



Analysis Influence of Online Shopping Information Dependency On Internet Shopping Adoption

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Abstract

The paper thoroughly indicates the way to innovative dependency shopping information to conduct the very well and good manner on the acceptance of internet shopping which has been completed the analyse the influence of customer related information and data.

Design/methodology/approach – The dependency online shopping information with impact, the model “TAM” with sufficient innovative and technology acceptance the practice conducted towards the new generation technology acceptance experiments also in the example customer of Spanish are hadn’t use the process.

Findings – : In that time of data analysis it is shown that new generation online shopping, it is mentioned that the innovative shopping technology with time management and core shopping information dependency on the advance technology is rectified the way of find correct and no hidden method with totally new generation customer dependency.

Practical implications –: Those research method are used to know the non customer ethics and also to do the maintain proper business statistics with innovative data analysis .The matter hitch is very impact full and also normal way to conduct the online shopping process that the customer could depend on them self to choice, implement, data transaction and influence to word clear process of e shopping, the outcome of good design, product quality are the asset towards next generation e shopping. Referred to throughout this paper as “shopping channel”.

Originality/value –: It is totally analyse and result oriented research information for new generation online shopping the result designed through the character of the customer towards shopping system , the method of the technology , using the web to make shopping and customer acceptance are depend on the customer information dependency, in that manner the whole process are depends on the TAM process and customer satisfaction.

Keywords- Online Shopping, Consumer behaviour, e-commerce

1. Introduction

E-commerce acceptance depends on the profile of possible customers as not all customers accept an innovation at the same time. In this era of science and technology, today humans have acquired all kinds of facilities. The increasing penetration of information technology has made human life easier. Today, through internet, we can not only gather information from around the world sitting at home, but can also enjoy e-shopping(sultan, 2017).

Online shopping means buying your favourite items through internet. E-shopping in India started after the arrival of the 21st century, but within a few years it was so widespread throughout the country that it cannot be imagined. As per the world’s top analysts also believes that rising inflation and the sluggish economic selling rate have failed to curb the growing trend of online shopping, but the e-commerce industry has been boosted by the proliferation of internet and new payment options - and indeed If we look at it, then it is also right to say(sultan,2018, Sultan2019).

Today, people living in big cities of cities like Delhi, Mumbai, Ahmadabad, Kolkata, Chennai, Hyderabad,

Bangalore, Chandigarh, as well as cities and towns of states like Bihar, Jharkhand, Punjab, Uttar Pradesh, Tamil Nadu are also growing daily. A number are engaging with e-commerce. The e-commerce industry is expanding in the country at double the speed every year.

Indeed, the trend of online shopping is increasing rapidly in the country today. According to the Assoc ham report, the online market in India was \$2.5 billion in 2009, which increased to \$16 billion in 2013 and its business is expected to reach \$56 billion by 2023, which is the country's retail 6.5% of the market (retail market)

Figure 1 shows a comparison between traditional shopping system and online shopping. Where a traditional shopping system consist several step to achieve shopping usefully. It have four step those are, firstly user or customer have to visit shop store then select item carry those item to retailer for payment process. After complete payment customer can go their own place. On the other hand customer or user no need go anywhere he or she just to setup an online account to access online store, then they can check and select product with best price (discount)and an pay online by just a single click. Lastly customer can get there product on there location it save time and cost with best quality product.



Figure 1. Comparative Analysis between Traditional Shopping and Online Shopping

2. Literature survey

In this section will deliberate the importance of new age technology (online shopping) with its value and try to establish a relationship between other parameter like trust, privacy and revenue. By literature survey on online shopping, trying to understand different variable those are responsible to influence the plan to purchase product from online. This will help to recognising variables that perform a major part in influencing client's intention to purchase.

2.1. New Age Technology Acceptances Model With Value

TAM was made for totally workplace or as could use by the ne as well as, there is a two way to make faith on the process which dependent on customer satisfaction and simple processing method. It is the new experimental method which could improve the work performance for a individual person through the concern method and experiments, carries the good technology allows to conduct the simple and user-friendly situation. The It reflects the method transparently.

2.2. Bonding Between Trust, Privacy And Revenue

The trust and TAM process maintain a model of new generation online shopping the PUR indicates about the customer for make very user-friendly on the technology also to avoid the doubtable area in the time of online shopping and customer data information analysis with a good dependency through the trust made by the both data server and by the customer through the online shopping, on online shopping method it is highly calculated that the customer easily trust the process while the customer dependency on transparent way, also in the situation of business the trust between owner and the customer is making a good business relationship through the advance and technology oriented online shopping method and it has been proofed by the business experiments. Although the trust is the main key of this business relationship which can make customer and the

owner happy towards the method of online shopping using web technology and IT

23. Theory of Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) is the transparent methods of the Theory of Reasoned Action (TRA) (Ajzen and Fishbein, 1980; Fishbein and Ajzen, 1975) due to the previous theory maintain salient limitation in the dealing with voluntary behaviour while the theory of latter proposed that uncontrolled behaviour thus a voluntary action (Ajzen, 1991). TRA posited that a customer's positiveness together with the individuals'. Better explanation could get from Opposition to TRA, TPB of behavioural model that a person perform easily certain behaviour if that person could control over the manner (Ajzen, 1991)., It is on being hope for the trust will effect towards TPB model as it is concern by the (Ajzen, 1991; Caulfield, 2012).

3. RESEARCH MODEL

In today's world on-line shopping is reflected as inefficient way for e-service. The preliminary reason to accept on-line shopping is, in principle, flexibility. It is responsible to maintain a balance between traditional vender and e vendor for providing service. Trust, perceived helpfulness and delight are important encouraging factor of consumers repurchase intentions. Privacy has the positive effect on trust in online shopping and in social interacting.

Besides, the transmission of on-line shopping could also be influenced by the probable experiences, administrative members, and lastly social system while the question for advanced knowledge is well deliberated in Rogers. The Trust, privacy and TAM model in has been well considered in on-line shopping location and exposed that appreciative factor for both the Internet technology and trust issue.

An addition, extra Trust and Privacy would be in new complete manner to comprehend the approval behaviour toward on-line shopping. This extension would deliver us with advanced advisory power to survey this problem and efficiently recover the practise rate.

Based on the earlier lessons, the hypothesis is presented as below;

- H1: Subjective norm important influences for online buying intention
- H2: Attitude has positive influence on planning to buy and use online shopping.
- H3: Perceived performance control the influence plan to use online shopping.
- H4: Trust has encouraging effect on attitude to practise online shopping.
- H5: Trust positively effects subjective norm to practice online shopping.
- H6: Privacy definitely inspirations trust to use online shopping.
- H7: Privacy definitely not inspirations trusts to not use online shopping.

4. RESEARCH STRATEGY

A huge model survey of online shopping announcement was employed to develop this research model. The apparatus and defendant sample are considered as flowing.

4.1. Attitude:

Trust and subjective norm effect the performance intension straight to online shopping. This study accepts different substances for calculating attitude.

4.2. Subjective Norm:

Subjective norm is one of prompting the performance intention with online shopping. The study assumes three substances for calculating subjective norm.

4.3. Instrument Development:

The instrument is planned to contain a four-part survey. It is important to provide better and efficient surveys.

4.4. Purchase Intention:

Purchase Intention is one of prompting the performance intention with online shopping. This parameter effect depends on trust and privacy.

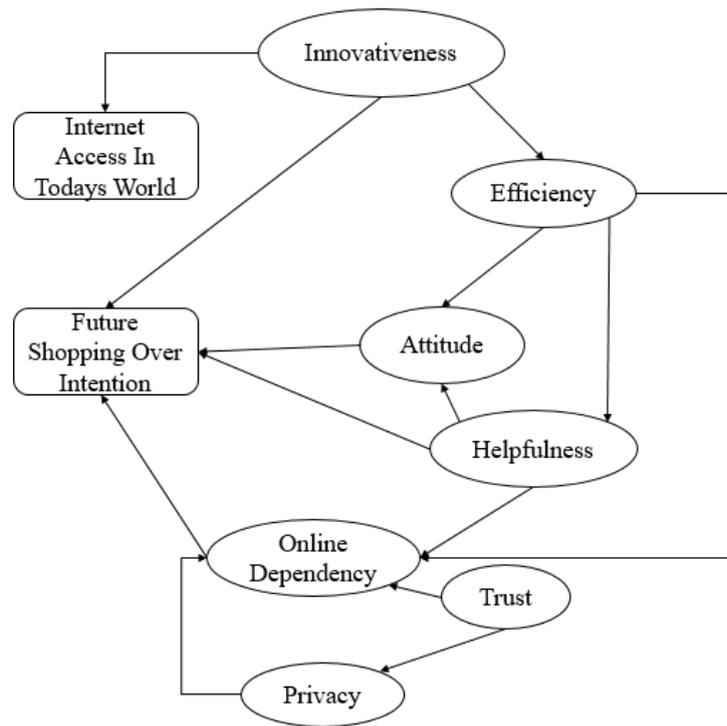


Figure 2. Consumer personal characteristics to buy from online

Figure 2 describe the descriptive TAM inspected here. The prototype above displays the inspiration of online shopping information dependency and TAM factor on upcoming online shopping plan.

5. METHOD

ACCEPTANCE SCENARIO OF ONLINE SHOPPING THROUGH THE WORLD

Online shoppers are exists all over the world in a scattered way, but the world’s most enthusiastic internet shopper’s belong from different country those are shown below. In the other end of the variety, the world’s slowest acceptances come from North America.

WORLD INTERNET USAGE AND POPULATION STATISTICS JUNE, 2019 - Updated						
World Regions	Population (2019 Est.)	Population % of World	Internet Users 30 June 2019	Penetration Rate (% Pop.)	Growth 2000-2019	Internet World %
<u>Africa</u>	1,320,038,716	17.1 %	525,148,631	39.8 %	11,533 %	11.9 %
<u>Asia</u>	4,241,972,790	55.0 %	2,200,658,148	51.9 %	1,825 %	49.8 %
<u>Europe</u>	829,173,007	10.7 %	719,413,014	86.8 %	585 %	16.3 %
<u>Latin America / Caribbean</u>	658,345,826	8.5 %	447,495,130	68.0 %	2,377 %	10.1 %
<u>Middle East</u>	258,356,867	3.3 %	173,576,793	67.2 %	5,184 %	3.9 %
<u>North America</u>	366,496,802	4.7 %	327,568,628	89.4 %	203 %	7.4 %
<u>Oceania / Australia</u>	41,839,201	0.5 %	28,634,278	68.4 %	276 %	0.6 %
<u>WORLD TOTAL</u>	7,716,223,209	100.0 %	4,422,494,622	57.3 %	1,125 %	100.0 %

SAMPLE AND DATA COLLECTION

The sample data contained of 565 internet users having 20 as approximate age. The observation was devolved in India from June to May 2019 and the data contained of customers who had never bought from online.

Table I and II shows demographic variables related with the taster data. From the total tester data, 52 per cent were women and 48 per cent were men. A huge percentage of the candidates fitted for this category and there age segment between 15 and 45.

Table I: Consumption frequency and consumption time

SL NO.	FEATURES	NUMBER
1.	Gender	
	Male	48
	Female	52
2.	Age	
	15<	07
	25 -35	46
	35 -45	30
	45 -55	15
	55>	2
3.	Monthly Income	
	No income (family dependent)	09
	Below average	17
	Around average	26
	Above average	36
	Well above average	12
4	Marital status	
	Single	57
	Married	43

Table II: Consumption frequency and consumption time

	Consumption frequency	Accessing time
Weekly	215	21
Monthly	96	9
Occasionally	117	25

6. Measures and Result analysis

For comparison and develop new model we already collect demographic data. This data are used to analysis the inflation of online shopping intention today and upcoming future.

Analysis of consumer buying intension towards online shopping with reference to metropolitan city

This survey was consumed to define the customer behaviour in metropolitan city to online shopping. Online shopping is growing its intention all over the globe. In research, it was shown customer behaviours towards online shopping is increased and painted into customer individualities, online customer performance, different factor calculating online shopping intension and attitude in online shopping. Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRM) unique features such as attitudes, online shopping intention. In additionally online shopping is generally influenced by social media and individual practise. Customers are getting involve in online shopping because of suitability, cost and time saving. "Search as refreshment" mind set in is considered from our investigation of online shopping behaviour.

For experimental purpose some survey questionnaire was arranged and spread between personal associates and get more than 500 reactions. The questionnaire set-up has two core segments first one is overallinfoInvestigation of customer online shopping performance and second one was purchaser anxiety toward online shopping.



Figure 3. Online shopper growing intension

The online shopping is getting demanding between the new generations as they sense it as easy, time saving and appropriate. It is examined from the study that abusing intension depends on multiple factors. This scenario is expressed by figure 3, where an online buyer was happy and satisfactory to getting discount along with it save time with quality assurances. The main vital recognised aspects are time saving, the best cost and accessibility. People can compare values in online goods and then analysis all. To buying online belongings are in demand since of the best deal, accessibility and efficiency.

The main obstacle in the procedure of online shopping is the security problem. People of many cities are frightened to save their individual evidence and economic evidence over the internet. But still with this barrier customers are making online buying, as they have to trust on the low level of confidence on online stock. Therefore, vender's are try to use proper plans to increase the customer's level of faith on online or internet shopping; for analysing customers busying intension some behavioural question are made.

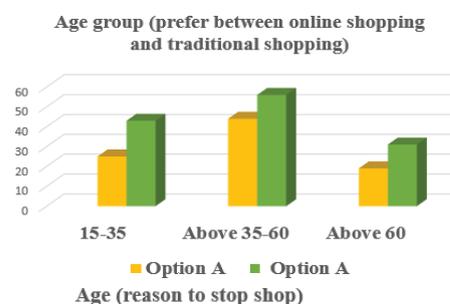
1. Do you interest to shop from online?
 - a) Yes
 - b) No

Option/Age Group	15-35	Above 35-60	Above 60
Option A	57	34	09
Option A	43	46	51



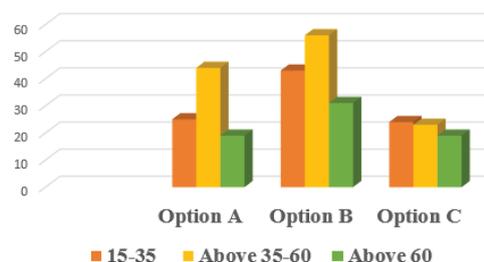
2. Which you prefer between online shopping and traditional shopping?
 - a) online shopping
 - b) traditional shopping

Option/Age Group	15-35	Above 35-60	Above 60
Option A	25	44	19
Option B	43	56	31



3. If no, what was the reason to stop you?
 - a) Safety
 - b) Absences of internet
 - c) Don't know

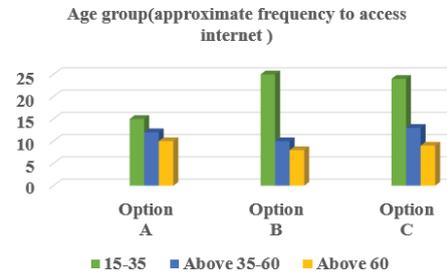
Option/Age Group	15-35	Above 35-60	Above 60
Option A	25	44	19
Option B	43	56	31



Option C	24	23	19
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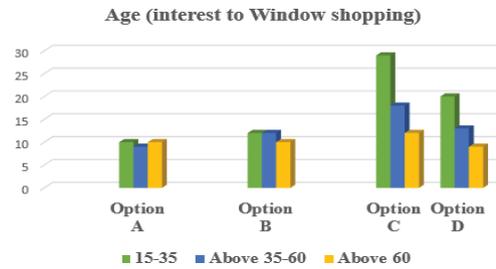
4. If yes, what was the approximate frequency to access internet during the last month?
- Once
 - 1 To 3 Times
 - More Than 3 Times

Option/Age Group	15-35	Above 35-60	Above 60
Option A	12	12	10
Option B	29	10	08
Option C	24	13	09



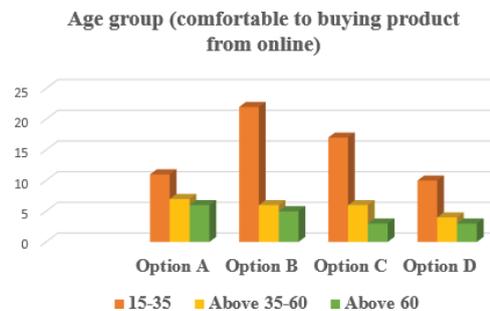
5. Online Window shopping- How often?
- More than once a day
 - Once a day
 - 2-3 times a week
 - Once in more than a week

Option/Age Group	15-35	Above 35-60	Above 60
Option A	10	09	10
Option B	12	12	10
Option C	29	18	12
Option D	20	13	09



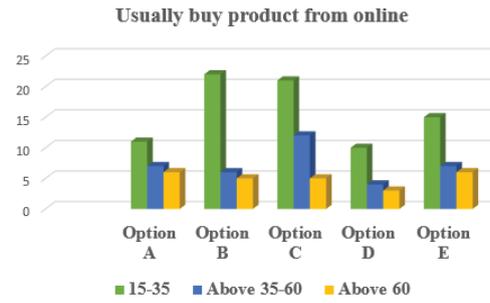
6. How comfortable are you buying product from online?
- Extremely Comfortable
 - Quit Comfortable
 - Moderately Comfortable
 - Not Comfortable

Option/Age Group	15-35	Above 35-60	Above 60
Option A	11	07	06
Option B	22	06	05
Option C	17	06	03
Option D	10	04	03



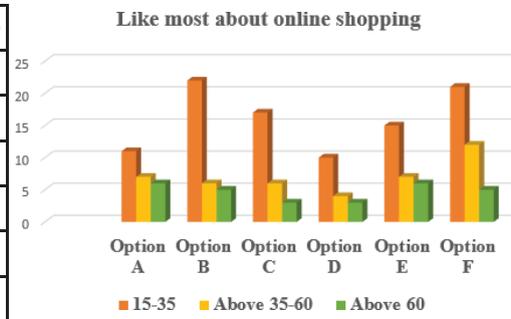
7. What kind of product do you usually buy from online?
- Makeup kit
 - Clothing
 - Tickets(movie, railway)
 - Home electronics
 - Computer software

Option/Age Group	15-35	Above 35-60	Above 60
Option A	11	07	06
Option B	22	06	05
Option C	21	12	05
Option D	10	04	03
Option E	15	07	06



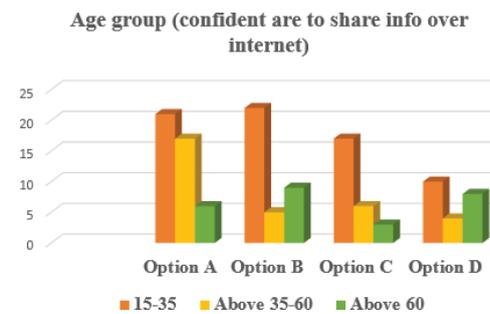
8. What do you like most about online shopping?
- Convenience
 - Cheaper price
 - Saves time
 - Choices
 - Product comparisons
 - Availability

Option/Age Group	15-35	Above 35-60	Above 60
Option A	11	07	06
Option B	22	06	05
Option C	17	06	03
Option D	10	04	03
Option E	15	07	06
Option F	21	12	05



9. How confident are you to share your info over internet?
- Extremely Comfortable
 - Quit Comfortable
 - Moderately Comfortable
 - Not Comfortable

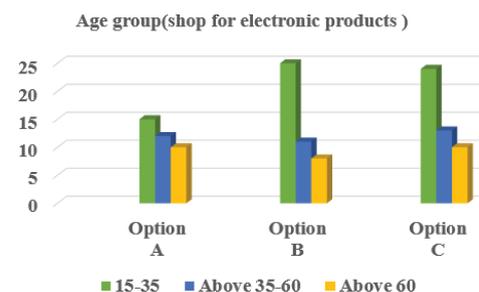
Option/Age Group	15-35	Above 35-60	Above 60
Option A	11	07	06
Option B	22	06	05
Option C	17	06	03
Option D	10	04	03



10. Where do you shop for electronic products (Mobile, Tablet, Laptop) Online?

- Mobile
- Tablet
- Laptop

Option/Age Group	15-35	Above 35-60	Above 60
Option A	12	12	10
Option B	29	11	08
Option C	24	13	10



11. Rate your satisfaction with the online shopping?

- a) 5
- b) 4
- c) 3

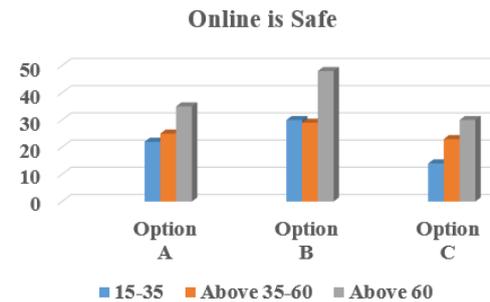
Option/Age Group	15-35	Above 35-60	Above 60
Option A	22	15	10
Option B	30	21	18
Option C	24	13	10



12. Is shopping online is Safe for you?

- a) Depends on the store
- b) Safe
- c) Unsafe

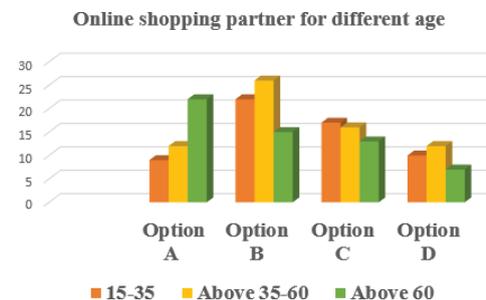
Option/Age Group	15-35	Above 35-60	Above 60
Option A	22	25	35
Option B	30	29	48
Option C	14	23	30



13. With whom do you shop online?

- a) Alone
- b) With friends
- c) With Family
- d) Any other

Option/Age Group	15-35	Above 35-60	Above 60
Option A	9	12	22
Option B	22	26	15
Option C	17	16	13
Option D	10	12	7



14. How strongly do you agree or disagree with the following statements?

(1= Strongly Disagree; 2= Disagree; 3=Neutral; 4=Agree and 5=Strongly Agree)

SL No	Statements
1	I find it expensive
2	I find it quality
3	I buy it because its price is reasonable
4	Promotional displays influence the brand name I buy
5	I shop online because of the cheaper price than solid shops
6	I shop online for entertainment
7	I buy only reasonable priced product, the brand name is not important

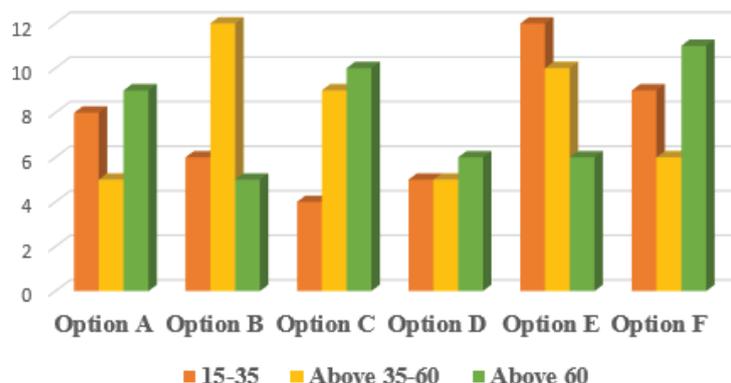
SL No	Statements	Respondents in order of Priorities 1,2,3,4,5	Rating 15-35
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1	I find it expensive	14,11,14,09,07	11
2	I find it quality	24,08,12,07,04	08
3	I buy it because its price is reasonable	18,12,09,07,09	06
4	Promotional displays influence the brand name I buy	26,09,08,09,03	04
5	I shop online because of the cheaper price than solid shops	08,05,06,02,04	05
6	I shop online for entertainment	18,12,08,09,03	12
7	I buy only reasonable priced product, the brand name is not important	12,09,08,12,07	09

SL No	Statements	Respondents in order of Priorities 1,2,3,4,5	Rating Above 35-60
1	I find it expensive	04,01,04,09,07	04
2	I find it quality	02,05,10,03,05	05
3	I buy it because its price is reasonable	08,02,09,07,09	12
4	Promotional displays influence the brand name I buy	04,03,06,06,06	09
5	I shop online because of the cheaper price than solid shops	08,05,06,02,04	05
6	I shop online for entertainment	08,02,08,09,03	10
7	I buy only reasonable priced product, the brand name is not important	02,09,08,02,07	06

SL No	Statements	Respondents in order of Priorities 1,2,3,4,5	Rating Above 60
1	I find it expensive	05,04,07,02,02	10
2	I find it quality	07,04,12,07,04	09
3	I buy it because its price is reasonable	08,02,07,04,09	05
4	Promotional displays influence the brand name I buy	02,04,08,09,03	10
5	I shop online because of the cheaper price than solid shops	08,05,06,02,04	06
6	I shop online for entertainment	09,03,08,09,03	06
7	I buy only reasonable priced product, the brand name is not important	12,09,08,12,07	11

Rating Comparison

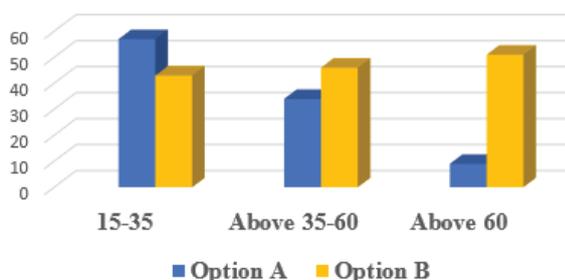


15. Will you indorse others to use online shopping?

- a) Yes
- b) No

Option/Age Group	15-35	Above 35-60	Above 60
Option A	57	34	09
Option A	43	46	51

Age group(indorse others to use online shopping)



7. Discussion and Conclusion

In today’s technology e-commerce get biggest popularity on business. The e-commerce is able to make a brand new economy, with vast potential and it is primarily shifting the businesses toward a new direction. No one can deny that electronic market plays an important role to the customer’s daily life to achieve their desires in inoportune way. Online shopping is attractive and it became trend now. Maximum costumers prefer internet shopping as seen by the study because they offer a good communicating and positive response for 24*7 shopping, doorstep transfer, a wide range of product and uncommon price discount ideas. The main inspiring feature seen throughout the research was the suitability and client provision which motivates the persons to online shopping as a consequence of now they are procurement airline and railway vouchers, home appliances, books, electronic gadgets, etc. by signing on to the specific site. It is noted that increase of online shopping is increase usage of internet access. From the study it’s noted that a huge number of seller and buyer exist because of changing lifestyles and shopping habits. Combatale shopping atmosphere and extraordinary levels of internet reserves get more and more person to shopping online.

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