

## **Intension Of Online Shopping Behaviour Towards Tribal Consumers: A Study Using TPB Analysis**

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### **ABSTRACT**

This research is based on the concept of planned behaviour, which was first proposed by Azjen (1991). The concept of planned behaviour is commonly used to anticipate an individual's behavioural intention toward a given activity. It is a highly applied theory that is used in a variety of research domains and is cited by numerous experts. The Theory of Planned Behavior is used in this study to hypothesise tribal behavioural intentions toward online shopping. Attitude, Subjective Norm, and Perceived Behavior Control are the three primary elements of the Theory of Planned Behavior, which were addressed as key antecedents of the intention of online shopping for products. Thus, these factors are chosen as key areas of the literature review. The literature review is designed thematically to indicate the importance of each factor of behaviour intention in online shopping. Finally, a hypothesis is proposed after each review to draw conclusions after testing them empirically.

**Keywords:** Intention, Online shopping, Tribal consumer, Theory of Planned behaviour.

### **I. INTRODUCTION**

In the 21<sup>st</sup> Century, online shopping plays a major role to meet the need and satisfaction of consumer in our day to day lives around the world. Online shopping platform has grown not only urban area but also rural tribal area increases its demand. During the last 2 decades, the covid-19 pandemic has brought drastic changes in the field of online buying behaviour (Martin- Neuninger & Ruby,2020). Now everybody wants cashless transaction to buying essential products. It takes more time to tribal consume visit store, lined and brought to the near house. So online shopping become more adopting increase in unreachable like tribal areas growing popularity. Previously, consumer is visit through store to make fulfil their needs but now time has to change the current situation for making inline shopping. consumer makes their choice as per the whatever available in the market so that some factors are might

influencing to make attraction to online shopping rural tribal customer, either positively or negatively.

Online shopping is a method for customers and sellers to meet their own demands in a virtual setting. This includes the exchange of commodities and services. Over the past few years, online shopping has grown significantly, in large part because consumers now find it convenient to barter from the comfort of their home or place of business. Online shopping allows consumers and sellers to interact virtually without being geographically separated. By providing quick delivery of items, the customer saves time, energy, and effort for both the customer and the business. Online shopping, in contrast to traditional retail, works around-the-clock on a functional website that gives customers the freedom to shop whenever it is most convenient for them. Through the Internet, the customer and the company can interact directly without the need for any other middlemen. There are four different ways to conduct online shopping, like business to consumer (B2C).

The online shopping of has a massive role in dependency of billions of people for still come under online business. The Indian scenario online market has wide spread, the behavioural intention towards online shopping very demanded, is investigated by the scholars. There is a lack of theoretical underpinning to explain the behavioural intention on tribal marketing which are predominantly involved in this business. Determinants like Attitude, social pressure, purchase intension which may influence online shopping intention are largely neglected in the extant literature. Hence this shortcoming needs to be addressed for better understanding of the online shopping. In light with this the current study proposed the following research question:

what factors driven for online shopping intention among the tribal consumers ?

The current study is based on planned behaviour theory to develop a conceptual model and has included purchase intention as a determinant. Hypotheses have been proposed and empirically tested. The study's findings confirmed that Attitude, Subjective Norm, and Perceived Behaviour Control all have a positive and significant impact on online shopping behaviour intentions, with Perceived Behaviour Control having the greatest impact. The study's goal is to add to existing knowledge about online shopping behaviour. It also draws attention to purchasing behaviour and some effective action plans and policies to promote and improve the rural online market.

## II. Review of Literature

### 1. Attitude:

This research is based on the concept of planned behaviour, which was first proposed by Azjen (1991). The concept of planned behaviour is commonly used to anticipate an individual's behavioural intention toward a given activity. It is a highly applied theory that is used in a variety of research domains and is cited by numerous experts. The Theory of

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**H<sub>1</sub>:** Attitude has a positive and significant impact on the Behaviour intention of online shopping.

## **2 .Subjective Norm:**

Subjective norms are "social pressures to behave or not to behave." (Ajzen, 1991). In other words, the subjective ideal of what people should expect is related to the general concept of an individual's honest belief and their motivation to pursue that issue (Karahanna, Strobe, and Chervani ,1999). Subjective norms are informative and may have the opposite effect under regulatory effects. The existing social pressure to conform to expectations about engaging in the action is the predictive social component known as the subjective norm, and it should affect the individual's desire to perform or not to engage in the conduct. In contrast, a person should be less inclined to engage in the activity if social expectations don't allow them to do so. In this situation, the individual is more likely to make an online purchase if doing so is perceived as socially desirable, regardless of what influential others think about it. The perceived societal pressure that affects consumers' decisions is referred to in this study as the subjective norm.

**H<sub>2</sub>:** Subjective Norm has a positive and significant impact on the Behaviour intention of online shopping.

## **3.Perceived Behavioural Control (PBC)**

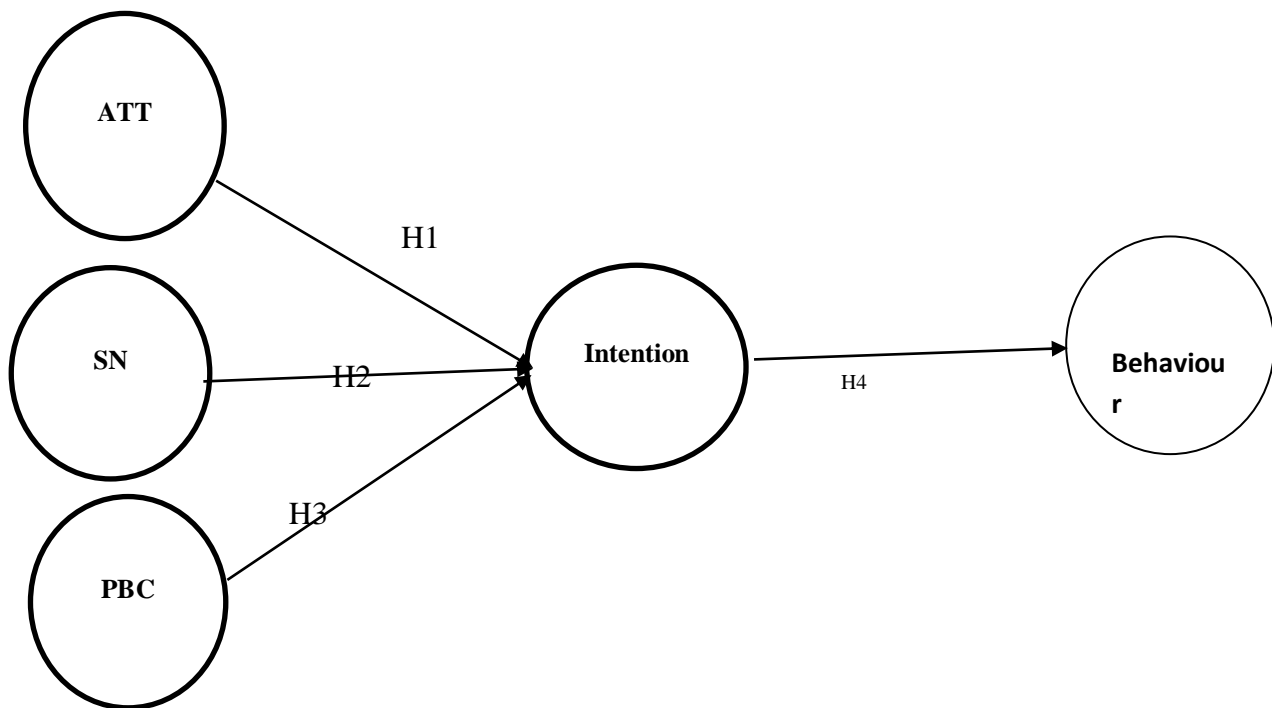
Perceived behavioural control refers to "people's assessments of the benefits and drawbacks of engaging in the behaviour of interest." This control is distinguished by the perception of the presence of conditions that will either facilitate or impede the performance of the activity (Ajzen 2000). As a result, the perception of control over resources and opportunities is an underlying concept related to behavioural control, which can be defined as a controllable factor. Internal and external constraints are used to classify control factors, with internal control referring to cognition and self-efficacy and external control referring to the online business (Ajzen, 2000).

**H<sub>3</sub>:** Perceived Behavioural Control has a positive and significant impact on the Behaviour intention of online shopping.

#### 4 .Purchase Intension:

Purchase intention, also known as eagerness to buy, is commonly defined as the likelihood that a consumer will acquire a good or service (Dodd & Supa, 2011; Sam & Tahir, 2009). It is also defined as a person's deliberate decision to make an effort to purchase a brand (Spears & Singh, 2004). In behavioural studies, the psychological concept of purchasing intention is frequently used (Dodd & Supa, 2011). Monroe and Krishnan (1985) define purchase intention as the consumer's behavioural proclivity to buy the product. It is also a significant predictor of that decision (Tan, 1999). More evidence for this assertion is provided by Li, Davies, Edwards, Kinman, and Duan (2002), who stated that buying intention is a common measure that is typically used to analyse the success of purchase behaviour.

**H<sub>4</sub>:** Purchase intension has a positive and significant impact on the Behaviour intention of online shopping.



Antecedents of Behaviour intention of online products

### III. Objectives of the study

- The purpose of this study is to focus on the factors influencing tribal consumers' internet shopping in order to answer the question of how well TPB explains online shopping intentions in Odisha.
- To explore the impact of Attitude, Subjective Norm and Perceived Behaviour Control on Behaviour Intentions of online shopping products.
- To find out the online shopping behaviour among tribal communities and awareness steps.
- To know the factor influencing online shopping among tribal communities.

### IV. Research Methodology

The current study was conducted using the deductive method. It has adopted a purposive sampling method for the collection of data. In this research, tribal men and women, those who regularly collect non-timber products (sal leaves), are the respondents. This study was conducted in the Keonjhar district of Odisha in India. A self-administrative questionnaire using pre-existing measurement scales (from extant literature) was prepared and administered among the target respondents. The questionnaire was translated into the Odia language and two postgraduate students from the Commerce stream were appointed for the interview with the respondents. These two students conducted interviews to collect the primary data from the respondents. The data collectors interviewed the respondents and filled up the questionnaires. The data collectors visited 300 households that were involved in collecting and selling the non-timber products. Finally, 300 questionnaires, which were completely filled out, were selected for analysis, which refers to the response rate. The demographic profile of respondents has been illustrated in the Table.1. Furthermore, this work employed structural equation modelling (SEM) to evaluate the dimension model and structural model. In the first phase, this investigation accessed the measuring model. And in the second phase, hypothesis testing was performed to determine the substantial association between endogenous and exogenous variables.

**Table 1: Demographic profile of the respondents**

Demographic Items	Frequency (N=300)	Percentage (%)
<b>Gender</b>		
Male	225	75%
Female	75	25%
<b>Age</b>		
20-30	120	40%
30-40	81	27%
40-50	63	21%

Above 50	36	12%
<b>Education Qualification</b>		
Illiterate	44	14.38 %
+2 or below	78	25.49 %
Graduate	88	28.75 %
Post graduate or above	90	31.37 %
<b>Occupation</b>		
Student	37	12.33 %
Business	63	21.00 %
Private sector	69	23.00 %
Govt. Service	73	24.33 %
Self employed	58	19.33 %
<b>Monthly Income</b>		
Less than 10000	33	11 %
10000-50000	135	45 %
150000-200000	93	31 %
More than 200000	39	13 %

Sources: By authors estimation

**Table 2: Variables Measurement**

Measures	Items	Sources
<b>Attitude</b>	1.I think involvement online shopping business is a good idea. 2.I think selling online in the market for income generation is a wise idea. 3.I think doing online shopping is financially viable for me. 4. In my opinion online shopping is profitable	Cheng et al. (2006)
	1. People who are important to me believe that I should shop online  2.Those who have put	

<b>Subjective Norm (SN)</b>	pressure on me believe that I should do my shopping online  3. People whose opinions I value will choose to shop with me online	Wu and Chen, (2005)
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<b>Perceived Behavioural Control (PBC)</b>	1. I believe that I will be able to successfully use online shopping for financial transactions 2. I believe that using online shopping is within my control 3. I believe I have the necessary resources, knowledge, and abilities to use online shopping.	Wu and Chen, (2005)
<b>Behaviour Intension</b>	1. For my needs, I will use online shopping 2. I will use online shopping to conduct my business transactions  3. I envision myself using online shopping to manage my transactions	(Paola Torres Maldonado et al.2011; Venkatesh, Thong, and Xu2012)

Source: Scale referred from Ming-Chi Lee (2009)

## V. Measurement Model Evaluation

The study also determines reliability value, which refers to the Composite Reliability Test (CR) and Average Variance (AVE) . Hair and colleagues (2011).As the value goes higher, it is predicted that the constructs of the study are more reliable, valid, and necessary as part of confirmatory factor analysis (CFA). In the current study, the required values of average variance and composite reliability fall between the ranges of 0.65 to 0.749 and 0.849 to 0.899, respectively.

The factors for each construction of the Composite Reliability Assessment for creating valid data are met in the table. 3. The Average Variance (AVE) section was done in two ways. Each construction was reserved for valid data, and therefore the AVE value should be 0.5 or higher (Hair et al., 2011). As may be the case, the study reflects the average variance value of each construct as shown in Table 3.

Table.3 shows an analysis of discrimination, where the root of the average variance is displayed in extreme triangles, and therefore the root of the average variance is larger than the value of the relation, which indicates a suitable level of validity discrimination (Hair et al., 2011).

The factors loaded for construction in Table 4 are more than 0.7 (Hair et al., 2011), with respect to construction discrimination valid data. The current study evaluates the Common Method Differences (CMV) and proposes it as a single-factor method (Podsakoff et al., 2003).

**Table 3: Factor loadings**

	<b>Attitude</b>	<b>Subjective Norm</b>	<b>Perceived Behavioural Control</b>	<b>Purchase Intension</b>	<b>Behaviour Intension</b>
<b>Attitude1</b>	<b>0.887</b>				
<b>Attitude2</b>	<b>0.896</b>				
<b>Attitude3</b>	<b>0.923</b>				
<b>Attitude4</b>	<b>0.931</b>				
<b>Subjective Norm1</b>		<b>0.829</b>			
<b>Subjective Norm2</b>		<b>0.851</b>			
<b>Subjective Norm3</b>		<b>0.835</b>			
<b>Perceived Behavioural Control1</b>			<b>0.882</b>		
<b>Perceived Behavioural Control2</b>			<b>0.738</b>		
<b>Perceived Behavioural Control3</b>			<b>0.835</b>		
<b>Purchase Intension1</b>				<b>0.845</b>	



<b>purchase Intension2</b>				<b>0.875</b>	
<b>Purchase Intension3</b>				<b>0.849</b>	
<b>Behaviour Intension1</b>					<b>0.964</b>
<b>Behaviour Intension2</b>					<b>0.925</b>
<b>Behaviour 3Intension</b>					<b>0.904</b>

Sources: Compiled by authors estimation

**Table 4: Validity and Reliability of constructs**

	<b>Cronbach's Alpha</b>	<b>Composite Reliability</b>	<b>Average Variance Extracted (AVE)</b>
<b>Attitude</b>	0.841	0.847	0.722
<b>Subjective Norm</b>	0.872	0.932	0.607
<b>PBC</b>	0.889	0.893	0.854
<b>Purchase Intension</b>	0.943	0.833	0.674
<b>Behaviour Intension</b>	0.832	0.882	0.722

Sources: Compiled by authors estimation

**Table 5: Correlation matrix**

	<b>Attitude</b>	<b>Subjective Norm</b>	<b>PBC</b>	<b>Purchase Intension</b>	<b>Behaviour Intension</b>
<b>Attitude</b>	0.826				
<b>Subjective Norm</b>	0.682	0.762			
<b>PBC</b>	0.864	0.776	0.908		
<b>Purchase Intension</b>	0.893	0.763	0.739	0.803	
<b>Behaviour Intension</b>	0.878	0.732	0.819	0.724	0.933

Sources: Compiled by authors estimation

**VI . a) Structural Model Evaluation**

In the second step of analysis, a thorough Boot Strapping procedure was followed to check the constructive path of the Conceptual Framework structure. The value of constructive co-operation is described in Figure.2

**Table 6. Determinants of co-efficient**

	<b>R<sup>2</sup></b>	<b>Adj. R<sup>2</sup></b>
<b>Behaviour Intension</b>	0.797	0.793

Source: Compiled by authors estimation

**Table 7. Hypothesis testing**

<b>Hypothesized relationship</b>	<b>B-Values</b>	<b>T-statistics</b>	<b>P Values</b>	<b>Decision</b>
<b>Attitude</b>	0.192	3.356	0.00	Supported
<b>Subjective Norm</b>	0.215	0.365	0.715	Rejected
<b>PBC</b>	0.643	2.615	0.000	Supported
<b>Behaviour Intension</b>	0.067	0.821	0.000	Supported

Sources: Compiled by authors estimation

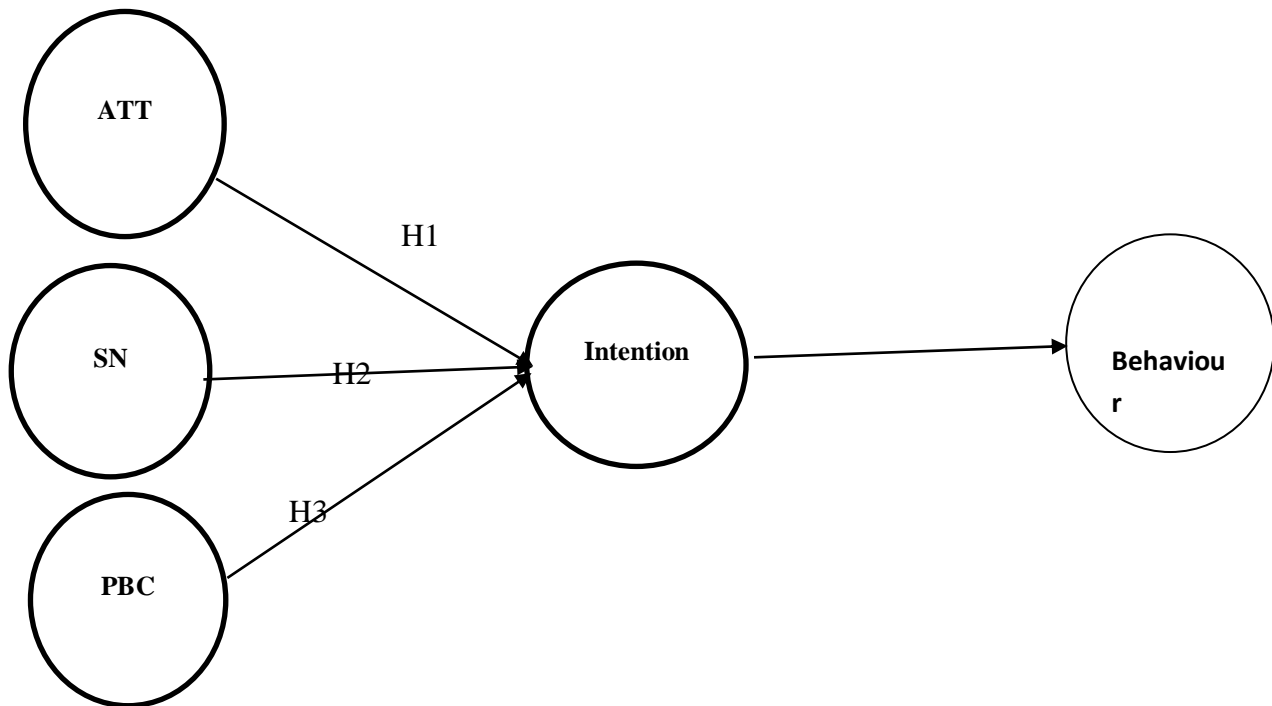


Fig 2 Model of Behaviour intention of online shopping products of the study.

## VII. Discussion and Conclusion

Online shopping has a huge impact on enhancing the ability to do better transactions. Since rural people live apart from town, it has the potential to contribute to online marketing in a very easy way and is also beneficial to cost-effective in rural villages as compared to other shopping. Strong policies and regulations should be formulated to ensure the trustworthiness of online shopping. It is possible for the beneficiaries to shop online for their choice of purposes without traditional access with good protection. Moreover, under the direction of some companies looking for personal gain, communities are often left to change the ownership of formal property, making the formal sector unable to meet the legal standards of online shopping behaviour. With adequate training, it can lead to the intention to behave commercially. Pricing and the ability to formulate trade rules are also important in defining profit margins within online gambling. Therefore, the government must encourage and provide for the establishment of good infrastructure organisations so that they are able to better facilitate all these things in the rural community. This could expand access to good networking, enhance monetization, and ultimately lead to sustainable growth of industries.

One of the biggest issues in online market volatility is control. Controlling the market is not something the government should do since it would not be sustainable in many ways. The primary reason for the shortage of goods is the increased demand for the product. As demand rises, more NTFPs are collected, but the number of trees in the forest is not rising at the same

rate. Demand and supply data are difficult to obtain until a robust system is in place. Online shopping makes it difficult to reduce the demand and supply data when demand exceeds supply. The principal obligation is to sell the goods for less money during the festival season. Because there is currently an adequate understanding among customers, it is clear that online shopping behaviour is not only confined to the town area but also spread over the rural communities across the world.

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