



## ANALYSING THE ANTECEDENTS OF TECHNOLOGY ACCEPTANCE BEHAVIOUR ON CONSUMER BUYING DECISION

**Raj. V**

Business Administration Student of Hindustan Institute of Technology & Science, Chennai

**Dr. A. R. Nithya**

Associate Professor of Hindustan Institute of Technology & Science, Chennai

### ABSTRACT

**Purpose:** The present study's goal is to determine how respondents' attitudes toward technology acceptance affect their purchasing decisions.

**Design 'methodology approach:** In this study Qualitative research approach is adopted and using a descriptive research design collected responses through convenience random sampling,

**Findings:** In this study it is identified two clusters namely E-tailers and shopaholics. People are attracted towards more online advertisements and contents which leads them to buy products online impulsively.

**Practical implications:** This study is intended to provide information to E-tailers and online product sellers about how individuals are becoming increasingly drawn to online advertising and social media content. They are very aware of their advertisement content and social media reviews. People are more drawn to discounts and special deals, so vendors should focus on this as well.

**Keywords:** Technology acceptance behaviour, consumer behaviour, buying decision

### INTRODUCTION

In today's digital world, it is vital to understand how individuals accept new technology and make purchasing decisions. While consumer behaviour examines how people select and use products to satisfy their needs, technology acceptance behaviour focuses on people's attitudes and behaviours toward adopting new technologies. To better understand the factors impacting consumer choices and technology adoption in the digital marketplace, this study will look at the intersection of these two sectors. Connecting these realms allows us to learn more about the shifting dynamics of consumer choices and technology use.

Technology Acceptance Behaviour (TAB) and its function in shaping consumer behaviour. We will concentrate on the Technology Acceptance Model (TAB), a widely accepted paradigm that offers light on the elements that influence technology adoption. Technology acceptance theories and models explore how people understand and accept new technologies, how to utilize them, and the impact on their continued use. Factors including usefulness, simplicity of use, complexity, and social impact might influence consumers' choice of technology and usage manner.

Through the lens of TAB, we will investigate how various factors impact consumer behaviour and, ultimately, influence their decision to purchase and incorporate new technology into their daily lives. A new era marked by increased connectedness, creativity, and opportunity for both

enterprises and consumers are emerging as the globe grows more digitally connected, **Khaleel (2018)** According to a study examining how digital transformation affects consumer behaviour and company tactics, a new era marked by increased connection, innovation, and potential for organizations and consumers has arrived. In this digitalization era TAB become vital element in making the decision about buying behaviour of consumer.

### **TRIGGER FOR THE STUDY**

The rapid development of technology in today's digital world has drastically changed customer behaviour in several businesses. Businesses looking to succeed in today's digital environment must now comprehend the interplay between technology acceptance behaviour and its effects on consumer behaviour. To shed light on how consumers view and embrace technological developments and how this acceptance affects their purchase decisions and general behaviour as consumers, this study intends to explore the complex interaction between these two phenomena. Through rigorous analysis and interpretation of findings, this study seeks to contribute to the existing body of knowledge in both technology acceptance and consumer behaviour domains, offering practical implications for businesses aiming to harness the power of technology to effectively engage and influence their target audience.

### **RESEARCH GAP**

Despite extensive research on technology acceptance behaviour (TAB) and consumer behaviour (CB) separately, in this study we have taken the TAB model to know about its influences on consumer behaviour and how it affects the various factors. This approach offers a novel perspective that can enrich the current literature and aiming to navigate the complexities of the modern consumer landscape.

### **OBJECTIVE**

1. To examine the impact of socio demographic variable on internet usage.
2. To analyse relationship between technology usage on purchase behaviour.
3. To study about the influence of technology acceptance behaviour on consumer behaviour.

### **REVIEW OF LITERATURE**

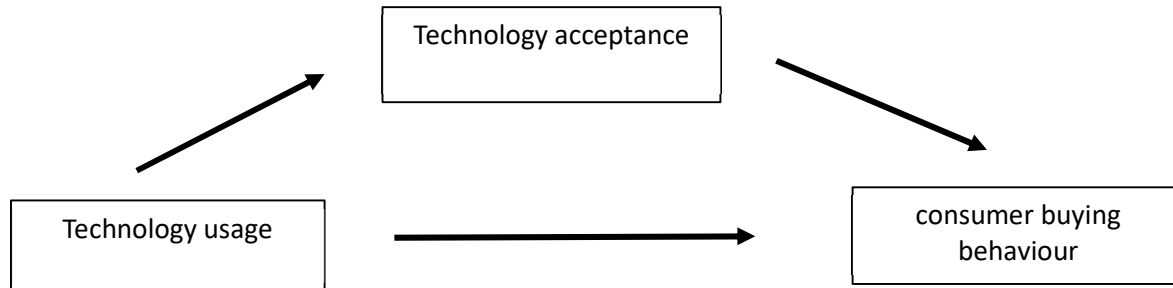
The growing dependence of consumers on digital gadgets in daily life has resulted in a notable change in their behaviour, **Julie Jose (2017)** A study on the impact of technology on consumer behaviour revealed a direct correlation between the rising demand for smartphones and changes in consumers' purchasing patterns. In a time when online shopping is the norm, knowing how internet customer confidence and perceived risk affect purchases **Arjun Mittal (2018)** The study revealed significant influences of internet consumer trust and perceived risk on purchasing decisions. In this era predicting things with the use of technology **Mohammad Hasan Galib, et. al., (2018)** The study revealed that using of technology acceptance model predicting the consumer behaviour is one of the most challenging parts. **Arun Kumar Singh & thiru moorthi (2019)** conducted a study on the impact of digital disruption technologies on customer preferences. The study

highlights the important impact of demographic characteristics on customer behaviour by analysing the dynamics of online shopping. The study discovered that online shopping is influenced by demographic characteristics. **Anna-lee Hinterstein (2020)** examined a study on the effects of social media on the online consume and it shows the study results indicate the influence that social media had on the online consumer behaviour of university students. Analysing the effectiveness of digital marketing strategies, the study highlights their role in fostering long-term customer relationships and boosting sales through enhanced retention rates. **Divyaneet Kaur, et. al., (2020)** the result identified that consumers were influenced by digital marketing, which helps firms establish long-term customers with a greater retention rate, resulting in increased sales. The technology usage in this digital era resulted in this **Prashant H. Bhagat, et. al., (2021)** resulted that consumers were aware of digital marketing and the impact of digitalization played a vital role in consumers purchasing decision process. **Sony Varghese, et. al., (2021)** The findings concluded that social network platforms were becoming the most successful in getting, engaging, influencing and retaining the customers. Social media playing a crucial role in the consumer buying behaviour **Jawaid, et. al., (2021)** The findings showed that the information attained through social media with respect to the current economic situation impacts the buying behaviour of all the overall customers. Various factors influencing consumers to switch online, and it affects their behaviour **Shikha Sarathe (2021)** The findings founded that these factors like timesaving, quality, speed, customer services, variety of products are the factors that influence consumers to shop grocery online. The digitalization era increasing various e-commerce sites to switch online, and it also increases technology usage **Chukwuma Daniel Uzodinma (2021)** These findings showed that e-commerce organization needed to be aware and implement those factors that brings about positive experiences. **Sonali Ramesh Modi, et. al., (2023)** The findings concluded that the survey conducted was done for the academic purpose and it demonstrated the impact of internet – based life of the people. Acceptance of technology and various digital platforms providing wide variety of services and it influences consumer behaviour **Neda Kiani (2023)** These findings showed that the consumer buying behaviour and satisfaction levels of the customers were directly linked and connected with digital marketing trends and patterns. **Samreen Lodhi, et. al., (2017)**. The result concluded that e- marketing does both ways as per the demand of the customers. The digitalization become more important for day-to-day purposes and organisations should make steps to understand the consumers, **Naveena R (2022)** This study concluded that social media websites had become an important platform for organisations. **Uma Gulati, et. al., (2022)** This study highlighted those increased applications of digital marketing strongly influences buyer behaviour. The technology acceptance has been improving and making significant impact on behaviour of consumers **Diksha Dahiya, et.al., (2023)** This study results concluded that credit card payments are favoured as a convenient mode of transaction.

## RESEARCH METHODOLOGY

In this study, we have adapted a qualitative research approach using a descriptive research design following convenience random sampling, and we have chosen 75 sampling units from the Chengalpattu district.

**PROPOSED RESEARCH MODEL**



**DEMOGRAPHIC ANALYSIS**

DEMOGRAPIC VALUES	PARAMETERS	FREQUENCIES	PERCENTAGE
Age	18-24	52	69.3
	25-34	11	14.7
	35-44	8	10.7
	45-54	4	5.3
	55 and above	0	0
Gender	Male	40	53.3
	Female	35	46.7
Education	SSLC or below SSLC	4	5.3
	12th	2	2.7
	Bachelor's degree	65	86.7
	Master's degree	0	0
	Other professional degree	4	5.3
occupation	student	32	42.7
	Employed full-time	27	36.0
	Employed part-time	5	6.7
	Self-employed	7	9.3
	unemployed	4	5.3
	retired	0	0
Income	Less than 20,000	19	25.3

	20,000-40,000	28	37.3
	40,001-60,000	16	21.3
	60,001-80,000	6	8.0
	80,001-1,00,000	4	5.3
	More than 1,00,000	2	2.7

### HYPOTHESIS TESTED

**H1:** To analyse the relationship between socio demographic variable and internet usage.

**H2:** To Examine the relationship between technology usage & purchasing behaviour.

**H3:** To investigate the relationship between Technology acceptance behaviour & buying behaviour.

### Reliability Statistics

Cronbach's Alpha	N of Items
.805	23

To check the reliability of the data, we have taken 23 items and got Cronbach's alpha of 0.805, which is higher than 0.5, so the data are more reliable for the study.

### ANALYSIS AND FINDINGS

TEST APPLIED	HYPOTHESIS TESTED	P VALUE	RESULT
Chi-square test	There is a relationship between age and internet usage.	<b>0.833</b>	<b>Hypothesis rejected</b>
U test	There is a relationship between gender and viewing advertisement while browsing internet.	<b>0.006</b>	<b>Hypothesis accepted</b>
Chi-square test	There is a relationship between education and familiarity on digital marketing platforms	<b>0.374</b>	<b>Hypothesis rejected</b>
Weighted average	In the weighted average analysis, both discounts and offers and variety having a 2.61 mean. These 2 major factors influencing the decision to buy goods online.		

### WEIGHTED AVERAGE

	N	Minimum	Maximum	Mean	Std. Deviation
convenience	75	1	4	2.52	1.057
discount and offers	75	1	5	2.61	1.051
timesaving	75	1	4	2.12	1.026
fear of crowd	75	1	4	2.24	.913
variety	75	1	5	2.61	1.051
Valid N (listwise)	75				

Based on the weighted average analysis, the major factors influencing the decision to buy goods online include convenience, discounts and offers provided by online platforms, timesaving, fear of crowds, and the variety of items available online. These factors are compared with the experience of visiting a physical store. Among these factors, discounts and offers, as well as variety, scored the highest mean value of 2.61. Convenience followed closely with a mean value of 2.52, fear of crowds scored 2.24, and timesaving scored 2.12. Consumers are attracted to online purchases primarily due to the ability to buy a variety of items with a single visit, along with the availability of discounts and offers provided by online platforms. Mega sales and special promotions have a significant influence on purchasing behaviour. However, convenience is subject to higher variability, followed by discounts and offers, while the variety of items available online shows a moderate level of variability. When disturbances occur, such as issues with internet availability or convenience, it can severely affect the purchasing behaviour of consumers. Therefore, ensuring a seamless online shopping experience is crucial for maintaining consumer satisfaction and encouraging repeat purchases.

### CLUSTER ANALYSIS

Final Cluster Centers			
	Cluster		
	1	2	3
How often do you come across advertisements while browsing the internet	2	2	1
How familiar are you with various digital marketing channels such as social media	3	2	1

ads, email marketing, and search engine ads			
Do you actively follow brands or businesses on social media platforms for product updates or promotions	3	3	2
How often do you click on online ads or sponsored content while browsing	3	4	2
Have you ever made a purchase based on an advertisement you saw online	3	3	2
How likely are you to trust products or services advertised online compared to those advertised through traditional media (TV, radio, print)	3	3	2
Do you research or compare products online before making a purchase decision	3	2	2
Have you ever discovered new products or brands through targeted advertisements on social media or other digital platforms	3	2	2
Which of the following types of products do you usually purchase online	4	2	3
How do you purchase goods/services through e-commerce platforms like Amazon, Flipkart, or local online stores	3	2	2
What factors influence your decision to buy goods online rather than from physical stores	2	3	3
How satisfied are you with the overall online shopping experience in terms of product quality, delivery time, and customer service	3	2	2
How do you find yourself purchasing products after seeing positive reviews or	3	3	2

endorsements from influencers or bloggers			
Have you ever been influenced to buy a product by personalized recommendations or targeted advertisements based on your browsing history	3	2	2
How likely are you to revisit a website or purchase from a brand that frequently engages with you through personalized emails or notifications	3	3	2
Do you think digital marketing strategies like retargeting ads (showing products you've previously viewed) positively or negatively influence your purchasing decisions	3	2	2
How influential do you find digital marketing in your purchasing decisions	2	2	3
convenience	2	2	3
discount and offers	3	4	2
timesaving	2	3	2
fear of crowd	3	2	2
variety	3	4	2
how often do you make purchase online	3	2	3

**Cluster 1-E-tailers:** In this investigation, it is discovered the cluster using cluster analysis. One group is known as E Tailors. More individuals are drawn to the online purchase based on the commercial they are viewing on the internet, which causes a people to opt for impulsive purchase in the online.

**Cluster 2- Shopaholic:** Cluster group two, known as shopaholics, is based on social media reviews and comments; people prefer to make their purchases online so that they may sit at home and relax while shopping online.

### FINDINGS & CONCLUSION

In this above study, by applying various statistical tools and analysis, it is found out that the discount and offer provided on the online platform and the goods showing the variety in the online



platform attract a larger number of buyers, shifting their mode of purchase from offline to online, so basically the discount & offer and number of items show us a purchasing option. A variety of items shown on the online platform attracts a larger number of buyers. By applying the chi-square test, it is found that age and the internet usage we have taken for analysis and the hypothesis getting rejected show that a greater number of people, irrespective of their age, are likely to make purchases online. By applying the U-test, we have found that our hypothesis is being accepted. Even males and females have a significant influence on using or browsing the internet. By applying the chi-square test, we found that education is greater than the familiarity between the digital market channels. Here, our hypothesis is getting rejected. Regardless of the education level, people want to use the internet for making their online purchases, either at the UG or PG level. Whatever the level of education they are having, they are still comfortable making their online purchases. By applying regression analysis, we found out that the dependent variable is revisiting the website for making their purchase, and the most influencing variable is the fear of crowds going to the online stores and platforms, so instead of showing a variety of discounts and offers today, people are having more fear about the road traffic. There is a greater amount of crowd in the malls as well as in the shopping areas. Due to this, people want to prefer relaxing and relief purchases made online. By applying the regression analysis, people who keep on surfing online have a greater influence on making their online purchases while browsing the internet.

Herewith, we are concluding our study with the following factors identified: so it is found out that the major factors that affect our decision to switch from offline purchase to online purchase modes: discounts and offers provided in the online, as well as a variety of goods showing up in a single minute, which attracts more buyers to switch from offline to online purchase. The major reason people are moving to online purchases is due to the pollution and traffic jams on the road. People highly prefer making their purchases online. By using cluster analysis, we have followed two groups. Both groups have different characteristics when making their purchases. One group showing that by seeing the advertisement, people are attracted towards making the online purchase. Second is due to social media reviews and comments. People are attracted to making their online purchases, so the cluster groups are shopaholics and e-tailers, so e-trailers are the most common. They are attracting attention to the online advertisement and making their purchases, and they are shopaholics due to the influence of renewable comments on social media. They are moving towards this online purchase.

### **PRACTICAL IMPLICATION**

While there are digital marketing channels as well as online marketing providers, they must focus on discount and deals supplied to the consumers probably on the mega Sale. Mega discount attracts more quantity of customers, and they must show the more variety to the consumers. It is also one of the primary factors that attracts many people to internet buying. And here in our investigation we have identified. 2 cluster based on the characteristics of their purchases by viewing the online advertisement people, making the most amount of purchases, so the advertisement contended that what they are showing in the online should be relevant and make the people purchase of their products okay, as well as the Social media impacts are also present, with social media evaluations

and comments having a significant impact on their online purchases, particularly for those who use sponsored social media boosters. They can use those folks to promote their products via social media.

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