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CHAPTER FOUR: DATA ANALYSIS AND DISCUSSION

4.1. Introduction

This chapter is designed for analysing the data collected for the purpose of achieving objectives of the present study. This chapter includes the demographic analysis which highlights the general information about the participants. In addition to this, this chapter also includes a descriptive analysis which is based on the analysing the questionnaire results as filled by the participants of the research. Moreover, this chapter also correlation analysis in which the researcher has analysed the correlation between the variables on the basis of Pearson's Correlation. Furthermore, this chapter includes regression analysis in which the researcher has analysed regression which is also presented with a regression equation. Finally, the chapter concludes with hypotheses assessment and overall discussion of the objectives.

4.2. Demographic Analysis

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	58	58.0	58.0	58.0
Valid	Female	42	42.0	42.0	100.0
	Total	100	100.0	100.0	

Table 1: Gender

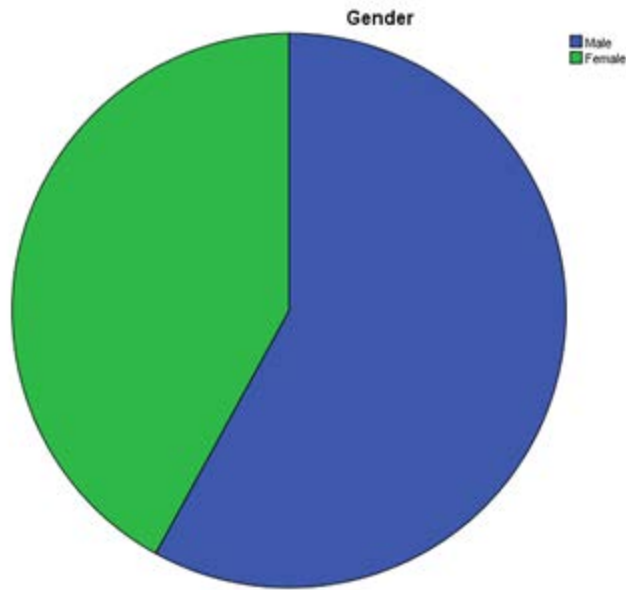


Figure 1: Gender

The table and pie chart presented above portrays that out of 100 participants 58 were male while 42 were female who participated in the research.

	Frequency	Percent	Valid Percent	Cumulative Percent
20– 24 years	27	27.0	27.0	27.0
25 – 29 years	41	41.0	41.0	68.0
30 – 34 years	23	23.0	23.0	91.0
35 – 39 years	8	8.0	8.0	99.0
Above 40 years	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 2: Age

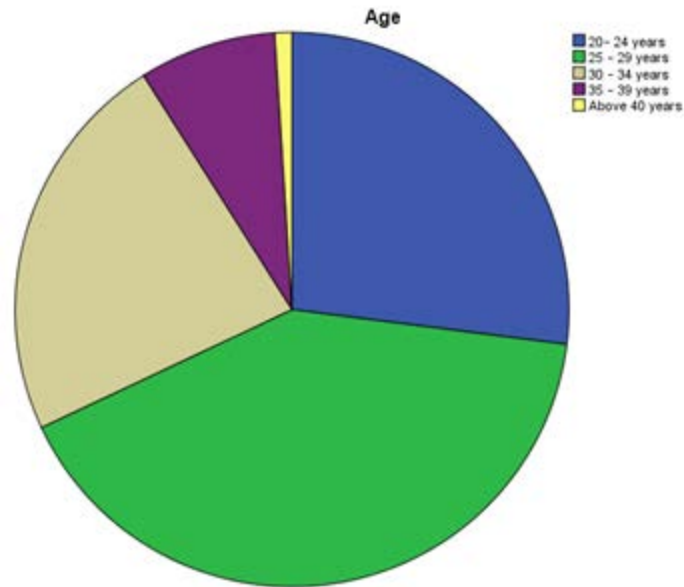


Figure 2: Age

From the table and graph presented above, it can be analysed that out of 100 participants of the research, 27 falls under the category of 20-24 years, 41 falls under the age bracket 25-29 years, 23 participants were from the age bracket of 30-34 years, 8 participants were from the age group of 35-39 years where only participant was from the age above 40 years. Most of the participants of the survey were from the age bracket of 25-29 years and apparently all of the participants were the customers of Jing Dong and Taobao.

4.3. Descriptive Analysis

The income of the person influences his buying patterns.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	34	34.0	34.0	34.0
Agree	36	36.0	36.0	70.0
Valid Neutral	29	29.0	29.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 3: Income of the person influences his buying patterns

From the table presented above, it can be analysed that out of 100 participants of the survey, 34 participants strongly agree with the question statement that income of the person influences his patterns of purchasing with respect to online retail websites. The results further represent that around 36 participants of the survey agree to the question statement. Moreover, 29 remained neutral to the statement where only 1 participant strongly disagrees with the statement. The results confirm the study of Powers and Jack (2013) which stated that income has a significant impact on the purchasing behaviour.

People prefer to purchase those products online which advocate their role in society.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	28	28.0	28.0	28.0
Agree	52	52.0	52.0	80.0
Valid Neutral	18	18.0	18.0	98.0
Disagree	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Table 4: People purchases the products which advocate their role in society

From the table illustrated above, it reflects that out of 100 participants of the research survey 28 participants strongly agree with the question statement that people purchases those online products which advocated their role in the society. On the contrary side, there were 52 participants who agree with the statement where only 18 participants remained neutral to the statement while only two participants disagree with the statement. The results, however, reflects the study of Hollensen (2015) in which it was stated that online purchases of the customers are reflected by their social role in the society.

Purchases from online retail websites reflect a consumer lifestyle.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	33	33.0	33.0	33.0
Agree	44	44.0	44.0	77.0
Neutral	20	20.0	20.0	97.0
Disagree	2	2.0	2.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 5: Purchases from online websites reflects a consumer lifestyle.

From the table presented above, it reveals that out of 100 participants of the research survey 33 participants strongly agree with the question statement that implies that purchases from online retail websites reflect a consumer lifestyle. On the contrary side, 44 of the total participants agrees with the question statement where only 20 participants' remained neutral while only 1 participant disagrees with the statement. The results were significant with the study of Imam (2013) in which it was mentioned that customers purchases products from the online retailing websites as it is reflected from their lifestyle.

Social class can influence behaviour of the customers on online retail websites.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	45	45.0	45.0	45.0
Agree	38	38.0	38.0	83.0
Neutral	12	12.0	12.0	95.0
Disagree	4	4.0	4.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 6: Social Class can influence behaviour of the customers

The table presented above explains that out of 100 participants there were 45 participants who strongly agree with the statement where 38 only agree with the question statement that

social class can influence the behaviour of the customers on online retail websites. However, only 12 participants remained neutral with the statement while in total of 5 participants disagrees with the statement. The results match with the outcomes of the study carried out by Jie (2010) which highlighted that social class of the people encourages them to purchase the product online.

Friends and family members can influence an online purchase decision of the customers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	50	50.0	50.0	50.0
Agree	40	40.0	40.0	90.0
Valid Neutral	9	9.0	9.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 7: Friends and Family influences the online purchase decision

The results presented above in the table is illustrating that out of 100 research participants of the survey conducted around 90 of the accumulated participants strongly agree with the statement that their friends and family influences their online purchase decisions from the online retail websites. On the contrary side, only 9 participants remained neutral to the statement where 1 participant disagrees with the question statement. The results can be related to the study of Verhagen and van Dolen (2011), which highlighted that reference groups are one of the most influential factors which influences the buying decision of the customer from the websites.

Online retail stores motivate the customer to buy the products as it meets their social needs.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	52	52.0	52.0	52.0
Agree	36	36.0	36.0	88.0
Valid Neutral	8	8.0	8.0	96.0
Disagree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Table 8: Online products purchases can meet social needs of the customers

The results presented above in the table is illustrating that out of 100 research participants of the survey conducted around 88 of the accumulated participants strongly agree with the statement that online retail stores motivates the customer to buy the products as it meets their social needs. On the contrary side, only 8 participants remained neutral to the statement where 4 participants disagree with the question statement. The results can be related to the study of Solomon (2014), which highlighted online products available on the websites enables the customer to purchase as it meets their expectations.

The consumer perception towards online products and the brand also influences his buying decision.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	49	49.0	49.0	49.0
Agree	38	38.0	38.0	87.0
Neutral	10	10.0	10.0	97.0
Disagree	2	2.0	2.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 9: Consumer Perception towards Online products influences their buying decision

The table presented above highlights that out of 100 customers there were 49 participants who strongly agree with the statement while 38 participants agree with the question that the consumer perception towards online products along with the brand influences their buying decision. Furthermore, only 10 of the participants remained neutral with the statement while 3 disagrees in this nature of the question. The results are significant and compliant with the study of Shobeiri, Mazaheri and Laroche (2015) which highlighted that brand name influences the perception of the customers and further encourages purchasing the products online.

Level of motivation towards online products influences the buying behaviour of the consumers.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	42	42.0	42.0	42.0
Agree	37	37.0	37.0	79.0
Neutral	18	18.0	18.0	97.0
Disagree	2	2.0	2.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 10: Level of motivation towards online products influences the buying behaviour

From the table presented above, it can be analysed that out of 100 participants of the survey, 42 participants strongly agree with the question statement that level of motivation towards online products influences the buying behaviour of the customer. The results further represent that around 37 participants of the survey agree to the question statement. Moreover, 18 remained neutral to the statement where only 3 participants strongly disagree with the statement. The results confirm the study of Oliver (2014) that online products available on different online retail websites motivates the customers to buy them online.

Online products create a positive attitude of the customers to buy the products from online retail websites.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	39	39.0	39.4	39.4
Agree	37	37.0	37.4	76.8
Neutral	21	21.0	21.2	98.0
Strongly Disagree	3	2.0	2.0	100.0
Total	100	100.0	100.0	
Total	100	100.0		

Table 11: Online Products create a positive attitude of customers to buy products

From the table presented above, it can be analysed that out of 100 participants of the survey, 39 participants strongly agree with the question statement that online products create a positive attitude of the customers to buy the products from online retail websites. The results further represent that around 37 participants of the survey agree to the question statement. Moreover, 21 remained neutral to the statement where only 3 participants strongly disagree with the statement. The results are related to the study of Joung (2014) in which it was stated that positive attitude and perception towards the products which are offered by online retail store has an impact and can shape the buying process of the consumers.

Low risk in the online retail websites can influence the customer behaviour.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	34	34.0	34.0	34.0
Agree	44	44.0	44.0	78.0
Valid Neutral	18	18.0	18.0	96.0
Disagree	4	4.0	4.0	100.0
Total	100	100.0	100.0	

Table 12: Low risk in the online retail websites influences the customer behaviour

The table mentioned above highlights that out of 100 participants of the survey, 34 participants strongly agree with the question statement that low risk in the online retail websites can influence the behaviour of the customer as they can feel secure towards that website. The results further represent that around 44 participants of the survey agree to the question statement. In addition to the above statement, 18 remained neutral to the statement where only 4 participants strongly disagree with the statement. The results analysed reflects the study of Antoniou, Doukas, and Subrahmanyam (2013) which stated that attitude and perception towards the offering of the retails store changes when the risks are associated with the products and services offered on the online websites.

Consumer prefers to buy from those online websites which have secured payment system.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	36	36.0	36.0	36.0
Agree	34	34.0	34.0	70.0
Valid Neutral	28	28.0	28.0	98.0
Disagree	2	2.0	2.0	100.0
Total	100	100.0	100.0	

Table 13: Consumers prefer to buy from those websites which have secure websites

The table presented above mentions that out of 100 participants of the survey, 36 participants strongly agree with the question statement that consumers prefers to buy products from those online websites which have a secured payment system. The result further signifies that around 34 participants of the survey agree to the question statement. In addition to the above statement, 28 participants remained neutral to the statement where only 2 participants strongly disagree with the statement. The results analysed reflects the study of Wilson (2012) which stated that the customers should have access to the internet and a valid payment method which can complete their transactions for instance credit card, debit card or should be using services such as PayPal which increases their trust towards the website with which they want to purchase products.

Consumers prefer to buy from those online websites which have less product risk.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	43	43.0	43.0	43.0
Agree	31	31.0	31.0	74.0
Neutral	26	26.0	26.0	100.0
Total	100	100.0	100.0	

Table 14: Consumers prefer to buy products from websites having low product risk

The results presented in the table above reflects that out of 100 participants of the survey 43 participants agrees with the statement that consumers prefer to buy products from those online websites which have less product risk. Furthermore, 31 participants agree with the statement where 26 respondents remained neutral to the statement. This statement was not denied by a single participant who reflects that product risk is important for the customers as they have invested their finances in the product for which they want a perfect product.

Online purchases are largely influenced by consumer attitude towards online retailing store.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Agree	52	52.0	52.0	52.0
Agree	29	29.0	29.0	81.0
Neutral	18	18.0	18.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 15: Online purchases are influenced by customer attitude

The results presented in the table above reflects that out of 100 participants of the survey 53 participants strongly agrees with the statement that online purchases are largely influenced by consumer attitude towards online retailing store. However, 29 out of 100 participants agree with the question statement. Furthermore, 18 respondents remained neutral to the statement. Only one participant strongly disagrees with the question statement. The results are significant with the

study of Antoniou, Doukas, and Subrahmanyam (2013) which stated that consumer's attitude has a significant impact on the behaviour of the customers.

The online purchases are influence by cultural and social norms.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	39	39.0	39.0	39.0
Agree	41	41.0	41.0	80.0
Valid Neutral	14	14.0	14.0	94.0
Disagree	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Table 16: Online Purchases are influenced by Cultural and Social Norms

From the table presented above, it can be analysed that out of 100 participants of the survey, 39 participants strongly agree with the question statement that online purchases are influenced by the social and cultural norms. The results further represent that around 41 participants of the survey agree to the question statement. Moreover, 14 remained neutral to the statement where only 6 participants disagree with the statement. The results confirm the study of Rahbar and Abdul Wahid (2011) which stated that cultural factors influence online purchases of the customer.

The performance of the products should meet the expectation of the customers to influence online purchases.

	Frequency	Percent	Valid Percent	Cumulative Percent
Strongly Agree	35	35.0	35.0	35.0
Agree	46	46.0	46.0	81.0
Neutral	14	14.0	14.0	95.0
Disagree	4	4.0	4.0	99.0
Strongly Disagree	1	1.0	1.0	100.0
Total	100	100.0	100.0	

Table 17: Importance of performance of products

From the table presented above, it can be analysed that out of 100 participants of the research, there were 35 participants who strongly agree with the statement that the performance of the product should meet the expectations of the customers to influence their online purchases. In addition, 46 participants agree with the statement while only 14 respondents remained neutral to the statement. There were a total of 5 participants which strongly disagree with the statement. This reflects that performance of the products is important for the customers as it should be focused towards meeting their expectation in order to influence their online purchases.

4.4. Correlation Analysis

		Correlations				
		Personal_Factors	Social_Factors	Psychological_Factors	Risk_Factors	Online_Purchases
Personal_Factors	Pearson Correlation	1	.993	.842	.883	.885
	Sig. (2-tailed)		.000	.002	.001	.000
	N	100	100	100	100	100
Social_Factors	Pearson Correlation	.993	1	.864	.971	.854
	Sig. (2-tailed)	.000		.002	.000	.000
	N	100	100	100	100	100
Psychological_Factors	Pearson Correlation	.842	.864	1	.867	.876
	Sig. (2-tailed)	.002	.002		.002	.002
	N	100	100	100	100	100
Risk_Factors	Pearson Correlation	.883	.971	.867	1	.812
	Sig. (2-tailed)	.001	.000	.002		.000
	N	100	100	100	100	100
Online_Purchases	Pearson Correlation	.885	.854	.876	.812	1
	Sig. (2-tailed)	.000	.000	.002	.000	
	N	100	100	100	100	100

Table 18: Correlation Table

The table above presents the correlation of the independent and dependent variables of the study. For the purpose of analysing the correlation between the variables for identifying the relationship between the variables, it is viewed from the Pearson Correlation. Furthermore, the sig value of the variables is also important in this scenario as it reflects the confirmation or rejection of hypotheses. It can be asserted from the table mentioned above that there is a strong association between the variables for which the null hypotheses of the study is rejected. The value of the Pearson Correlation also represents strength and direction of the variables of the research. It can be observed from the values of Pearson correlation that all sig-value of the variables are greater than 0.6 and possess a positive sign which signifies positive and strong relationship existing between the variables

4.5. Regression Analysis

The regression analysis is used by the researcher in order to examine whether independent variables have a significant relationship with the dependent variable. The results of the regression analysis are explained from the tables provided below:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.844 ^a	.712	.709	.38377

a. Predictors: (Constant), Risk_Factors, Psychological_Factors, Personal_Factors, Social_Factors

Table 19: Model Summary

From the table of model summary presented above, it can be analysed that the value of R Square is 0.979 which implies that the predictors selected for the present research are signifying 97.9% of the variation with respect to the dependent variable. Therefore, the dependent variable can be significantly explained by the independent variable.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.330	1	35.332	241.703	.000 ^b
	Residual	14.541	95	.145		
	Total	49.871	99			

Table 20: ANOVA Table

The ANOVA table explains the variance between the variables along with the reliability level which can be shown on the data along with the regression test. The sig value in the ANOVA table represents that the sig value is 0.000 which implies that dependent variable can be significantly explained by the predictors highlighted in the study.

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
	(Constant)	.228	.138		1.590	.137
1	Personal_Factors	.854	.061	.844	15.555	.000
	Social_Factors	.856	.066	.993	16.454	.000
	Psychological_Factors	.722	.072	.842	16.999	.002
	Risk_Factors	.123	.085	.883	1.448	.001

Table 21: Correlation Table

The coefficient table explains the results of the regression analysis whether there is a significant influence of predictors on the dependent variable. In this case, the sig values of the mediating and independent variables should be less than 0.005 for the purpose of rejecting null hypotheses. Therefore, from the table above it can be analysed that the sig value of all independent variables are below 0.005 which explains that the null hypotheses are rejected in this study. So it can be said that,

- Personal factors have a significant impact on customer behaviour in online purchases.
- Social Factors have a significant impact on customer behaviour in online purchases.
- Psychological factors have a significant impact on customer behaviour in online purchases.
- Risk factors have a significant impact on customer behaviour in online purchases.

4.6. Discussion of Objectives

Objective 1: To identify the factors affecting customer behaviour

The first objective proposed by the research was theoretical in nature which is inclined towards identification of the factors which are affecting customer behaviour. The first objective was proposed by the researcher in order to get clear understanding about the research topic which was successfully achieved by the researcher. There were certain factors identified which were affecting customer behaviour in this study. The researcher identified that cultural, personal,

social, psychological and risk factors are those which are highly influential for the customer behaviour. Each factor has its own influence on the buying behaviour of the customers which changes in case of online purchases. According to Rahbar and Abdul Wahid (2011) retailers are formulating different strategies in order to facilitate the customers with the online purchasing from their online retail websites. Moreover, the online retailers should also take into account the factors which are associated with their online purchases so that the customers are attracted towards their products and services.

Objective 2: To study the importance of customer behaviour and factors affecting online purchase decision of a customer

The second objective proposed by the researcher was also theoretical in nature as it is focused towards studying the importance of customer behaviour and factors affecting online purchase decision of a customer. Hence, the objective was successfully achieved by the researcher where a thorough analysis was conducted based on past theories and concepts in order to study the importance of customer behaviour with respect to online purchases. According to Chu and Kim (2011), it is significant for the online retailer to study the behaviour of the customer in order to influence their decisions regarding online purchases. Moreover, the study on the customer behaviour helps the company to stay competitive with respect to their competitors because a loyal customer would help the company in bringing profitability and increase their revenues.

Objective 3: To critically analyse the impact of factors affecting customer behaviour on online in the context of online retail stores (Jing Dong and Taobao)

The third objective proposed by the researcher was statistical in nature which was tested on the SPSS software as the objective was focused towards analysing the impact of factors affecting customer behaviour on online purchases with the retail stores Jing Dong and Taobao. The objective was successfully achieved by the researcher by the methods of survey analysis in which around 100 customers were selected that were the customers of Jing Dong and Taobao and were surveyed online. The results of the questionnaire analysed that all factors of the customer behaviour including personal, social, and psychological and risk factors were affecting online purchases in case of the online retail websites Jing Dong and Taobao.

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Factors affecting customer behaviour in online purchases: A Critical Analysis of online retail store Jing Dong and Taobao

Questionnaire

The main aim of this study is to critically analyse the factors affecting customer behaviour on online purchases considering the case of Chinese online retailers Jing Dong and Taobao.

Demographics

1. Gender

- Male
- Female

2. Age

- 20– 24 years
- 25 – 29 years
- 30 – 34 years
- 35 – 39 years
- Above 40 years

Independent Variable: Factors affecting Customer Behaviour

Personal factors

3. The income of the person influences his buying patterns.

- Strongly Agree
- Agree
- Neutral

- Disagree
- Strongly Disagree

4. People prefer to purchase those products online which advocate their role in society.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

5. Purchases from online retail websites reflect a consumer lifestyle.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Social Factors

6. Social class can influence behaviour of the customers on online retail websites.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

7. Friends and family members can influence an online purchase decision of the customers.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

8. Online retail stores motivate the customer to buy the products as it meets their social needs.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Psychological factors

9. The consumer perception towards online products and the brand also influences his buying decision.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

10. Level of motivation towards online products influences the buying behaviour of the consumers.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

11. Online products create a positive attitude of the customers to buy the products from online retail websites.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Risk factors

12. Low risk in the online retail websites can influence the customer behaviour.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

13. Consumer prefers to buy from those online websites which have secured payment system.

- Strongly Agree
- Agree

- Neutral
- Disagree
- Strongly Disagree

14. Consumers prefer to buy from those online websites which have less product risk.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Dependent Variable: Online Purchases

15. Online purchases are largely influenced by consumer attitude towards online retailing store.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

16. The online purchases are influence by cultural and social norms.

- Strongly Agree
- Agree
- Neutral
- Disagree

- Strongly Disagree

17. The performance of the products should meet the expectation of the customers to influence online purchases.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree