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Success and hindrance factors: A study of online shopping for the selected electronics goods

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Abstract---The transformation has emphasized the pattern of living on a fast pace as well this has shaped an alteration on our day to day activities equally. Online shopping at once created an occurrence in transforming the way of life for everybody in adopting the existing situations. Haryana is one of the finer states of India and the online shopping put in a lot towards its conception. The main objective of this study is to analyze the impact of success and hindrance of online shopping for selected electronics goods by the Consumers. The study uses a survey analysis for 588 online consumers on the selected electronics goods across Haryana. Monthly Income has been considered in this study as a Dependent Variable for which it reveals the participation across varied income groups and eventually considered their dependence for Success and Hindrance factors of online shopping for selected electronics goods. ANOVA results highlight that the online consumers for online shopping accordingly to monthly income towards success and hindrance factors is significant since the significance values for both these factors correspond to less than 0.05 which indicates their propensity towards online shopping. Further, the regression model results indicate the Durbin-Watson value as 1.908 which is suitable for the Model towards the online consumers for online shopping for selected electronics goods. However Hindrance Factors are the sticking points which need to be calculated carefully by the Marketers so that these go with the Success Factors by more prosperous deeds.

Keywords---online consumers, success, hindrance.

Introduction

Online shopping take in excess of a considerable section of the put up for sale market for the duration of the first decade of the 21st century. As number of not public computers increased as well as established, retailers begin to propose their products in excess of the internet. India is expected to be the third largest internet marketplace in the world in the after that five years. The answer drivers for the advance of online shopping subdivision are increasing broadband internet treatment; rising average of living by means of soaring not reusable earnings, accessibility of to a great extent wider item for consumption series compared to what is obtainable in the market, demanding standard of living leading to be deficient in of time for offline shopping furthermore comparatively subordinate prices of the goods. Online shopping is an outward appearance of electronic business which allows customers to in a straight line obtain goods or services on or after a merchant more than the internet using a network browser or a mobile app. Online stores more often than not make possible shoppers to make use of look for features to come across definite models, brands or items. It is a development whereby customers in a straight line acquire goods or services starting a supplier in authentic time, lacking a mediator service, above the internet. Michael Aldrich was an English originator, modernizer furthermore industrialist. In 1979 he invented online shopping to allow online operation processing involving trade also businesses, or linking one commerce activity in addition to an added, a system acknowledged later on as e-commerce. Online shopping know how to save time for together the customer moreover vendor, falling phone calls with reference to ease of use, specifications, hours of course of action or other in sequence straightforwardly found on company also item for consumption pages. An ecommerce organization provides factual time information with analytics on the subject of products also clients. It is trouble-free to right to use customer reviews for beautiful a large amount several manufactured goods be capable of imagine of online, which makes for further informed purchases. To be on the not dangerous side, in container substantiation for a shopper difference of opinion afterward on, the following are recommended which are produce and set aside the terms moreover conditions deed sooner than ordering obtain screenshots for the duration of the selling method continue records of all steps with the intention of have been taken to inclusive the business. By way of online shopping we are no longer required to strip malls to formulate an acquirement. Online shopping is immediate, appropriate from beginning to end your goods accomplishment at door step. There is at the current not have to make downward to the mall, for this reason money off currency, moment with attempt. Further and more inhabitants have turned to internet to acquire everything beginning food to books to houses along with groceries. The suggestion of not having to stay in lengthy queues or in traffic or seek out all the way through racks of clothing looking for the items or being capable to shop at in the least time. Smaller towns along with cities, where latest trend trends may well not be to be had, be capable of obtain their much loved items throughout online shopping. Several shopping sites supply the selection of elastic freedom date also time, cover of items, and disturb complimentary trade strategy in addition to smooth cash on freedom which is biggest added benefit. One of the biggest advantages of online shopping is that the shopper does not include waiting meant for the parking or standing in ques. He is capable of basically place an organization online with give for the

things. The complete method of selecting, business, as well as paying be able to be done all the way through the intermediate of online websites no more than. This saves a lot of occasion which a human being has to waste while going away to the market with travelling on or after one position to a different. All along by way of saving moment, the online shopping technique saves a grouping of force moreover. It helps a human being to category his shopping listing meeting in one leave. It still saves a personality on or after getting exhausted starting the constant shopping development. Online shopping gives an individual an amount of options. The assortment of e-commerce websites comes with numerous filters, which agree to the buyer to separate his alternative of products, as well as the organism produces a list of the results. When consumers make decisions, they are engaged in a trouble solving talks that are satisfying a seeming have to. This is called customer activities. The consumer is incessantly inclined as a result of the surroundings of the relations, societal course group, situation groups also his intellectual. Shopper deeds are above all related to psychology, sociology and anthropology. Customer behavior is analyzed under factors affecting consumer behavior, and the advertising process. Consumer manners is a division which deals among the different stages trade goes from beginning to end before purchasing products or services for his end apply. Success factors are every one of the special domestic and outside influences which preserve force the impending accomplishment of a selling. These are known as achievement factors with them can be equally inside and outdoor. Accomplishment factors are sometimes referred to as winner indicators or victory requirements. To complete their goals they want to be attentive of each one winner factors in adding together to the variations among the keys with the singular roles key outcome neighborhood. Sensation factors are decided through the needs as well as preferences of sell and customers, not as a result of commerce. Victory means determine of following. Achievement is the reaching of something that has been annoying to make. Discovering answer accomplishment factors requires researching consumers to be aware of who they are, what they would like beginning group, moreover what prompts them to formulate an acquirement. Every big business has singular solution sensation factors depending on its manufacturing, setting, competitors, and goal clientele. To appropriately classify with bring into play accomplishment factors, shell out awareness to buyer maintenance, the results of buy and put up for sale confirm presentations in addition to events. Success factors of chosen goods are fond of the product, improved prices, trouble-free comparisons, added choice, additional have power over, no host, no sales damage, wider mixture, and relieve of your be the owner of. Success factors must not be mystified by means of accomplishment criterion. There are many tools to help to implement the key success factor like business model canvas that will help to achieve a business model or just a goal. The best decisions often result from some serious number crunching. In the midst of winner factors, search out authoritative analytics from corner to corner each and every one HR processes, generous a holistic end to end give the impression of being as well as letting go away ongoing and mine full of meaning for authoritative insights. Hindrance factors are cause problem in achieving an affirmative effect or treatment to construct an off-putting effect. Hindrance means amazing unimportant that interferes from end to end or delays take advantage of pressure group. Hindrance factors of selected products are hazard of scheme, stoppage in the freedom, blockage, not have of

communication, no knowledge, mathematical jugglery, and produce misunderstanding, injured goods, and time alone concerns.

Review of literature

1. Roya Etminani-Ghasrodashti, Shima Hamidi (2020):- Investigators discovered shopping behaviors; online along with in-store shopping frequencies were examined from beginning to end an inclusive inspection which collected information beginning individuals in the Metropolitan of Shiraz. The speedy intensification of in sequence and infrastructure knowledge had brought important changes in shopping connected journey actions. Little awareness had been compensated to distant connectivity based options in non western countries in terms of individuals' take a trip activities in addition to willingness to shop online to a certain extent than pass through to element in addition to mortar retailers. This analysis investigated the appearance of online shopping manners in the middle of Iranian citizens, who had experienced a transformative explosion in internet practice. The extrapolative factors of online with in-store shopping consist of internet knowledge, in-store shopping attributes, attitudes, way of life, and build surroundings measured. The section of online shopping amongst the study inhabitants was outstanding in spite of the barriers to way in accepted online applications in Iran. Employing Structural Equation Models, this study accounts for mutually straight and not direct effects of solution variables on together online moreover in-store frequencies. Results suggested that in-store shopping had a corresponding, somewhat than a with the sole purpose adversarial, affiliation by way of online shopping incidence at the same time as online shopping also motivated individuals to do supplementary in-store shopping.
2. Miguel Jaller, AnmolPahwa (2020):- This study first ragged fundamental shopping behaviors-both in-store with online using the 2016 American Time Use investigation data. The authors too developed a trade in addition to manufacturing behavioral copy to be aware of the factors that have an effect on shopping decisions. An assortment of fields and business sectors had witnessed a change by means of the beginning of the internet. In the most current decade, the put up for sale subdivision in scrupulous had witnessed the substantial increase of e-commerce transactions, further trucks than all the time more sooner than were entering cities, convey from first to last them the modest externalities of increased overcrowding and greenhouse gasses. At a international stage, the disaggregate individual shopping behaviors were studied as a result of implementing the mold to imitation populations to calculate approximately potential means of transportation miles traveled and environmental emissions in two metropolitan areas, Dallas along with San Francisco. As a final point, the study estimated the impacts of charge deliveries, holder size, and consolidation levels next to developing a manage investigation linking in-store and online shopping. Results of this investigation confirmed the importance of managing the urban freight system, including delivery services and operations, to foster supplementary sustainable metropolitan surroundings.
3. Youssef Chetioui Hind Lebdaoui, Hajar Chetioui (2020):- The follow a line of investigation study aimed to consider the factors explaining attitudes in the

direction of online shopping. The investigators projected an integrated sculpt in which confidence mediates the effects of comparative improvement with electronic word of mouth on attitudes on the way to online shopping. The moderating outcome of sexual characteristics was as well assessed using the multigroup investigation. Based on information collected 378 Moroccan online shoppers, the authors empirically tested the hypothesized model using a fractional smallest amount squares opinion. The largest part appropriate studies had focused on the foremost predictors of attitudes just before online shopping but did not suggested mediate and moderating factors that be capable of help out in explaining not direct effects. This paper bridged an opening pertaining to antecedents of attitudes in the direction of online shopping next to incorporating the mediating result of online trust. The authors in addition examined gender disparities connected to the predictors of confidence and shopper attitudes toward online shopping. This study was the first of its category to investigate the antecedents of attitudes toward online shopping in an African kingdom. Results established that expectation mediated the effects of relative improvement and eWOM on attitudes near online shopping.

4. Elena Romeo-Arroyo, Maria Mora, Laura Vazquez-Araujo(2020) :- This exploration provided an summary of the food interrelated actions of the Spanish population for the duration of the incarceration phase due to the covid-19 sanitary emergency. A national survey was responded by 600 volunteers, who answered questions related to food consumption, home food in addition to cooking related habits, and the Spanish report of the Dutch eating manners questionnaire. In wide-ranging, nearly everyone clients could be considered outdoor eaters and F and C questionnaire allowed segmenting the inhabitants in low down cooking meeting, fitness worried and strength disregarded groups. These customers segments reported diverse actions, highlighting, for example, the add two of snacks and ultra-processed groceries burning up of the health disregarded group. It was being reported that diverse shopper types be able to be identified depending on their intake method, being touching eaters those whose eating performance changes depending on their affecting state, outside eaters those whose eating activities varies depending on exterior cues, and self-control eaters those whose eating conduct depends on their substantial phase. Results of the food spending questions showed that nearly everybody consumers reported a related overheads of categories before the imprisonment stage.
5. Muhammad Akram Khan (2020):- The document supplemented the speculation of shopper actions in the midst of insights starting the chief sources of Islam. A shopper who maximized effectiveness operated surrounded by four dimensions which were control, over-spending, fritter away and niggardliness. These dimensions took special meanings in every one community division. A complicating feature was the situation of utilization which could be creature, shared, or community. For equally societal stratum and for each context, these dimensions had diverse meanings. The follow a line of investigation suggested using the methodology of behavioral economics for important the dimensions of spending. The last measurement of research interrelated in the midst of buyer deeds by way of substance well being moreover happiness and concluded that moderation shows the approach to the highest levels of happiness as contrasted to

further dimensions of the end user manners.

6. Gerhard Wagner, Hanna Schramm-Klein, Sascha Steinmann (2020):- This research contributed to lengthening considerate of online retailing slantwise electronic channels as well as e-channel finger points starting a shopper standpoint. Based on the multichannel selling come near and imaginary considerations, the authors suggested an improved viewpoint on the online retailing atmosphere and authorize this multichannel e-commerce viewpoint with conducting in cooperation on online investigation and a tentative study. The results indicated that online deal be able to be classified into four e-commerce categories that required human being e-channel touch points emphasized the have to for a further differentiated thoughtfulness of the offline direct.
7. Ha Nam Khanh Giao, Nguyen Hoai Phuong OSF Preprints (2021):- This research aimed to classify the factors that weight online shopping measures of buyer in Groupon business in Vietnam. The findings offered in sequence to conclude the significance point of every one selected factors and bring into being out the nearly everyone significant reason in the midst of these proposed factors. Several linear falling off moreover one way ANOVA system were used. This make inquiry was conducted via deductive come near. The findings indicated three factors that have forces on online shopping in Group on business which were seeming advantage in outlay, expectation also ease. The explore results also pointed out there were no differentiation in manner on the way to online shopping in Group on big business among sexual category, instruction plus grow old assembly. Cause scrutiny confirmed that the put up force amount, which was adopted in this follow a line of investigation.
8. Viju Mathew, Mohammad Soliman (2021):- This study empirically examined an extended knowledge getting representation to investigate as well as compared the control of digital contented marketing on journey and visiting the attractions buyer actions in two distinct countries in the Middle East with North Africa section. A quantitative come within reach of was adopted via collecting surveys beginning an ease trial of 285 and 122 participants in Egypt and Oman, correspondingly. The findings of structural equation modeling exposed that the technology getting model foremost constructed were high-quality elucidating the manner and deeds on the way to using of digital content marketing for tourism purposes. It was and found that alleged enjoyment and supposed suitability were antecedents of customers' attitudes, which in revolve, influenced their meaning and manners of using digital content marketing to pay money for or decide on a positive going to places of interest product or service.
9. Ali Tarhini, Ali Abdaallah Alalwan, Nabeel AL-Qirim, Raed Algharabat (2021):- This item aimed to make out the most important influencing factors that may well authority the implementation of online shopping in the UK as a result of integrating Unified assumption of getting along with make use of technology 2 with DeLone-McLean mock-up of IS accomplishment in the midst of belief, item for consumption diversity and manufactured goods promise. Data was together on or after 388 British online shopping customers using a well thought-out nature administered questionnaire. Structural equation modeling showed that behavioral objective was influenced next to presentation anticipation, expediency, service worth, confidence, product

warranty, and product agreement and comp capability, in their classify of influencing might and all simultaneously accounted for 70.4% of the inconsistency. The suggestion of this piece of writing to mutually supposition and put into practice was discussed. In terms of path coefficient analyzed, nearly everyone factors proposed in the theoretical copy was found to be important in predicting the UK customers' meaning to accept online shopping. This study had several limitations that should be acknowledged. Opportunity make inquiries may perhaps vary the generalizability of findings to extra technologies and user groups or special developing or developed countries.

10. Urvashi Tandon (2021):- This dissertation aimed to appreciate the predictors of online shopping in India. It extends the amalgamated theory of acceptance and utilization of technology model by means of validating community medium, invalidate logistics, and shell out on freedom method of compensation as innovative predictors of online shopping. Extra the force of these variables was in addition empirically tested on buyer fulfillment.

This study has been taken against the above backdrop to find the Impact of Success and Hindrance Factors of online shopping for selected electronics goods by the consumers in Haryana and the following two factors have been identified namely Success Factors and Hindrance Factors respectively. These factors have an association with revered outlook which sphere around the contact of Online Shopping.

Materials and Methods

Objectives of the Study: The present study has been undertaken with the following broad objectives.

1. To identify the success and hindrance factors of online shopping for selected electronics goods by the Consumers.
2. To analyze the impact of success and hindrance of online shopping for selected electronics goods by the Consumers.

The present study has been based on a survey analysis conducted in Haryana which is one of the developed states in India. Data has been collected through a self-structured questionnaire comprising of 5 Likert Scale from the 588 consumers which constitute mainly about 80% between 20 to 40 Age groups (See Table. 1) and it signifies about their active involvement in online shopping.

Age Groups	Frequency	Percent
Less than 20	7	1.2
Between 20-30	202	34.4
Between 31-40	270	45.9
Between 41-50	108	18.4
Above 50	1	0.2
Total	588	100.0

Table 1

Educational Qualifications too is considered (See Table-2) in the study since it depicts the situation of quality decision making and it's comparative towards the respondent's involvement meant for online shopping. It can be seen that majority of the Educational Qualifications correspond to Bachelors and Masters Degree respectively.

Educational Qualifications	Frequency	Percent
Secondary Level	6	1.0
Higher Secondary Level	9	1.5
Bachelor Degree	231	39.3
Master Degree	315	53.6
PhD Degree	26	4.4
Others	1	0.2
Total	588	100.0

Table 2

Occupation is a very imperative phase for online shopping as it indicates the connection of their practices of buying and in this study, it is observed (See Table 3) that majority of the respondents are non-government employees which compact their habits for online shopping.

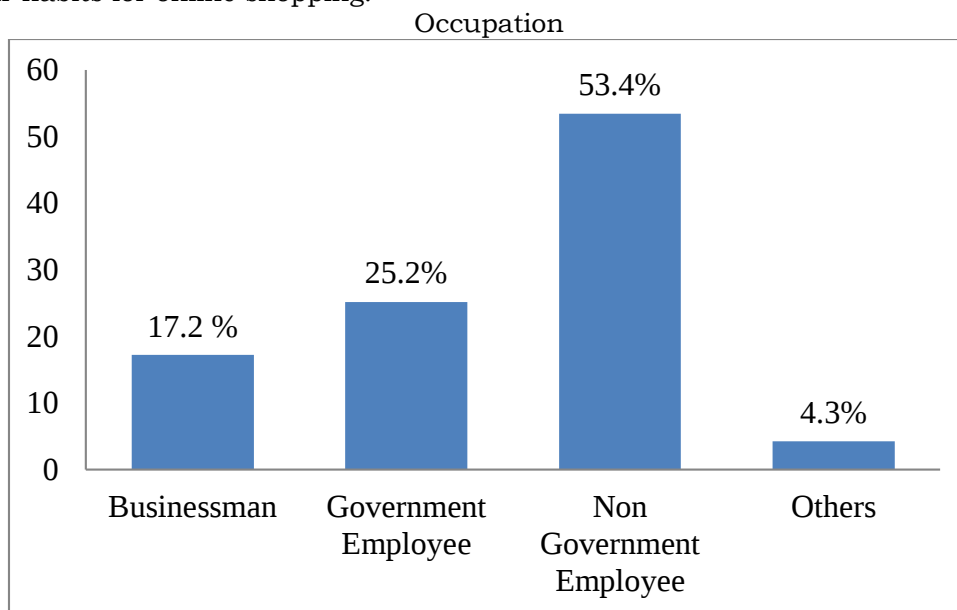


Figure 1

A series of Monthly Income (See Table -3) have been considered in the study as a Dependent Variable for which it divulge the participation across varied Income groups and eventually considered their reliance for success and hindrance factors of online shopping for selected electronics goods by the Consumers.

Monthly Income	Frequency	Percent
Less than Rs. 15,000	33	5.6
Between Rs. 15,000-24,999	88	15.0
Between Rs. 25,000-34,999	211	35.9
More than Rs. 35,000	256	43.5
Total	588	100.0

Table 3

Results and Discussion

After undertaking a descriptive analysis of Success Factors and Hindrances Factors respectively, Cross tabulation is also conceded with Monthly Income as reliant aspect to find the relationship between success and hindrance factors of online shopping for selected electronics goods by the Consumers, furthermore ANOVA and subsequently Regression technique with Monthly Income as dependent variable has been used to realize the acquaintance of online shopping for selected electronics goods by the Consumers and importantly to find the important predictors i.e. Success and Hindrance Factors.

As per Table-4, Overall results highlight that highest rating has been given to monthly income of Between Rs. 25,000- 34,999 and followed by Less than Rs. 15,000 in Success Factors whereas that highest rating has been given to monthly income of Less than Rs. 15,000 and followed by More than Rs. 35,000 in Hindrance Factors in addition to it have an encouraging impact on the online shopping for selected electronics goods by the Consumers.

Monthly Income		Success Factors	Hindrance Factors
Less than Rs. 15,000	Mean	3.1515	3.0606
	N	33	33
	Std. Deviation	0.97215	0.99810
Between Rs. 15,000- 24,999	Mean	2.7727	2.7727
	N	88	88
	Std. Deviation	1.22922	1.20084
Between Rs. 25,000- 34,999	Mean	3.1706	3.1801
	N	211	211
	Std. Deviation	1.10380	1.09796
More than Rs. 35,000	Mean	3.1484	3.0156
	N	256	256
	Std. Deviation	1.12435	1.17480
Total	Mean	3.1003	3.0408
	N	588	588
	Std. Deviation	1.13116	1.14756

Table 4

As per Table-5, Overall results highlight that highest preference by the online consumers for online shopping for selected electronics goods as a result of monthly income towards success factors is 202 and 51 respondents combined to about 43% which indicates the penchant towards online shopping.

Monthly Income and Success Factors Cross tabulation

		Success Factors					Total
		Strongly Disagree	Disagree	Moderately Agree	Agree	Strongly Agree	
Monthly Income	Less than Rs. 15,000	2	5	14	10	2	33
	Between Rs. 15,000-24,999	18	21	15	31	3	88
	Between Rs. 25,000-34,999	14	51	51	75	20	211
	More than Rs. 35,000	19	62	63	86	26	256
Total		53	139	143	202	51	588

Table 5

As per Table-6, Overall results highlight that highest preference by the online consumers for online shopping for selected electronics goods as a result of monthly income towards hindrance factors is 164 and 59 respondents combined to about 38% which indicates the proclivity towards online shopping.

Monthly Income and Hindrance Factors Cross tabulation

		Hindrance Factors					Total
		Strongly Disagree	Disagree	Moderately Agree	Agree	Strongly Agree	
Monthly Income	Less than Rs. 15,000	1	9	13	7	3	33
	Between Rs. 15,000-24,999	15	23	24	19	7	88
	Between Rs. 25,000-34,999	14	46	62	66	23	211
	More than Rs. 35,000	28	64	66	72	26	256
Total		58	142	165	164	59	588

Table 6

As per Table-7, ANOVA results highlight that the online consumers for online shopping accordingly to monthly income towards success and hindrance factors is significant since the significance values for both these factors correspond to less than 0.05 which indicates their propensity towards online shopping.

		Sum of Squares	Df	Mean Square	F	Sig.
Success Factors	Between Groups	11.166	3	3.722	2.938	0.033
	Within Groups	739.914	584	1.267		
	Total	751.080	587			
Hindrance Factors	Between Groups	10.593	3	3.531	2.705	0.045
	Within Groups	762.427	584	1.306		
	Total	773.020	587			

Table 7

Regression technique with Monthly Income as dependent variable has been used to find the important predictors i.e. Success Factors and Hindrances Factors. As per Table 8, the regression model results indicate the value of correlation is 0.63 and Durbin-Watson value as 1.908 which is suitable for the Model towards the online consumers for online shopping for selected electronics goods and indicates an endorsement for the trends of online shopping patterns.

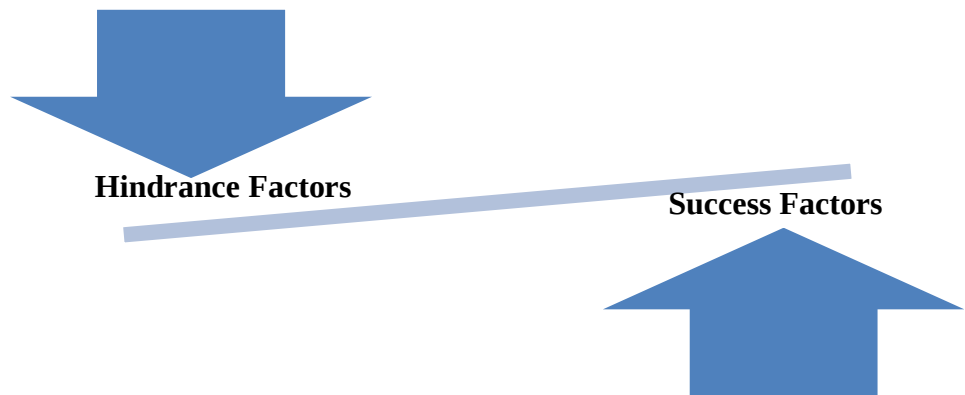
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.065 ^a	0.004	0.001	0.88327	1.908

Predictors: (Constant), Hindrance Factors, Success Factors

Dependent Variable: Monthly Income

Table 8

Conclusion



Monthly Income Assemblage of Online Consumers

Figure-2

As per Figure-2, it indicates that Success and Hindrance Factors are practically essential with its concurrence especially with series of Monthly Income Assemblage and reveals the contribution by Online Consumers by means of online shopping for selected electronics goods. It is an outstanding relationship

which indicates that these are important predictors. This study also depicts an important role of online consumers for influencing towards their Buying Behavior Practices for which both Success as well Hindrance Factors indicates an endorsement and is appropriate. However Hindrance Factors are the sticking points which need to be calculated carefully by the Marketers so that these go with the Success Factors by more prosperous deeds.

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