

# Chapter 9


## Impact of Consumer Internet Self-Efficacy and User Friendliness of Websites on E-Commerce Adoption

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### ABSTRACT

*The e-commerce market has grown tremendously in India over the last few years across all product categories and industry verticals. In this chapter, an attempt has been made to identify and explore the two factors that influence the success of adoption of e-commerce by apparel selling firms in India. The explored factors are the consumer internet self-efficacy (derived from compatibility) and user friendliness of websites (derived from trialability). Further, relationship between the factors and their influence on the successful adoption of e-commerce has been analysed through structured equation modelling (SEM) technique. Thus, this research study adds on to earlier research studies pertaining to innovation and diffusion theory. The findings will be helpful for the decision makers and managers in recognizing the most important circumstances under which the apparel selling firms will go for e-commerce adoption.*

### INTRODUCTION

In past the Indian consumers have disapproved purchasing apparels online as there is always a tendency to touch, feel and take trial of the garments prior to purchasing them. Due to this the e-commerce experts always believed that though apparel is one of the most prominent segments in retail, the consumers may

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hold back buying them online. The huge plethora of e-commerce websites has proved this wrong. The various e-commerce companies like “Jabong”, “Zovi”, “Voonik”, “India Rush” and “Lime road” have been able to generate a sufficient customer share. The rapid evolutions in technology and marketing have helped these companies to acquire and retain customers. These companies impose the right mix of switching barriers so that they are able to generate repeat business from their customers. The Indian market is in growth stage for products like apparel, footwear, baby care and skincare products. The present studies indicate that urban Indian consumers have become quite cognizant of fashion and the searches done on Google also confirm the same. The entire fashion market is growing at an alarming rate. In the near future the online population in India would grow stupendously further adding to the increase in sale of apparels through online medium.

In order to fascinate customers these online e-commerce companies have spent considerably on technology, automated warehouses and digital marketing. Thus we can say that future is dazzling for online clothing in India. Several factors have contributed towards this. Some of them are superior brands, special deals and discounts for various customer categories, special price categories (due to various price effects that exist in the online domain) and fabulous return policy. Further a rise in women shoppers along with growing demand for fashionable clothes will add to the revenues for these companies.

## **BACKGROUND**

### **Internet**

The technology and communication have been transformed by internet in a stupendous manner. It is one of the significant inventions of the present era that has completely transformed the processes and mechanisms within and outside the organizations. “The internet is world-wide mechanism for interaction between people and their computers without the regard of geographic location” (Melgarejo-Heredia, R., Carr, L., & Halford, S. 2016). Hoffman and Novak (1996) called the internet as a “huge marketing opportunity”. The evolution of internet has given rise to various internet marketing techniques. These techniques enable the organizations to generate, transform, promote and trade their products in a novel manner. The usage of internet has increased considerably in the present era. The e-commerce organizations have also witnessed a phenomenal growth because of the advent of internet. The urban Indian consumers accept that internet plays a vital role in their lives (Hofacker C. F., Murphy J., 2009). These consumers use internet for conducting sale and purchase transactions but also to perform a relative examination of product features, product price and after sale service facilities.

### **Online Customer Experience**

The familiarity with the internet is one of the most important factor which affects the online shopping and customer experience across different cultures and countries (Constantinides, E., Lorenzo-Romero, C., & Gomez, M. A. 2010). Lemke, F., Clark, M., & Wilson, H. (2011) have suggested a value- in- use approach emphasizing the importance of customer experience management in order to create a balance between the organizations offering and customers requirement. Rose, S., Clark, M., Samouel, P., & Hair, N. (2012) propose that in online environments the consumer and the firm nurture the experiences together. Further online customer satisfaction is directly reflected in repurchases made by the consum-

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