more of related products, then same products and few people are willing to buy higher priced products, which can further be researched as Cross buying habits of customers on E commerce platform.

Keywords- E Commerce, Online buying behaviour, Purchase Preference, Repurchase intention

Introduction

E commerce

Commerce is a trading activity of exchange whereas E commerce is a new commercial exchange theory due to advancement in technology and internet. It is nothing new but a direct trading activity with a change in the focus from home- basket to E-basket that changes the conception of social and behavioural norms and tries to make buying fast, convenient and pleasurable experience. E-commerce is a subset of E business as it deals with trading of activities online whereas E- business deals with overall business taking place on online platform.

Electronic commerce (e-commerce) involves transaction processing which is a style of computing wherein the large volume of transactions is executed on the basis of priority performed by large server computers, such as buying and selling products and services through computer networks like the Internet (Chintagunta, 2012). Which is further divided into nine types: business to-business (B2B), business-to-consumer (B2C), business-to-government (B2G), consumer-to-consumer(C2C), consumer to government (C2G), Consumer to Business (C2B), government to Business (G2B), Government to consume (G2C), Government to government (G2G) and mobile commerce. (Chen et al., 2014). Among these, the transaction objectives of B2C and C2C are more or less

similar. Terminal consumers are their transaction objectives. The development of E commerce has given rise to Business domain and along with that the retailers have also got chance to increase the competitive advantage. (Nisara & Prabhakar, 2017) . E commerce has got the potential of growth in omni channel as there is a rise in internet marketing and digital payments as mentioned in an analytical report by (Khosla & Kumar, 2017) E-commerce has transformed the way business is done in India. As per the (India Brand Equity Foundation, 2020) The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 compare to US\$ 38.5 billion as of 2017. And as per the (India Brand Equity Foundation, 2021) The Indian E-commerce market is expected to grow to US\$ 111.40 billion by 2025 from US\$ 46.2 billion as of 2020, and by 2030, it is expected to reach US\$ 350 billion.

Increase in the penetration of internet and smartphone has led the E-Commerce market to grow. As of August 2020, on account of 'Digital India' drive, the number of internet connections in India significantly increased to 760 million, Out of the total internet connections, 61% connections were there in urban areas, and of which 97% connections were wireless.. (India Brand Equity Foundation, 2020). Indian consumers are moving towards adopting 5G smartphones. (India Brand Equity Foundation, 2021) which has intensified the situation.

Theoretical Framework

As competition is now occurring in two worlds, the physical world and the virtual world made of information, e-commerce focusing on convenience, speed, price and personalization. A traditional approach to marketing might take the line of the marketing mix (Kotler, Keller, Koshi, & Jha, 2013) who classically discuss “the 4Ps” (product, place/distribution, pricing, promotion, Lauterborn in the year 1990 gave the new angle to the marketing mix concept which has suggested the following shift: i) price becomes the cost to the customer; ii) product becomes customer valuation of the product; iii) place becomes the convenience for the customer; iv) promotion becomes the communication. (Brayshaw & Gordon, 2006) The use of e-commerce can have a significant on how we can achieve these types of goals and differentiates e-marketing from its conventional approaches. (Smit, 2003) suggested that 4P’s is seller’s approach whereas 4 C’s is that of customer or marketing approach. (Wani, 2013). Many other researchers have adopted many such alternative model for the marketing mix concept, the recent development is the SAVE model which caught the attention when an article titled “Rethinking the 4Ps” was published in the January-February 2013 edition of Harvard Business Review. it seems that this model has all the ingredients to replace 4Ps in every form of marketing. The SAVE model suggests

the focus from Products to Solutions, Place to Access, Price to Value, and Promotion to Education, which justifies the acronym- SAVE. (Wani, 2013). E Commerce platform justifies the model by providing solutions for every problem faced by the customer, it genuinely gives value to the customer the kind of offering he is getting. The motive of E Commerce is 24/7*365 which justifies the Availability quotient of the model and it tries to educate customer in terms of using the platform to its fullest capacity. The researchers have applied this to both product and service as researched by (Wirtz & Lovelock, 2016) services include core plus the supplementary services, out of which certain services are of facilitating and the rest are of enhancing services. Some of the supplementary services like, Information, order taking, billing, payment, consultation is information based and do not require physical contact all the time, which has helped E Commerce to perform most of the transactions effectively and efficiently.

Objectives:

1. To study the Customer online buying behaviour
2. To study the factors affecting Customers’ Purchase preference criteria towards E Commerce platform.
3. To study the reasons that can lead to Customers’ Repurchase intention towards E Commerce platform.

Literature Review

Purchase Preference

Purchase intention in e-commerce is defined as a consumer's inclination to make a purchase

from the online seller). According to the theory of planned behaviour, the most influential predictor of behaviour is behavioural intention. To achieve greater acceptance of e-commerce, it is essential that consumers intend to use e-commerce platforms and obtain the information necessary to perform the transaction when purchasing a product or service. (Lim & Dubinsky, 2004) stated any purchase decision be it offline or online is a complex decision. One Wrong decision can affect customers' post purchase behaviour which could result in dissatisfaction or dissonance. Keeping this in perspective, virtual format have the facility to provide detailed product list with option of comparing and suggestions, reviews for easy decision making Virtual retail formats provide multiple options such as reviews, suggestions, comparisons and detailed product information the same concept was highlighted by (Bhatnagar & Ghose, 2004)with time utilization perspective (Szymanski & Hise, 2000) and (Prasad & Aryasri, 2009) focused on category wise search option and comparison easiness as it reduces psychological cost which makes virtual shopping more time and cost efficient. In virtual shopping, convenience is related with time, search access, possession,

place and transaction convenience. Virtual shopping cart offers virtual basket to carry which allows users to compare the products with convenience.

Marketing factors:

Marketers always try to influence customers' purchase intention which reflects consumers' intention to make purchases on an e-commerce site. As per (Gefen, 2003) (Van Der Heijden, 2003) (Wells, 2011) (Javornik, 2016) marketing efforts like, products appeal, pricing strategy, delivery system and platform and promotional efforts are more likely to prompt consumers to make purchases online. Thus, researchers like, (Jiang & Benbasat, 2007a) explained that along with attractive projection and presentation of product, positive attitude towards product and website increases and induces purchase intention in E-commerce. (Wells, 2011) also confirmed that E-commerce consumers tend to buy products that they ought to be enticing. Marketing efforts includes the content and its delivery both hence, (Riel, Van, & Jurriëns, 2001) once very appropriately addressed that service content is of no use unless it is delivered properly and accessed by consumers effectively. Which was already suggested by (Grönroos, Heinonen, Isoniemi, & Lindholm, 2000)that consumers are interested in superior service content and its delivery both. Most of the studies talk about each marketing element separately. This study thus focuses on coordinated Marketing efforts,

H1: There is no significance between Coordinated Marketing efforts and Purchase decision.

Functional Benefits:

Web benefits can be the reason for purchase preference as (Freiden, Goldsmith, Takacs, & Hofacker, 1998) mentioned that consumer always seeks accurate information on virtual platform along with accuracy, accessibility of information as discussed by (Daugherty, Ellinger, & Rogers, 1995). What a customer seeks on website is missing of personal touch so many e-commerce platform provide social touch with the help of technology by personalizing communication as mentioned by (Gefen & Straub, 2004) The other benefit that a customer considers is transactional benefit, like self-control, time and cost saving as discussed by (Polatoglu & Ekin, 2001) . the other benefits that a customer seeks are responsiveness and customized products and services as stated by (Klein & Quelch, 1997) and (Greaves, Kipling, & Wilson, 1999) above all the medium itself which is the quality of the website and perception of user towards the same is also which can frame the buying intention This has emerged as an important determinant of consumer intention. (Poddar, Donthu, & Wei, 2009). There are some other benefits that the customer looks for which will be discussed in the paper,

H2: There is no significant difference between Functional benefits and Purchase decision towards E Commerce

Trust:

In E-Commerce, previous studies like, (Aiken & Boush, 2006) (Biswas & Biswas, 2004) (Kim, Xu, & Koh, 2004) have examined that due to asymmetry in information, trust was considered to be the most important factor. At the same time, E-commerce requires integrity and transparency in business, (Reichheld & Schefter, 2000) emphasised on two-way interaction which is not possible in E commerce hence trust building is difficult to establish. To generate trustworthiness, various researchers have focused on different parameters like, (Aiken & Boush, 2006) and (Biswas & Biswas, 2004) addressed advertisement investment for trust building, (Biswas & Biswas, 2004) and (Kim, Xu, & Koh, 2004) focused on reputation system and (Aiken & Boush, 2006) focused on warranties and third part endorsement. Trust has always been taken as mediating or moderating variable; this study would focus on trust as an independent factor. Thus, we hypothesize that:

H3: There is no significant difference between Trust and Purchase decision towards E Commerce

This study focuses on influence triangle Immediate reference group consists of family, friends and colleagues, 2nd corner of the triangle consists of media influence and the third corner consists of own experience and its impact on e-commerce purchase.

H4: There is no significant difference between Reference group triangle and Purchase decision towards E Commerce

Repurchase Intention

Online consumption behaviour has got two facets in E commerce, first is to attract customers to purchase online and then encourage them to repurchase online as explained by (Zhang, 2011). As (Patel, 2014) suggested that the repeat buyers would spend more willingly which contributes to the profitability of the firm. Hence it is less costly monetary as well as non-monetary to sustain and retain the existing customers. This phenomenon has become crucially important than ever before, (Sutto, 2016) mentioned that it has been overlooked and ignored by many online retailers. The adoption of the concept of Repurchase Intention is from various disciplines. Apart from Marketing originally it belongs to the field of social psychology. As (Thibaut, 1959) explained the concept in Social Exchange as relationship maintenance which suggests intention to continue. From the Marketing perspective, as a part of Defensive marketing strategy repurchase intention is a decisive factor in business success. (Cronin & M.K., 2000). As (Fornell C. , 1992) and (Bartlett, 2007) have emphasised that companies are focusing on defensive marketing strategy instead of offensive marketing strategy as it is easy to retain customers rather than acquiring new one. Many researchers have given definitions for Repurchase intention, like (Fornell

C. , 1992) termed it as probability to go with the previous provider in future and whereas, (Ranaweera, 2003) claimed it as a tendency to stay or leave the current supplier which is a result of a customer behavioural intention.

Previous studies have examined various factors influencing online consumer repurchase intention on e-commerce websites. (Wu & Cheng, 2014) and (Lee & Nelson, 2011) focused on perceived value whereas, website functionality and quality were addressed by (Sharma, 2015) and (Lee & Nelson, 2011), popularity and reputation by (Hsiao, Lin, Wang, Lu, & Yu, 2010) and innovativeness by (Ghazali, 2018) These factors give an idea about how a customer perceives features of e-commerce websites. Many researchers focused on satisfaction as one of the factor for repurchase intention, Satisfaction is a result of first stage expectation which involves beliefs which is later on followed by initial perception and judgement of the customers. (Kim, Ferrin, & Rao, 2008) . Apart from these a customer looks for personal gain in online purchase, which is addressed here,

H5: There is no significant difference between Personal benefits and repurchase decision towards E Commerce

Research Methodology

The research follows both primary and secondary analysis. A structured questionnaire was floated to the 208

respondents using simple random sampling contacting above 15 years audience as the study is on purchase behaviour. Reviewing the previous research studies and from the data received, it is observed that 97% of respondents have got access to internet, internet has been widely used not only for shopping, but for accessing information, payment of bills, entertainment, education and investment. Customers buy more of grocery items (64%) compared to medicines (62%) cosmetics (60%) Furniture (57%) books (49%), Toys (46%), FMCG (43%), Cloth (41%), gadgets (34%). As far as E-commerce platform preference is concerned, as people prefer grocery items more, the most preferred platform ought to be big basket, then followed by other platform like, Amazon, Flipkart, Jio mart, Snapdeal, Myntra and others.

Reliability of data- Cronbach alpha

Given the aforementioned information, the reliability of all the categories has been tested using the Cronbach alpha reliability test statistics. Table provides reliability test statistics. Cronbach alpha along with the values of standardized alpha. Reliability is defined as “an assessment of the degree of consistency between multiple measurements of a variable”

Variable	Cronbach Alpha
Usage of Internet	0.803
Type of Product purchased	0.886
Preferred E commerce platform	0.787

Coordinated Marketing factors	0.848
Functional benefits	0.903
Reference group triangle	0.820
Advantages	0.846
Disadvantages	0.842
Repurchase intention factors	0.902
Type of product in re-purchase intention	0.771

Hence the reliability of the total data comes out to be as follows,

Cronbach alpha	0.957
No of variables	76

To test the hypothesis, since the data follows normal distribution, and the purpose of the study is to study the impact of independent variable on dependent variable, regression analysis is used to know the significant impact. Regression analysis helps one understand how the typical value of the dependent variable changes when any one of the independent variables is varied, while the other independent variables are held fixed. In present study, linear regression analysis is used to identify the factors contributing employee satisfaction towards marketing activities in the product launch. Multivariate regression analysis has been used with IBM SPSS-22 software.

Data Analysis & Interpretation

H1: Coordinated Marketing efforts have got significant impact on e-commerce purchase preference. Hence the null hypothesis is rejected as the analysis shows,

R	F value	Significance level
0.299	2.713	0.010

H2: Functional benefits have got significant impact on e-commerce purchase preference, hence the null hypothesis is rejected, as the analysis shows,

R	F value	Significance level
0.281	1.286	0.230

H3: Reference group triangle-family, friends, colleagues grouped as one, media and own experience play significant role in purchase decision on e-commerce

R	F value	Significance level
0.350	2.969	0.002

H4 :Trust as an independent variable has a significant impact on purchase preference on e-commerce platform.

R	F value	Significance level
0.160	1.029	0.402

H5: Personal benefits have got significant impact on repurchase intention on e-commerce platform.

R	F value	Significance level
0.355	3.432	0.001

	Related product			Same Product			Higher Priced Product		
	Fre- quency	Per- cent	Valid Percent	Fre- quency	Per- cent	Valid Percent	Fre- quency	Per- cent	Valid Percent
Definitely not buy	1	.5	.5	3	1.4	1.5	9	4.3	4.5
Probably not buy	1	.5	.5	5	2.4	2.5	10	4.8	5.0
Not sure	16	7.7	8.0	22	10.6	11.0	63	30.3	31.5
Probably buy	86	41.3	43.0	93	44.7	46.5	91	43.8	45.5
Definitely buy	96	46.2	48.0	77	37.0	38.5	27	13.0	13.5
Total	200	96.2	100.0	200	96.2	100.0	200	96.2	100.0

Conclusion

As per the study value of R square suggests shows the total variation for the dependent variable that could be explained by the independent variables. A value greater than 0.5 shows that the model is effective enough to determine

the relationship. But in case of human behaviour study it can be less than 0.5 as the study would be biased if it is more than 0.5. hence coordinated marketing factors would significantly impact the purchase preference towards E-commerce.

Conclusive Analysis:

Variables	Impact	Hypothesis	R	R square	Adjusted R square	F	Result
Marketing factors	Purchase Preference	H1	0.299	0.089	0.056	2.713	rejected
Functional benefits	Purchase Preference	H2	0.281	0.079	0.018	1.186	rejected
Reference group triangle	Purchase Preference	H3	0.350	0.122	0.081	2.969	rejected
Trust	Purchase Preference	H4	0.160	0.026	0.001	1.029	rejected
Personal benefits	Repurchase Intention	H5	0.389	0.128	0.072	2.280	rejected

At 1% level of significance, the ANOVA table shows the impact of variables among each others wherein the factor value F is within the given range as per the observed and critical data value.

Managerial Implication

A customer takes into consideration marketing factors, functional benefits, trust and reference group triangle to decide whether to purchase using e-commerce platform or not. Hence e-commerce platform should focus

on marketing mix elements, showing the functional benefits along with trust and reference group influence. So the marketer needs to win customer trust at the same time should be aware whom to contact so that customer can decide to use e-commerce platform. Every marketer is focusing on repeat purchase hence to induce repeat purchase, marketer needs to identify personal benefits that the customer seeks from the marketer.

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