Factors Influencing Online Brand Trust: Evidence from Online Buyers in Kathmandu Valley

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ABSTRACT

This paper aims to identify the factors that influence consumers' online purchasing behavior in the Kathmandu Valley and understand the relationship between trust and the independent factors of trust in their buying behavior. The analysis is descriptive in nature and focuses on hypothesis testing using a structured questionnaire and interview to collect primary data from a sample size of 200 respondents focusing on jobholders, business people, students and housewives. The secondary data is taken based on reports, published articles, websites and journals. Results of the study indicate that a majority of the respondents believe trust is an important factor for online purchase. Though some of the respondents feel that time-saving is one of the important factors for purchasing online, 56 percent of the respondents prefer to shop online only three times a year. The study also shows that the maximum number of respondents prefer buying tickets more than any other commodity online. Even though priority has been given to brand reputation, respondents did not find information as an important factor influencing an online purchasing decision.

Keywords*: trust, e-commerce, primary data, descriptive and inferential statistics*

1. Introduction

Online shopping has allowed consumers to buy from any part of the world which has been a part of globalization. Though previously the Internet was seen as a piece of information disseminating channel, people now use it for multiple purposes. We can see consumers who are turning to the Internet all around the world for their shopping and even for business purposes. Unlike a physical store, an e-commerce store stays up and running twenty-four hours a day which has created opportunities for businesses.

The global reach of the Internet has given opportunities to many people to purchase goods and services of different varieties from different locations. Today, 60 percent of shoppers in developed countries go to the internet to buy goods and services. This method of shopping is loved because it is convenient. However, Internet

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shopping involves more uncertainty and risk than traditional shopping. Customers all around the world vary in perception and purchasing behavior. There are a few significant factors responsible for a successful e-commerce business. According to some researches, trust, security, privacy and quality of goods are the major factors that should be considered to influence consumer buying behavior. Among these, trust is the most important factor influencing consumer buying behavior.

E-commerce has revolutionized the way companies do business. It is expanding tremendously because of its complete range of benefits that any industry can enjoy. For many people in the world, e-commerce becomes one of the preferred ways of shopping as they find it easy and convenient. According to Nepal Telecommunication Authority, as of 2017, there were 14.18 million Internet subscribers in the country, or nearly 56 percent of the national population of 26.49 million. The report shows that Internet penetration has increased by a whopping 18.22 percent over the year ending mid-February. Almost all the growth in web connectivity has come from mobiles as more and more people are using social media platforms like Facebook and Twitter. The most preferred e-commerce websites in Nepal are Thamel.com, Sastodeal.com, and Muncha.com which has increased the rate of online buying.

The world today relies on the Internet. E-commerce is now a major part of the Internet. Many companies and countries have started selling online. The number of consumers has increased with the increase in online companies as many people find it easy and accessible to gather much information about products from anywhere. However, Nepali consumers are still in the experimental stage of online shopping. Consumers are still looking more for online brands and are trying to differentiate them from the stores. Lack of proper knowledge and awareness among the generation is still a major hurdle in e-commerce.

Even after having dozens of virtual Nepali stores on the web, they still have the same problem of payment and belief of people and they still have a level of trust to build among the visitors. The consumers simply do not trust the web providers enough to share their personal information and money. The other few challenges of e-commerce in Nepal are education, payment gateway, competitors, delivery and returns. For this, brands must establish trust with customers to make the Internet a viable medium. Similarly, the users must feel that their information is protected and not used for other purposes without their permission. There should also be different online payment system verification guided with the start-to-end process for making the business online. It is important for every e-commerce business to address the trust issues of the customers.

The primary reasons behind conducting this study are to identify the priorities of people while purchasing online and to create a resource for e-commerce businesses to

work on the challenges faced in retaining and attracting large numbers of customers. For the study, it is important to understand the factors that establish trust in e-commerce. So, this study has examined to answer the following questions:

- What are the factors that influence consumers to purchase online brands in the Kathmandu Valley?
- Is there any significant relationship between trust and the independent factors of trust in consumers' buying behavior?

With the change in information technology and revolution in the society, Internet and technology have started to become the backbone of any industry. Many organizations have now started to believe that reaching people through the Internet is important as almost all the people spend their time on the Internet at least two to three times a day. With this, it is important to build online trust among the people. This study helps in identifying the trust issues among people in online shopping and deal with appropriate strategies.

This study can be the reference for creating strategies to build trust among consumers for the success of e-commerce markets in Nepal. A better understanding of consumers' preferences for shopping online around the world shall give valuable insights to both academia and business firms, to improve theories, products and services, and electronic storefronts.

This study will be beneficial for those who want to conduct research in a similar context in the future as there are very few researches on consumer trust in e-commerce in Nepal's context as of now. Also, additional influencing factors can be identified and tested out by researchers in determining the buying behavior of consumers.

2. The Literature Review

Alam and Yasin (2010) examine online brand trust and its influencing factors in the specific context of online air ticket buyers in Malaysia. Summarizing academic literature on online brand trust drivers, it was found that there is a need to conduct research on online brand trust. Accordingly, hypotheses are that word-of-mouth, online experience, security/privacy, perceived risk, brand reputation and quality information have a significant influence on online brand trust. The hypothesis is being tested in terms of mentioned variables, on online airline ticket buyers in Malaysia.

Shim et al. (2001) define their study that the factor that influences the consumers' intention to purchase online is their previous online shopping experience. Consumers will continue to shop on the Internet in the future if they are satisfied with their online shopping experience and it was evaluated positively. Consumers'

perceived risk will tend to reduce when they are satisfied with their shopping experience.

Lim et al. (2016) conducted research on Factors Influencing Online Shopping Behavior. They conducted research to determine the relationship between subjective norm, perceived usefulness and online shopping behavior while mediated by purchase intention. The conclusion has depicted that subjective norm and perceived usefulness positively influence online purchase intention significantly but subjective norm insignificantly influences shopping behavior in a negative way. It is interesting to note that perceived usefulness also insignificantly influences online shopping behavior. The finding also revealed that purchase intention positively influences online shopping behavior significantly.

Park and Kim (2003) attempted to identify the key factors affecting consumer purchase behavior in an online shopping context. The study investigated the relationship between various characteristics of online shopping and consumer purchase behavior. Results of the online survey among 602 Korean customers of online bookstores indicated that information quality, user interface quality, and security perceptions affect information satisfaction and relational benefit that, in turn, are significantly related to each consumer's site commitment and actual purchase behavior. They investigated how the content and presentation of product and service information affect consumers' willingness to patronize an online store. Finally, they identified and discussed several factors affecting consumers' purchase behavior as well as their perception and satisfaction.

Kamari and Kamari (2012) presented a study on building online trust among consumers. This model outlines some of the key factors that are related to this area and suggests a framework based on these factors. With respect to the position and importance of trust in online commerce, this model helps businesses capture, sustain and construct long-term relationships with their customers. In this study, trust is believed to be the key to building relationships with customers on the Internet.

Kim and Benbasat (2006) conducted a study on the effects of Trust Assuring Arguments on Consumer Trust in Internet Stores. They attempted to investigate whether the provision of trust-assuring arguments on the website of an Internet store increases consumer trust in the Internet store and to identify the most effective form of trust-assuring arguments to provide guidelines for their implementation. The results indicate (1) providing trust-assuring arguments that consist of claim plus data or claim plus data and backing increases consumers' trusting belief but displaying arguments that contain claim only does not and (2) trust-assuring arguments that include claim plus data and backing lead to the

highest level of trusting belief among the three forms of arguments examined in this study.

Tsai and Yeh (2010) investigated the perceived risk that is related to information security and privacy during online shopping. In this study, the technology acceptance model was used as a framework to explore website characteristics related to the perceived risk of information security and purchase intention. The study showed that perceived risk of information security and privacy on a website are strongly related to purchase decision. The study examines consumers' perceived risk of information security and privacy when they buy goods on the Internet.

Banerjee and Banerjee (2012) examine the factors that determine the Indian consumers' online trust. To conduct an empirical investigation, a survey among 262 consumers with online shopping experience was conducted using a questionnaire. The respondents were randomly selected to remove the biases in samples. The samples consisted of consumers living in one major city in India. Random people were chosen from households who are a part of the consumer group. The respondents were randomly picked from those who are 18 years of age and above, of both sexes, either earning or with access to expendable income, and who have made an online purchase at least once in the last four months.

Hoffman and Novak (1999) conducted a study on building customer trust online. The study was conducted to identify how merchants can win back lost customer trust in the interest of e-commerce sales. Through the study, they found that consumer expectations of privacy depend on the medium. In traditional media, it is well-known that consumer attitudes toward privacy invasion range from tolerance to resigned disgust. But in electronic media, consumers are making it clear that their need for control and protection is intense. Their research suggested that consumers do realize that personal data is important to Web marketers and, perhaps surprisingly, report being interested in providing such information.

Kraeuter (2002) examines the role of consumer trust as the diffusion and acceptance of electronic commerce. Starting from a functional perspective, trust is seen as a distinct but potentially coexisting mechanism for reducing the uncertainty and complexity of transactions and relationships in electronic markets. The analysis focuses on the conditions of e-commerce transactions that are relevant to the formation of trust problems. The study identifies several factors associated with trust in electronic commerce. They are individual characteristics of the trust or, basic willingness, the experience of an individual to trust.

This study aims to validate a theory-based model for trust in an Internet store and tests two specific trust-building strategies. The research model hypothesizes that both portal affiliation and satisfied customer endorsement positively affect customers' trusting beliefs. Trusting beliefs, in turn, lead to positive attitudes toward the store, an increase in willingness to buy, and ultimately an increase in actual buying behavior from that store.

The reviewed articles are all based upon international context. The collection of data, analysis and findings is limited to foreign markets which are quite different from Nepali market. They have not covered the behavioral pattern of Nepali customers and their trust factors in e-commerce. Also, the key paper conducted also needs to be updated as the technology factor changes frequently within a short period of time. This research work has tried to work on the gaps of such studies. The researcher has explored the factors influencing consumer's trust in e-commerce. Apart from the factors of the trust stated in reviewed articles, the researcher has also tried to figure out the additional factors influencing customers' buying behavior.

This study has been divided into five sections. They are introduction, the literature review, the research methodology, data analysis and presentation, summary and conclusions. Section one, the introduction section has given a brief outline of the topic of the study. This section includes the objective of the research studies in the context of Nepal and the gap in the research. Section two includes the literature review and the structure of the organization.

Section three includes the methodology of the research, the conceptual framework and its specifications. Section four includes an analysis of the data and the presentation of the findings and results. The final section represents a summary, conclusion and recommendation for the various stakeholders and future researchers. All the necessary appendixes have also been included after the bibliography.

3. The Methodology

This study tries to understand the factors that influence trust when purchasing online in the Kathmandu Valley and examine the factors important for the consumers to purchase online. The study focuses on finding the consumers' online buying behavior based on different factors like gender, age, occupation and many other variables associated. For this, both qualitative and quantitative research methodologies are used. Non-probability convenient sampling is adopted where certain samples are included with convenience of the researcher. The respondents include people from heterogeneous groups in the Kathmandu Valley, i.e., students, business people, jobholders and housewives.

3.1 The Basic Model

The theoretical framework of this study is based on the research conducted by Alam and Yasin (2010). This paper has examined the online brand and its influencing factors in the specific context of online air ticket buyers in Malaysia. From the findings of the study, security, word of mouth, quality of information, online experience, brand reputation and quality of information have a significant relationship with online brand trust. This study provides a result with findings and limitations.
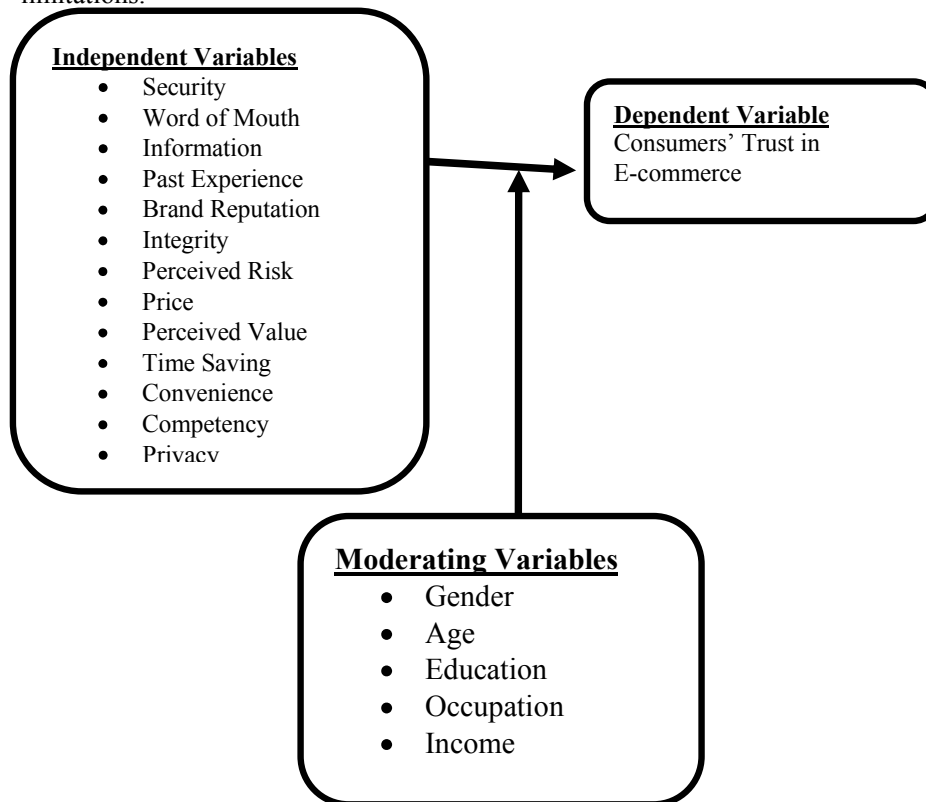
Independent Variables
- Security
- Word of Mouth
- Information
- Past Experience
- Brand Reputation
- Integrity
- Perceived Risk
- Price
- Perceived Value
- Time Saving
- Convenience
- Competency
- Privacy

Dependent Variable
Consumers' Trust in E-commerce

Moderating Variables
- Gender
- Age
- Education
- Occupation
- Income

Figure 1: Conceptual Framework

a) Independent Variables

Independent variables are variables which determine the value of the dependent variable, i.e., there are various factors which influence consumers' trust in e-

commerce. Thirteen variables are used as independent variables for the study. Likert Scale is used to measure the factors influencing online brand trust.

b) Moderating Variables

A moderating variable is a third variable that affects the strength of the relationship between a dependent and independent variable in correlation. These variables include demographic variables which are Gender, Age, Education, Occupation and Income which help to identify in influencing the customers' trust. For the measurement of moderating variables single-response questions have been used in the study.

c) Dependent Variables

A dependent variable is a variable that the researcher is interested in. The dependent variable for this research study is "Consumers' Trust in Ecommerce".

3.2 The Data

Populations for this study are consumers within the Kathmandu Valley who are familiar with e-commerce websites and have experienced their services. The overall survey and study are guided by the objectives of the study. The sample size is 200 and convenience random sampling has been used in this study. Although the sample size is very small in comparison to the population, sufficient efforts have been made to make the sample represent the whole population. For the accuracy of the result, only those respondents are selected who are aware of e-commerce websites. Also, a few published articles and journals are taken as a reference for secondary data. Out of the 200 respondents, 95 are male and 105 are female. The survey was conducted only after receiving approval from the respondents. The response collected from the respondents is coded and entered in the SPSS worksheet. After the coding, appropriate analysis is done.

4. Results and Discussion

To analyze and interpret the data, SPSS and Microsoft Excel are used. For the presentation of data, tools like table and figure are used. Moreover, other tools like ANOVA test, t-tests, mean, standard deviation and frequency distribution are employed to draw inferences from the collected responses.

Table 1. Demographic Profile of the Respondents

S.No.	Demographic Variables	No. of Respondents (200)	Percentage of Respondents (100%)
1.	**Gender**		
	Male	95	47.5
	Female	105	52.5
2.	**Age Group**		
	16-19	54	27
	20-29	72	36
	30-39	55	27.5
	40 and above	19	9.5
3.	**Education Level**		
	Up to Intermediate or Plus Two	64	32
	Undergraduate	43	21.5
	Graduate	64	32
	Post Graduate	29	14.5
4.	**Occupation**		
	Student	80	40
	Business person	41	20.5
	Jobholder	65	32.5
	Housewife	14	7
5	**Monthly Income Group**		
	Less than 15,000	74	37
	15,000-30,000	45	22.5
	30,000-45,000	50	25
	More than 45,000	31	15.5

According to the survey data summarized in Table 1, out of the 200 respondents, 95 are male and 105 are female. This shows that the participation of females is more than males out of 200 respondents in an online purchase. The sampling is divided on the basis of age group where the majority of them are from the 20-29-year age group covering 36 percent of total respondents, 27.5 percent are from the 30-39 age group, 27 percent of respondents are from the 16-19 age group and 9.5 percent from the 40 years and above age group. This shows that the people of age 20-29 are the most active online purchasers in the Kathmandu Valley.

Majority of the respondents are from the intermediate category followed by the undergraduate and postgraduate groups, respectively. The percentage of respondents from the intermediate and graduate groups is 32 percent each, followed by with 21.5 percent from the undergraduate group and 14.5 percent from the postgraduate group. This study shows that majority of the respondents engaged in online purchase are students. Similarly, 32.5 percent of respondents are jobholders, 20.5 percent are business people and 7 percent are housewives.

Majority of the respondents (37 percent) in this survey have earning of less than NPR 15,000. Respondents earning more than NPR 45,000 form the smallest group (15.5 percent) in this survey.

4.1 Descriptive Statistics

Descriptive statistics are used to describe the basic features of the data in the study. They guide in providing a summary from the sample. The data analysis presented below on the primary data is obtained from the questionnaire designed for the study.

Table 2. Distribution by How Often People Buy Online

Times of Online Purchase	Frequency	Percent
Weekly	7	3.5
Bi-monthly	22	11
Monthly	59	29.5
Quarterly	112	56
Total	**200**	**100**

Table 2 shows that 56 percent of the respondents shop online once every quarter a year. Similarly, 29.5 percent of the respondents shop online once a month, 11 percent twice a month and 3.5 percent once a week. This shows that majority of the respondents are not highly active in online shopping.

Table 3. Distribution by Trust as an Important Factor

Trust as an Important Factor	Frequency	Percent
Yes	194	97
No	6	3
Total	**200**	**100**

Table 3 shows that out of the 200 respondents, 97 percent consider trust as an important factor for online purchase, while 3 percent of the respondents do not consider trust as an important factor for online purchase. This shows that majority of the respondents believe that trust is one of the important factors to consider while buying products online.

Table 4. Frequency Distribution of Type of Commodity Chosen for Online Purchase

Type of commodity chosen more while purchasing online	Frequency	Percentage
Clothes	112	56.0
Electronic Gadgets	99	49.5
Cosmetics	73	36.5
Tickets	124	62.0
Others	10	5.0

Table 4 shows that out of the 200 respondents, 62 percent of the respondents purchase tickets online. Similarly, 56 percent, 49.5 percent, 36.5 percent and 5 percent of the respondents prefer purchasing clothes, electronic gadgets, cosmetics and other commodities online respectively. This shows that the maximum number of respondents prefer buying tickets more than other commodities online.

Table 5. Frequency Distribution of Factors Considered for Buying Online

Factors considered for buying online	Yes/No	Frequency	Percentage
Trust	Yes	131	65.5
Security	Yes	98	49
Reasonable Price	Yes	128	64
Time Saving	Yes	152	76
Others	Yes	8	4

Table 5 shows out of the 200 respondents, 76 percent of the respondents believe that time saving is one of the main factors for buying online. Similarly, 65.5 percent, 64 percent, 49 percent and 4 percent of the respondents believe that trust, reasonable price, security and other factors are the important factors to be considered while purchasing online respectively. This shows that the maximum number of respondents view time as an important factor to consider for online purchase.

Table 6. Mean and Standard Deviation of Factors that Influence Purchase Decision

Descriptive Statistics	Minimum	Maximum	Mean	Std. Deviation
Security	1	5	2.5850	.98750
Word of Mouth	1	5	2.2725	0.92263
Information	1	5	2.0400	.87016
Past Experience	1	4.5	2.2050	.87568
Brand Reputation	1	4.5	2.7150	.85729
Integrity	1	4.5	2.6000	.88255
Perceived Risk	1	4	2.5425	.81872
Price	1	4.5	2.3750	.97680
Perceived Value	1	4.5	2.5650	.87585
Time Saving	1	4.5	1.9675	.94188
Convenience	1	4.5	2.0675	.83377
Competency	1	4.5	2.3175	.88138
Privacy	1	4.5	2.4250	1.01217
Trust	1	4.5	2.5100	1.03088

Table 6 shows the factors influencing online purchase decision. The factors are security, word of mouth, information, past experience, brand reputation, integrity, perceived risk, price, perceived value, time saving, convenience, competency,

privacy and trust. These factors are ranked from 1-5 respectively where 1 represents least influential factor and 5 represents most influential factor. From the table, it is seen that the most priority is given to brand reputation whereas least priority is given to information.

4.2 Reliability Testing

In order to determine the reliability of statements grouped to test the hypothesis, correlation analysis is done between all the variables. All statements show significant correlation between trust and other independent factors.

Table 7. Correlation of Factors Influencing Trust in Online Purchase Behavior

Trust (X12)	Correlation Coefficient	P-value
Security (X1)	0.257	0.000
Word of Mouth (X2)	0.436	0.000
Information (X3)	0.522	0.000
Past Experience (X4)	0.662	0.000
Brand Reputation (X5)	0.420	0.000
Integrity (X6)	0.606	0.000
Perceived Risk (X7)	0.606	0.000
Price (X8)	0.550	0.000
Time Saving (X9)	0.590	0.000
Competency (X10)	0.520	0.000
Privacy (X11)	0.554	0.000
Perceived Value (X13)	0.506	0.000
Convenience (X14)	0.342	0.000

Table 7 shows the correlation matrix between trust and other factors in online purchase behavior.

Correlation and Relationship of Trust with independent factors

- The correlation between security and trust is 0.257, which means there is positive correlation between security and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between security and trust, i.e., $H0_1$ is rejected.
- The correlation between word of mouth and trust is 0.436, which means there is positive correlation between word of mouth and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between word of mouth and trust, i.e., $H0_2$ is rejected.

- The correlation between information and trust is 0.522, which means there is positive correlation between information and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between information and trust, i.e., $H0_3$ is rejected.
- The correlation between past experience and trust is 0.662, which means there is positive correlation between past experience and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between past experience and trust, i.e., $H0_4$ is rejected.
- The correlation between brand reputation and trust is 0.420, which means there is positive correlation between brand reputation and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between brand reputation and trust, i.e., $H0_5$ is rejected.
- The correlation between integrity and trust is 0.606, which means there is positive correlation between integrity and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between integrity and trust, i.e., $H0_6$ is rejected.
- The correlation between perceived risk and trust is 0.606, which means there is positive correlation between perceived risk and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between perceived risk and trust, i.e., $H0_7$ is rejected.
- The correlation between price and trust is 0.550, which means there is positive correlation between price and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between price and trust, i.e., $H0_8$ is rejected.
- The correlation between perceived value and trust is 0.506, which means there is positive correlation between perceived value and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between perceived value and trust, i.e., $H0_9$ is rejected.
- The correlation between time saving and trust is 0.590, which means there is positive correlation between time saving and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between time saving and trust, i.e., $H0_{10}$ is rejected.

- The correlation between convenience and trust is 0.342, which means there is positive correlation between convenience and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between convenience and trust, i.e., $H0_{11}$ is rejected.
- The correlation between competency and trust is 0.520, which means there is positive correlation between competency and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between competency and trust, i.e., $H0_{12}$ is rejected.
- The correlation between privacy and trust is 0.554, which means there is positive correlation between privacy and trust as factors of online purchase. The corresponding p-value is 0.000, which is less than level of significance (α) = 0.01, signifying that there is a significant relationship between privacy and trust, i.e., H013 is rejected.

4.3 Hypothesis Testing

In order to test the hypothesis, Pearson's Chi-square test and independent sample t-test are done and the results are obtained. The significant value (0.05) is taken. If the p-value is less than 0.05, it shows significant relationship between the variables whereas if the p-value is more than 0.05, it shows that there is no significant relationship between the variables.

Table 8. Mean Value of Factors by Gender and T-test Analysis

aMean Value of Factors by Gender					
Factors	Male	Female	T-value	P-value	Remarks
Security	2.7158	2.4667	1.791	0.075	Not Significant
Word of Mouth	2.3737	2.181	1.48	0.141	Not Significant
Information	2.1579	1.9333	1.833	0.068	Not Significant
Past Experience	2.2842	2.1333	1.218	0.225	Not Significant
Brand Reputation	2.7789	2.6571	1.003	0.317	Not Significant
Integrity	2.5947	2.6048	-0.08	0.936	Not Significant
Perceived Risk	2.4684	2.6095	-1.219	0.224	Not Significant
Price	2.4474	2.3095	0.997	0.32	Not Significant
Perceived Value	2.6895	2.4524	1.925	0.056	Not Significant
Time Saving	1.9579	1.9762	-0.137	0.891	Not Significant
Convenience	1.9947	2.1333	-1.175	0.241	Not Significant
Competency	2.4684	2.181	2.329	0.021	Significant
Privacy	2.5684	2.2952	1.919	0.056	Not Significant
Trust	2.5632	2.4619	0.693	0.489	Not Significant

Table 8 shows that there is no significant relationship between gender and security, word of mouth, past experience, brand reputation, integrity, perceived risk, price,

time saving, perceived value, convenience, perceived risk, and trust. However, there is significant relationship between gender and competency.

Table 9. Mean of Factors by Age Group and F-test Value

Mean Value of Factors by Age Group							
Factors	16-19	20-29	30-39	Above 40	F-value	P-value	Remarks
Security	2.5833	2.6597	2.6273	2.1842	1.218	0.304	Not Significant
Word of Mouth	2.2037	2.3819	2.2455	2.1316	0.598	0.617	Not Significant
Information	1.9537	2.2361	1.8818	2	2.047	0.109	Not Significant
Past Experience	2.1204	2.2986	2.1727	2.1842	0.467	0.706	Not Significant
Brand Reputation	2.6204	2.75	2.7273	2.8158	0.347	0.791	Not Significant
Integrity	2.7315	2.5347	2.6455	2.3421	1.122	0.341	Not Significant
Perceived Risk	2.7315	2.5556	2.4364	2.2632	2.042	0.109	Not Significant
Price	2.4352	2.4306	2.2818	2.2632	0.392	0.759	Not Significant
Perceived Value	2.6852	2.6111	2.4909	2.2632	1.295	0.277	Not Significant
Time Saving	2.1111	1.9931	1.8	1.9474	1.019	0.385	Not Significant
Convenience	2.0278	2.1597	1.9909	2.0526	0.487	0.691	Not Significant
Competency	2.2593	2.2708	2.3545	2.5526	0.625	0.599	Not Significant
Privacy	2.2685	2.3681	2.7	2.2895	2.003	0.115	Not Significant
Trust	2.5648	2.4514	2.6455	2.1842	1.079	0.359	Not Significant

Table 9 shows that there is no significant relationship between age group and all the independent factors.

Table 10. Mean of Factors by Education and F-test Value

Mean Value of Factors by Education						
Factors	Up to Intermediate or Plus Two	Undergraduate	Graduate	Post Graduate	F-value	P-value	Remarks
Security	2.6172	2.5349	2.6328	2.4828	0.211	0.889	Not Significant
Word of Mouth	2.2109	2.2558	2.2891	2.3966	0.278	0.841	Not Significant
Information	2	2.1047	2.1328	1.8276	0.942	0.421	Not Significant
Past Experience	2.1875	2.3023	2.1016	2.3276	0.669	0.572	Not Significant
Brand Reputation	2.6205	2.7791	2.6484	2.9655	1.274	0.284	Not Significant
Integrity	2.7031	2.4651	2.5391	2.7069	0.868	0.459	Not Significant
Perceived Risk	2.6563	2.6279	2.4609	2.3448	1.35	0.259	Not Significant
Price	2.4141	2.2907	2.4297	2.2931	0.273	0.845	Not Significant
Perceived Value	2.6406	2.6395	2.5703	2.2759	1.324	0.268	Not Significant
Time Saving	2.0781	1.9884	1.9375	1.7586	0.796	0.497	Not Significant
Convenience	2.0781	2.1047	2.1016	1.9138	0.392	0.759	Not Significant
Competency	2.2734	2.3256	2.3203	2.3966	0.131	0.942	Not Significant
Privacy	2.3516	2.5581	2.3594	2.5345	0.559	0.642	Not Significant
Trust	2.6328	2.5116	2.3984	2.4828	0.556	0.645	Not Significant

Table 10 shows that there is no significant relationship between education and all the independent factors.

Table 11: Mean of Factors by Occupation and F-test Value

Mean Value of Factors by Occupation							
Factors	Student	Business person	Jobholder	Housewife	F-value	P-value	Remarks
Security	2.5438	2.8902	2.5231	2.2143	2.131	0.098	Not Significant
Word of Mouth	2.1688	2.3537	2.4846	1.6429	3.928	0.009	Not Significant
Information	2.0125	2.0976	2.1538	1.5	2.299	0.079	Not Significant
Past Experience	2.2063	2.0122	2.4462	1.6429	4.449	0.005	Significant
Brand Reputation	2.6313	2.7805	2.9154	2.0714	4.358	0.005	Significant
Integrity	2.6875	2.6829	2.5231	2.2143	1.448	0.23	Not Significant
Perceived Risk	2.6563	2.6951	2.3462	2.3571	2.532	0.058	Not Significant
Price	2.375	2.5	2.4538	1.6429	3.08	0.029	Significant
Perceived Value	2.55	2.5854	2.6769	2.0714	1.875	0.135	Not Significant
Time Saving	2.0063	2.0122	1.9462	1.7143	0.421	0.738	Not Significant
Convenience	1.9813	2.1463	2.2308	1.5714	2.976	0.033	Significant
Competency	2.2563	2.4634	2.3538	2.0714	0.903	0.441	Not Significant
Privacy	2.3063	2.2317	2.7077	2.3571	2.64	0.051	Not Significant
Trust	2.4938	2.5122	2.6077	2.1429	0.791	0.5	Not Significant

Table 11 shows that there is no significant relationship between occupation and factors like security, word of mouth, information, integrity, perceived value, perceived risk, time saving, competency, privacy and trust in online purchase. However, there is a significant relationship between occupation and factors like past experience, brand reputation, price and convenience.

5. Concluding Remarks

As the research shows that trust is regarded as an important factor for the consumers to purchase online, there is a need for promoting trust and confidence in the Internet. Trust is one of the most essential factors for a transaction to take place online. However, the definition may differ according to their experiences, beliefs, expectations and their thinking. Thus, it is important for the companies to understand the customers and learn to manage consumers' trust in e-commerce business.

The main objective of this study is to test the influencing factors for consumers to purchase online. After analyzing the outcomes of the study, the majority (97 percent) of respondents believe trust is an important factor for online purchase. Even though it was found that 76 percent of the respondents believe that time-

saving is one of the important factors for buying online, the majority of respondents prefer to shop online quarterly. This shows that they allocate very little time for online purchase. From the analysis, it was found that 62 percent of the respondents prefer buying tickets more than other commodities online. Even though highest priority was given to brand reputation, the respondents did not feel information is an important factor influencing their online purchase decision.

The analysis showed that the majority of female respondents purchase online compared to the male respondents with a higher number of teenagers and youngsters who are students and whose monthly income is less than the other respondents.

As majority of the respondents are more concerned about brand image while purchasing online, it shows the importance of marketing in e-commerce business to attract customers. Through the study, it is also identified that word of mouth and opinion given by the people affect and influence the purchasing behavior of customers. When people buy online, they give suggestions and reviews to each other. This shows that their perception about the products and services received from online purchase plays an important role for retaining existing customers and attracting potential customers. Reviews given by experts and market leaders also give a serious impression and impact their perception towards the product, altering their buying decisions. Relationship marketing strategy even plays an important role in effective communication and interaction about the products/services with customers.

The potential risk in e-commerce is because of the lack of physical interaction, i.e. distance. This makes it difficult for consumers to trust online businesses. So, it is important for e-commerce businesses to be extra careful in creating and maintaining trust as compared to any physical store. The identified factors mentioned above must be considered to manage trust among the customers for e-commerce businesses. The safety and security of the customers must be maintained, every customer must be dealt with in an impressive manner so that they create a positive word of mouth. The information of the products and the reviews must be shown with honesty and transparency. Each customer must feel that they are treated uniquely and specially, and the delivery and service must be consistent and superior to the other competitors to maintain trust among the consumers. Through this survey, it is found that there is no significant relationship between security and perceived risk; however, there is a significant relationship among all the independent factors. This shows that all the factors must be taken into consideration to build and maintain trust among the consumers.

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