IMPACT OF SELF EFFICACY ON CUSTOMERS' ONLINE SHOPPING ATTITUDE OF COSMETIC PRODUCTS IN TIRUNELVELI DISTRICT

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ABSTRACT

Online shopping has been evolving rapidly in recent years and the study on customer attitude in this is inevitable. This study aims at examining the impact of self efficacy of the customers in determining their online shopping attitude of cosmetic products. The study is taken place in Tirunelveli district. The study involves convenience sampling method in which 316 online cosmetic buyers were made to participate. The data collected using questionnaires are analyzed using appropriate statistical tools. The findings indicate that two types of self efficacy: General Internet Self Efficacy and Web Specific Self Efficacy have impact on the customers' online shopping attitude of cosmetic products.

Keyword: *- Online shopping, Cosmetics, Attitude, Tirunelveli, Self efficacy*

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1. INTRODUCTION

Today the businesses are taking place widely through online medium with the rapid development of internet and its applications. The evolving nature of the customers, the influence of western culture, the enhancing impact of media and social influence, the increasing interest of the people to make them good-looking and presentable on one side has lead to increased use of cosmetic products. On the other hand, the developing infrastructures, increasing ease of access towards internet connections, increasing number of free laptops even to a middle class family and increased use of smart phones has resulted in improved online shopping. In this current situation, it is inevitable to make research in the field of online marketing. Customization being considered as one of the prime reasons for the success of today's business world, it is important to study the nature of customers, their perception, attitude and intention to shop online. Consumer characteristics play a major role in their attitude towards online shopping. Therefore, this study aims at determining the impact of self efficacy of the customers towards their online shopping attitude of cosmetic products.

2. REVIEW OF LITERATURE

Self efficacy is defined as "the belief of an individual about themselves whether they have mastered a particular skill or not" by Albert Bandura in 1989, in Social Cognitive Theory. Many studies were made on different aspects of Self efficacy. Compeau et al. (1995), launched computer self-efficacy as a construct to define a person's capacity to use a computer. Eastin and LaRose (2000) were interested in distinguishing Internet self-efficacy from computer self efficacy whereas, Agarwal et al. (2000) extended distinction between general computer self efficacy and software-specific self-efficacy.

Similarly, Meng-Hsiang Hsu and Chao-Min Chiu (2004) distinguished between the General Internet Self Efficacy and Web Specific Self Efficacy. They took an initial step towards the application of Internet self-efficacy to study consumers' decisions in the e-service use and proved them as meaningful constructs within the context of e-services on the Web. Consumers with higher Internet self-efficacy are more likely to use e-services states Meng-Hsiang Hsu. General ISE (GISE) refers to ''an individual's judgment of efficacy across multiple Internet application

domains'', whereas Web-specific self-efficacy (WSE) refers to ''an individual's perception of efficacy in using a specific WWW application (service) within the domain of general Internet computing''. Further, Leo R. Vijayasarathy (2004) highlights the idea that apart from compatibility, ease of use, usefulness, and security being highly relevant in determining the attitude towards on-line shopping, normative beliefs and self-efficacy are also revealed to be relatable in the acceptance of the on-line shopping medium. This study aims at finding the relationships between General Internet Self Efficacy and Web Specific Self efficacy towards online shopping attitude of cosmetic products among the customers in Tirunelveli district.

3. OBJECTIVES OF THE STUDY

The objectives of this study are

➢ To explore the relationship between General Internet Self Efficacy and online shopping attitude of cosmetic products.
➢ To explore the relationship between Web Specific Self Efficacy and online shopping attitude of cosmetic products.
➢ To determine the impact of demographic variables on the General Internet and Web Specific Self Efficacy of the customers.

4. RESEARCH METHODOLOGY

The study is a descriptive research which involves non-probability convenience sampling method. The data is collected using a well structured questionnaire. Pilot study is made to determine the validity and reliability of the contents of the questionnaire. The minimum sample size required is determined using the formula $n = (z^2 * S.D.^2) / e^2$

Where, n- Minimum number of samples necessary for the study, Z-confidence level, S.D. - Standard deviation obtained from pilot study and e- Allowable error term. The questionnaire is distributed to 600 samples. 553 valid questionnaires were returned in which 316 were online cosmetic buyers. The data collected using questionnaires are analyzed using appropriate statistical tools such as One Way ANOVA and Regression.

5. ANALYSIS AND INTERPRETATION

5.1 REGRESSION ANALYSIS

Table: 1 shows the result of simple linear regression analysis between the dependent variable- online shopping attitude and the independent variable- General Internet Self efficacy. The R square value of 0.546 implies that 54.6% variation in the dependent variable-online shopping attitude is explained by the factor General Internet self efficacy. The F value is the Mean Square regression dived by the Mean Square Residual, yielding F=376.878. The p-value associated with the F value is very small and less than 0.05 (p value=0.000). These values imply the existence of relationship between the dependent and independent variables. The beta coefficient and the t value significance value 0.000 implies that the online shopping attitude of the customer increases highly (Beta=0. 739) with the increase in general internet self efficacy of the customer.

Table: 5.1 Relationship between General Internet Self Efficacy and online shopping attitude of cosmetic products

Factors	R Square	Adjusted R Square	F	B	Beta	t	sig.
GISE	0.546	0.544	376.878	0.335	0.739	19.413	0.000

Table: 2 shows the result of simple linear regression analysis between the dependent variable- online shopping attitude and the independent variable- Web Specific Self efficacy. The R square value of 0.481 implies that 48.1% variation in the dependent variable-online shopping attitude is explained by the factor Web self efficacy. The F value is the Mean Square regression dived by the Mean Square Residual, yielding F=290.995. The p-value associated with the F value is very small and less than 0.05 (p value=0.000). These values imply the existence of relationship between the dependent and independent variables. The beta coefficient and the t value significance value 0.000 implies that the online shopping attitude of the customer increases highly (Beta=0. 694) with the increase in web specific self efficacy of the customer.

Table: 5.2 Relationship between Web Specific Self Efficacy and online shopping attitude of cosmetic products

Factors	R Square	Adjusted R Square	F	B	Beta	t	sig.
WSSE	0.481	0.479	290.995	0.363	0.694	17.059	0.000

5.2 INDEPENDENT-T TEST

The Independent-t test is used to test the relationship between the demographic factors - gender and marital status and online shopping attitude of the customers. The results show that there is no significant difference among the gender and the marital status of the respondents towards the online shopping attitude factors - GISE and WSSE.

Table: 5.3 Impact of demographic variables-gender and marital status on the General Internet and Web Specific Self Efficacy of the customers

Factors	Values	GISE	WSSE
Gender	T value	-2.365	-1.018
	Sig. value	0.019	0.309
Marital status	T value	-1.198	-1.157
	Sig. value	0.232	0.249

5.3 ONE WAY ANOVA

        Using One Way Anova test, the f values are used to test the relationship between the demographic factors-age, education, occupation, income, area of ethnicity, no. of years of internet experience and time spent in internet daily and online shopping attitude of the customers. From the results, it is exemplified that in case of GISE, there is significant difference among the independent variables-age, education, occupation, income and area of ethnicity. Furthermore, in case of WSSE there is significant difference among the independent variables-education, occupation, income and area of ethnicity. The customers of age above 40 years are found to be more self efficient in using general internet services. The higher the educational qualification, higher is the self efficiency -both GISE and WSSE. The students and housewife are found to be less self efficient compared to that of people in the working community. The very low income group with income Rs.20,000 and below are found to be less self efficient than other categories of income groups. The customers from rural environment are also found to have low self efficiency.

Table: 5.4 Impact of demographic variables-age, education, occupation, income, area of ethnicity, no. of years of internet experience and time spent on internet daily on the General Internet and Web Specific Self Efficacy of the customers

Factors	Values	GISE	WSSE
Age	F value	9.019	0.213
	Sig. value	0.000	0.887
Education	F value	9.608	28.495
	Sig. value	0.000	0.000
Occupation	F value	4.216	4.768
	Sig. value	0.002	0.001
Income	F value	6.526	12.582
	Sig. value	0.000	0.000
Area of ethnicity	F value	31.287	5.954
	Sig. value	0.000	0.003
No. of years of internet usage	F value	1.363	1.621
	Sig. value	0.254	0.184
Time spent in Internet per day	F value	1.184	1.408
	Sig. value	0.316	0.240

6. DISCUSSION

        This study has revealed the fact that consumer characteristics have significant impact on their attitude towards online shopping. The key factor-self efficacy is studied in terms of two different dimensions namely General Internet Self Efficacy and Web Specific Self Efficacy. Both the factors are found to be significant and have considerable impact over online shopping of cosmetic products. The demographic nature of the respondents have high impact over these factors-GISE and WSSE. The online marketing companies should have in mind all these factors and then take necessary actions to improve online sale of products. since the low educated group and rural customers are found to have low self efficiency, they should be educated about the internet services provided, the

benefits of online shopping, the steps involved in online purchase activity and the ways to have safe online transaction. This helps them to gain awareness about online shopping and also to shop without any fear.

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BIOGRAPHIES

Highly interested in research and analytics.

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