

# Motivation Factors Influencing Online Shopping with special reference to Erode District

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## **Abstract**

This study investigates the motivation factors influencing online shopping behavior in the Erode District of Tamil Nadu, with particular emphasis on reach and access as emerging determinants. Using a structured questionnaire administered across diverse demographic groups, the research evaluates how factors such as ease of access to digital platforms, widespread smart phone penetration, improved internet connectivity, convenience, price benefits, and product variety affect online buying decisions. The results indicate that reach and access factors such as reliable internet availability, accessibility of shopping apps, and the ability to browse products anytime and anywhere have become primary motivators for consumers in Erode. Overall, the findings provide valuable insights for businesses and policymakers aiming to strengthen e-commerce participation through improved digital access in the Erode District.

## **1. Introduction**

This particular study was conducted to analyze the motivation factors influencing online shopping. The study is descriptive as well as analytical, on the basis of the primary as well as secondary data.

A questionnaire was designed and conducted extensively to collect data from the motivation factors influencing online shopping, which is analysed with the help of SPSS and AMOS software and conclusions are drawn.

## **Significance of the Study**

Making a big lifestyle purchase such as buying a car, getting insurance or traveling always tends to come with an aggressive salesperson when buying in person. In contrast, online shopping offers no-pressure sales. There is nobody trying to pressure you to make a decision. This makes it easier to call your friends and family members and get their opinions or evaluate fully before making a purchase.

## **Key research questions**

1. What are the primary motivations factors influence consumers to shop online?

2. How do demographic factors such as age, gender, income influence consumers' online shopping motivations such as trust, access on “Perceived Benefit”?

### **Objectives**

1. To study the correlation between the reach/access and revealing the customer motivation.
2. To examine how the motivation factors of **reach** and **access**—specifically the ability to browse a wide range of products and shop anytime from any location—affect consumers' intention and decision to engage in online shopping.

### **Sampling Design and Data Collection**

This is an empirical study based on the analysis method. Data used in this study are both primary and secondary while the primary data were collected through a questionnaire. The Secondary data were collected from books, bulletins, journals, annual reports, records of offices and websites.

The selection of respondents was proportionately distributed across urban and rural areas, taking into account demographic and socio-economic diversity within the district.

For the purpose of this research, a sample size of 396 respondents was selected using a multistage stratified random sampling method, ensuring adequate representation from all major administrative divisions. The data collection was carried out through structured questionnaires covering all 14 Community Development Blocks to reflect the comprehensive socio-economic profile of Erode District.

Each taluk contributed to the sample size based on its population density and administrative importance, ensuring balanced coverage of Municipalities, Town Panchayats, and Village Panchayats.

The “**Reach / Access**” has been analysed using Measures of Central Tendency (Mean) and Measures of Dispersion (Standard Deviation), Z Statistic (difference of opinion – two demographical groups), ANOVA (difference of opinion – more than two demographical groups), Bivariate Correlation and Structural Equation Modelling. The analysis is as follows;

### **Measures of Central Tendency and Dispersion – “Reach / Access”**

The present part of the table represents the mean and standard deviation of the “Reach / Access”. The “Reach / Access” has been measured under two dimensions like motivation and satisfaction and the gap analysis is also has been displayed in the table. The “Reach / Access” has three measuring questions. The measures of central tendency (mean) and measures of dispersion (standard deviation) have been used to measure the central point of each variable, as opined by the respondents. The analysis is as follows;

## Measures of Central Tendency and Dispersion – “Reach / Access”

Reach / Access	N	Mean	Sd
Online shopping enhances access to a wide range of products and services.	396	3.46	.499
Online shopping easily meets customers' shopping requirements.	396	3.52	.500
Connecting buyers with sellers is quick and convenient through e-commerce platforms.	396	3.51	.501
<b>Mean Score</b>	<b>396</b>	<b>3.50</b>	<b>.500</b>
<i>* Source: Primary Source</i>			

The interpretation of the central tendency and dispersion for “Reach / Access” in online shopping shows that respondents generally agree with the convenience advantages offered by online platforms. The statement “Online shopping enhances access to a wide range of products and services” yielded a mean of 3.46 and standard deviation of 0.499, “Online shopping easily meets customers' shopping requirements” had a mean of 3.52 and SD of 0.500, and “Connecting buyers with sellers is quick and convenient through e-commerce platforms” achieved a mean of 3.51 and SD of 0.501. The overall mean score for reach/access was 3.50 (SD = 0.500), further supporting the notion that most respondents perceive online shopping to provide convenient, broad, and speedy access to desired products and sellers. The consistently moderate mean values reflect agreement tending towards strong agreement, while the low standard deviation values across all items indicate that these perceptions are widely shared with little variability among respondents.

## Z Statistic – “Reach / Access”

The part of the analysis measures the difference of opinion between the variable of “Reach / Access” based on the demographical profile like “Gender”. The Z statistics is used to analyse the difference of opinion between the two categories of the demographical profile. Since there are only two groups in the demographical profile the Z statistics has been used. The analysis has been displayed separately for the urban and rural respondent’s and is as follows;

## Difference of opinion on “Reach / Access” based on the “Gender” category

*H<sub>0</sub>: There is no significant difference of opinion on “Reach / Access” based on the “Gender” category.*

Variables	Labels	N	Mean	Sd	Z	df	Sig.
Reach / Access	Male	179	3.50	.501	.374	394	.709
	Female	217	3.48	.501	.374	379.667	.709
<b>Source - Primary Data</b>				<b>N – Number of Respondents</b>			
<b>* Significant at 0.05 %</b>				<b>Sd – Standard Deviation</b>			

The table shows that there is no significant difference in opinions on “Reach / Access” between male and female respondents in the context of online shopping. Males had a mean score of 3.50 (SD = .501) and females had a mean score of 3.48 (SD = .501), indicating a nearly identical perception of

access and reach across genders. The Z-value for both groups is .374 and the significance level is .709, which is much greater than the threshold of 0.05. This means gender does not influence consumers' views on how well online shopping platforms provide broad and convenient access. Both male and female participants similarly agree that online shopping enhances customer connectivity, access to products, and service convenience.

## One Way Analysis of Variance (ANOVA) – “Reach / Access”

The part of the analysis measures the difference of opinion between the variable of “Reach / Access” based on the Demographical Profile category like “Age” & “Monthly Income”. The analysis of variance (ANOVA) statistics is used to analyse the difference of opinion between the more than two categories of the demographical profile. Since there are more than two groups in the demographical profile the analysis of variance (ANOVA) statistics has been used. The analysis has been displayed separately for the urban and rural respondent’s and is as follows;

### Difference of opinion on “Reach / Access” based on the “Age” category

*H<sub>0</sub>: There is no significant difference of opinion on “Reach / Access” based on the “Age” category.*

Variables	Groups	SS	df	MS	F	Sig.
Reach / Access	BG	.303	4	.076	.300	.878
	WG	98.674	391	.252		
	Total	98.977	395			
Source - Primary Data		SS - Sum of Squares			df – degrees of freedom	
* Significant at 0.05 %		MS - Mean Square			F - Fishers Value	
BG - Between Groups		WG - Within Groups				

The table presents the results of an ANOVA comparing “Reach / Access” perceptions among different age groups in online shopping. The between-group sum of squares is 0.303 with 4 degrees of freedom, while the within-group sum of squares is 98.674 with 391 degrees of freedom, resulting in an F-value of 0.300. The significance value is 0.878, which is far above the 0.05 threshold. This clearly shows that there is no statistically significant difference in perceptions of reach and access based on age. Respondents from various age categories similarly recognize and value the wide-ranging, convenient access offered by online shopping platforms. Age, therefore, does not play a meaningful role in shaping consumers’ opinions on this dimension.

### Difference of opinion on “Reach / Access” based on the “Monthly Income” category

*H<sub>0</sub>: There is no significant difference of opinion on “Reach / Access” based on the “Monthly Income” category.*

Variables	Groups	SS	df	MS	F	Sig.
Reach / Access	BG	1.447	5	.289	1.157	.330
	WG	97.530	390	.250		
	Total	98.977	395			

<i>Source - Primary Data</i>	<i>SS - Sum of Squares</i>	<i>df – degrees of freedom</i>
<i>* Significant at 0.05 %</i>	<i>MS - Mean Square</i>	<i>F - Fishers Value</i>
<i>BG - Between Groups</i>	<i>WG - Within Groups</i>	

The table shows the results of an ANOVA for “Reach / Access” across different monthly income categories in online shopping. Between-group sum of squares is 1.447 with 5 degrees of freedom, within-group sum of squares is 97.530 with 390 degrees of freedom, and the F-value is 1.157. The significance value is 0.330, well above the accepted threshold of 0.05. This means there is no statistically significant difference in the perception of reach/access among respondents with different monthly income levels. All income groups similarly value the ability of online shopping to efficiently connect buyers and sellers and provide broad access to products and services. Monthly income does not appear to influence this perception.

## **Bivariate Correlation - Relationship among “Reach / Access” and “Perceived Benefit”, “Perceived Risk”, “Perceived Ease of Use”, “Perceived Usefulness”, “Attitude” and “Behavioural Intention”**

The present part of the analysis measures the relationship between the variables of “Perceived Benefit”, “Perceived Risk”, “Perceived Ease of Use”, “Perceived Usefulness”, “Attitude” and “Behavioural Intention”. The Bivariate Pearson Correlation has been used to measure the relationship between the variables. The results of the correlation are positive correlation, negative correlation and no correlation. The present correlation analysis is as follows;

H<sub>0</sub>: Correlation between “Reach / Access”  $\leftarrow \rightarrow$  “Perceived Benefit”, “Perceived Risk”, “Perceived Ease of Use”, “Perceived Usefulness”, “Attitude” & “Behavioural Intention”

Variables	Reach / Access
Perceived Benefit	.141
Privacy / Security	-.037
Cost	.030
Technology Constraints	.005
Compatibility	.006
Level of Service	.034
Adherence	.000
Perceived Risk	.006
Resistance to Change	.055
Facilitating Conditions	-.026
Awareness Level	.040
Customer Satisfaction	-.051
Perceived Ease of Use	-.041
Online Shopping Perspective	.025
Social Norms / Acceptance	.035
Product Quality	.010
Perceived Usefulness	.021

Affective	.026
Cognitive	.047
Attitude	.091
Decision Making	-.071
Expertise	.084
Self-efficacy	.130
Preference	.016
Behavioural Intention	.042

**Positive Correlations:** For positive correlations, Reach / Access has weak but notable positive associations with Perceived Benefit (0.141), Cost (0.030), Level of Service (0.034), Resistance to Change (0.055), Awareness Level (0.040), Online Shopping Perspective (0.025), Product Quality (0.010), Perceived Usefulness (0.021), Affective (0.026), Cognitive (0.047), Attitude (0.091), Expertise (0.084), Self-efficacy (0.130), and Behavioural Intention (0.042). This suggests that respondents who perceive better reach and access in online shopping are also likely to report higher perceived benefits, more positive attitudes, greater expertise, higher self-efficacy, and a more favorable intention to shop online, although these correlations are generally modest in strength.

**Negative Correlations:** Negative correlations are observed with Privacy / Security (−0.037), Compatibility (−0.006), Facilitating Conditions (−0.026), Customer Satisfaction (−0.051), Perceived Ease of Use (−0.041), Social Norms / Acceptance (−0.035), and Decision Making (−0.071). These values indicate that better reach and access may be very slightly associated with lower concerns about privacy or ease of use, but the strength of these negative relationships is minimal.

**No Correlations:** No correlation or essentially negligible relationships (values at or near zero) are seen with Technology Constraints (0.005), Adherence (0.000), Perceived Risk (0.006), and Preference (0.016). This means that for these aspects, users' perception of reach or access in online shopping does not meaningfully change in conjunction with these factors.

## Structural Equation Modeling - Impact of “Reach / Access” on “Perceived Benefit”

In this part the impact of the independent variable over the dependent variable is measured using the path analysis. The influence is found out using Regression Weights and the degree of change in the independent variables is found out using squared multiple correlation. The model is to identify the “Reach / Access” on “Perceived Benefit”. The analysis is as follows;

### Model Fit - Impact of the “Reach / Access” on “Perceived Benefit”

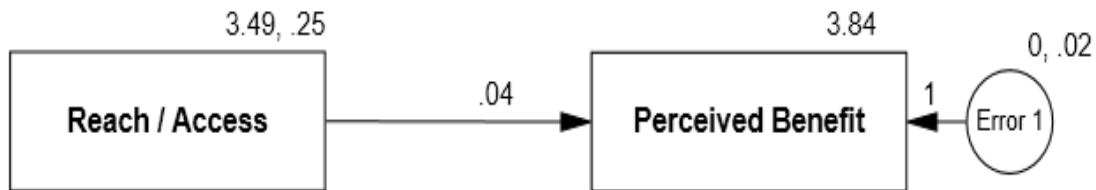
Test for model fit	Values
GFI (Goodness of Fit)	0.910
AGFI (Adjusted Goodness of Fit)	0.918

The **GFI (Goodness of Fit)** and **AGFI (Adjusted Goodness of Fit Index)** should be nearing to one or one indicates that the model is a good fit. In this model it's nearing one so it indicates that the



model is a good fit. In this model the GFI value is 0.910 and AGFI value is 0.918. This clearly implies that the model is a good fit.

## Impact of “Reach / Access” on “Perceived Benefit”



## Regression Weights - Impact of “Reach / Access” on “Perceived Benefit”

Variable	Inf.	Variable	UE	SE	S.E.	C.R.	P
Perceived Benefit	←	Reach / Access	0.040	0.141	0.014	2.839	0.005*
** Significant at 0.05percentage Level			S.E – Standard Error			Inf. – Influence	
UE – Unstandardised Estimate			C.R – Critical Ration				
SE – Standardised Estimate			P – Probability Value				

**Positive Influence:** The independent variable “Reach / Access” shows positive influence on the dependent variables “Perceived Benefit” (Estimate = 0.040).

## Squared Multiple Correlations - Impact of “Reach / Access” on “Perceived Benefit”

Variable	Estimate
Perceived Benefit	0.020

The dependent variable “Perceived Benefit” shows 2.0 percentage of its variance in when influence by the independent variable “Reach / Access”.

## Findings

- **Reach / Access:** Moderate agreement is noted (Mean = 3.50). Customers acknowledge good access to products and quick connection to sellers, but improvements are needed to meet all shopping requirements consistently.
- Gender does not influence opinions on reach and access. Male and female respondents reported nearly identical perceptions, and the non-significant result confirms consistent views across gender categories.

## Suggestions

The first step is to enhance data protection through advanced encryption standards, secure servers, and regular vulnerability audits. Customers must feel assured that their personal details, browsing history, and payment information are handled with the highest confidentiality. Implementing multi-factor authentication, secure login protocols, and fraud-detection systems can significantly reduce unauthorized access risks.

## Conclusion

To convert neutral users into committed customers, platforms must focus on improving personalization, decision-support tools, verified reviews, and strong return policies that reduce perceived risk. Emotional and cognitive factors should also be strengthened through engaging digital experiences, reward programs, and consistent value delivery.