TECHNOLOGY READINESS OF ONLINE SHOPPING – A FACTOR ANALYSIS

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Abstract: The purpose of this study is to understand the buying behvaiour and technology readiness of online shopping in Erode town. The success of online shopping environment depends on various factors such as technology readiness of customers and the e-service quality of online stores. This research summarizes which factors need improvement to increase e-shopping behavior among customers. This study provides a methodology for measuring impact of customer's technology readiness and their perception about e-service quality on e-shopping behavior. Based on the findings of the present study, several suggestions and recommendations to improve the online shopping in the study area.

Keywords: Online Shopping, Customer Buying Behvaiour and Technology Readiness

Introduction

Online shopping initiatves are increasingly attracting working professionals, women and children. As businesses try to grow their online retail presence, they need to be aware of the preferences and concerns that drive online shoppers. All the studies pertaining to internet adoption for commerce show greater potential for online marketing. To reach their full potential, business owners who use e-commerce as a distribution channel need a clear understanding of who buys through online, what they buy through online, why they buy through online and how the non-internet buyer can be transformed into an online buyer in order to increase online sales. Thus if the businesses analyze the factors affecting customer's behavior towards online shopping and the relationship between these factors they can device better marketing strategies to convert off-line buyers into online shoppers. They also can revise the strategies for online shopper's retentions.

The success of online shopping environment depends on various factors such as technology readiness of customers and the e-service quality of online stores. Customer's technology readiness refers to their belief about technology usage. E-Service quality of online store refers to overall customer evaluations and judgments regarding the excellence and quality of e-service delivery in online shopping process. This research summarizes which factors need improvement to increase e-shopping behavior among customers. This study provides a methodology for measuring impact of customer's technology readiness and their perception about e-service quality on e-shopping behavior.

Need for the study

The advent of e-commerce, however has stimulated intensified interest in understanding the nature of relationship among overall service quality and real value which consumer expect when they choose to shop online. There are various key factors affecting e-service quality dimensions. Using those dimensions, one can examine the relationship among overall service quality and consumer purchase intensions. This study will accumulate the findings about the customer's technology readiness and e-service quality of online stores on e-shopping behavior.

This study will help in knowing the customer's perceptions on e-service quality with respect to shopping behavior. This study also intends to understand the impact of technology readiness on e-shopping behavior. Researchers will also understand the role of TR components like Optimism, Innovativeness, Discomfort and Insecurity on e-shopping behavior. The researcher will also evaluate whether technology readiness act as constraint for e-shopping behavior even if the e-service quality is good enough.

Objectives of the study

Aims and objectives of the study are narrated as follows:

1. To determine the optimistic and pessimistic attributes of online buyer behaviour and technology readiness in the framework of online shopping.
2. To examine the relationship between different attributes of technology readiness with online buyer behaviour.
3. To provide suitable suggestions to improve the online shopping in Erode town.

Research Design

Research is a systematic and methodical process of enquiry and investigation with a view to increasing knowledge. A research is undertaken to discover, check and ascertain relationships between variables of a selected and identified scope of study. Research design is a plan of action to be carried out for research work. The research design is a conceptual structure within which research is conducted; it constitutes the blueprint for collection, measurement and analysis of data.

Sampling Framework

The data was collected at various palaces in Erode town. The method for selecting the sample was non-probability - judgment sampling method. Judgmental sampling is a non-probability sampling technique where the researcher selects units to be sampled based on their knowledge and professional judgment. In this study, the entire population is the buyer and non-

buyer customers in online shopping providers. It is viable to use judgmental sampling if the researcher knows a reliable professional or authority that he thinks is capable of resembling a representative sample. The questionnaire was given to all the customers those who prefer or do not prefer online shopping.

Data Processing

This questionnaire was distributed to 200 respondents, on the basis of literature review and secondary sources researcher arrived at judgment that computer or Information Technology and internet savvy people are capable as representative sample.

Statistical Tools Used

The primary data collected from the respondents were analyzed and presented in the form of tables. The entire statistical test in this study was carried out at 5 per cent and 1 per cent level of significance. In this present study the researcher used Factor Analysis.

Limitations of the study

It is important to remember at this stage that all research suffers from limitations, thus this section narrates the limitations of the present study.

1. For more conclusive results, more districts of Tamil Nadu should have been studied.
2. However, this was not possible due to time and financial constraints. It was not possible to cover a larger number of buyers because getting them required considerable time, resources and other logistics.
3. Data collection was not targeted at equal number of samples for male and female customers.

Review of Literature

This piece of research focuses on the related literature which refers to online purchase experiences, factors influencing online purchases, online behaviour, internet using experience and product classifications in the internet. Accordingly in this detection, the relevant research studies were grouped and have been presented.

Chitra Sharma (2016)[1] this study attempts to analyze the characteristics of buying behaviour of online shoppers. Consumer buying behaviour in respect of online shopping was studied using different socio-economic variables. It also provides a support that helps researchers to understand the drivers of consumers' attitude and goal to shop on the Internet and consumers' perceptions regarding ease of use and usefulness. The outcomes of the study suggest that assessment of consumer buying behaviour can contribute to a better understanding of consumer buying behaviour in respect of online shopping.

Sanjeev Prashar et al. (2017)[2] the e-commerce industry in India has seen unprecedented growth in last few years. In viewing India's substantial e-retail opportunity across multiple segments, investors have been aggressively funding the e-commerce sector. This growth has been fuelled by rapid adoption of technology, improving standards of living, an increasing young population and economically advancing middle class, besides increasing access to the Internet through broadband and use of smart phones and tablets. However, though this Indian online

market is growing at an exponential rate, it is still unexplored in terms of its shopping behaviour. Findings suggest that both internal and external elements have direct influence on web satisfaction. As the mediating variable, web satisfaction affects purchase intention. This research highlights on why and how 'satisfaction with website' matters in the contribution of shopping values and website atmospherics to behavioural outcomes by presenting its mediating role.

Bikas Chandra Mandal and Soma Sur (2017)[3] Internet marketing and online shopping have opened the gates not only for big, small and medium enterprises (SMEs), it has created immense opportunities for startups of India, to market their products (both goods and services) globally. But though there is significant development of the internet technologies, internet facilities and services, still the online sale is not significant compared to the sale through retail. Hence, this study is undertaken to find the factors that will improve online sales. The findings are that there are two major categories of influencing factors, namely motivating and restricting factors, which affects the customers' intension to use online shopping for purchase. Based on these findings a model has been conceptualized.

Arya Prasad and Amal (2018)[4] the systematic literature reviews from the selected articles gives an overview about the major factors that was discussed by different researches across the time period between 2010 and 2017. Major factors that were found out from research papers are quality, price, perception, attitude, promotion, offers, options, availability, convenience etc. These factors are divided to four groups consumer factors, perception/attitude, behaviour, website attribute. There are different factors which motivates the buying behaviour of customers in the online platform. These factors can be external and internal. External factors include demography, culture, sub-culture, socio-economic, technology etc. and internal factors includes the traits or behaviour like attitude, learning, perception. Customers use this factor to decide on the final selection of different choices that they are offered.

Mohammad Anisur Rahman et al. (2018)[5] in their study made an attempt to analysis the World Wide Web has propelled in no small extent of changes in the attitude and behaviour of people all over the world. The survey reveals that consumers shop online to save time, and for available varieties of products and services. Both male and female have the same type of behaviour towards liking and disliking factors; they like home delivery facility and dislike inability to touch and feel the product most. They acquire online shopping information from websites especially from the social network and purchase apparels, accessories mostly through cash on delivery method of payment. The most of the consumers are concern about the security of the payment system, and their overall online shopping satisfaction is mixed.

Vinod Kumar Pal, et al. (2018)[6] In Today's Era, Digital Platform gives the opportunity to consumers as a new experience to collect information, comparing the available products or their prices and possibility of purchasing it on the internet. Therefore, consumer Behaviour is an important factor for e-commerce companies. Prediction of consumer Behaviour in today's era e-commerce companies need to understand how, where and why consumers behave in such a way and they need to offer products and services according to those expectations of the consumers,

wherein, turn it would certainly make a customer happy towards their shopping experience and would become loyal those brands which they preferred to buy those products and services through online mode of shopping on a regular interval basis.

Muhammed Muntaqheem and Satish D Raiker (2019)[7] Shopping has changed as a result of the influence of technology most people preferring online shopping than the traditional physical store shopping. This trend took center stage in the past decade with many retail giants integrating the two approaches to achieve maximum benefit. This research aims to understand the comparison between online shopping and physical store shopping and consumer behaviour towards these modes of shopping. This paper identifies and discusses that male population tend to shop more online shopping rather than physical shopping. For safety of payment more preference is given to shopping malls related to physical shopping. People are slowly going for online shopping but the majority of people's mentality goes to physical shopping as it is having trust, feel and touch of the product. In the research it has been found that FlipKart and Jabong are the major players in the online retail and online shopping is here to stay and number of people favoring this mode is growing day by day.

Vidya and Selvamani (2019)[8] Consumer Behaviour is a complex and challenging field to analyze by the marketer as preferences vary over a period of time. The traditional method of purchase is replaced with online mode facilitating the consumer anytime purchase providing all the benefits under a single roof. Various E-Commerce models provide both the product and service sectors to utilize the facilities and opportunities at the right time. The online shopping had become an entertainment activity in spite of the gender differences. This study analyses the Consumer Behaviour towards Online Shopping with due considerations with the product related dimensions. The results indicated that the online shoppers are satisfied with all the product dimensions and the variables like educational qualification, knowledge of online shopping, frequency of online purchases and preferred mode of payment had a significant relationship with the awareness level on online shopping. The researcher suggest that with due attention to product delivery at remote places and increased advertisements online sales can be increased over a period of time.

Ashok Panigrahi and Vijay Joshi (2019)[9] Online shopping is a phenomenon that is growing rapidly now-a-days. Web based business advertising in India is developing at a quick pace. The purpose of this paper is to look at the factors driving online shopping and to develop an understanding of the factors influencing the online shopping by the consumers. This study is aimed to look into how consumers' loyalty, trust, service quality and other related factors that affects the online buying behaviour of consumers and the selection of a seller. With the rapid development of network technology and electronic commerce, e-marketing had been formed and developed gradually. The number of internet users are increasing at a very rapid rate which ultimately increasing the size of online purchasing of goods and services but there are certain factors which affects the buyers buying behaviour, which every e-commerce business need to understand in order to attract new customers as well as to retain the existing.

Anupam Sharma and Deepika Jhamb (2020)[10] this paper aims to reflect on different issues and perspectives of online marketing due to COVID-19. There are still many more uncertainties to predict how the sale for the next few months will be impacting the global community, both personally as well as professionally. This study explores the impact of the epidemic from toilet tissue rolls to baby gear, pet food to many more daily essentials. Although some of the companies managed to operate through social commerce that is marketing by using e-commerce and social media. The results are indicative of the fact that online marketing and shopping will soon go back to normal but the losses and downshift brought by this pandemic are not ignorable.

Results and Discussions - A Factor Analysis

Factor analysis is a multivariate analysis procedure that attempts to identify any underlying 'factors' that are responsible for the co-variation among group independent variables. The goals of a factor analysis are typically to reduce the number of variables used to explain a relationship or to determine which variables show a relationship. The variables must represent indicators of some common underlying dimension or concept such that they can be grouped together theoretically as well as mathematically.

The factors influencing the technology readiness of online buying behavior of consumers are discussed with the factor analysis multivariate technique. However, before applying factor analysis, the data were tested for its appropriateness. For this purpose, twenty variables has been selected viz., Var 1 (Technology gives people more control over their daily lives), Var 2 (Any business transaction you do electronically should be confirmed later with something in writing), Var 3 (Other people come to you for advice on new technologies), Var 4 (Technology always seems to fail at the worst possible time), Var 5 (Sometimes, you think that technology systems are not designed for use by ordinary people), Var 6 (You like the idea of doing business via computers because you are not limited to regular business hours), Var 7 (You do not feel confident doing business with a place that can only be reached online), Var 8 (You like computer programs that allow you to tailor things to fit your own needs), Var 9 (Technical support lines are not helpful because they don't explain things in terms you understand), Var 10 (You find new technologies to be mentally stimulating), Var 11 (If you provide information to a machine or over the Internet, you can never be sure it really gets to the right place), Var 12 (It is embarrassing when you have trouble with a high-tech gadget while people are watching), Var 13 (You keep up with the latest technological developments in your areas of interest), Var 14 (You worry that information you send over the Internet will be seen by other people), Var 15 (In general, you are among the first in your circle of friends to acquire new technology when it appears), Var 16 (There should be caution in replacing important people-tasks with technology because new technology can break-down or get disconnected), Var 17 (You do not consider it safe to do any kind of financial business online), Var 18 (You can usually figure out new high-tech products and services without help from others), Var 19 (You enjoy the challenge of figuring out high-tech gadgets) and Var 20 (Technology gives you more freedom of mobility). All the 20 factors were selected for factor analysis by using principle component extraction with an orthogonal (Varimax) rotation. The factor matrix is a matrix of loading and correlations between the variables and the factors.

The table 1 enumerates that the communalities of the selected 20 variables have good reliability 0.971, and are keenly checked that no one variable has low loading, ie., less than 0.5. Thus finally, the 20 variables are selected for the factor analysis. The appropriateness of the data for the factor analysis is discussed in the following KMO and Bartletts' test.

The Kaiser-Meyer-Oklin (KMO) Measure of Sampling Adequacy (MSA) and Bartletts test of Sphericity are applied to verify the adequacy or appropriateness of the data for factor analysis. In this study, the value of KMO for overall matrix is found to be good (0.983) and Bartletts test of Sphericity is highly significant (p < 0.000). The results (Table 2) thus indicate that the samples taken are appropriate to proceed with the factor analysis. Also, the Bartletts Test of Sphericity, the KMO Measure of Sampling Adequacy and Communality values of all the variables are observed.

Further, to define the factors clearly, it was decided to delete any variable that had loading below ± 0.50. With this criterion, a series of factor analysis was performed on the data. Following each analysis, items which did not meet the criteria were deleted from the analysis. After this preliminary step, factor analysis with principal component analysis as an extraction method was performed on the remaining items.

Total Variance Explained

The table 3 depicts the total variance explained with rotation. The Eigen values for the factors 1 and 2 are 7.755 and 3.166 respectively. Percentage of variance after the rotation for the factors 1 and 2 are 30.398 and 24.207 respectively. Cumulative percentage for the factors 1 and 2 after the rotation are 30.398 and 54.605 respectively. It indicates that the 2 factors extracted from the total of 20 variables have a cumulative percentage up to 54.605 per cent of the total variance.

Rotated Component Matrix

After obtaining the factor solutions, in which all the variables have a significant loading on a factor, the researcher attempted to assign meanings to the pattern of factor loadings. Variables with higher loadings are considered more important and have a greater influence on the name or the label selected to represent a factor. The researcher has already examined all the underlined variables for a particular factor and placed greater emphasis on those variables with higher loadings to assign a name or a label to a factor that accurately reflects the variables' loading on that factor. The names or labels are not derived or assigned by the factor analysis computer programme, rather, the label is intuitively developed by the factor analyst based on its appropriateness for representing the underlying dimension of a particular factor. The two factors are given appropriate names on the basis of the variables represented in each case.

The table 4 explains the rotated component matrix, in which the extracted factors are assigned a new name related together. Based on the fixing criteria, it is noted that no one loading variable are having the loading value less than 0.5 and so no variables are removed from this analysis. Further two factors have been taken for naming of new variables.

Factor 1 is the most important factor which explains 30.398 per cent of the variation. The variables are Technology always seems to fail at the worst possible time (0.192), Sometimes, you think that technology systems are not designed for use by ordinary people (0.273), You like the idea of doing business via computers because you are not limited to regular business hours (0.570), You do not feel confident doing business with a place that can only be reached online (0.797), You like computer programs that allow you to tailor things to fit your own needs (0.845), Technical support lines are not helpful because they don't explain things in terms you understand (0.849), You find new technologies to be mentally stimulating (0.815), If you provide information to a machine or over the Internet, you can never be sure it really gets to the right place (0.814), You do not consider it safe to do any kind of financial business online (0.745), You can usually figure out new high-tech products and services without help from others (0.499) and You enjoy the challenge of figuring out high-tech gadgets (0.903) it shows highly inter-correlated with together. These statements reflect the technology readiness of online buying for purchasing goods is very difficult. Hence, the researcher names this segment is **Difficult to access online buying.** The reliability of these eleven variables is measured by using Cronbach's Alpha and its value is 0.922.

Factor 2 explains 54.605 per cent of the variation and consist of nine variables. The variables are Technology gives people more control over their daily lives (0.645), Any business transaction you do electronically should be confirmed later with something in writing (0.589), Other people come to you for advice on new technologies (0.615), It is embarrassing when you have trouble with a high-tech gadget while people are watching (0.691), You keep up with the latest technological developments in your areas of interest (0.464), You worry that information you send over the Internet will be seen by other people (0.673), In general, you are among the first in your circle of friends to acquire new technology when it appears (0.737), There should be caution in replacing important people-tasks with technology because new technology can break-down or get disconnected (0.766) and Technology gives you more freedom of mobility (0.856) it shows highly inter-correlated with together. The nine variables reflect the technology readiness of online buying for purchasing goods is easy access in online. Hence the researcher names this segment is **Easy access to online buying.** The reliability of these five variables is measured by using Cronbach's Alpha and its value is 0.931.

The factors influencing the technology readiness of online buying hevaiour of consumers in the present study composes two factors namely difficult to access online buying and easy access to online buying in Erode district. The initial instrument which is having 20 variables was adjusted to account for two factors.

Table 3 and 4 shows the total composition of each factor that provides information regarding the items that constituted these two factors with their factor loadings, eigen values and the variance explained by each factor. The two-factor solution accounted for 54.605 per cent of the explained variance. The two-factor solution might be suggested for the study of factors influencing the technology readiness of online buying hevaiour of consumers in the study area. All the dimensions are named on the basis of the contents of final items making up each of the two dimensions. The commonly used procedure of Varimax Orthogonal Rotation for the factors whose eigen values are greater than 1.0, is employed in the analysis. The factors so generated

have the eigen values between 7.755 and 3.166. All the items are found highly loaded under these two factors, which indicate that the technology readiness of online buying mostly expect easy access oriented. The values of communalities (h^2) range from 0.507 to 0.820 for various factors. It means that the factor analysis extracted a good amount of variance in the variables.

Regression Analysis

To assess the overall effect of the instrument on factors influencing the technology readiness of online buying hevaiour of consumers and to determine the relative importance of the individual dimension of the generated scale, Multiple Regression analysis is performed. For regression analysis (Table 5), the study adopts the use of single-item direct measures of overall technology readiness online buying behavior of consumers in the study area is excellent at five-point Likert scale. The regression model considers the 2 dimensions as the independent variables and the overall influencing factors as the dependent variable. The adjusted R^2 of 0.821 (p=0.000) indicates that 82.1 per cent of variance in technology readiness online buying is predicted. Further, the results also indicate that all the two variables difficult to access online buying and easy access to online buying, these technology readiness online buying to be the significant predictors (p<0.001) of online buying behavior of consumers.

The resulted equation is factors influencing the technology readiness of online buying hevaiour of consumers

=   4.762 + (0.258 × Difficult to access online buying)

=   4.762 + (0.316 × Easy accesses to online buying)

It is found that, one unit increase in factors influencing the technology readiness of online buying hevaiour of consumers is predicted from 0.258 unit increases of difficult to access online buying and 0.316 unit increase of easy access to online buying behavior of consumers.

Conclusion and Recommendations

The results identified from the factor analysis that the selected 20 factors related to factors influencing the technology readiness of online buying behavior of consumers in Erode district into two factors representing difficult to access online buying and easy access to online buying is predicted from 0.258 unit increases of difficult to access online buying and 0.316 unit increases of easy access to online buying behaviour of consumer among the selected respondents in the study area and these two factors are having significant impact on the overall factors influencing the technology readiness of online buying behavior of consumers in the study area. Further, among the two factors, the easy access to online buying is one of the major factors than the difficult to access online buying behaviour of consumer among the selected study area.

Recommendations

The following recommendations are made on the basis of the study and improve the online buying and shopping in Erode District.

1. E-stores need to take extra initiatives to convert visitors and browsers (category of customers) into internet buyers. Additional efforts are required to train and convince non-web users to become internet buyers.

2. Online stores should provide flexible options in return or change policy to boost or encourage online shopping in clothing and footwear category.

3. In the current study only male customers believed online shopping as unreliable option, thus it is suggested e-store should work in direction to change their belief by assuring them online delivery, error-free transaction and secured payment gateways.

4. Since middle income group customers are more optimistic about online shopping than the higher and lower income, online store should provide variety of products in price range suitable to this income group to increase the sales.

5. The views of customers holding 2-3 credit or debit cards are more positive perception about online shopping as compared to 4-5 credit or debit card holders, thus more products affordable to their credit limit should be made available by e-stores.

6. Research directs us to infer that customers are hesitant to shop online if they feel discomfort in using technology of online shopping. Hence, we recommend that online stores should take due care about technology failures during online transactions. Technology systems should be designed in simple and easy way to understand by the ordinary people. E-stores should provide 24 hours technology support to the customers. In addition, the technology used should not be so hi-tech which may end up as embarrassing situation for customers.

7. Research concludes that customers do not explore online shopping option unless they are sure about the security measures taken care by online stores. Hence, we recommend that online stores should provide hard copies of transaction receipts for future reference. Online stores should give assurance that the customer personal information will not be shared by anyone and will not be misused by them. Online stores should also convey all security measures taken for financial transaction to get customers confidence.

8. Creating awareness among rural customers by conducting educational campaigns about E-buying services.

9. All E-buying services can be available in local languages.

10. Customer should follow the rules and regulations to avoid unnecessary frauds, misappropriation such as hackers etc.

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Table 1

Communalities - Before removal of low loading variables

S.No	Variable	Initial	Extraction
1	Technology gives people more control over their daily lives	1.000	0.559
2	Any business transaction you do electronically should be confirmed later with something in writing	1.000	0.549
3	Other people come to you for advice on new technologies	1.000	0.781
4	Technology always seems to fail at the worst possible time	1.000	0.554
5	Sometimes, you think that technology systems are not designed for use by ordinary people	1.000	0.529
6	You like the idea of doing business via computers because you are not limited to regular business hours	1.000	0.518
7	You do not feel confident doing business with a place that can only be reached online	1.000	0.651
8	You like computer programs that allow you to tailor things to fit your own needs	1.000	0.717
9	Technical support lines are not helpful because they don't explain things in terms you understand	1.000	0.740
10	You find new technologies to be mentally stimulating	1.000	0.785
11	If you provide information to a machine or over the Internet, you can never be sure it really gets to the right place	1.000	0.675
12	It is embarrassing when you have trouble with a high-tech gadget while people are watching	1.000	0.658
13	You keep up with the latest technological developments in your areas of interest	1.000	0.567
14	You worry that information you send over the Internet will be seen by other people	1.000	0.507
15	In general, you are among the first in your circle of friends to acquire new technology when it appears	1.000	0.595
16	There should be caution in replacing important people-tasks with technology because new technology can break-down or get disconnected	1.000	0.617
17	You do not consider it safe to do any kind of financial business online	1.000	0.803
18	You can usually figure out new high-tech products and services without help from others	1.000	0.653
19	You enjoy the challenge of figuring out high-tech gadgets	1.000	0.820
20	Technology gives you more freedom of mobility	1.000	0.742
Cronbach's Alpha (α) = 0.971			

Sources: Computed

Table 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.983
Bartlett's Test of Sphericity	Approx. Chi-Square	2.793
	DF	190
	Sig.	0.000

Sources: Computed

Table 3

Total variance explained

Comp onent	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.755	38.777	38.777	7.755	38.777	38.777	6.080	30.398	30.398
2	3.166	15.828	54.605	3.166	15.828	54.605	4.841	24.207	54.605
3	2.126	10.629	65.234						
4	1.432	7.158	72.392						
5	1.130	5.649	78.041						
6	0.807	4.035	82.076						
7	0.645	3.225	85.301						
8	0.549	2.744	88.045						
9	0.457	2.287	90.332						
10	0.374	1.872	92.204						
11	0.353	1.767	93.972						
12	0.274	1.368	95.339						
13	0.230	1.152	96.491						
14	0.202	1.008	97.499						
15	0.138	0.690	98.189						
16	0.108	0.539	98.727						
17	0.088	0.440	99.167						
18	0.071	0.353	99.520						
19	0.059	0.297	99.817						
20	0.037	0.183	100.000						
Extraction Method: Principal Component Analysis									

Sources: Computed

Table 4

Rotated Component Matrix

S.No	Factors	Components	
		F1	F2
1	Technology gives people more control over their daily lives		0.645
2	Any business transaction you do electronically should be confirmed later with something in writing		0.589
3	Other people come to you for advice on new technologies		0.615
4	Technology always seems to fail at the worst possible time	0.192	
5	Sometimes, you think that technology systems are not designed for use by ordinary people	0.273	
6	You like the idea of doing business via computers because you are not limited to regular business hours	0.570	
7	You do not feel confident doing business with a place that can only be reached online	0.797	
8	You like computer programs that allow you to tailor things to fit your own needs	0.845	
9	Technical support lines are not helpful because they don't explain things in terms you understand	0.849	
10	You find new technologies to be mentally stimulating	0.815	
11	If you provide information to a machine or over the Internet, you can never be sure it really gets to the right place	0.814	
12	It is embarrassing when you have trouble with a high-tech gadget while people are watching		0.691
13	You keep up with the latest technological developments in your areas of interest		0.464
14	You worry that information you send over the Internet will be seen by other people		0.673
15	In general, you are among the first in your circle of friends to acquire new technology when it appears		0.737
16	There should be caution in replacing important people-tasks with technology because new technology can break-down or get disconnected		0.766
17	You do not consider it safe to do any kind of financial business online	0.745	
18	You can usually figure out new high-tech products and services without help from others	0.499	
19	You enjoy the challenge of figuring out high-tech gadgets	0.903	
20	Technology gives you more freedom of mobility		0.856
Extraction Method: Principal Component Analysis			
Rotation Method: Varimax with Kaiser Normalization			
a. Rotation converged in 3 iterations			

Sources: Computed

Table 5

Effect and Relative Importance of the Individual Dimensions of Factors Influencing the Technology Readiness

Online Buying Behaviour of Consumers –

Multiple Regression Analysis

S.No	Factor	Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	**Std. Error**	**Beta**		
	(Constant)	4.762	0.387			
1	Difficult to access online buying	0.258	0.172	0.510	41.726	0.000
2	Easy access to online buying	0.316	0.189	0.592	45.173	0.000

Sources: Computed