Antecedents of Consumer Behavior towards Online Shopping of Electronic Goods

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Abstract

One large option of shoppers is drawn to the electronic goods. Electronics purchasing online is significantly more convenient for customers than buying other things. The goal is to investigate the aspects that can influence online shoppers' attitudes, intentions, and actual purchase behavior in order to better understand how customers behave while buying electronic products. The study is also undertaken to assess the modeling of consumer behavior for online shopping. In all, the impact of 34 variables and five factors which are influencing, pricing, promotion, success, and hindrance were considered. Data from 650 respondents was gathered for this using a Google form, and first order CFA was used for analysis. According to the findings, 5 components account for 72.41% of the variation and have Eigen values larger than 1. The study's conclusions give both philosophers and marketers insightful information about the potential challenging forecast brought on by the growing structured transaction. This study is anticipated to contribute to the field of e-commerce, with a particular emphasis on the electronic invention sector. Subsequent research can use our study as a starting point to dig deeper into the subject.

Keywords: Antecedents of consumer behavior, online shopping, electronic goods, different factors, first order CFA, Customers, models of consumer behavior, purchasing decisions, price, trust

Introduction

A customer manners model is a hypothetical framework for amplification why and how clients construct purchasing decisions. It is an imaginary outline that aims to interpret why consumers perform and formulate the buying decisions they *d*o. This consists of theories that recognize customers' performance patterns and explain why they make shopping decisions. These sculptures characteristically contain mathematical constructs that illustrate general behaviors among groups of customers and forecast how parallel consumers might perform. The objective

of end user deeds models is to summarize a knowable diagram of buyer decisions up for discussion, thus helping you guide every point of the buyer's journey. Thought, maintenance, imitation, and inspiration are the essential components of modeling manners. A representation is based on possibilities or assumptions that may or may not be communicated precisely through the genuine marketing world. Consumer behavior models have been divided into four fundamental categories by Messrs, Bettman, and Jones. They are models for probability, linear experiments, information processing, and massive systems. The structure used behavioral purpose theories to extend a conceptual model that recognize factors affecting consumer's online shopping for customer electronic goods.

Review of literature

Bettman (1970) described the models of customer activities in this paper. A handheld tape recorder was used by the researcher to observe five housewives. These recordings and taped protocols serve as the source of information for the chosen object and environmental signals. It was required to determine whether a model can reasonably mimic the choices that were really made, even though it was not sufficient. One issue with output validation for a complicated process model was the amount of data needed to verify the decision rule that was built into the model. 226 judgments were made in the data set, but not all of them could be coded for the reasons mentioned. These results demonstrated that modeling decision processes through information collection techniques can improve knowledge of advertising phenomena. The main conclusion of this study was that a decision network of cues does a good job of simulating individual consumers' decisions to believe or refuse the product.

Swait and Adamowicz (2001) presented a hypothetical representation that took into account task difficulty, consumer effort, skill to decide, and preference. They also developed a task complexity index and integrated it into a random utility model. Authors used models to analyze a variety of data series. Researchers suppressed the effort component to keep the statistical model's construction simple, but they should have acknowledged that mutually attempt and difficulty should be included like point of views and instead concluded that variance was only affected by complexity. There was enough information in the hypothetical copy and the experimental formulation to formulate hypotheses about the association between complexity and variance. The ten data sets' sample sizes ranged from 567 to 13,955 options. The results suggested that task difficulty did influence inferences regarding parameters of the choice model and that framework effects, like complication, had an orderly cause on those parameters. Future research might evaluate the impact of various processing capability indicators when gathering and modeling choice data, which would be an intriguing 25 path for investigation.

Said (2002) proposed a collection of behavioral primitives, including imitation, conditioning, and inventiveness, which were built on the novel idea of behavioral attitude, and were suggested as a model for consumer behavior. It demonstrated that the model offered an interpretation of the key ideas and cognitive traits drawn from consumer behavior studies and psycho-sociology

research. The consumer manners simulator, developed for using the customer model and directing multi-agent simulations, was also presented in the study. It demonstrated how multi agent systems and genetic algorithms were utilized to integrate the traits of the population of virtual customers into a genuine global market behavior. The intention was to build a computerized consumer base that could be utilized to simulate the effects of marketing tactics in a market with fierce competition. In each experiment, researchers created a virtual market with three competing companies and a population of 5000 consumer agents. On the basis of the constructed model, a simulator was put into place, and tests involving thousands of consumer agents had verified various cutting edge postulates.

Lin et al. (2010) projected a comprehensive viewpoint to develop travel related online purchasing behaviors. It was studied in Taiwan. Leisure and amusement were prized in Taiwan, and travelling abroad was becoming more and more common. Using the internet to research travel related products was a quick and practical option. The sample data were tested and validated using the nonlinear fuzzy network model. The convenience sample technique was used, and the questionnaires were sent out via email, brought back by chosen customers, or completed online by accessing the designated website. A response rate of 35.6% was obtained from the 550 surveys that were ultimately returned. The factor loading revealed that, of the three independent variables in this study, product marketing draws consumers the most in terms of the "marketing mix" as a whole. Nine dimensions were the focus of this study's factor analysis. The main component factor analysis included all dimensions.

Kim and Trail (2010) focused on creating a representation to explain connections between barriers, drivers, and participation, and then empirically testing the model in the setting of spectator sport. The planned model was able to account for 34% of the attendance variance. Attendees of a women's professional basketball match were the participants. A return rate of 57% was achieved out of 200 sent surveys, resulting in the collection of 115 usable questionnaires. 75.3% of the sample as a whole had at least some college experience, so the respondents seemed to have a good education. Given that more than two-thirds of participants had earnings of more than $60,000, they were comparatively well-off. 83% of the sample was female, while 17% was male. The survey was created using a seven point Likert scale. Using confirmatory factor analysis, the measurement models were evaluated. The outcomes demonstrate that a primary internal incentive, connection to the team, entered the scene and was accountable for around 21% of the variation.

Lee and Chen (2010) described flow and its implications on online shopper activities in a cohesive model that draws on the speculation of designed activities. The antecedent effects of four key aspects of flow, namely concentration, enjoyment, time dilation distortion, and telepresence, on online consumer actions were examined. The full questionnaires of the 288 respondents' were used for data analysis and model testing. One of the largest internet consumer groups was made up of college students. The majority of them were adept and creative internet users. Additionally, college students formed a cohesive group. Except for a yes or no to gauge

actual behavior, all measurements employed seven-point Likert scales. Data analysis was done using path analysis. The study's conclusions showed how a number of key latent factors had an impact on flow, which in turn affected the behavior of online shoppers. The study's findings deepen our thoughtful of course and its antecedent implications on the actions of online customers while also offering fresh perspectives on how flow might be defined and investigated in the context of e-commerce.

Han-Shen and Tsuifang (2011) explored the topic of building and controlling the shop ambience of a chain supermarket from the perspective of the customers. The intention of this study was to examine how consumers' cognitive assessments and perceived emotions are influenced by the retail environment of domestic chain supermarkets, which in turn influence their shopping habits. This study enhanced the model by including the cognitive valuation process. The questionnaire was designed using a closed-form, structured format, with Likert's five-point scale applied to all components other than the basic personal information. Convenience sampling was used for this research's sample selection. For this study's questionnaire survey, three stores-one each in Taipei, Taichung and Kaohsiung from each of Taiwan's three largest chain supermarkets were selected as respondents. A total of 400 questionnaires were sent through the execution period of January through March 2009, and 358 replies were received. There were 268 valid samples after removing the incomplete and unanswered questionnaires, and the actual response rate was 67%. The study's conclusions suggested ideas that might be used as models when businesses in the sector develop their marketing strategies.

Clemes et al. (2014) analyzed a hypothetical explore representation seeing as construction to classify the solution conclusion factors influence Chinese consumers to superstore, otherwise not to store online. In the midst of the likely to explode development of the internet, electronic markets willpower engage in recreation an extra central function in people's daily basis life. Data was collected from a 435 respondents in Beijing, China. Results had shown that there was a positive effect on consumer's behavior of dependent and independent variables.

Badgaiyan and Verma (2015) evaluated how environmental factors affect impulsive purchase behavior. The authors personally collected the data, and purposive sampling was employed to choose the respondents. Probability sampling could not be a practical technique, no serious responders were likely to have an impact on the research's actual findings, and no definite list could be established regarding the potential customers like to who they would be when they made their purchase at the store in question, and when they would do so. A sample size of 525 was intended by the authors. The overall sample size was 508, including a few minor instances of missing information and imprecise responses. Using questionnaires that were distributed to the respondents, the data was gathered directly. It was safe to assume that the two conceptions were closely related because analysis revealed a large between the desire to buy impulsively and actual impulsive conduct is a positive link.

Akroush et al. (2015) saw a comprehensive demonstration of the elements influencing attitudes in Jordan toward online purchasing. The online investigation used a model made up of 273 online shoppers. The document carried the significance of seeming website standing, virtual benefit, faith, and supposed web image the same as explanations drivers of attitudes in the direction of online shopping. The authors discovered a 26% difference in electronic shopping thoughts was in a straight line caused by qualified gain, trust, and outward website copy.

Moreno et al. (2017) revealed who the millennials were who belonged to this generational group, and why they had developed into a desirable cluster for many public and financial sectors. They also showed the mainly wonderful views, hobbies, and also purchasing inclinations. The analysis of several scholarly literature found in specialized journals served as the foundation for this qualitative and transactional investigation. These articles assisted in the literature's establishment of a characterization of the most significant characteristics that characterize the millennial generation based on several points of coincidence mentioned by many authors. The following were the results of a survey conducted by the National Center for Education Statistics. The results demonstrated that millennials were a highly desirable market since they were brought up in a culture where technology gave a platform for customization and instant gratification in every aspect of life. Moreover, millennials have a propensity to spend money online more frequently and quickly, especially on social medium sites similar to Facebook. According to the research, millennials preferred virtual advertising that offered coupons or discounts. By thoroughly characterizing millennial consumers and emphasizing the significance of this market sector and their purchasing habits, the findings contribute to the body of literature.

Ramanathan (2017) developed a model that took into account the effectiveness and value of the retail network as well as customer behavior and performance. The model was validated using survey data from customers of well-known UK retail shops. The researchers used survey questions to learn more about customer shopping patterns. Ten experts in customer behavioral research who were also seasoned shoppers tested the questionnaire. With the exception of a few reordering for clarity, the questionnaire's components stayed the same because all of the questions had already been approved by the peers. Survey questionnaires with 50 items on a Likert scale of 1 to 7 were distributed to regular customers of well-known stores in the North of England. The remaining 325 of the 605 responses came from female customers, leaving 280 responses from male customers. The statistical programme was used to do factor analysis and a simple descriptive analysis on the data in the beginning. The findings showed that service process features will indirectly affect consumers' exchange decisions even in the presence of loyalty traits like promotion programmes.

Auf et al. (2018) projected the impact of price, incentive, perceived value of culture, and religious direction towards consumer selling behavior. The drivers of Consumer purchasing behavior among Riyadh-dwelling Saudis and foreigners were revealed. For the purpose of gathering data from Saudi Arabian automotive agencies, a survey questionnaire was used in the investigation. To analyze the data, a partial least squares approach was applied and test the

study's assumptions. The research results supported the notion that there was a connection between price and perceived cultural value, and religious orientation was also discovered. Each portion of the self-administered questionnaire used in this research employed a five-point Likert scale. There were 395 complete surveys received. According to the study's findings, the notion that it was not substantiated that a consumer's religious beliefs influenced how they reacted to worth, inspiration, and professed cultural importance by any evidence.

Novita and Husna (2020) investigated the variables that affect consumers' behavioral intentions regarding online meal delivery services. This investigation was quantitative in nature. In order to gather the necessary data for this study, questionnaires were used. It employed a probability sampling technique combined with a random process. The bulk of research participants were university students from Sumatera Island, particularly Bandar Lampung. In total, 200 samples were used to test the model using smart PLS and a route analysis model. Through a PLS technique, indicators were examined for Cronbach's alpha, average variance extracted, convergent validity, and composite reliability. Time savings, past online buying experience, and convenience incentives were found to be the elements that most strongly influenced people's behavioral intentions to use online meal delivery services.

Singer and Hidayat (2021) aimed to find the socio-psychology aspects that influence fans to purchase things that were available online via a celebrity endorsement strategy, with the added benefit of demonstrating social sensitivity. This study used four variables: inclination, function model, BTS meal purchase, and common understanding. Preference and role model were the independent and dependent variables, while social empathy was the dependent variable. Besides, because BTS Meal distribution utilized celebrity endorsements, the independent variable of purchasing the product could have an impact on the dependent variable. The ARMYs who took part in this study donated money to the online delivery driver after consuming BTS meals in Indonesia. The replies were graded on a Likert scale of 5 points. A link to the online survey was sent to each household of the 150 participants. SPSS's route analysis was used to calculate the survey's results. The results of the investigation showed, preferences and buying behavior were influenced by role models. These elements only had an impact on social empathy when consumption acted as a mediator. Only preferences and role models did not directly affect social empathy.

Research Objective

The aim of the research is to create and validate the consumer behavior model antecedents for online shopping for selected electronic goods in Haryana.

Research Methodology

Empirical study's objective is to advance a consumer behavior model. The sampling method was snowball sampling method. We sent out 725 e-mails with the request for participation in the study and the availability of the online questionnaire. We got 650 survey responses. The data

were analyzed using the AMOS. We used the following methods which were factor analysis, CFA first order was used.

Table 1 shows that when determining whether the original variables can factor effectively, the KMO assess of sampling sufficiency evaluates the sample's appropriateness. Since the variables appear to be very effective at factorization, the initial Kaiser Meyer-Olkin (KMO) value of 0.928 is determined. Although the sample is adequate, the correlation matrix is not an orthogonal matrix, according to the Bartlett's test of sphericity, which has a result of 19921.775 at an observed significance level of 0.0001. Thus factor analysis can be effectively performed on the dataset.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.928
Bartlett's Test of Sphericity	Chi-Square	19921.775
	df	561
	p-value	.0001**

Source: Primary data.

Table 2 demonstrates the communities for each variable. The communality is the fraction of each variable's variance that each factor can explain. In a principle components analysis, communality has a starting value of 1 by definition. The amount of variance in each variable that the primary factors can explain is shown in this column. In contrast to low coefficient variables, which are poorly represented, high coefficient variables are strongly represented in the common component space. To put it another way, strong variables have high coefficients, and weaker variables have low coefficients. The highest variations for the Q14B, or 0.868, and the minimum variance for the Q17A, or 0.470, are both explained by factors, as can be shown in this example. As a result, the factors effectively account for the variance of each variable.

Table 2: Estimated Communalities

Communalities		
	Initial	Extraction
Q14A	1.000	.861
Q14B	1.000	.868
Q14C	1.000	.834
Q14D	1.000	.815
Q14E	1.000	.756
Q15A	1.000	.770
Q15B	1.000	.807
Q15C	1.000	.789

Q15D	1.000	.765
Q15E	1.000	.787
Q16A	1.000	.659
Q16B	1.000	.505
Q16C	1.000	.777
Q16D	1.000	.781
Q16E	1.000	.821
Q16F	1.000	.810
Q17A	1.000	.470
Q17B	1.000	.804
Q17C	1.000	.792
Q17D	1.000	.812
Q17E	1.000	.824
Q17F	1.000	.828
Q17G	1.000	.788
Q17H	1.000	.781
Q17I	1.000	.693
Q18A	1.000	.595
Q18B	1.000	.481
Q18C	1.000	.724
Q18D	1.000	.780
Q18E	1.000	.800
Q18F	1.000	.809
Q18G	1.000	.827
Q18H	1.000	.799
Q18I	1.000	.731
Extraction Method: Principal Component Analysis.		

Source: Primary data.

Table 3 makes main component analysis is used to represent how the variables vary. There are 34 parts in all. The Eigen values are the principal component variances. The Eigen values are listed in the total column. The first component will always consider the most variation and, as a result, have the largest Eigen value. The second component, on the other hand, will consider the greatest amount of residual variance, and so on. As a result, the variation explained by each component will decrease with time. The entire number of variables will always equal the sum of the total Eigen values. Only components with Eigen values greater than 1 will be kept after using the Kaiser Criteria (K1 Rule). Only 5 components explain 72.41% of the variance and have an Eigen value greater than 1. Hence, we would keep the first five elements. The first five components are influencing, pricing, promotion, success, and hindrance factors.

Table 3: Total Variance Explained

Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	11.37	33.44	33.44	11.37	33.44	33.44	6.58	19.36	19.36
2	4.11	12.08	45.53	4.11	12.08	45.53	6.15	18.09	37.46
3	3.80	11.17	56.71	3.80	11.17	56.71	4.05	11.92	49.38
4	3.19	9.40	66.11	3.19	9.40	66.11	3.95	11.63	61.02
5	2.16	6.36	72.48	2.16	6.36	72.48	3.87	11.39	72.41
6	1.09	3.23	75.72						
7	0.76	2.25	77.97						
8	0.65	1.92	79.90						
9	0.62	1.83	81.74						
10	0.54	1.61	83.36						
11	0.46	1.36	84.72						
12	0.40	1.19	85.92						
13	0.37	1.11	87.03						
14	0.37	1.09	88.12						
15	0.32	.96	89.09						
16	.303	.89	89.98						
17	.285	.83	90.82						
18	.279	.820	91.64						
19	.256	.753	92.39						
20	.247	.727	93.12						
21	.226	.664	93.78						
22	.212	.624	94.40						
23	.202	.595	95.00						
24	.198	.583	95.58						
25	.189	.556	96.14						
26	.182	.535	96.67						
27	.180	.530	97.20						
28	.161	.475	97.68						
29	.156	.460	98.14						
30	.155	.456	98.597						
31	.148	.437	99.033						
32	.140	.411	99.444						
33	.110	.322	99.766						
34	.080	.234	100.000						
Extraction Method: Principal Component Analysis.									

Source: Primary data.

Table 4 consists of rotating factor loadings, which show the factors and the variables' relationship as well as the weights assigned to the variables by the various factors. Principle component analysis was operated for the extraction procedure, whereas the rotation step made use of varimax with Kaiser Normalization. Now, we can see that just one statement, like 18 A, has weighted in more than one component, a phenomenon known as "cross loading," which might obstruct future research. As a result, we will eliminate this variable and continue with analysis of the remaining variables.

Table 4: Rotated Component Matrix

Rotated Component Matrix					
	Component				
	1	2	3	4	5
Q17F	.870				
Q17E	.867				
Q17D	.855				
Q17G	.848				
Q17C	.848				
Q17H	.818				
Q17B	.810				
Q17I	.767				
Q17A	.637				
Q18G		.873			
Q18F		.856			
Q18H		.855			
Q18E		.846			
Q18D		.818			
Q18I		.811			
Q18C		.797			
Q18B		.685			
Q18A		.572			
Q14A			.900		
Q14B			.894		
Q14C			.877		
Q14D			.854		
Q14E			.811		
Q16C				.823	
Q16D				.822	
Q16E				.805	
Q16F				.794	

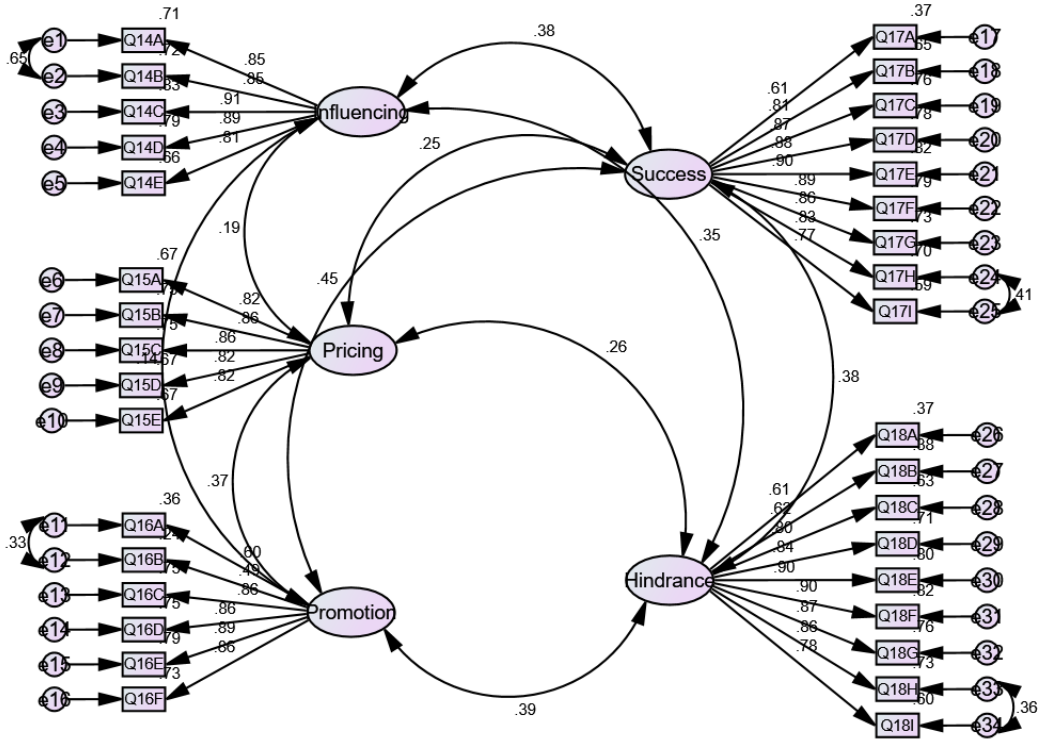
Q16A				.716	
Q16B				.640	
Q15B					.875
Q15C					.856
Q15E					.845
Q15D					.845
Q15A					.826

Source: Primary data.

First Order Confirmatory Factor Analysis

In structural equation modeling, Confirmatory Factor Analysis acts as an initial step in the assessment of the proposed measurement model. CFA (first order) analyze the required number of factors to be hypothesized in advance. These factors could be correlated with each other or not. In this study, the CFA First Order test was conducted to get the confirmation of (influencing, pricing, promotion, success & hindrance) dimensions according to the theory hypothesized in the above research. Figure 1 represents that the researcher used the pooled CFA technique and combined all variables for analyzing the results.

Figure 1: First Order CFA Measurement Model



Amos, Output, standardized estimates

Table 5 exhibits values of factor loading of items in front of their respective latent constructs. All the values reported were more than the 0.5 acceptable minimum value is significant at 0.001 level (Hair et. al, 2006) other than 16 B (0.488).

Table 5: Reliability & Validity values - First Order CFA measurement model

Construct	Item	Factor Loading	CR (Above 0.7)	AVE (Above 0.5)
Influencing	Q14E	0.811	0.891	0.621
	Q14D	0.887		
	Q14C	0.911		
	Q14B	0.851		
	Q14A	0.845		
Pricing	Q15E	0.821	0.891	0.619
	Q15D	0.817		
	Q15C	0.863		
	Q15B	0.864		
	Q15A	0.816		
Promotion	Q16F	0.857	0.849	0.501
	Q16E	0.888		

	Q16D	0.865		
	Q16C	0.864		
	Q16B	0.488		
	Q16A	0.604		
Success	Q17A	0.609	0.924	0.576
	Q17B	0.806		
	Q17C	0.871		
	Q17D	0.883		
	Q17E	0.904		
	Q17F	0.891		
	Q17G	0.856		
	Q17H	0.835		
	Q17I	0.768		
Hindrance	Q18A	0.609	0.901	0.508
	Q18B	0.62		
	Q18C	0.797		
	Q18D	0.844		
	Q18E	0.896		
	Q18F	0.903		
	Q18G	0.872		
	Q18H	0.856		
	Q18I	0.777		

Source: Primary data.

Determining the Reliability and Validity of constructs

(i) **Reliability** refers "to the degree to which variables items produced consistency of a measure". Composite reliability (CR), also called McDonald's coefficient, is "calculated by combining all of the true score variances and covariances in the composite of indicator variables related to constructs and by dividing this sum by the total variance in the composite". The acceptable value range for composite reliability varies from 0 to 1. (Hair et al., 2011 & Becker et al., 2012) explained that constructs must have a greater composite reliability value as compared to the acceptable value of 0.7. This indicated that the latent constructs described a bigger variance in the items with a modest level of error variance (Hair et al., 2010). This formula was used to calculate it.

$$CR = (\Sigma K)2 / [(\Sigma K)2 + (\Sigma 1- K2)]$$

Where K = item wise factors loadings and n = number of questions. Table 6 represents that the composite reliability values were 0.935 for Influencing, 0.921 for Pricing, 0.897 for Promotion,

0.951 for Success and 0.942 for Hindrance. All the above values reported a higher than acceptable range of 0.70, hence the researcher would proceed with further analysis of the data.

(ii) The construct's validity suggests the "extent to which the measured variables explain the latent factor".

(a) Convergent validity

The Average Variance Explained (AVE) explained as the "mean of the variance explained by variables that converge to a specific latent factor". The Following formula was used for the calculation of the AVE:

AVE= Σ K2 / n, where K = item wise factors loadings and n = number of questions. Table 6 represents the AVE value of all constructs. All reported values were more than 0.50, indicating that variables accounted for 50% of the variation in latent components. AVE values were 0.743 for Influencing, 0.7 for Pricing, 0.603 for Promotion, 0.688 for Success and 0.647 for Hindrance. This proves convergent validity. The "ratio of the average amount of variance explained with that of the total variance".

(b) Discriminant validity

Discriminant validity explains the differences and uniqueness between the constructs. Each construct in the measurement model is distinct and distinctive from the others, according to the measuring model that has greater discriminant validity scores.

Discriminant validity assessment has been carried out with the usage of Maximum shared variance. Maximum Shared Variance (MSV) "for a factor or construct was determined by squaring the highest of all coefficients of its correlation with all other constructs". Table 6 demonstrates that the AVE value every construct reported was superior to the MSV values. The correlation values are listed beneath AVE, and the square roots of the AVE values (revealed in bold) are given diagonally. According to the aforementioned table, the square roots of AVE values for each construct were reported as being larger than their correlations, equally perpendicularly and straight. As a result, discriminant validity was determined in accordance with criteria (Hair et al, 2009).

Table 6: Discriminant validity values

Construct	CR	AVE	MSV	MaxR(H)	Influencing	Pricing	Promotion	Success	Hindrance
Influencing	0.935	0.743	0.145	0.94	**0.862**				
Pricing	0.921	0.7	0.14	0.923	0.381	**0.837**			
Promotion	0.897	0.603	0.205	0.93	0.376	0.188	**0.777**		
Success	0.951	0.688	0.205	0.96	0.389	0.249	0.144	**0.829**	
Hindrance	0.942	0.647	0.151	0.955	0.374	0.26	0.452	0.347	**0.804**

Source: Primary data.

Model fit indices

As per table 7, the actual value of Standardized Root Mean Residual (SRMR) in the study reported 0.064, lower than acceptable range of 0.08. Incremental fit has Root Mean Square Error Approximation (RMSEA) value of 0.064 and Comparative Fit Index (CFI) value of 0.928 were both within acceptable ranges. This measurement model that was indicated fits the data well. As previously indicated, to create a model that is appropriate in Table 5 one item (16B) was dropped from various constructs.

Table 7: Model fit indices values- First Order CFA Measurement Model of QSR

Name of Criteria	Index	Actual Values	Acceptance Level	Literature
Incremental Fit	CFI	0.928	CFI>0.90	
Absolute Fit	RMSEA	0.065	RMSEA<0.08	
	FMIN	2.99	FMIN<3	
	SRMR	0.064	SRMR<0.08	

Source: Primary data.

Managerial implications

The study findings might give practitioners important new knowledge. This study offers useful recommendations for marketing managers and professionals who create strategic plans and put tools into practice to increase the efficiency or effectiveness of B2C e-commerce online buying. E-commerce site managers should focus on boosting client trust, while such sites' marketers should focus on boosting consumer satisfaction. Since they are likely to be less trusting of e-commerce, many consumers still have a tendency to be cautious to buy electronic products and services online, particularly expensive or luxury unseen electronic products and services. Thus,

increasing consumer trust in online contexts may need to be a top concern for electronic marketers.

Conclusion

The study created a model of customers' rational purchasing behavior in an online shopping environment and empirically validated it. A shopping site's information feature has been shown to be a key determinant of customer site loyalty and their choice of whether or not to purchase there when used in the context of online shopping. Other features of an online company were also discovered to affect how a customer perceives the interpersonal advantages of doing their shopping online. The best among them was discovered to be the quality of the service information.

Limitations and scope for future research

There are some limitations, even though this research provided some important information. The study, like most marketing research, used a single data group and may have overlooked the respondents' thoughtful opinions. Individual analysis was used in this study, and sample customer data was gathered utilizing the snowball sampling method. Therefore, this study cannot rule out the potential that the absence of organizational variety may have had an impact on the outcome. The focus of future research should be on the changes in consumer behavior brought on by product diversity and service breadth. Also, it is advantageous to compare the differences in consumer behavior between brick and mortar stores and online merchants. Additionally, given the movement in consumer actions towards online shopping, research studies might be conducted to determine how relevant contextual elements affect online context. To determine whether similar patterns of situation features and consumer purchasing behavior manifest in other kinds of situations, research may be done there.

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