



FACTORS INFLUENCING ONLINE PURCHASE BEHAVIOUR INTENTION OF HEALTH FOOD SUPPLEMENTS IN INDIA- UTAUT2-AN EMPIRICAL ANALYSIS

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Abstract: The research intends to explore the factors that influence Indian online purchases of health food supplements. The inspiration came from the recent rise in smartphone and internet usage, which has caused a shift in consumer behaviour away from traditional stores and toward online retailers. UTAUT2 was utilised in the study, and it was modified by the addition of personnel innovativeness, convenience, trust, security and use of social media. Only 124 Indians who took part in the survey—out of a total of 121—were considered for analysis. PLS-SEM or was used to analyse the proposed model. The results show that online purchase behavioural intention to buy health food supplements is positively influenced by Performance expectancy, Effort expectancy, social influence, Hedonic motivation, Personal innovativeness, Convenience, Security, Price value, and Use of social media, and online purchase intention has a positive influence on the continuous usage behaviour of online for buying health food supplements. Habit and trust don't have a significant positive influence on online purchase behaviour intention of healthy food supplements. Present research work demonstrates the spread of online purchase behaviour intention in developing nations by using the UTAUT2 model. This research paper offers strategic recommendations to online merchants on how to localize online buying tools like websites and apps for purchasing healthy food supplements

Keywords: Factors, Health food supplements, online, PLS-SEM, use of social media

I. INTRODUCTION

Online shopping is when you buy or sell any kind of goods or services using a computer or other internet-connected electronic device, like a smartphone. Because more people have smartphones and the internet, the public's shopping habits have changed in recent years. Now, people prefer online to buy products and services. In the past few years, the number of people in India who use mobile phones and the internet has increased. In 2021, there were 830 million Internet connections around the world. This was largely because of the "Digital India" project. 55% of all networks that connect to the internet had been in cities, and 97% of those wireless connections. The number of smartphones also has grown a lot, and by 2026, there will be 1 billion of them. Because of this, India's digital economy has grown, and it is expected to be worth More than us\$1 trillion by 2030. India's e-commerce industry is expanding quickly because the country is getting richer, more people are getting access to the internet, and smartphones are becoming more popular. The e-commerce sector in India had also changed how business is done there and opened up many new market niches, such as business-to-business (B2B), business-to-consumer (D2C), business-to-consumer (C2C), and business-to-government (G2G) (C2B). In the past few years, big markets like D2C and B2B have exploded in size. India's D2C market is expected to reach \$60 billion by FY27. In 2022, the worldwide e-commerce market is expected to grow by 21.5% and reach US\$74.8 billion. By 2030, it is expected to be worth US\$350 billion (E-Commerce industry in India).

No one can agree on what makes people want to buy health food supplements online at the moment. Because of this, it is essential to understand the goals of online health food supplement shoppers if you want to know if they will stay with your business or leave. Since online health food supplements buying is very different from other kinds of online shopping because of how quickly food goes bad and how different the products are, as well as how often people shop for health food supplements online, keeping customers or reducing the rate at which they leave is one of the most significant effects a company can do to stay in business in a highly competitive retailing environment. To get the internet channel, you need to know how health food supplement users use it and what they do there. More learning in this area will help academicians, online retailers and food and grocery businesses. Also, a literature review showed that there haven't been any studies that have looked into the important factors that affect how people buy things and how to make that experience the same across different channels of purchase in the case of Indian online health food supplement buying. Also, when it comes to online platforms, consumers have different adoption and use rates for different types of products. To make the most of the marketing potential of healthy food retail, it is essential to understand the buyer features that affect how they behave when they buy health food supplements online. Most marketing research firms say that Bengaluru and Chennai have the most online consumers. Because of this, the Southern region has the largest market share, followed by the Western and Northern regions.

The (UTAUT2) was modified in this study by adding three components that investigate certain factors like Innovativeness, Trust, convenience, security and social media. Utilizing the suggested framework for research reasons why Indians are adopting online shopping. for thorough factor investigation To have an impact on Indian adoption of internet purchasing, personal innovation was introduced. to determine whether Indians are eager to try new technology, including online shopping. Very innovative people are thought to easily absorb new technology. Knowing that consumers who used to purchase have different perceptions of risk, the study took this into account. This is the aspect which may be found in a real store where they can touch and feel the merchandise. prevents them from embracing online shopping. Other risks associated with online shopping, such as Risks to money and privacy seem careless in the Indian environment. Further, Trust in commerce is a major issue in developing nations. Consequently, this component was introduced too. Trust, convenience, security, and use of social media constructs were added to the UTAUT2 model, and they serve as the theoretical contribution of this research to the study of online purchasing in poor countries' behaviour. Here's how the other parts of the research paper are set up: Part 2 looks at what's already been written, comes up with a hypothesis, and suggests a research model. In section three, we talk

about how we did the research, and in section four, we talk about what we found and how we figured it out. In the last part of the paper, the conclusion, limitations, and suggestions for future research are given.

II. MATERIALS AND METHODS

2.1 Performance expectancy

Performance expectations have a big impact on consumers' plans to accept and use mobile commerce in different situations. Make a process flow where the expected performance is based on the quality of the data and future technologies on the clothing website and the fashion consumer's past experiences. This makes it easier for them to suggest the fashion brand and website in internet comments and reviews (L. L. Sandra). Altruism was less important than performance expectations in trying to explain user engagement, and only 2 elements of social capital—a feeling of owing and mutuality norms—significantly anticipated online participation (Nguyet A. D., 2016). Behaviour influences the decision to use social media apps, and behaviour is affected by social influence, expectations of performance, and expectations of how much work it will take. The moderation study also shows that expertise does not change the link between social impact and the intention to act, but it does change the link between effort expectancy and intention to use. Even though Millennials use social networking apps more and more, a previous study focused mostly on the goals and behaviours of online users as a whole (Pei Y. C., 2018). showed that perceived attractiveness, perceived feasibility, and performance expectancy were important predictors of the intention to accept and use IT innovation (Sedigheh M. S., 2017). Pleasure, reciprocal gain, and acknowledgement are important motivators at work that increase engagement and performance expectations (Mario, 2017)

H1: PE has significant positive influence on the online purchase behaviour intention of health food supplements

2.2 Effort expectancy

To assess a sparse framework, it was decided to focus on the four and four moderators shown in UTAUT that have to do with effort expectations and customer experience. The concentration was on effort expectation because it was observed to have the most impact on intention (Oh, 2014). It has been shown that a low expectation of effort is a strong predictor of intent (Lee, 2017). Useful for telecommunications companies, mobile shopping companies, and marketers who want to come up with effective and efficient ways to attract potential customers. P.E. and effort expectancy has a significant impact on people's plans to use mobile commerce. This has a big effect on the intermediary (Shrafat, 2018). People's plans to keep using e-government activities were found to be affected by social influence and how much work they thought they would have to do (Fahmi, 2017). The research work was based on the idea that assurance is the most important part of technology and service quality. Also, it was found that PE and EF positively and significantly mediated website design, customer service, and customers' desire to use internet banking (Amar, 2019).

H2: EF has significant positive influence on the online purchase behaviour intention of health food supplements

2.3 Social influence

Online reviews are a useful source of data for social influence, and there is research on how the actions of peers affect how people buy things online (Andhari, 2020). The most important factor in a player's decision to keep playing an online game is how they feel about the community. This is especially true for high-level-achievement players. Community value equivalence may affect whether or not players with low academic achievement continue to play games online (Cheng-Chieh, 2017). Surprisingly, there isn't much research on how social influence affects how helpful people think a review is, even though online reviews are a form of consumer-to-customer communication in which socialisation plays a big role (Risselada, 2014). Social aspects affect how people understand the information in online studies and how they feel about how useful they are. When there are a lot of votes that are all positive (or all negative), consumers think that the reviews are more (or less) helpful. Also, useful vote totals from other people make the pros of framing and the cons of typos less important (Hanus, 2016).

H3: SI has significant positive influence on the online purchase behaviour intention of health food supplements

2.4 Facilitating condition

The facilitating condition is how much a person thinks there is a technological infrastructure that makes it possible to use technology. It shows how well the environment, especially resources and technological progress, can limit what people can do. But the study's idea of "facilitating conditions" focuses on a technological setting made to make it easier for people to use technology, which makes it simpler for clients to use mobile shopping functions and features. Because mobile shopping is done on the go, a shopping assistant couldn't always be flexible. As well, mobile phone technology could be seen as an aide in and of itself. There is a strong link between the factors that make it easier to solve online community complaints in the Padang Pariaman regency (Yulia, 2020).

H4: FC has significant positive influence on the online purchase behaviour intention of health food supplements

2.5 Hedonic Motivation

Depending on what kind of need each motive is trying to meet. Parts of the second group of motivating factors are based on psychological or exploratory factors that make the experience of buying and using the product pleasant. The first group of motivations includes those that lead the consumer to get workable, financial, rational, practical, and extrinsic benefits (Solomon, 2009). Hedonic motivation affects the intention to buy something online because it gives the buyer a way to interact with the product (O'Brien, 2010). Intentions based on celebrities are linked to hedonistic motivation, while intentions based on products are linked to utilitarian motivation (Cai, 2018). Hedonistic incentives, like having fun, don't tell us much about how people buy things online. The study shows that Pakistani customers are not interested in shopping online. They only shop online because it's more convenient (Adnan, 2014). Time limits don't have a big effect on hedonic, but they do have a big effect on utilitarian motivation (Chang, 2014).

H5: HM has significant positive influence on the online purchase behaviour intention of health food supplements

2.6 Price Value

The price value factor was an essential addition to the model, along with habits and hedonic motivation. Employees in an organisation don't have to pay to use technology, but consumers do. This is a big difference in terms of price value between the two groups of people who use technology (UTAUT and UTAUT2). PV is a good predictor of consumer behaviour intentions to use technology in UTAUT2 when the perceived benefits of adopting technology are more than the perceived financial costs of doing so (Venkatesh, 2016). For example, as part of the price-value model, the study looked at both the financial cost and the opportunity cost of people using traditional ways to get health services when m-health service systems aren't available (Dwivedi, 2011). In addition to being a cause, price value has three independent causes: 1) Context awareness (CAW) in pervasive information systems user acceptability (Google Glass) (Segura, 2015).

H6: PV has significant positive influence on the online purchase behaviour intention of health food supplements

2.7 Habit

Weight analysis showed that performance expectations/perceived usefulness, trust, and habits were the greatest predictors of consumers' intentions to usage mobile apps, while consumers' intentions were the best predictors of how they used the apps (Tamilmani, 2018). Habit (HB) is a determinant of both what people plan to do and how they use technology. It is the degree to which a person thinks they can do something without thinking about it (V. Venkatesh, 2012). When the UTAUT2 model was used with college students, it was found that behavioural intention was a good predictor of actual use, while habit, performance expectation, and hedonic motivation were good predictors of students' plans to use cell phones for studying (no moderating effect was indicated (K. Nikolopoulou, 2020). Habits can sometimes be affected by the environment or events that happened in the past without the person being aware of them (Hsu, Chang, & Chuang, 2015).

H7: HB has significant positive influence on the online purchase behaviour intention of health food supplements

2.8 Innovativeness

Shopping online instead of going to a store is a new way of doing things (Suyoto, 2020). People with a high level of personal innovation are much more possible to buy things online than people with a low level of innovation or none at all (Jianlin, 2010). Habit, self-efficacy, and effort expectations, as well as effort expectations and performance expectations, are all linked in important ways (Dhiman, 2020). Marketers should focus on users who have high levels of personal innovation because they can be role models and have a big effect on their social circle. Interestingly (Dhiman, 2020).

H8: Innovativeness has significant positive on the online purchase behaviour intention of health food supplements

2.9 Convenience

Studies have shown that convenience is one of the most important things about online grocery shopping (Andersone, 2009). Working women were more likely to buy groceries from online grocery stores if they were easy to get to, delivered to their homes, and convenient (Hui Shen, 2022). Some research has shown that entertainment, ease of use, reliability, quality of information, and speed are crucial when selecting shopping sites (Tzeng, 2020). Accessibility, search, evaluation, transaction, and possession/post-purchase ease are the five factors that make online shopping easy (Jiang, 2012). The biggest pros of shopping online are that it's easy and saves time. On the other hand, the biggest cons for shoppers are that some products might be mispriced and they might not know how to choose and handle perishables like meat, eggs, and

vegetables (Gabriela, 2016). According to a survey of female shoppers, the fact that they don't trust online shopping makes things harder for them (Raman, 2014.). A research survey based on data from 28,000 customers in 56 countries found that people buy online because of discounts, savings, convenience, and how easy it is to compare prices (Terron, 2013). During the festival season, it was found that online shopping in India is influenced by several factors, such as usefulness and comfort, look and feel, ease of payment, e-word of mouth, return on delivery, usability, mobility, social reach, social cause, and appealing deals (Khanna, 2015). It was found that safety, service quality, and website convenience are the three most reliable factors that influence how people sense about online shopping (Bhatt, 2012). Price is the most important factor in how people shop internet, but online merchants may be able to take advantage of young people who want convenience and are always on the go by coming up with creative and interesting ways to do business (Farhana, 2017).

H9: CO has significant positive influence on the online purchase behaviour intention of health food supplements

2.10 Trust

Explain the connections between perceived dangers on the Internet and the roughly equivalent impact of product and e-channel risks on customers' trust, as well as the fact that both item and e-channel customer trust and online purchase intents are influenced by them (Nikolaos, 2016). It is vital to comprehend the factors that contribute to Indian consumers' trust in the online shopping process (Sangeeta, 2013). Social acceptance is a prerequisite for consumer trust, perceived product quality, and perceived value. The survey's findings also showed that perceptions of product value and quality take priority over time constraints (ian, 2018). According to the study, trust in third-party promises and a trust-friendly cultural environment had the most favourable effects on customers' intentions to continue making online transactions, out of all the perceived risk and trust characteristics taken into account. Consumer attitude influences their willingness to make an online purchase favourably, whereas perceived risk has the opposite effect on attitude. The tendency to trust as well as the belief in internet merchants were both unimportant (Constanza B. L., 2012). Trust in third-party assurances and a culture of trust had most favourable effects on intentions to continue making transactions online when perceived risk and trust factors were taken into account. Consumer attitude influences their willingness to make an online purchase favourably, whereas perceived risk has the opposite effect on attitude. The tendency to trust as well as the belief in internet merchants were both unimportant (Constanza B. L., 2012).

H10: TR has significant positive influence on the online purchase behaviour intention of health food supplements

2.11 Security

People often don't buy things online because they are worried about security. They are afraid that vendors will trick them into giving them their personal information, especially one's credit card information, which could then be used for bad things (Vasić, 2019). People who buy things online take security seriously and see it as a major problem (I. E. A. Mustafa, 2011). In particular, it should be pointed out that the lack of in-person connection is often the biggest problem with online retail sales. This is followed by worries about the security of online banking and the protection of personal data (Huseynov, 2014). shown that the way people act in this situation is not affected by how easy they think it is to use, but rather by security and privacy worries (Demangeot, 2010). According to this study, there are links between how consumers in China feel about online shopping and how easy it is to use, how safe it is, how private it is, how good the customer service is after the sale, how well the marketing mix works, and how well-known the company is. Marketing mix and reputation have a big impact on how people feel about shopping online (Jun, 2011). Some reasons why people don't buy things online are security concerns, the fact that online goods can't be touched, the lack of social interaction, and dissatisfaction with online shopping (Katawetawarak, 2011).

H11: SR significant positive influence on the purchase intention of health food supplements

2.12 Use of social media

People use social media platforms more often now, and when they switch their communications to online platforms, they think they are more effective (i.e., Facebook, Instagram, Twitter and LinkedIn). This is likely to transformation the way people think about and use all kinds of social media for the better. Social media is mostly thought of as one of the most significant factors that affect a company's marketing strategies in terms of customer involvement, customer relationship management, and communication (Filo, 2015). A careful customer looks at product reviews from places like social media (SM) and tries to find out if an online store's claims are true. (Harsono, 2014). SM also changes the way customers act after buying a product and later when they look up information about that product (Krishen, 2016). A study of how Gen Y in Malaysia buys things online found that most of their purchases are made through Facebook and Instagram (Mehrotra, 2020).

H12: USM has significant positive influence on the purchase intention of health food supplements

2.13 Online Purchased behaviour intention

The purchase behaviour intention has an impact on online usage behaviour and few studies have shown that performance expectancy, effort expectancy, hedonic motivation, social influence, the habit has a direct influence on continuous online usage for buying groceries. Long tail effect and trust have also a significant impact on user behaviour(Singh, 2017).

H13: OPBI has significant positive influence on continuous online usage behaviour of online for purchasing health food supplements

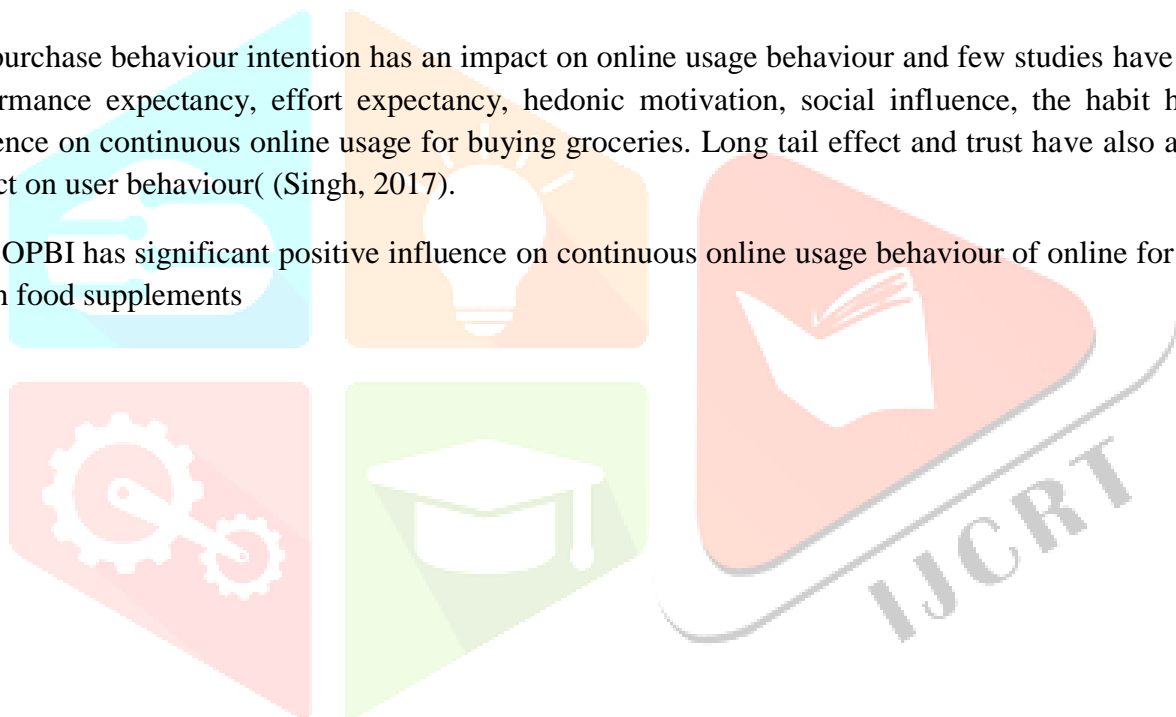
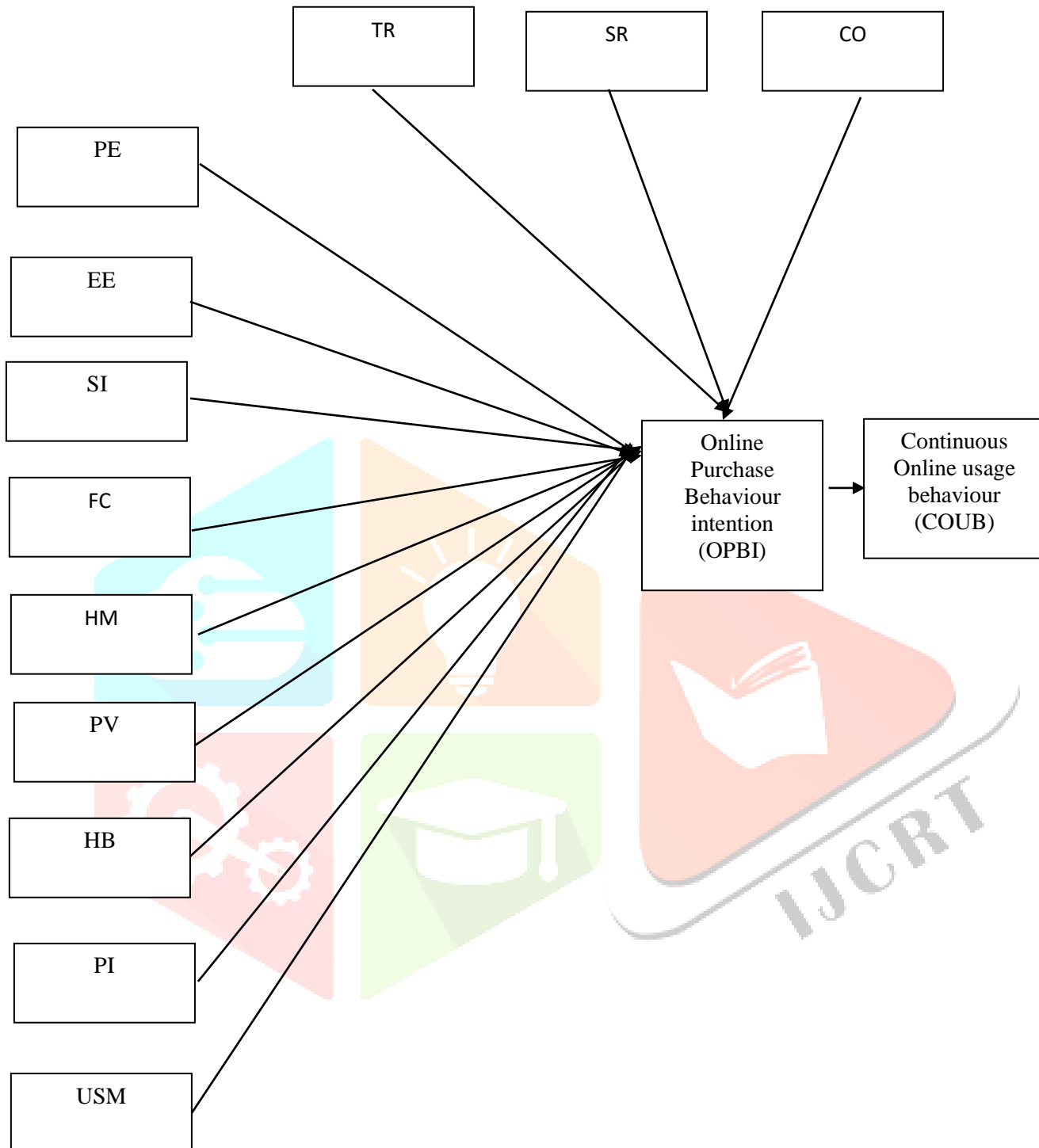


Fig:1 Measurement Model

III. METHODOLOGY

This study used a method called "quantitative research," and the questionnaire was made using information from previous studies on online shopping. In the first of the two parts of the questionnaire, participants were asked about their age, gender, shopping habits, level of education, monthly income, and job title. In the second part, 39 questions covered every part of the study model. On a five-point scale, from "strongly disagree" (1) to "strongly agree," the assessed factors were graded (5). People's plans to buy are often measured with this scale. A test of the questionnaire was done with 25 online shoppers from India, and it worked. A pilot test is used to find out what people think about the questions and to make sure that people can quickly understand, see, or understand what is being asked.

3.1 Data collection

The questionnaire was sent to respondents by email, Facebook, Instagram, WhatsApp, and other social media sites. With the hope that social friends would share the link to the Google form with the questionnaire with other people (snowballing), we put it on different social media sites and apps for mobile phones. In all, 121 Indians answered the questions for this study. So that people would answer all of the questions, they were set to be required.

3.2 Data analysis

The sample size is 121, descriptive statistics were used to show the demographic presentation of the data by using SPSS 24. To look at the proposed research model, the PLS-SEM method was used. Smart PLS 3.0 software was used to do the analysis. This method was chosen because it can work with small samples and doesn't limit the way data can be spread.

Table:1 Validity, Reliability of constructs

	Items	Loadings	AVE	CRC	Cronbach Alpha
PE	PEI	.786	0.673	0.878	0.79
	PE2	.845			
	PE3	.733			
	PE4	.79			
EE	EE1	.788	0.710	0.914	0.868
	EEZ	.856			
	EE3	.89			
	EE4	.87			
SI	SI1	.826	0.683	0.883	0.758
	SI2	.738			
	SI3	.889			
FC	FC1	.789	0.678	0.828	0.701
	FC2	.80			
	FC3	.779			
HM	HM1	.889	0.799	0.974	0.88
	HM2	.937			
	HM3	.918			
PV	PV1	.88	0.786	0.912	0.885
	PV2	.89			
	PV3	.889			
HB	HB1	.835	0.726	0.893	0.855
	HB2	.879			
	HB3	.886			
PI	PI1	.815	0.684	0.882	0.778
	PI2	.758			
	PI3	.849			
USM	SMU1	.901	0.789	0.90	0.858
	SMU2	.789			
	SMU3	.94			
TR	TR1	.912	0.828	0.972	0.892

	TR2	.926			
	TR3	.859			
SE	SE1	.912	0.828	0.972	0.892
	SE2	.926			
	SE3	.859			
Co	Co1	.912	0.828	0.925	0.869
	Co2	.923			
	Co3	.876			
OPBI	OPBI1	.926	0.799	0.92	0.877
	OPBI2	.908			
	OPBI3	.879			
COUB	COUB1	.914	0.789	0.92	0.886
	COUB2	.917			
	COUB3	.878			

Table:2 Hypothesis test

Hypothesis	Relationship	std Beta	std error	[t-value]*	Pr>t	Decision
H1	PE > OPBI	.058	.056	0.912*	.0031	Accepted
H2	EE > OPBI	.138	.054	3.532*	.0001	Accepted
H3	SI > OPBI	.014	.048	0.201	.026	Accepted
H5	HM > OPBI	.088	.06	1.408*	.0037	Accepted
H6	PV > OPBI	.248	.062	3.042*	.0027	Accepted
H7	HB > OPBI	.089	.047	1.765	.0064	Rejected
H8	PI > OPBI	.077	.05	2.054*	.0041	Accepted
H9	USM > OPBI	.389	.066	4.884*	.0001	Accepted
H10	TR > OPBI	.025	.061	0.617	.0065	Rejected
H11	SR > OPBI	.050	.066	0.884*	.0016	Accepted
H12	Co > OPBI	.267	.061	4.445*	.0081	Accepted
H13	OPBI > COUB	.050	.066	0.904*	.0021	Accepted

IV. RESULTS

The measurement model is assessed by looking at its Factor loading, Cronbach alpha, Average variance extracted, and composite reliability as well as its convergent indicator validity. It should be advised that all of the aforementioned measures be more than 0.7. In our investigation, the values for factor loading, Cronbach's alpha, average extracted variance, and composite reliability are all greater than 0.7.

By using bootstrapping with 5000 resamples and a 5% confidence interval, the direct effects of 13 exogenous factors and one endogenous variable were evaluated. The procedure assesses the proposed measured model's robustness and enables the offered hypothesis to be strengthened. 10 of the 12 evaluated recommended hypotheses (H1, H2, H3, H4, H5, H6, H8, H9, H11, H12, and H13) were accepted, while the other two (H7 and H10) were rejected. The recognised theory established that the intention to acquire health food supplements online is positively influenced by performance expectancy, effort expectancy, social influence, hedonic motivation, price value, personnel innovativeness, use of social media, security, and

convenience. The purchasing behaviour intention to buy health food supplements online is negatively influenced by habit and trust.

4.1 Discussion

According to this research findings, factors such as performance expectancy, effort expectancy, social influence, hedonic motivation, price value, personnel innovativeness, use of social media, security, and convenience positively affect consumers' intentions to buy health food supplements online. This finding supports earlier research that found that Indian consumers find it simple to purchase supplements online, whether they are using a desktop computer or a mobile device. Therefore, it is advantageous for online retailers of health food supplements to create websites or applications to market their products.

4.2 Conclusion

To understand the driving forces behind Indian customers' online purchases of health food supplements using UTAUT2. The study aimed to increase our knowledge about cities and urban applications. Convenience, security, trust, and social media usage are additional consumer-related characteristics that were added to the UTAUT2 model for this study. The addition of the components to the UTAUT2 model is the study's theoretical contribution. Understanding the factors that influence the online purchase intention of healthy food supplements and which show Performance expectancy, Effort expectancy, Social influence, Hedonistic motivation, Price value, Personal innovativeness, Security, and Convenience have a positive influence on the purchase behaviour intention to buy health food supplements is the practical contribution.

4.3 Limitation

This study's limitation is that only urban consumers were used to test the model; rural consumers must also be included. Second, consider the q2 test that will be used to determine the predictive validity of each exogenous variable for a specific endogenous variable. The third limitation should involve determining which online shopping tool, such as a smartphone app or website, consumers use to purchase health food supplements. Fourthly, the study did not account for the moderating influence of age, habit, and experience on the intention to purchase health food supplements online.

4.4 Future study:

Future research should examine the impact of the moderating variable on the intention to purchase health food supplements online while taking social media use into account.

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