

Chapter 14


The Moderating Effect of Demographic Profiles of Indian Consumers on the Impact of Different Website Attributes on the Purchase Intentions of Buyers

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ABSTRACT

The aim of the paper is to provide a thorough model that explains how Indian con-

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sumers' demographic profiles moderate the impact of various website attributes on their purchase intentions and how this helps e-retailers in the context of online shopping. We identified eight online interface features—site design, site convenience, transaction security, payment system, customer communication, delivery information, product information, and special content information—after conducting a in depth literature review. Therefore, we made an effort to ascertain the connections between age, gender, wealth, and online interface elements. 500 Delhi NCR online shoppers took part in the poll. We used structural equation modelling and AMOS to explore the hypothesized correlations between web interface elements, age, gender, income, and purchase intentions. The findings indicated that while income has no discernible influence, age and gender have a major moderating effect on the impact of web interface elements on purchase intentions.

INTRODUCTION

India is a country where e-commerce and internet purchasing are very evident. Both people in cities and rural areas use the internet. E-commerce, or online business transactions between buyers and sellers, opens up new business opportunities and a new economic climate. Banerjee, N. (2017, Jan 9) stated that “demonetization and a reduction in cash transaction, along with improvement of net banking facilities, can be opportunities for the Indian e-commerce sector. The study suggested that in 2016, about 69 million consumers purchased online which has crossed 100 million by 2017 with the rise of digital natives, better infrastructure in terms of logistics, broadband and Internet-ready devices to fuel the demand”. For e-firms and researchers alike, acquiring and keeping clients has become more dependent on the growth of business-to-consumer (B2C) online transactions on large e-retailing platforms (Katta & Patro, 2021). The increasing prevalence of e-commerce platforms for the exchange of products and services presents a challenge for e-vendors in attracting new clients and holding on to their existing clientele (Hiranrithikorn & Banjongprasert, 2022). It is exciting to observe that “transactions of online shopping malls constitute 66.5% of total B2C marketplace transactions and offline mall transactions account for 33.5% of the whole”. “The number of consumers who purchase online is has crossed 100 million by 2020 end with e-retail market likely jumping 65% on year in 2022, an ASSOCHAM-Resurgent India study.

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