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# PERCEPTION OF ONLINE SHOPPING IS CONVENIENCE OR COMPROMISE? A STUDY IN KANYAKUMARI DISTRICT

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## ABSTRACT

This research examines the compromise shopping experience in online shopping, with reference to several factors including trust quality, security, customer service, and encounter issues. The research seeks to establish which factors contribute significantly to consumer attitudes and behaviour towards online shopping experiences. Data was gathered from 167 participants in Kanyakumari District, and the analysis was done using the Jamovi software to carry out several statistical tests. The results indicate that trust quality positively affects the compromise shopping experience significantly, while other variables such as security and encounter problems lack a statistically significant influence. The study highlights the role of trust quality in online shopping behaviour and offers implications for e-commerce sites to enhance customer satisfaction.

**Keywords:** Compromise Shopping Experience, Online Shopping, Trust Quality, Customer Service, Security, Kanyakumari District, Consumer Behaviour

## 1. INTRODUCTION

The E-commerce industry has experienced significant growth in the last ten years. Consumers are increasingly relying on e-commerce websites for their shopping requirements because of the convenience, product availability, and in many cases, competitive prices. Nevertheless, even with the high usage of online shopping, consumers are confronted with a number of challenges, such as issues related to trust quality, security, and the general shopping experience. These issues can result in a compromise shopping experience, where shoppers might need to adapt or make concessions in order to finalize their purchase.

Against this backdrop, it is essential to know which of the factors leads to a compromise shopping experience and how these impact consumer behaviours. This research will evaluate the impact of such factors as trust quality, security, customer service, and encounter issues on the online shopping experience, especially within the context of Kanyakumari District.

## 2. NEED FOR THE STUDY

The requirement for this research is brought about by the rising significance of online consumption and the rising competition for e-commerce sites. With the growing consumer market, it is essential to know the determinants that lead to compromise in shopping experience as it is crucial for businesses that aim to improve their levels of customer satisfaction. By knowing major predictors such as trust quality, businesses are able to target areas that need to be improved for greater consumer interaction and loyalty. The results of this research will be useful to e-commerce websites, marketers, and consumer behaviour scholars, providing information on the psychological and emotional reasons that affect online buying decisions.

## 3. STATEMENT OF THE PROBLEM:

Although there is general popularity in online shopping, consumers continue to have a compromise shopping experience with regard to trust quality, security, and customer service. Such factors affect consumer satisfaction with online shopping and can shape purchasing behaviour. The research problem is What are the significant drivers of the compromise shopping experience in online shopping, and how do they influence consumer perceptions and behaviour.

## 3.1. OBJECTIVES OF THE STUDY

To examine the influence of trust quality on compromise shopping experience in internet shopping, and whether or not it plays an important role in affecting consumers' behaviour and choices.

In order to assess the interaction among the most crucial factors, which are online shopping compromise, security, encounter concerns, and customer service, in relation to compromise shopping experience and to determine that of these components plays a great role in creating changes in shoppers' attitudes and perceptions toward Internet shopping.

These aims are concerned with identifying the most important predictors of the compromise shopping experience, with one targeting trust quality and the other examining a wider variety of factors.

## 4. RESEARCH METHODOLOGY

## 4.1. POPULATION AND SAMPLE

The research was done with a sample of 167 respondents who lived in Kanyakumari District. The respondents were chosen by applying a convenience sampling method, aiming to reach a representative sample of online consumers in the area.

**Data Collection:**

Information was gathered using a standardized questionnaire that measured the quality of trust, security, customer service, and online shopping-related encounter issues. The respondents were required to evaluate their experiences using a Likert scale.

**Analysis of Data:**

Data gathered was processed using Jamovi software. Statistical tests such as regression analysis, ANOVA, and factor analysis were conducted to establish relationships between predictors and the compromise shopping experience.

**Research Design:**

The study adopted a quantitative methodology, given that the intention was to measure the impact of the factors that were identified on the shopping experience. This method enables objective data measurement and analysis.

**Diagram:1**

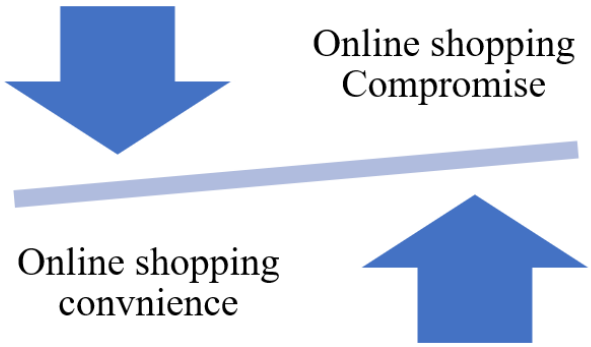
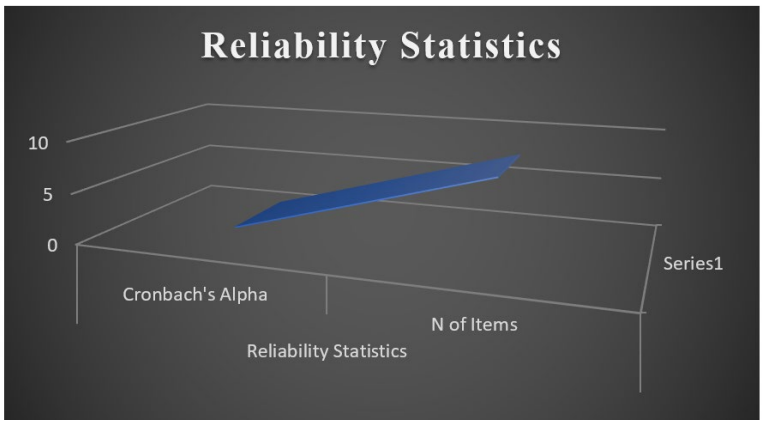



**Table:1**

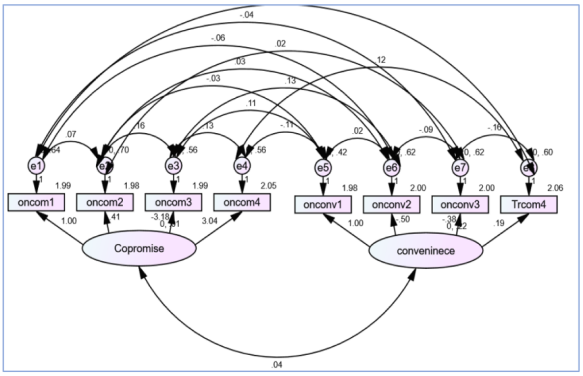
| Reliability Statistics | |
|---|---|
| Cronbach's Alpha | N of Items |
| 0.89 | 8 |

**Diagram:2**




A 0.89 Cronbach's Alpha with 8 items indicates good internal consistency. Good Reliability: Cronbach's Alpha results tend to range from 0 through 1, and the higher the number, the better the reliability. A 0.89 score indicates that your scale items are highly correlated and are measuring the same underlying construct well. This is typically considered to be very good reliability.

**Path Diagram:3**



Oncom-Online shopping compromise

Onconv- Online shopping convenience

**Table:2**

| Variables Relationship | | | Estimate | S.E. | C.R. | P |
|---|---|---|---|---|---|---|
| Yes compromise | <--- | Online shopping compromise | 1.000 | | | |
| Somewhat compromise | <--- | Online shopping compromise | .415 | 1.423 | .292 | .771 |
| Does not compromise | <--- | Online shopping compromise | -3.181 | 8.800 | -.361 | .718 |
| Lack of physical touch | <--- | Online shopping compromise | 3.042 | 7.780 | .391 | .696 |
| Yes convenience | <--- | Online shopping convenience | 1.000 | | | |
| Somewhat convenience | <--- | Online shopping convenience | -.499 | 1.119 | -.446 | .656 |
| Does not convenience | <--- | Online shopping convenience | -.376 | .935 | -.403 | .687 |
| Lack of physical touch | <--- | Online shopping convenience | .194 | .488 | .399 | .690 |

The estimate indicates that there is a positive correlation between "Somewhat compromise" and "Online shopping compromise," but the standard error is big, and the C.R. (the estimate divided by the standard error) is small. The p-value of 0.771 shows that this correlation is not statistically significant (usually, a p-value less than 0.05 is significant), i.e., "Somewhat compromise" does not have a significant correlation with "Online shopping compromise."

Negative estimate implies an inverse relationship, but the standard error is high, and the C.R. is low and negative. With a p-value of 0.718, this relationship is not significant either. It implies that "Does not compromise" is not significantly related to "Online shopping compromise." This reveals that the correlation coefficient for this variable is not significant.

The estimate is positive, which indicates a positive relationship, but the standard error is very big, and the C.R. is small. The p-value of 0.696 means that this relationship is not statistically significant, i.e., "Lack of physical touch" does not significantly correlate with "Online shopping compromise."

The negative estimate hints at a little reverse relationship, but the C.R. is small, and the p-value of 0.687 indicates that this reverse relationship is also not statistically significant.

The estimate indicates a weak but positive relationship between "Lack of physical touch" and "Online shopping convenience." The p-value of 0.690, however, indicates that this relationship is not significant, indicating that "Lack of physical touch" has no significant effect on "Online shopping convenience."

None of the relationships presented are statistically significant, as all the p-values are above the typical significance threshold of 0.05. This means that, based on this model and the data, compromise and convenience (along with "Lack of physical touch") are not significantly influencing or related to "Online shopping compromise" or "Online shopping convenience" respectively. The estimates may show some direction (positive or negative), but the relationships are weak and not significant based on the given p-values.

**Table:3** Diagram:3

**Squared Multiple Correlations:**

| Variables | Estimate |
|---|---|
| Online shopping compromise-4-Lack of Physical touch | .014 |
| Online shopping convenience-3-Does not convenience | .049 |
| Online shopping convenience -2-Somewhat convenience | .083 |
| Online shopping convenience -1-yes convenience | .350 |
| Online shopping compromise -4- Lack of Physical touch | .173 |
| Online shopping compromise -3- Does not compromise | .187 |
| Online shopping compromise -2-Somewhat compromise | .003 |

| | |
|---|---|
| Online shopping compromise- 1-Yes compromise | .019 |

**1) Online shopping compromise - 4 - Lack of Physical Touch:**

This is a very weak positive relationship. The positive estimate indicates that as "Lack of physical touch" increases, there is a modest increase in online shopping compromise. The estimate, however, is very close to 0, indicating that the effect will probably be small and not of practical importance.

**2) Online shopping convenience - 3 - Does not convenience:**

This estimate shows a weak positive correlation between "Does not convenience" and the convenience of online shopping. Although it is positive, it is small (0.049) in effect, meaning that "Does not convenience" has a very weak positive correlation with perceived convenience of online shopping. This can hardly be considered a strong or significant correlation.

**3) Online shopping convenience - 2 - Somewhat convenience:**

This is a weaker positive relationship than the last one, indicating that as "Somewhat convenience" rises, there is a moderate rise in online shopping convenience. The estimate of 0.083 indicates a small, positive correlation.

**4) Online shopping convenience - 1 - Yes convenience:**

This is the most robust estimate to date. A value of 0.350 indicates a moderate positive correlation between "Yes convenience" and online shopping convenience. This implies that as the perception of convenience rises (towards "yes convenience"), there is a relatively stronger rise in online shopping convenience. This may be a better predictor of convenience in the case of online shopping.

**5) Online shopping compromise - 4 - Lack of Physical Touch:**

A moderate positive relationship, which suggests that lack of physical touch affects online shopping compromise to a moderate extent. The value of 0.173 is a meaningful but not strong relationship.

**6) Online shopping compromise - 3 - Does not compromise**

This is also a moderate positive relationship, implying that "Does not compromise" is positively associated with online shopping compromise. The estimate of 0.187 is comparable to the first one, implying a moderate effect.

7) Online shopping compromise - 2 - Somewhat compromise

This is an extremely low positive estimate, near zero. This indicates that "Somewhat compromise" has absolutely no influence on online shopping compromise since the effect is so small.

**8) Online shopping compromise - 1 - Yes compromise:**

This estimate is also negligible, indicating that "Yes compromise" has a very minor positive influence on online shopping compromise. The effect is insignificant in practice.

•**Online shopping convenience:** The correlations with "Yes convenience" (0.350) and "Somewhat convenience" (0.083) reflect some positive but differential levels of influence on the convenience of online shopping, and "Yes convenience" is found to have the greatest effect.

• **Online shopping compromise:** The estimates of online shopping compromise due to lack of physical touch (0.173) and Does not compromise (0.187) are moderate, as they have a stronger relationship than the other estimates. Yet, the relationships for Somewhat compromise (0.003) and Yes compromise (0.019) are extremely weak, which means these categories do not have much effect on online shopping compromise.

**Confirmatory Factor Analysis**

**Table:4**

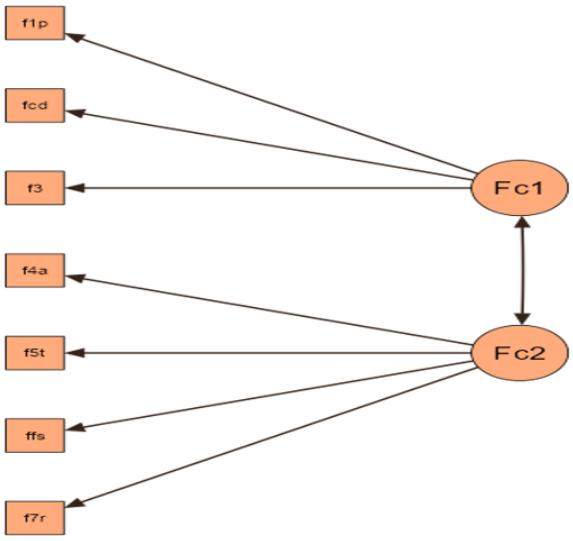
**Path Diagram:4**

| Factor Loadings | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| **Factor** | | **Indicator** | | **Estimate** | | **SE** | | **Z** | | **p** | | | |
| Factor 1 | | F1 Price | | 0.18 | | 0.12 | | 1.51 | | 0.132 | | | |

| | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | f2 Convenience delivery | | -0.19 | | 0.12 | | -1.62 | | 0.105 | |
| | | f3 Availability of goods | | -0.60 | | 0.32 | | -1.83 | | 0.067 | |
| Factor 2 | | f4 Free shipping | | -0.02 | | 0.09 | | -0.18 | | 0.856 | |
| | | f5 time saving | | 0.41 | | 0.14 | | 2.83 | | 0.005 | |
| | | | | | | | | | | | |
| | | f6 free shipping | | 0.35 | | 0.13 | | 2.73 | | 0.006 | |
| | | f7 return policy | | -0.20 | | 0.09 | | -2.33 | | 0.020 | |

**Factor Covariances**

| | | Estimate | | SE | | Z | | p | |
|---|---|---|---|---|---|---|---|---|---|
| Factor 1 | Factor 1 | 1.00 | [a] | | | | | | |
| | Factor 2 | 0.19 | | 0.15 | | 1.24 | | 0.216 | |
| Factor 2 | Factor 2 | 1.00 | [a] | | | | | | |



**Factor 1:**

The estimate is positive (0.18), which implies a weak positive correlation between f1price and Factor 1. But the Z-score (1.51) is not large, and the p-value of 0.132 is greater than the typical significance level of 0.05. Thus, f1price is not statistically significant in capturing Factor 1, indicating this indicator is weakly correlated with the factor.

**f2 convenience delivery:**

The estimated is negative (-0.19), and f2 convenience delivery has a weak negative correlation with Factor 1. The Z-score of -1.62 and the p-value of 0.105 indicate that this correlation is not statistically significant at the 0.05 level. Thus, f2 convenience delivery is not a good predictor of Factor 1.

**f3 Availability of goods:**

The estimate is negative (-0.60), indicating a moderate negative relationship between f3 Availability of goods and Factor 1. The Z-score of -1.83 indicates the relationship is close to being significant, but the p-value of 0.067 is greater than 0.05, so it's marginally significant. This reveals a possible but not completely strong relationship between this indicator and Factor 1.

**Factor 2:**

**f4 Free shipping**

The extremely low negative estimate (-0.02) and Z-score of -0.18 imply virtually zero correlation between f4 Free shipping and Factor 2. The p-value of 0.856 is extremely high, implying that this measure is not statistically significant and does not significantly add to Factor 2.

**f5 time saving:**

The estimate is positive (0.41) and reveals a strong positive correlation between f5 time saving and Factor 2. The Z-score of 2.83 is fairly large, and the p-value of 0.005 is less than 0.05, so this indicator is statistically significant. This implies that time saving is a crucial and influential indicator of Factor 2.

The estimate is positive (0.35), indicating a moderate positive correlation between f6 free shipping and Factor 2. The Z-score of 2.73 is quite high, and the p-value of 0.006 is less than the 0.05 significance level, which means that this is statistically significant and is a significant indicator of Factor 2.

**f7 return policy:**

The estimate is negative (-0.20) and implies a moderate negative association between f7 return policy and Factor 2. The Z-score of -2.33 is significant, and the p-value of 0.020 implies that the association is statistically significant. Hence, return policy seems to negatively affect Factor 2.

Factor 1 shows weak or insignificant associations with its indicators:

f1price, f2 convenience delivery, and f3 Availability of goods are weak or marginally significant. None of them are strongly or statistically significantly related to Factor 1.

Factor 2 has some stronger ones:

f5 time saving and f6 free shipping have statistically significant positive relationships with Factor 2, meaning these indicators are significant for this factor.

f7 return policy has a statistically significant negative relationship with Factor 2.

f4 Free shipping is not significantly related to Factor 2 (not significant).

Factor 2 is better defined through its indicators, particularly time saving and free shipping, whereas Factor 1 has weaker and less defined relationships with its indicators.

**Linear Regression**

**Table:5**

| Omnibus ANOVA Test | | | | | |
|---|---|---|---|---|---|
| | Sum of Squares | df | Mean Square | F | p |
| Online shopping | 4.77 | 2 | 2.39 | 1.91 | 0.151 |

| | | | | | |
|---|---|---|---|---|---|
| Encounter issues | 0.10 | 1 | 0.10 | 0.08 | 0.774 |
| Online shopping compromise personal or customer service | 0.05 | 1 | 0.05 | 0.04 | 0.835 |
| Trust quality | 7.84 | 1 | 7.84 | 6.28 | 0.013 |
| Security | 0.13 | 1 | 0.13 | 0.10 | 0.751 |
| Residuals | 199.68 | 160 | 1.25 | | |

**Significant Factors:**

Trust quality (p = 0.013) is the only factor that shows a statistically significant effect. This suggests that trust quality significantly impacts the outcome of the model.

Non-significant Factors:

Online shopping, encounter issues, online shopping compromise personal or customer service, and security all have p-values greater than 0.05, indicating that these factors do not significantly affect the outcome.

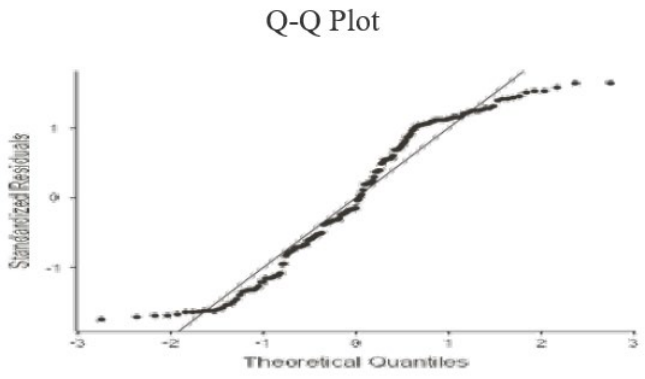
Residuals represent the unexplained variation in the data, which is important to note for model accuracy but does not directly indicate significance.

In summary, trust quality is the only significant factor in this analysis, while the others do not contribute significantly to the model.

**Table: 6**

| Model Coefficients - Compromise shopping experience | | | | | |
|---|---|---|---|---|---|
| **Predictor** | **Estimate** | **SE** | **t** | **p** | **Stand. Estimate** |
| Intercept [a] | 2.09 | 0.38 | 5.49 | < .001 | |
| Online shopping: | | | | | |
| 2 – 1 | -0.08 | 0.20 | -0.40 | 0.691 | -0.07 |
| 3 – 1 | 0.37 | 0.24 | 1.55 | 0.122 | 0.33 |
| Encounter issues | -0.02 | 0.08 | -0.29 | 0.774 | -0.02 |
| Online shopping compromise personal or customer service | -0.03 | 0.15 | -0.21 | 0.835 | -0.02 |
| Trust quality | 0.20 | 0.08 | 2.51 | 0.013 | 0.20 |
| Security | 0.03 | 0.09 | 0.32 | 0.751 | 0.03 |

**Diagram:5**




The intercept (2.09) is the predicted value of the compromise shopping experience when all the predictors are at their baseline (zero). The t-value (5.49) is very large, and the p-value (< 0.001) shows that the intercept is statistically

significant. This implies that in the absence of other predictors, the baseline level of the compromise shopping experience is significantly different from zero.

The estimate of -0.08 indicates a very weak negative relationship between Online shopping (2) and the compromise shopping experience, but the t-value (-0.40) and the p-value (0.691) are not significant ($p > 0.05$). This indicates that this predictor does not have a significant effect on the compromise shopping experience. The standardized estimate (-0.07) also indicates a very weak effect.

**Online shopping: 3 – 1**

0.37 represents a weak positive relationship between Online shopping (3) and the compromised shopping experience, but the p-value (0.122) is over the standard threshold value of 0.05, so this is not statistically significant. The standardized estimate (0.33) suggests a moderate effect size, but as before, it is not significant in the present model.

**Encounter issues:**

The estimate of -0.02 indicates a very weak negative effect with the compromise shopping experience, but the t-value (-0.29) and the p-value (0.774) show that this is not statistically significant. The standardized estimate (-0.02) reinforces that the effect is small.

Online shopping compromise personal or customer service:

The estimate of -0.03 indicates an extremely small negative association with compromise shopping experience, yet the t-value (-0.21) and p-value (0.835) indicate that this predictor is not significant. The standardized estimate (-0.02) indicates that the effect is not noticeable.

**Trust quality:**

The 0.20 estimate reflects a positive association between trust quality and the compromise shopping experience. Both the t-value (2.51) and p-value (0.013) are significant statistically ($p < 0.05$), implying that trust quality significantly affects the compromise shopping experience positively. The standardized estimate (0.20) shows a moderate effect size.

**Security:**

The estimate of 0.03 shows an extremely small positive association between security and the compromised shopping experience, but the t-value (0.32) and p-value (0.751) reveal that this is not statistically significant. The standardized estimate (0.03) also indicates that the effect is negligible.

The model reveals that trust quality is the most influential factor in forming the compromise shopping experience, whereas other factors like security, encounter problems, and online shopping compromise aspects fail to demonstrate notable effects in this scenario.

## 5. FINDINGS

- **Trust Quality:** There was a strong positive correlation between trust quality and the compromise shopping experience ($p = 0.013$), indicating that greater trust in the quality of the shopping experience leads to a more positive shopping experience for consumers.
- **Security and Encounter Problems:** Security ($p = 0.751$) and encounter problems ($p = 0.774$) were found to have no effect on the compromise shopping experience, meaning these factors do not play a big role in determining the consumer's compromise in online shopping.
- **Customer Service:** Such factors as online shopping compromise personal or customer service had negligible effects ($p = 0.835$) on the compromise shopping experience, suggesting that such factors may not be as powerful as anticipated.

## 6. CONCLUSION

The research found that the quality of trust is the strongest influence on the compromise shopping experience in online buying. Online platforms need to emphasize establishing and maintaining trust with buyers to enhance the overall shopping experience. Although variables such as security and encounter issues did not indicate strong effects, it is advisable for companies to keep monitoring and responding to customers' concerns regarding these factors. Future

studies might examine other variables affecting the experience of online shopping and verify these conclusions across various parts of the world.

## CONFLICT OF INTERESTS

None.

## ACKNOWLEDGMENTS

None.

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