Impact of Personal Innovativeness on Customers' Online Shopping Attitude of Cosmetic Products in Tirunelveli District

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Abstract *The implausible changes in the worldwide shopping trend and trade, has made the researchers to turn their attention towards e-retailing. This study aims at investigating the impact of personal innovativeness of the customers in determining their online shopping attitude of cosmetic products in Tirunelveli district. The study involves convenience sampling method in which 316 online cosmetic buyers were made to participate. The data collected using questionnaire is analyzed using appropriate statistical tools. The findings indicate that the independent factor - personal innovativeness has significant influence on the customers' online shopping attitude of cosmetic products. The demographic factors - marital status, age, education, occupation and level of income are found to influence the personal innovativeness of customers' online shopping attitude of cosmetic products.*

Keywords *Online Shopping, Cosmetics, Attitude, Tirunelveli, Personal Innovativeness*

INTRODUCTION

In recent years, it is apparent and perceptible that the incredible changes are taking place in worldwide shopping trend and trade. E-commerce has taken the world in its hands with e-retailing becoming the back bone of today's business world. In this regards, many researches are undergone focusing on the customers. Understanding the nature, expectations and behaviour of the customers towards e-retailing and online shopping pattern has become essential for the e-tailers to succeed in this global competition. Enormous studies have been made on the area of exploring the factors influencing online shopping attitude of the customers. This study aims at investigating the impact of personal innovativeness of the customers in determining their online shopping attitude of cosmetic products. The effect of demographic variables over the personal innovativeness is also been focused in this study.

REVIEW OF LITERATURE

THEORY OF PIIT - Personal Innovativeness of Information Technology

Domain Specific Innovativeness reflects "the tendency to learn about and adopt innovations (new products) within a specific domain of interest" (Goldsmith, 1990). Whereas, when it is specific to the adoption of information technology, PIIT is defined as "the willingness of an individual to try out any new information technology"(Midgley, 1978)(Flynn, 1993). Those individuals with higher levels of PIIT are theorized to be more likely to create favourable intentions to use the new IT than those with lower levels of PIIT (Agarwal R. P., 1998). This coincides with the definition of 'innovators' as said in the Theory of Diffusion of Innovation by Rogers.

Reviews on Impact of Personal Innovativeness on Online Shopping Attitude

Very few studies have focused on PIIT as constructs in field of Information Technology acceptance. Fascinatingly, PIIT has been used as an antecedent to, as a consequent of and as moderator between other variables. As an antecedent, PIIT has been proved to influence computer self-efficacy (Agarwal et al. 2000; Thatcher et al. 2002), perceived ease of use and perceived usefulness (Lewis et al. 2003; Lu et al. 2003), and intention to use technology (Thatcher 2012).

PIIT has been proved as a moderator, between perceived ease of use and intention to use, and between perceived usefulness and intention to use (Agarwal et al. 1998). PIIT is proved to be a consequent of the variables trust (McKnight, Choudhury, & Kacmar, 2002), playfulness and flow state

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(Woszczynski, Roth, & Segars, 2002). Rosen (2005) interested to study the direct influence of PIIT on behavioral intentions to use technology as well as to study PIIT as a moderator within the factors of UTAUT model. PIIT was found to be a significant predictor of behavioral intentions to use technology, but not found to be a good predictor of actual use of technology, nor did it ever play a significant moderation role between perceptions (PE and EE), and intentions (BI).

While studying the impact of PIIT over different types of products, Jiunn-WoeiLian & Tzu-Ming Lin (2008) identified that increased PIIT positively affects user attitudes toward purchasing high cost, infrequently purchased, and intangible products or services online. Baybars & Uustundagli (2011) in their study "Attitudes toward online shopping from the aspects of personal characteristics and shopping motive through a developing concept: private shopping" revealed that need for uniqueness and innovativeness affect the attitude towards private shopping positively.

OBJECTIVES OF THE STUDY

This study aims

- To explore the relationship between Personal Innovativeness and online shopping attitude of cosmetic products in Tirunelveli district.
- To determine the impact of demographic variables on the Personal Innovativeness of the customers in Tirunelveli district.

HYPOTHESIS

H_1: There is no relationship between the factor Personal Innovativeness of the customers and their attitude towards online shopping of cosmetic products.

H_2: There is no mean difference between the gender groups of the respondents towards the Personal Innovativeness of the customers

H_3: There is no mean difference between the marital groups of the respondents towards the Personal Innovativeness of the customers

H_4: There is no mean difference among the age groups of the respondents towards the Personal Innovativeness of the customers

H_5: There is no mean difference among the educational groups of the respondents towards the Personal Innovativeness of the customers

H_6: There is no mean difference among the occupational groups of the respondents towards the Personal Innovativeness of the customers

H_7:There is no mean difference among the income groups of the respondents towards the Personal Innovativeness of the customers

H_8: There is no mean difference between the area of ethnicity of the respondents towards the Personal Innovativeness of the customers

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 with 30 samples 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 through questionnaire method is analyzed using appropriate statistical tools such as Regression, Z test and One Way ANOVA.

ANALYSIS AND INTERPRETATION

REGRESSION ANALYSIS

The following table shows the R square value of 0.185 which implies that 18.5% variation in the dependent variable-online shopping attitude is explained by the factor Personal innovativeness. The F value 71.499 and the p-value associated with the F value 0.000 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 moderately (Beta=0. 431) with the increase in Personal innovativeness of the customer. Hence H_1 is rejected.

Table 1: Relationship between Personal Innovativeness and Online Shopping Attitude of Cosmetic Products

Factor	R Square	Adjusted R Square	F	B	Beta	t	sig.
PI	0.185	0.183	71.499	0.214	0.431	8.456	0.000

Dependent Variable: ONLINE SHOPPING ATTITUDE

Z TEST

Table 2: Influence of Gender on Personal Innovativeness

Factors	N		Male	Female			Z Value
	Male	Female	Mean	Std. deviation	Mean	Std. deviation	
PI	156	160	3.47	0.66	3.57	0.71	1.27

Source: Primary data *. The mean difference is significant at the 0.05 level.

The above table shows the number of samples in each gender group, their mean scores, standard deviation and the z test results. It is illustrated that, at 95% confidence level, while comparing the critical values obtained with that of table values, z values are found to be insignificant. Hence H2 is accepted.

Table 3: Influence of Marital Status on Personal Innovativeness

Factors	N		Unmarried		Married		Z Value
	Unmarried	Married	Mean	Std. deviation	Mean	Std. deviation	
PI	201	115	3.34	0.62	3.83	0.69	6.25*

Source: Primary data *. The mean difference is significant at the 0.05 level.

Z value is significant in the above table, which also exemplifies that personal innovativeness is higher among those who are married (M=3.83) than unmarried (M=3.34). Hence H3 is rejected.

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 and Personal innovativeness of customers' online shopping attitude.

Table 4: Impact of Demographic Variables-age, Education, Occupation, Income, Area of Ethnicity on the Personal Innovativeness of the Customers

Factors	F value	Sig. value
Age	8.475	0.000
Education	7.084	0.000
Occupation	6.21	0.000
Income	8.053	0.000
Area of ethnicity	1.668	0.19

Table 4 shows that the demographic factors - age, education, occupation and level of income have significant influence on personal innovativeness of the customers towards online shopping of cosmetic products. The factor-area of ethnicity does not found to have a significant influence. Hence, H4, H5, H6, H7 are rejected and H8 is accepted. Further, post hoc multiple comparisons analysis - Scheffe test is undergone to identify which particular demographic group differ from each other.

Using Scheffe test, the following inferences were made.

- Respondents belonging to the age group above 40 years is highly innovative towards Internet usage (M=4.00).
- PG/Higher educated respondents have a higher personal innovativeness than others comparatively (M=3.63).
- Private employees (M=3.338) are found to have comparatively high personal innovativeness than students.
- The very low income group Rs.20, 000 has low level of innovativeness.
- Respondents of low level income group with income Rs.20, 001-Rs.30, 000 as well as respondents of moderate level income group with income Rs. 30, 001-Rs.40, 000 have high innovativeness.
- Respondents who belong to very high income group with income above Rs. 40, 000 are found to have moderate innovativeness.

DISCUSSION

This study has revealed the fact that consumer characteristics have significant impact on their attitude towards online shopping. The key factor-Personal innovativeness is studied in terms of adopting new technology applications, using latest internet services and willingness to be the first among

all the friends to buy cosmetics online. The online shopping attitude of the customer is found to increase moderately (Beta=0. 431) with the increase in Personal innovativeness of the customer. Though it is contrary to the words of Rosen (2005), it coincides with the principle of the Theory of PIIT. The demographic nature of the respondents has high significant impact on the personal innovativeness of the respondents. The factors-Marital status, age, education, occupation and level f income influences Personal innovativeness whereas, area of ethnicity has no impact on it. The high innovativeness among the age group above 40 years is a favourable stipulation for the progress of positive attitude towards online shopping. Education is found to be an essential criterion for developing innovativeness and willingness towards technology adoption. Hence, creating awareness among less educated people about the available internet services, the benefits of online shopping, steps involved in online purchase activity and the ways to have safe online transaction. This will make them to get rid of fear in using online shopping medium and to develop a positive attitude towards it. Moderate level income group being more innovative, may easily adopt e-tailing whereas the need of other income groups must be identified and focused to pull them towards online shopping.

CONCLUSION

In the upcoming modern and technological business era, it is indispensable for both the business people as well as every common individual to learn, adopt and use technological changes and up gradations prevailing in the contemporary world. This study divulges the impact of demographic characteristics of consumers in adopting and using online shopping medium. Innovativeness of the consumers plays a vital role in espousing technology advancements. Taking all these view into consideration, the companies should take crucial actions to enliven online sales so that they can thrive in the competitive business environment.

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