

Factors Affecting Online Purchase Intention Of Kitchen Appliances: A Study Among Indian Women

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ABSTRACT

Online purchase of kitchen appliances has been growing steadily in the recent past. The present research examines the factors influencing online purchase intention of kitchen appliances among Indian women. A structured questionnaire was utilized to gather data from 287 participants. The study developed a research model based on extensive literature review and tested the hypothesized relationships empirically. Exploratory factor analysis and multiple regression were applied using SPSS. Results of the study demonstrated that product perceived quality, product variety, price, brand trust, personal innovativeness and online reviews shown a significant positive impact on online kitchen appliance purchase intention. The study provides implications for academia and practitioners.

Key words: Product perceived quality, product variety, price, brand trust, personal innovativeness, online reviews, purchase intention, kitchen appliances.

1. Introduction

In the ever-evolving landscape of consumer behavior, the purchasing of kitchen appliances represents a complex and dynamic process, necessitating a detailed analysis of the diverse factors that shape consumers' decisions. The market for kitchen appliances in India has been experiencing significant growth recently and is projected to see double-digit expansion in the near future (Mordor Intelligence, 2023). Growing competition among brick-and-mortar retailers, coupled with a surge in the time the general public spends online, penetration of internet and smartphone usage increased online purchase of kitchen appliances. According to a study by ECDB (2023), 10.5% of the kitchen appliances are purchased online in India which is expected to grow rapidly in the future. With the shift of consumers towards online channels, their options for choice increase significantly. Research indicates that online shopping has become a globally appealing trend, making it essential to strengthen the relationship between customers and businesses in this digital marketplace (Zendehdel et al., 2015). Hence, understanding online purchase behaviour has become imperative for business firms. There are a host of factors such as product quality, price, product variety, brand trust, personal innovativeness and online reviews influence online purchase behaviour towards kitchen appliances (Shaharudin et al., 2011; Shriedeh et al., 2024; Yasri et al., 2020; Erkmen & Hancer, 2019; Bilgen & Zoghi, 2017; Al-Jundi et al., 2019; Zhu et al., 2020). The current study aimed to examine the factors influencing online purchase intention of women consumers with respect to kitchen appliances.

2. Literature review and proposed hypotheses

2.1 Product quality

Perceived product quality (PPQ) has been extensively researched in the field of marketing and consumer behaviour. It adds value to customer (Golob and Podnar, 2007). It is the subjective benefit a customer derives from the product he/she uses (Huber et al., 2007). According to Zeithaml, V. A. (1988). In addition, it is the individual's psychological assessment towards the products. Product perceived quality is comprehended as subjective judgment and performance of the product (Yu et al., 2018a). Previous research illustrated a positive association between product quality and purchase intention in case of motor bikes (Shaharudin et al., 2011) e-

commerce platforms (Rosillo-Díaz et al., 2020). The perceived quality of a product demonstrated a beneficial influence on the intention to make a purchase (Suhaily & Darmoyo, 2017). Therefore, it is proposed that,
H1: Perceived product quality has a positive impact on consumers' intention to make purchase.

2.2 Product variety

Product variety entails variations in product in terms of models, designs, features and others (Alessandro et al., 2024). It provides economic benefits to the buyers. Further, product variety attracts customers towards purchase. The wider the variety of products the more likelihood of purchase of a brand. Product variety leads to purchase decision, customer satisfaction, revisit intentions (Jeong & Lee, 2010; Alessandro et al., 2024). Previous research observed a positive relationship between product variety and purchase decision for product categories such as binoculars, chocolates (Berger et al., 2007); grocery products (Briesch et al., 2009). In their research, Shriedeh et al. (2024) showed that product variety positively influences the purchasing intentions of online consumers. Therefore, it is proposed that,

H2: Product variety has a positive impact on consumers' intention to make purchase.

2.3 Price

It is the monetary value a customer pays in order to own a product or to use a service. It's the benefit the customers derive for the monetary value they pay for the product (Zeithaml, 1988). Customers form a positive perception to purchase a product if they find the price of the product is good value for the amount they pay (Alford and Biswas, 2002). In the domain of marketing, extant studies demonstrated that price significantly influences purchase decision (Lattin & Bucklin (1989); Ching et al. (2009); Yasri et al. (2020)). In the realm of online shopping, price demonstrated a substantial positive influence on consumers' intention to make a purchase (Cho & Sagynov, 2015). Therefore, it is proposed that,

H3: Price has a positive impact on consumers' intention to make purchase

2.4 Brand trust

Brand trust is defined as “a psychological state that exists when one party has confidence in an exchange partner’s reliability and integrity” (Kimpakorn and Tocquer, 2010). It is the customers’ perception towards the brand in terms of reliability, consistency and honesty. Brand trust is the dependency of an individual on a brand that it fulfill his/her needs and wants (Deari & Balla, 2013). It is the confidence a customer puts in a brand that the brand is capable to meet his needs and provides value to the customer. Past research shown a positive effect of brand trust on purchase intention in varied contexts (Erkmen & Hancer, 2019; Hansopaheluwakan et al., 2021; Junarsin et al., 2022). Therefore, it is proposed that,

H4: Brand trust has a positive impact on consumers' intention to make purchase

2.5 Personal innovativeness

Personal innovativeness in general is an individual’s willingness to explore new technologies and experiment with new products or services. Agarwal and Prasad (1998) personal innovativeness is defined as an individual's readiness to experiment new technologies which strongly predict in usage of these technologies. PI is one of the key predictors of purchase intention on various technology-based platforms. There is a component of risk being innovative to try new products or technologies. However, the individuals with innovativeness are ready to accept the risk involved. Previous research demonstrated that personal innovativeness has shown a strong positive effect on purchase intention in case of mobile-Radio-frequency identification (RFID) services (Jeong et al., 2009) online shopping (Bilgen & Zoghi, 2017); new products (Al-Jundi et al., 2019). Therefore, it is proposed that,

H5: Personal innovativeness has a positive impact on consumers' intention to make purchase

2.6 Online reviews

Online reviews are the assessment or feedback shared by customers on various online platforms about products or services after consumption. Online reviews gain much credibility and acceptance by other customers during their purchase. Online shoppers bank on other customers’ posts on various online platforms when they purchase any products or services (Garay, 2019). Perception towards online reviews shape online shoppers purchase behaviour (Wang & Chaudhry, 2018). In the context of online shopping scenario, online reviews primarily

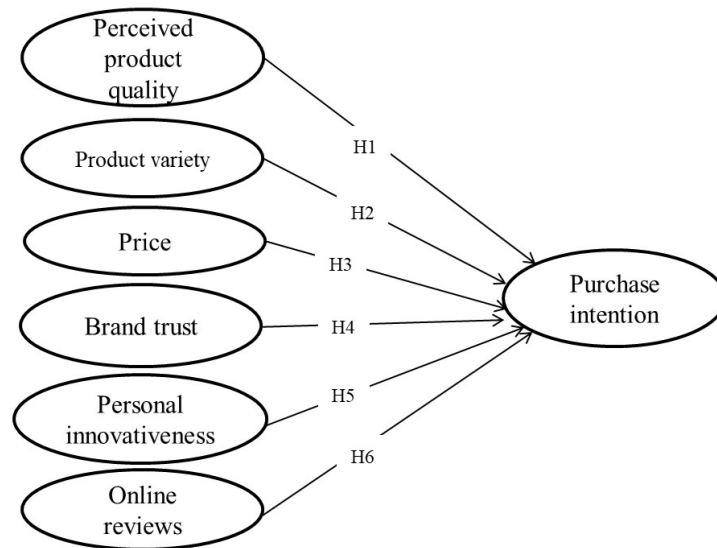
influence customers' purchase decision (Xu et al., 2013). Past research indicated a positive effect of online reviews on purchase decision during online shopping (Jiménez & Mendoza 2013; Chakraborty, 2019; Zhu et al., 2020). Therefore, it is proposed that,

H6: Online reviews has a positive impact on consumers' intention to make purchase

3. Research framework

Research model was formulated after a thorough literature in the field of kitchen appliances and online purchase behaviour. The research framework includes variables product perceived quality, product variety, price, brand trust, personal innovativeness, online reviews, purchase intention.

Fig 1. Research model



4. Research methodology

4.1 Participants

A pre-test was conducted with 50 female participants to assess the reliability of the structured questionnaire. A comprehensive data collection was carried out after obtaining acceptable reliability (Cronbach's alpha) to obtain data for model testing. 550 women respondents who shop kitchen appliances online mode were chosen for the study. Respondents were approached on convenience sampling method for data collection out of which 309 responses were captured. Response rate was 56.18 percent. 287 usable sample was collected for data analysis after deducting 22 incomplete responses. The sample was chosen from Hyderabad, India.

4.2 Measurement

Data for the current study was extracted by developing a structured questionnaire. Measurement items for seven variables were considered from established and validated research work and modified to match the requirements of the current study. The research model entails seven variables. Perceived product quality was measured using three items were obtained from Lien et al. (2015). A scale with three items from Alessandro et al. (2024) adapted to measure product variety. Measurement items for price were culled out from a study by Lien et al. (2015). Four-item scale for brand trust was embraced from Gefen et al. (2003). Scale items for personal innovativeness were accumulated from a research study by Lu et al. (2005). Research items for online reviews were compiled from Hong et al. (2018). Measurement scale items for purchase intention were culled out from Venkatesh et al. (2012).

5. Data analysis

Data analysis was conducted in two phases. Initially, the demographic details of the respondents were discussed. Next, hypothesized relationships from the research model were tested.

5.1 Demographic profile

Demographic details of the sample are shown in table I. Results demonstrate that 38.33 percent belong to 26-35 age group; 33.10 per cent are from 36-45 age group. 32.75 per cent of the respondents possess under graduation as their educational qualification. With respect to marital status 74.91 per cent of the women were married. Majority i.e. 34.15 per cent of the respondents fall in the income group of 50,000 to 80,000 Rs. Almost half the sample (49.48 per cent) of the respondents are employees.

Measure	Category	Frequency	Percentage
Age group (years)	18-25	34	11.85
	26-35	110	38.33
	36-45	95	33.10
	46-55	41	14.29
	Above 55	7	2.44
Education	High school	41	14.29
	Intermediate	63	21.95
	UG	94	32.75
	PG	83	28.92
	Others	6	2.09
Marital status	Married	215	74.91
	Unmarried	72	25.09
Family Monthly income	Less than 30,000	23	8.01
	30,000-50,000	55	19.16
	50,000-80,000	98	34.15
	80,000-One lakh	69	24.04
	Above one lakh	42	14.63
Occupation	Home maker	76	26.48
	Employee	142	49.48
	Business	69	24.04

5.2 Reliability of the scale

The reliability of the survey tool was evaluated through its internal consistency. Cronbach's α of scale items of various constructs in the research model is found to be 0.879 which is above prescribed value 0.70.

5.3 Reliability of each variable

Table II Reliability of each variable

Variable name	Code	Reliability
Perceived product quality	PPQ	0.907
Product variety	PV	0.904
Price	PR	0.888
Brand trust	BT	0.905
Personal innovativeness	PI	0.911
Online reviews	OLR	0.889
Purchase intention	PIN	0.922

Cronbach's alpha of each variable was tested. Reliability of each variable of the research model is above 0.70 as

recommended by Hair et al. (2010). (Table II).

5.4 Factor loadings

Table II Rotated Component Matrix^a

	Construct						
	1	2	3	4	5	6	7
PIN1	.896						
PIN2	.885						
PIN3	.879						
PIN4	.845						
PI1		.858					
PI2		.848					
PI3		.831					
PI4		.825					
BT1			.871				
BT2			.842				
BT3			.829				
BT4			.815				
PR1				.888			
PR2				.850			
PR3				.826			
PR4				.816			
PPQ1					.895		
PPQ2					.873		
PPQ3					.831		
PV1						.932	
PV2						.917	
PV3						.878	
OLR1							.873
OLR2							.847
OLR3							.797

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

Factor loadings of each item were above 0.70 as prescribed by Hair et al. (2010). (Table III).

Table III Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.439 ^a	.193	.176	.97330	.193	11.160	6	280	.000

a. Predictors: (Constant), PV, PPQ, PR, OLR, BT, PI

b. Dependent Variable: PIN

Table IV ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.435	6	10.573	11.160	.000 ^b
	Residual	265.250	280	.947		
	Total	328.686	286			

a. Dependent Variable: PIN

b. Predictors: (Constant), PV, PPQ, PR, OLR, BT, PI

5.5 Multiple regression analysis

Table V Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.530	.466		1.136	.001
BT	.144	.088	.105	1.647	.001
PI	.227	.091	.166	2.511	.013
PR	.075	.101	.044	.735	.003
PPQ	.233	.072	.197	3.214	.001
OLR	.388	.079	.307	4.919	.000
PV	.121	.068	.097	1.783	.036

a. Dependent Variable: PIN

The results of the multiple regression analysis indicate that all identified factors are significant, as their p-values are above 0.05.

6. Discussion

The current study was conducted to examine the effect of different factors, including product perceived quality, product variety, price, brand trust, personal innovativeness and online reviews on online purchase intention of kitchen appliances among Indian women. Based on existing literature a research model was developed and tested the hypothesized relationships empirically. Results of the study revealed that perceived performance quality shown a positive influence on online purchase intention ($\beta=0.197$; $p=0.001$) of kitchen appliances which is in line with the results of the study by Suhaily & Darmoyo (2017). Women perceive product quality to be an important element in purchase decision specifically with respect to kitchen appliances. Product variety also exerted a positive influence ($\beta=0.097$; $p=0.036$) on online purchase intention which is in congruent with the results of a study by Shriedeh et al. (2024). Customers tend to compare various models, designs while they purchase durable products. Price significantly influenced ($\beta=0.044$; $p=0.003$) online purchase intention which corroborates a study by Cho & Sagynov (2015). Price is a vital component in case of durables as people look value for money. Brand trust has exhibited a positive effect ($\beta=0.105$; $p=0.001$) on online purchase intention which is corroborated by the study by Junarsin et al. (2022). Personal innovativeness shows positive influence ($\beta=0.166$; $p=0.013$) on online purchase intention. This result is supported with the study by Al-Jundi et al. (2019). Customers who are innovative and try to do new things tend to purchase products online. In conclusion, online reviews have demonstrated a significant positive effect ($\beta=0.307$; $p=0.000$) on the intention to make purchases online, aligning with the findings of Zhu et al. (2020). Online reviews are the opinions or perceptions or experiences of fellow customers who have already used the product. Hence, it significantly influences women purchase behaviour during online purchase.

7. Implications

The study provides implications for academics and industry. The study contributes to the field of consumer purchase behaviour in kitchen appliances sector. The study tested hypothesized relationships among women customers purchase intention in online mode in India. The study included variables such as product perceived quality, product variety, price, brand trust, personal innovativeness, online reviews and purchase intention. The quality of a product plays a crucial role in influencing consumers' intention to buy as women customers are more concerned about product quality particularly with respect to kitchen appliances. Varied types models and designs attract customers and enhance purchase intention. Price plays a pivotal role in purchase of durable products. Customers seek benefits offered relative to the price they pay for durable products. Building brand trust is a critical factor in purchase decision. Brand trust can be built through credibility and maintaining honesty about the brand. Personal innovativeness is critical to purchase durable products online. Women customers becoming more innovative to adopt new ways of purchasing products such as through online. Online reviews are the perceptions, opinions and experiences shared by customers on varied online platforms. Customers tend to believe in the

opinions shared by other customers rather than promotional campaigns by the brands. Positive online reviews better the chances of customer purchase intention.

8. Limitations and scope future work

The current study has some limitations. The study was conducted with a limited sample size i.e. 287 women customers who purchase kitchen appliances online. Further, the study was taken up in a limited geographical area i.e. Hyderabad, India; hence the research findings cannot be generalizable. The study is confined to only kitchen appliances category only; the same research model can be tested in other product categories such as subscription mobile apps, online gaming, online purchase of grocery, adoption of various technologies etc. The study did not consider attitudinal dimensions; its based on customer perception towards online purchase among Indian women towards kitchen appliances. Other models for technology adoption can be applied to make the study in-depth. The research was cross-sectional based on survey method; studies may yield varied results and insights if in-depth interviews are conducted. The study was conducted in a metro city in India; future studies may include respondents from rural, semi-urban and urban women customers to validate the results of the present study. The study may incorporate moderators such as previous experience, education and income etc.

9. Conclusion

The goal of this research was to investigate how different factors influence the intention to make purchases online towards kitchen appliances among women customers in India. Research studies in the domain of kitchen appliances and durables was extensively researched and a research model was formulated with variables such as product perceived quality, product variety, price, brand trust, personal innovativeness, online reviews and purchase intention. The research model was empirically tested to examine hypothesized relationships. Findings of the study demonstrated that product perceived quality, product variety, price, brand trust, personal innovativeness and online reviews have exerted a positive effect on online purchase intention. The study provides implications for academics and kitchen appliances industry.

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