



**FACTORS INFLUENCING TO VALIDATE THE
RELATIONSHIP BETWEEN PERCEIVED INTERACTION
AND PRODUCT PRESENTATION IN ONLINE SHOPPING.**

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Abstract

Introduction: Because of the imperceptibility problem, the apparel industry has often struggled with the challenge of product recall. This product's imperceptibility to touch and sense has long been linked to the trust factor of online purchase.

Aim of the study: This study aimed to investigate if e-website signals like visual product presentation and perceived interactivity had a substantial impact on young people's purchase intentions when online buying trust is taken into account. As online buying trust is a crucial component under the unique circumstances of risk and insecurity, the article looks at e-trust as a mediating factor filling in the vacuum of earlier studies that fails to believe in the glow of a customer actions perception. Online shopping is an activity that involves direct connection between processors and customers, acting similarly to the concept of approaching a salesperson in a traditional store with the goal of making a purchase. Online trust seeks to serve as the pertinent salesman in the online world as a result.

Methodology: In the current research work, a web-based survey was conducted with a 252 sample size of respondents who fall into the Youth category and were evenly distributed between male and female respondents. The data were evaluated using SEM.

Implications: Results from the extensive assessment of all the required cues for the study have a considerable impact on purchase intention, which is mediated by online shopping trust. Because these are important indicators that influence a customer's decision to buy, marketers and sellers of online apparel websites must pay attention to the contents of the website.

Keywords: Interactivity as perceived, Online shopping trust Apparels, Product presentation

INTRODUCTION

Technology is primarily responsible for the expansion of the Indian online apparel business, which is anticipated to quadruple by 2020 (Anon, 2017). Although initially, Indians tended to choose traditional markets, as time went on, their preferences shifted. People are now gravitating toward a more laid-back and comfortable approach to electronic buying. When Indians were initially introduced to online shopping, they were taken aback by the fact that products could be ordered online and delivered right to their doorstep without having to go to a physical store. The tendency towards electronic shopping has greatly increased as consumers became accustomed to the internet mode of shopping. At first, they could only pay for goods in person or with cash when they were delivered. The introduction of online payment soon increased its benefits. Consumers now favour electronic purchasing on websites rather than traditional retail shopping in real stores as time has gone on.

The role of visual merchandising online provides numerous benefits for consumers who shop online, and marketers need to be aware of its significance on the internet platform. According to the Report of Retail

Business (2018), online visual merchandising is said to have a favourable impact on the purchasing habits of e-consumers. It is confirmed that website design has an impact on consumers' purchasing decisions online. The web store's colour scheme is thought to have a significant impact on e-consumers. By Manganari, Siomkos, Rigopoulos, and Vrechopoulos (2011), the store mood established online, also known as virtual theatrics, portrays the identity of the digital business. Virtual theatrical contributes to the development of a powerful brand and benefits e-consumers.

REVIEW OF LITERATURE

In their study, **Charfi and Lombardot (2015)** categorised three aspects of e-atmospherics as virtual agents, usage of 3D techniques, and control command in a stimulating environment. These aspects were only deemed successful when properly implemented. According to the findings, giving internet users the option to customise the ambiance can improve their behaviour and likelihood to make a purchase. This customization option does have a price, especially given that the Indian customer's willingness is a dubious issue that requires consideration.

Making decisions is critically dependent on one's attitude. Therefore, attitude has a significant impact on how a person behaves when buying. It is stated that attitude varies with age. Online shopping may not be a threat to the younger generation because they are tech-savvy and aware of the consequences. The elder generation, however, might refrain from internet buying due to concerns about fraud, identity theft, and other associated issues (Law and Ng, 2016).

Anute, Bhandare, and Umbarkar, (2022) During the shopping process, consumers become confused by the abundance of information about comparable products from various brands. By providing a full-fledged empirical research and analysis technique in areas like product creation, graphic design, distribution, and advertising of products and services offered generally,

neuromarketing has essentially replaced traditional marketing practices. Digital technology, such as augmented reality, has been linked to customers' views of usability, enjoyment, and subjective satisfaction, according to research by McLean and Wilson (2019). Behavior and purchase decisions are influenced by perceived utility, enjoyment with the experience, and brand usage intentions. Additionally, in TPB, people's active participation in online shopping in social media stores was significantly influenced by their perceptions of behaviour control and trust.

OBJECTIVES OF THE STUDY

1. To find out the factors influencing relationship between perceived interaction and product presentation
2. To identify the factors influencing Purchase intention of apparel products

ANALYSIS

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.736
Bartlett's Test of Sphericity	Approx. Chi-Square	1726.345
	df	120
	Sig.	.000

Communalities		
	Initial	Extraction
Online clothing retailers ought to display product images from numerous angles.	1.000	.873
Online clothing retailers should give product information.	1.000	.823

Online clothing stores should provide me with sufficient details to enable me to recognise the item to the same extent as if I were in the store.	1.000	.856
Mannequin displays should be present in online clothing stores.	1.000	.879
A live model display should be present in an online clothing store.	1.000	.913
I should be able to enlarge the photographs at the online clothing store.	1.000	.913
There should be mix and match choices in online clothing stores.	1.000	.728
My decision to purchase a product from an online clothing retailer is influenced by the lighting there.	1.000	.857
My decision to purchase a product from an online clothing retailer is influenced by the colour of the item.	1.000	.844
I consider the fonts in an online clothing store while making a choice.	1.000	.831
My decision to purchase a product from an online clothing retailer is influenced by the setting and backdrop	1.000	.836
My decision to purchase a product is influenced by how well-presented products are arranged in an online clothing store.	1.000	.812
I am extremely likely to make a purchase in the near future from an online clothing company.	1.000	.739
In the near future, I plan to shop at the online clothing store.	1.000	.782
I will undoubtedly urge family and friends to purchase more clothing online in the future.	1.000	.724
Extraction Method: Principal Component Analysis.		

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.555	22.219	22.219	3.555	22.219	22.219	3.432	21.453	21.453
2	2.963	18.516	40.735	2.963	18.516	40.735	2.557	15.983	37.436
3	2.654	16.589	57.324	2.654	16.589	57.324	2.529	15.808	53.244

4	2.187	13.670	70.994	2.187	13.670	70.994	2.509	15.681	68.925
5	1.890	11.814	82.808	1.890	11.814	82.808	2.221	13.883	82.808
6	.467	2.917	85.725						
7	.414	2.590	88.315						
8	.353	2.206	90.521						
9	.289	1.807	92.328						
10	.262	1.639	93.967						
11	.239	1.493	95.460						
12	.214	1.338	96.798						
13	.173	1.081	97.880						
14	.147	.919	98.799						
15	.141	.880	99.679						
16	.051	.321	100.000						
Extraction Method: Principal Component Analysis.									

Rotated Component Matrix ^a					
	Component				
	1	2	3	4	5
Online clothing retailers ought to display product images from numerous angles.	.952				
Online clothing retailers should give product information.	.952				
Online clothing stores should provide me with sufficient details to enable me to recognise the item to the same extent as if I were in the store.	.932				
Mannequin displays should be present in online clothing stores.	.850				
A live model display should be present in an online clothing store.		.930			
I should be able to enlarge the photographs at the online clothing store.		.915			
There should be mix and match choices in online clothing stores.		.901			

My decision to purchase a product from an online clothing retailer is influenced by the lighting there.			.925		
My decision to purchase a product from an online clothing retailer is influenced by the colour of the item.			.916		
I consider the fonts in an online clothing store while making a choice.			.902		
My decision to purchase a product from an online clothing retailer is influenced by the setting and backdrop				.905	
My decision to purchase a product is influenced by how well-presented products are arranged in an online clothing store.				.905	
I am extremely likely to make a purchase in the near future from an online clothing company.				.899	
In the near future, I plan to shop at the online clothing store.					.869
I will undoubtedly urge family and friends to purchase more clothing online in the future.					.855
Online clothing retailers ought to display product images from numerous angles.					.833

IMPLICATIONS OF THE STUDY

KMO and Bartlett test of Sphericity check the sample adequacy and it quantifies the inter-correlation between the variables. The value of KMO varies between 0 to 1. According to Hair et al. (2006) the value of KMO should be greater than 0.50 and Bartlett test of Sphericity should be above 0.000 i.e, significant. The KMO Value is 0.767 which is adequate. From the communalities it is evident that all the 15 variables are having an extraction value of above .5. Thus 15 variables are selected for the purpose of continuing the study's factor analysis. With these overall indicators, factor analysis is conducted with all 15

items. Communalities indicate how much one variable is accounted for by the underlying factors taken together.

The EFA conducted with all variables in the study has yielded five distinct factors with an Eigen value above 1 as shown in Communalities Table. A Maximum Likelihood with Varimax rotation has been conducted to investigate the distinctions among data obtained from the questionnaire. From the factor analysis, Five factors **Atmospherics, Product Presentation, Advertisements, Perceived Interactivity, Purchase Intentions** (comprises 15 items) that are extracted which cumulatively

explains 82.808 percent of the total variance.

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