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University Road, Kolhapur-416004, Maharashtra State, India.

E-mail : editorsajmr@siberindia.edu.in

Website : www.siberindia.edu.in

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South Asian Journal of Management Research (SAJMR), is a scholarly journal that publishes scientific research on the theory and practice of management. All management, computer science, environmental science related issues relating to strategy, entrepreneurship, innovation, technology, and organizations are covered by the journal, along with all business-related functional areas like accounting, finance, information systems, marketing, and operations. The research presented in these articles contributes to our understanding of critical issues and offers valuable insights for policymakers, practitioners, and researchers. Authors are invited to publish novel, original, empirical, and high quality research work pertaining to the recent developments & practices in all areas and discipline.

Cross-functional, multidisciplinary research that reflects the diversity of the management science professions is also encouraged, the articles are generally based on the core disciplines of computer science, economics, environmental science, mathematics, psychology, sociology, and statistics. The journal's focus includes managerial issues in a variety of organizational contexts, including for profit and nonprofit businesses, organizations from the public and private sectors, and formal and informal networks of people. Theoretical, experimental (in the field or the lab), and empirical contributions are all welcome. The journal will continue to disseminate knowledge and publish high-quality research so that we may all benefit from it.

Dr. Pooja M. Patil
Editor

South Asian Journal of Management Research (SAJMR)

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Clicks to Carts: Social Media's Influence on Mauritians' Buying Habits

Dr. Eric BINDAH
University of Mauritius

Miss. Leenshya GUNNOO
University of Technology, Mauritius

Abstract:

In an era characterized by the ever-evolving landscape of social media, this research investigates the intricate relationship between Social Media Marketing (SMM) and the online buying behaviour of Mauritians. Examining the multifaceted dimensions of consumer choices, this research explores factors such as perceived usefulness, accessibility, user satisfaction, and environmental consciousness in the context of online shopping. The primary objective is to enrich the knowledge base of both marketers and researchers in the realms of digital marketing and consumer behaviour. As the digital realm continues to redefine the boundaries of consumer engagement, it is imperative for businesses to comprehend and harness the true potential of social media platforms. This research illuminates how effective utilization of SMM can foster robust customer relationships and steer favorable purchase decisions. By dissecting the nexus between SMM and consumer behaviour, this study equips businesses with actionable insights, enabling them to craft targeted and impactful marketing strategies. Methodologically, data was gathered from a diverse cohort of 200 participants through online surveys. Analyzing the empirical evidence and tested hypotheses, it becomes evident that specific factors wield a discernible positive influence on the online buying behaviour of Mauritian consumers. These findings underscore the pivotal role of social media as a formidable tool for shaping consumer decisions and molding their online purchasing patterns. The implications of this study extend far and wide, resonating with businesses and marketers alike. Armed with a comprehensive understanding of the pivotal drivers of consumer behaviour on social media platforms, businesses can engage their target audience more effectively and fortify their digital brand presence. In summary, this research offers insights into the ever-evolving sphere of SMM and its profound influence on the online buying behaviour of Mauritians. It underscores the significance of various factors that should be integral to the formulation of digital marketing strategies.

Keywords: Social Media, Marketers, Mauritian, Digital, Consumer Behavior

Introduction

Since their inception, social media platforms have basically provided innovative modes of contact and engagement between both consumers and businesses. With this additional social media activity, businesses have a ton of new opportunities to capitalize on both current and potential clients. Today, SMM is a crucial tool for companies looking to attract and keep online clients. It is critical to investigate how SMM is affecting consumers' purchase behaviours in Mauritius given that more locals use online shopping platforms to meet their shopping needs. In Mauritius, according to Data Reportal – Global Digital Insights by Kemp (2023), it is found that 78.6% of Mauritians uses social media platforms. The Mauritian's internet shopping habits are continually changing as they become more tech-savvy and reliant on online retailers.

A lot of attention has recently been paid to the impact of SMM on the online purchase habits of the Mauritians. SMM influences consumers' attitudes toward brands and their intent to purchase. Social media advertising has a favorable impact on consumers' perceived reliability and worth which in turn affect their online purchasing behaviour. Since social media platforms continue to be popular and become an indispensable promotional tool, it is becoming more and more crucial to analyze their effect on the online buying behaviour of customers in Mauritius.

It is found that there has not been much research into the influence of SMM on online purchasing behaviours in Mauritius. Social media advertising had a significant impact on customer purchasing behaviour in Mauritius. Customers' perceived quality, belief and satisfaction all played a major role in their online buying behaviour.

SMM has developed into a crucial marketing tool that businesses may use to connect with and affect their target market's online purchasing behaviours. While there is little study on the advantages of SMM for the Mauritians, some studies demonstrate that it can positively influence consumers' perceptions toward businesses and intention to buy. Hence, more research must be conducted to be able to understand the

factors which influence Mauritians' online buying behaviour and also on how to improve SMM to be more effective.

This study's main aim is to analyze SMM's impact on the online buying behaviour of Mauritians. This study will specifically aim to determine which social media platforms Mauritians use to make online purchases. It will also investigate the factors that impact the usefulness of Mauritians' SMM. The study will help to analyze the impact of factors influencing SMM on Mauritians' online purchasing behaviour and finally it will help in examining Mauritians' attitudes toward SMM and online shopping.

This study is significant as it will give beneficial and important information on how social media influences online buying behaviour in Mauritius. The findings can additionally be applied for future studies on this topic specifically in Mauritius. Overall, the study would seek to provide knowledge about the significance of SMM in influencing online buying behaviours in Mauritius.

Literature Review

This study leveraged the Technology Acceptance Model (TAM), a widely-recognized theoretical framework for understanding how individuals adopt and utilize innovative technologies, including social media platforms. Fred Davis introduced this model in the 1980s, proposing that an individual's intention to use technology is influenced by two primary factors: perceived usefulness and perceived ease of use (Charness, 2016). In this research, we apply TAM to evaluate the impact of SMM on the online purchasing behaviour of individuals in Mauritius. The model indicates that the perceived benefits and user-friendliness of social media platforms play a vital role in shaping the online buying behaviour of Mauritians.

Perceived Usefulness and Online Buying Behaviour

Perceived usefulness is a key factor in driving online purchases through SMM. It refers to how individuals perceive the value of SMM in making informed buying decisions. Numerous studies underscore its significant impact on online consumer behaviour. According to Davis's TAM (1989), perceived usefulness is a determinant of the intention to use technology, a concept widely applicable to online shopping and SMM.

The perceived usefulness of SMM hinges on convenient access to product information, reviews, and recommendations for informed decision-making. Features such as personalized recommendations, live chats, and customer support enhance the overall shopping experience. The social dimension fosters engagement, opinion-sharing, and the search for advice, creating a sense of community and validation. This interaction taps into collective knowledge, further enhancing the usefulness of SMM (McCole, Ramsey, & Williams, 2010).

The perceived usefulness of SMM platforms positively influences online buying behaviour. Factors such as access to extensive product information, user-generated content, personalized recommendations, live chats, customer support, and social interactions all contribute to the perceived usefulness of SMM. As consumers view SMM platforms as valuable tools for making informed purchases, they are more inclined to engage in online buying behaviour (Akar and Topçu, 2011). Therefore, we propose the following hypothesis:

H1: Perceived Usefulness Positively Influences Online Buying Behaviour.

Perceived Ease of Use and Online Buying Behaviour

Perceived ease of use is a critical factor in influencing online buying intentions on SMM platforms. When these platforms are perceived as user-friendly and straightforward, individuals are more likely to engage with them and explore the products and services they offer. Factors contributing to this perception include intuitive navigation, clear product descriptions, and streamlined checkout processes (Dwivedi, Kapoor, & Chen, 2015).

The ease of use of SMM platforms significantly affects people's perceptions and likelihood of shopping online. A seamless browsing experience, simple product evaluation, and a smooth buying process foster a favorable view of these platforms. The integration of multiple payment options, secure transactions, and reliable delivery services further enhances user confidence and comfort. Consequently, fewer barriers lead to an increased intention to make purchases through SMM platforms (Wu and Eldon, 2018).

The ease of use on social media platforms positively influences online purchasing behaviour. A user-friendly interface, intuitive navigation, clear product descriptions, streamlined checkout processes, integration of payment options, secure transactions, and reliable delivery services all contribute to enhancing this perception. When people find social media platforms easy and straightforward to use, they are more likely to adopt a positive attitude towards online buying and are more motivated to make purchases (Lim et al., 2016). Hence, we propose the following hypothesis:

H2: Perceived Ease of Use Positively Influences Online Buying Behaviour.

Accessibility & Convenience and Online Buying Behaviour

Artanti et al. (2019) emphasize the significance of accessibility and convenience on social media platforms for enhancing customer engagement with online products and services. This entails providing user-friendly features like clear navigation, effective search options, and streamlined payment methods.

Furthermore, Rachmawati et al. (2020) highlight that social media platforms offer a convenient avenue for customers to access product information and make purchases. The convenience factor can significantly influence people's attitudes toward using social media for shopping and, consequently, their online buying behaviour.

According to Jason and Aishah (2021), easy accessibility and convenience in SMM have a positive impact on online buying behaviour. When customers perceive social media platforms as user-friendly and easy to navigate, they are more inclined to use them for making purchases. This enhanced ease of use leads to increased online purchases as customers can quickly find and buy the products or services they desire.

Based on the findings from these studies, it can be hypothesized that:

H3: Accessibility and Convenience Positively Affect Online Buying Behaviour.

User Satisfaction and Online Buying Behaviour

User satisfaction in online shopping depends on the ability to meet consumer expectations. SMM can effectively inform customers about products, features, and benefits, thereby influencing their buying behaviour (Jamal and Naser, 2002).

Numerous studies confirm a strong connection between user satisfaction, attitudes toward SMM, and online buying behaviour. For instance, Cheung et al. (2020) found that satisfied consumers are more likely to hold positive attitudes toward SMM, leading to an increased likelihood of engaging in online purchases. When users perceive SMM strategies as valuable and satisfying, they become more inclined to make online purchases.

A study by Leong et al. in 2021 revealed a correlation between user satisfaction, attitudes toward social media advertising, and the likelihood of purchasing products promoted on these platforms. The findings support the notion that content users view SMM positively and are more inclined to make online purchases.

In summary, it can be concluded that user satisfaction significantly affects perceptions regarding SMM and ultimately influences online purchasing behaviour when these studies are considered together. When users are satisfied with the information and experiences provided through SMM, they are more likely to view SMM positively and exhibit behaviours that lead to online purchases. Consequently, it can be hypothesized that:

H4: User Satisfaction Positively Influences Online Buying Behaviour.

Social Influence and Online Buying Behaviour

Social influence plays a significant role in shaping consumers' online buying behaviour, referring to the impact of individuals or groups on one's thoughts, attitudes, and behaviours. In the context of SMM, it positively affects purchase intentions.

The study by Alalwan et al. (2018) highlights the impact of social influence on customers' purchase intentions. Peer recommendations on social media positively influence consumers' likelihood to make a purchase. When individuals receive endorsements from their peers, it significantly boosts their intention to make a purchase. The study emphasizes social media's role in social influence through user-generated content and peer connections. These platforms offer an ideal space for sharing experiences, opinions, and recommendations that significantly impact purchasing choices. Marketers can benefit by promoting user-generated content and encouraging peer interactions on social media.

In the context of SMM, social influence positively influences online buying behaviour. The recommendations and endorsements from peers on social media platforms can significantly influence consumers' purchase intentions. Marketers can leverage this influence by actively encouraging user-generated content and facilitating peer-to-peer interactions, thereby harnessing the power of social influence to drive online sales. Consequently, the hypothesis is:

H5: Social Influence Positively Affects Online Buying Behaviour.

Trust in Security & Privacy and Online Buying Behaviour

Customer concerns about online transaction security may deter purchases due to data breaches or unauthorized access. Assurance of secure transactions and data protection fosters confidence in online shopping (Dua and Uddin, 2022).

Platform trust is vital for shaping consumer trust in online transactions (Gurung et al., 2016). When consumers perceive the platform as trustworthy and reliable, they are more likely to have faith in its security and privacy measures, leading to increased confidence in making online purchases. Consumer trust in social media impacts online buying behaviour (Appel et al., 2019). Trust in the platforms extends to the products and services advertised, leading to an increased inclination toward purchasing from these platforms.

Trust in security, privacy, and the platform are crucial factors impacting online buying behaviour. Customers' confidence in information security and platform reliability fosters trust in the products or services advertised online, ultimately encouraging online purchases.

Therefore, it is hypothesized that:

H6: Trust in Security and Privacy Positively Affects Online Buying Behaviour.

Eco-Friendliness and Online Buying Behaviour

Tobler et al. (2011) observed a growing adoption of green products among customers, indicating a shift in consumer preferences toward eco-friendly choices. Social media serves as a valuable tool for promoting these sustainable options by effectively communicating product sustainability to customers.

Haws et al. (2014) found that consumers are willing to spend more on green products, indicating a preference for environmentally friendly options. Social media can effectively promote eco-friendliness by allowing online retailers to educate customers about their environmentally friendly products.

Numerous studies highlight a strong link between eco-friendliness and online buying behaviour. Customers increasingly prefer eco-friendly products, driven by heightened awareness of their environmental impact. Social media platforms serve as valuable tools for promoting product sustainability and influencing consumer choices. Thus, integrating eco-friendliness into online retailers' SMM is vital to attract environmentally conscious consumers and positively impact their buying behaviour. Therefore, it can be hypothesized that:

H7: Eco-Friendliness Positively Affects Online Buying Behaviour.

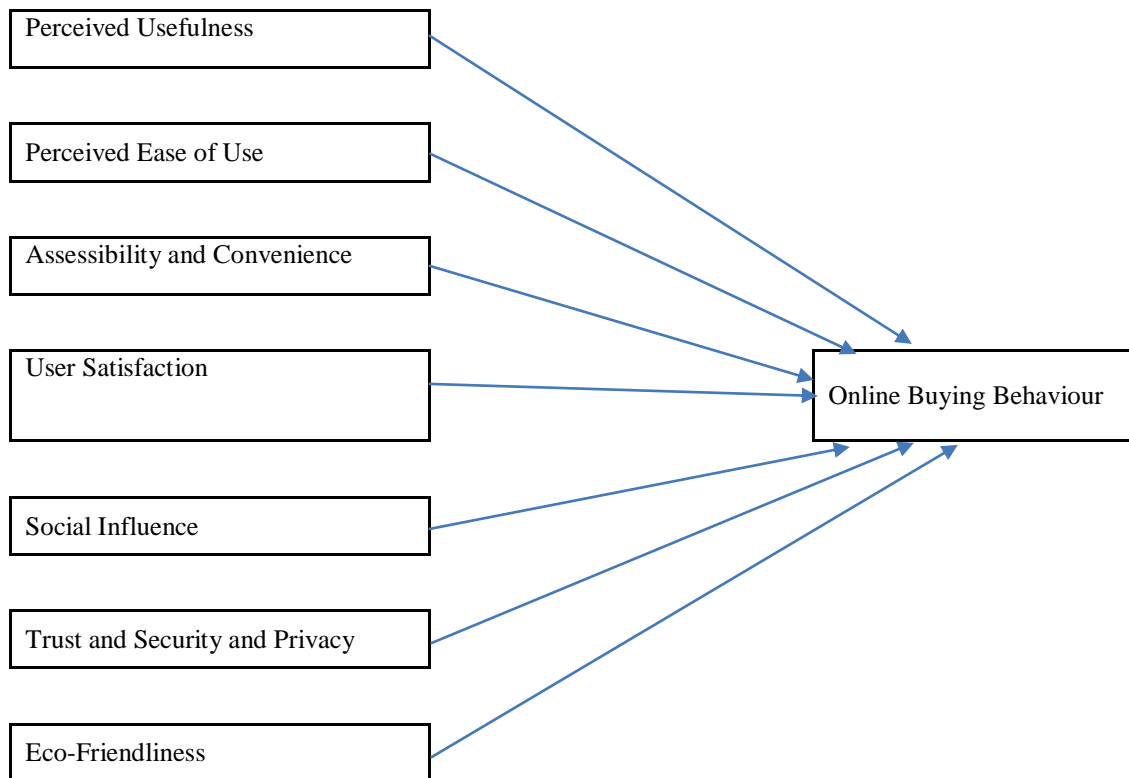


Figure 1: Conceptual Framework of the Study.

Research Methodology

This study is a non-experimental quantitative research effort that utilizes a survey questionnaire to quantitatively assess the influence of SMM on online buying behaviour in Mauritius. The methodology employed includes the following key components:

Sampling Method

The study employed a probability sampling method, specifically simple random sampling, to select participants from the Mauritian population. The population of interest for this study comprises individuals in Mauritius who engage in online shopping on social media platforms. Given the size of the population, which was estimated at approximately 875,000 active social media users in Mauritius in 2022, it was not feasible to survey the entire population. Consequently, a sample size was chosen to represent this population.

Sample Size Determination

A sample size calculator was utilized to determine the appropriate sample size, resulting in a recommended sample size of $n = 196$, rounded up to the nearest hundred, which is 200 respondents. This sample size was selected to ensure the study's accuracy and representativeness.

Data Collection Method

The data collection method employed was an online structured questionnaire created using Google Forms. This method was chosen for its ease of use, ability to quickly reach a large audience, and cost-effectiveness. The questionnaire consisted of 22 questions, including multiple-choice questions and linear scale questions, which asked respondents to rate statements on a scale ranging from "strongly disagree" to "strongly agree." It was organized into 10 sections, each containing 5 questions or statements. This organization aimed to facilitate respondent navigation and comprehension of the survey's flow.

Scope and Limitations

This study has a specific focus on a particular aspect of SMM, namely its impact on online purchasing behaviour, and may not comprehensively capture the entirety of SMM's influence on the Mauritian population. Nonetheless, the study's scope aligns with its research objectives.

The level of limitations in this study is considered low. Social media platforms served as an effective means of reaching the sample, and the sample itself was diverse and representative of the population. Consequently, there was no significant selection bias present in this study.

Findings and Discussion

Table 1: Demographic Information of the Participants

Variables	Frequency (n=200)	Percentage (100.0%)	Mean	Standard Deviation
Age Group	28	14.0	2.47	1.074
16-30	98	49.0		
21-30	41	20.5		
31-40	20	10.0		
41-50	12	6.0		
51-60	1	0.5		
Over 60 years				
Gender	111	55.5	1.45	.489
Female	89	44.5		
Male				
Education Level	4	2.0	3.91	1.423
Primary School	39	19.5		
School Certificate	47	23.5		
Higher School Certificate	14	7.0		
Vocational School	76	38.0		
Bachelor's Degree	18	9.0		
Master's Degree	2	1.0		
Doctorate Degree				
Employment Status	108	54.0	2.46	1.727
Employed (Full-Time)	5	2.5		
Employed (Part-Time)	3	1.5		
Self-Employed	1	0.5		
Stay-at-Home	73	36.5		
Student	3	1.5		
Retired	7	3.5		
Unemployed				
Level of Income	7	3.5	4.69	2.114
Less than Rs 10,000	34	17		
Rs 10,000 - Rs 20,000	37	18.5		
Rs 20,000 - Rs 30,000	25	12.5		
Rs 30,000 - Rs 40,000	7	3.5		
Rs 40,000 - Rs 50,000	14	7.0		
Above Rs 50,000	76	38.0		
Not an income earner				

The study sample is predominantly composed of participants in their twenties (49%) and thirties (20.5%), with 16–20-year-olds making up 14% of the population. Those in their forties constitute 10% of the sample,

while respondents aged 51-60 and over 60 years represent smaller proportions, accounting for 6% and 0.5% respectively.

In terms of gender representation, the study sample slightly favors female respondents, making up 55.5% of the total. This indicates a slightly higher representation of females compared to males, who account for 44.5% of the respondents, which is still a significant portion of the sample.

In terms of educational backgrounds, the majority of respondents (38%) held a Bachelor's degree, followed by 23.50% with a Higher School Certificate and 19.50% completing the School Certificate. Some participants had a Master's degree (9%) or vocational qualifications (7%), while a small portion had completed only primary school (2%). The smallest group (1%) achieved a Doctorate's degree.

The study sample shows that 54% of respondents are employed full-time, while students make up 36.50%. Other categories include part-time employment (2.50%), self-employed (1.50%), stay-at-home (0.50%), retired (1.50%) and unemployed (3.50%), which have smaller proportions in the sample.

The income distribution reveals that 38% of participants are non-income earners, including the unemployed, retired or those not currently earning. The next significant group comprises 18.50% of respondents, falling in the Rs 20,000 - Rs 30,000 income range. Various other income categories, such as below Rs 10,000, Rs 10,000 - Rs 20,000, Rs 30,000 - Rs 40,000, Rs 40,000 - Rs 50,000 and above Rs 50,000, display varying proportions within the sample.

Cronbach's alpha, a statistical measure indicating questionnaire or survey reliability, yielded a high coefficient of 0.960 for the relevant questions in the questionnaire.

Table 2: Reliability Statistics

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.960	.956	35

The study aims to utilize Pearson's correlation analysis and linear regression to test hypotheses regarding factors influencing online buying behaviour. The results will offer valuable insights into the impact of investigated factors on online buying behaviour, helping to understand consumer purchasing decisions in the online marketplace.

Pearson's Correlation Analysis

Hypothesis 1

Perceived Usefulness has a Positive Effect on Online Buying Behaviour

Table 3: Pearson's Correlation for Perceived Usefulness and Online Buying Behaviour

Correlations

		Online Buying Behavior	Perceived Usefulness
Online Buying Behavior	Pearson Correlation	1	.165*
	Sig. (2-tailed)		.020
	N	200	200
Perceived Usefulness	Pearson Correlation	.165*	1
	Sig. (2-tailed)	.020	
	N	200	200

*. Correlation is significant at the 0.05 level (2-tailed).

Source: Table designed using IBMSPSSStatistics

The Pearson's correlation coefficient of 1.65 indicates a weak positive relationship between perceived usefulness and online buying behaviour, suggesting that as perceived usefulness increases, there is a slightly higher tendency for individuals to engage in online purchases. Though the effect is modest, it still supports the hypothesis that perceived usefulness positively influences online buying behaviour.

Perceived Ease of Use has a Positive Effect on Online Buying Behaviour

Table 4: Pearson's Correlation for Perceived Ease of Use and Online Buying Behaviour

Correlations

		Perceived Ease of Use	Online Buying Behavior
Perceived Ease of Use	Pearson Correlation	1	.122
	Sig. (2-tailed)		.084
	N	200	200
Online Buying Behavior	Pearson Correlation	.122	1
	Sig. (2-tailed)	.084	
	N	200	200

Source: Table designed using IBMSPSSStatistics

The Pearson's correlation coefficient results of 0.122 indicates a weak positive relationship between perceived ease of use and online buying behaviour. Despite the small value, it suggests a positive association between the two variables. As perceived ease of use increases, online buying behaviour also tends to increase though to a limited extent. The hypothesis of a positive effect of perceived ease of use on online buying behaviour is supported. In essence, when individuals find an online platform easy to use, they are more likely to engage in online buying activities.

Accessibility & Convenience has a Positive Effect on Online Buying Behaviour

Table 5: Pearson's Correlation for Accessibility & Convenience and Online Buying Behaviour

Correlations

		Online Buying Behavior	Accessibility and Convenience
Online Buying Behavior	Pearson Correlation	1	.137
	Sig. (2-tailed)		.054
	N	200	200
Accessibility and Convenience	Pearson Correlation	.137	1
	Sig. (2-tailed)	.054	
	N	200	200

Source: Table designed using IBM SPSS Statistics

A Pearson's correlation coefficient of 0.137 indicates a weak positive association between accessibility and convenience and online buying behaviour. This means that there is a slight tendency for online buying behaviour to increase as accessibility and convenience improve, but the relationship is relatively weak. This means that as accessibility and convenience increase, there is a slight tendency for online buying behaviour to also increase.

User Satisfaction has a Positive Effect on Online Buying Behaviour

Table 6: Pearson’s Correlation for User Satisfaction and Online Buying Behaviour

Correlations

		Online Buying Behavior	User Satisfaction
Online Buying Behavior	Pearson Correlation	1	.114
	Sig. (2-tailed)		.107
	N	200	200
User Satisfaction	Pearson Correlation	.114	1
	Sig. (2-tailed)	.107	
	N	200	200

Source: Table designed using IBM SPSS Statistics

The Pearson's regression test yielded a correlation coefficient of 0.114, indicating a positive relationship between user satisfaction and online buying behaviour. Though the correlation is weak, it suggests that as user satisfaction increases, online buying behaviour is more likely to increase as well. In summary, the results support the hypothesis that user satisfaction positively influences online buying behaviour.

Social Influence has a Positive Effect on Online Buying Behaviour

Table 7: Pearson’s Correlation for Social Influence and Online Buying Behaviour

Correlations

		Online Buying Behavior	Social Influence
Online Buying Behavior	Pearson Correlation	1	.079
	Sig. (2-tailed)		.268
	N	200	200
Social Influence	Pearson Correlation	.079	1
	Sig. (2-tailed)	.268	
	N	200	200

Source: Table designed using IBM SPSS Statistics

A Pearson's correlation coefficient of 0.079 suggests a weak positive relationship between user satisfaction and online buying behaviour. Although the value is small, it still indicates a positive effect. This means that as user satisfaction increases, there is a slight tendency for online buying behaviour to also increase. Thus, the hypothesis that social influence has a positive effect on online buying behaviour is supported.

Trust in Security & Privacy has a Positive Effect on Online Buying Behaviour

Table 8: Pearson’s Correlation for Trust & Security and Online Buying Behaviour

Correlations

		Online Buying Behavior	Trust and Security
Online Buying Behavior	Pearson Correlation	1	.074
	Sig. (2-tailed)		.297
	N	200	200
Trust and Security	Pearson Correlation	.074	1
	Sig. (2-tailed)	.297	
	N	200	200

Source: Table designed using IBM SPSS Statistics

The Pearson's regression test yielded a modest positive effect (0.074) for trust and security on online buying behaviour, indicating a connection between these factors and consumers' likelihood to make purchases

online. Despite the relatively low value, this suggests that enhancing trust and security measures could bolster individuals' confidence in online shopping and potentially lead to increased buying activity. In conclusion, the hypothesis of a positive effect of trust and security on online buying behaviour is supported.

Eco-Friendliness has a Positive Effect on Online Buying Behaviour

Table 9: Pearson's Correlation for Eco-Friendliness and Online Buying Behaviour

Correlations

		Online Buying Behavior	Eco-Friendliness
Online Buying Behavior	Pearson Correlation	1	.081
	Sig. (2-tailed)		.255
	N	200	200
Eco-Friendliness	Pearson Correlation	.081	1
	Sig. (2-tailed)	.255	
	N	200	200

Source: Table designed using IBM SPSS Statistics

The Pearson's regression test yielded a statistically significant result of 0.081, indicating a small positive effect of eco-friendliness on online buying behaviour. Although the effect size is modest, it suggests a positive association between the two variables. As the eco-friendliness of a product increases, there is a slight tendency for online consumers to engage in more buying behaviour, supporting the hypothesis of a positive effect of eco-friendliness on online buying behaviour.

Linear Regression

Hypothesis 1

Perceived Usefulness has a Positive Effect on Online Buying Behaviour

Table 10: Model Summary of Perceived Usefulness

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.165 ^a	.027	.022	.437

a. Predictors: (Constant), Perceived Usefulness

Source: Table designed using IBM SPSS Statistics

The linear regression shows a weak but positive relationship between online buying behaviour and perceived usefulness. The correlation coefficient (R) of 0.165 indicates limited positive association, while the adjusted R-square of 0.027 suggests about 2.7% variability in online buying behaviour is due to perceived usefulness. The standard error of 0.437 shows moderate prediction accuracy. Nonetheless, it is noteworthy that a positive direction exists between the two variables.

Table 11: ANOVA of Perceived Usefulness

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.060	1	1.060	5.537	.020 ^b
	Residual	37.895	198	.191		
	Total	38.955	199			

a. Dependent Variable: Online Buying Behavior

b. Predictors: (Constant), Perceived Usefulness

Source: Table designed using IBM SPSS Statistics

The ANOVA analysis showed a significant relationship between perceived usefulness and online buying behaviour ($F = 5.537$, $p = 0.020$). The F-statistic (5.537) indicates higher variability between the groups of perceived usefulness than within the groups. The associated p-value (0.020) suggests a 2% chance of obtaining the observed F-value or a more extreme one if there were no significant difference between the groups. Consequently, hypothesis H1 is accepted.

Table 12: Coefficients of Perceived Usefulness

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.481	.112		4.294	<.001
	Perceived Usefulness	.072	.031	.165	2.353	.020

a. Dependent Variable: Online Buying Behavior

Source: Table designed using IBM SPSS Statistics

The linear regression analysis shows a weak but positive relationship between online buying behaviour and perceived usefulness (Beta coefficient = 0.072). This means that a one-unit increase in perceived usefulness corresponds to a small average increase of 0.072 units in online buying behaviour. Despite the small effect size, the positive direction supports the hypothesis that perceived usefulness influences online buying behaviour.

Perceived Ease of Use has a Positive Effect on Online Buying Behaviour

Table 13: Model Summary of Perceived Ease of Use

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.122 ^a	.015	.010	.440

a. Predictors: (Constant), Perceived Ease of Use

Source: Table designed using IBM SPSS Statistics

The analysis shows a modest but significant positive relationship ($R = 0.122$) between perceived usefulness and online buying behaviour. As perceived usefulness increases, online buying behaviour also tends to rise slightly. Though only 1.5% of the variability in online buying behaviour can be explained by perceived usefulness (R -squared = 0.015), this effect should not be overlooked. The standard error (0.440) accounts for prediction variability but doesn't diminish the importance of the observed positive relationship. While not the sole predictor, perceived usefulness remains a significant factor in understanding online consumer behaviour.

Table 14: ANOVA of Perceived Ease of Use

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.584	1	.584	3.014	.084 ^b
	Residual	38.371	198	.194		
	Total	38.955	199			

a. Dependent Variable: Online Buying Behavior

b. Predictors: (Constant), Perceived Ease of Use

Source: Table designed using IBM SPSS Statistics

The ANOVA yielded an F-value of 3.014 and a p-value of 0.084. The F-value assesses the significance of the regression model, indicating how well the IV explains the DV's variation. However, the p-value is slightly higher than the conventional threshold of 0.05. Consequently, the results suggest that the perceived ease of use does not have a statistically significant relationship with online buying behaviour at the 0.05 level. Therefore, hypothesis H2 is rejected.

Table 15: Coefficients of Perceived Ease of Use

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.544	.114		4.758	<.001
	Perceived Ease of Use	.056	.032	.122	1.736	.084

a. Dependent Variable: Online Buying Behavior

Source: Table designed using IBM SPSS Statistics

The beta coefficient (0.056) implies a positive relationship between perceived ease of use and online buying behaviour, but the non-significant p-value (0.084) suggests that this relationship could be due to random chance and lacks statistical significance. Thus, the hypothesis of perceived ease of use positively impacting online buying behaviour is not supported.

Accessibility & Convenience has a Positive Effect on Online Buying Behaviour

Table 16: Model Summary of Accessibility & Convenience

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.171 ^a	.029	.025	.437

a. Predictors: (Constant), Accessibility and Convenience

Source: Table designed using IBM SPSS Statistics

The linear regression analysis reveals a weak but positive correlation (R = 0.171) between accessibility and convenience and online buying behaviour, indicating that improved accessibility and convenience lead to increased online buying. The R-square value (0.029) suggests 2.9% variation in online buying can be attributed to accessibility and convenience, showing their positive influence. The standard error (0.437) indicates moderately accurate regression estimates.

Table 17: ANOVA of Accessibility & Convenience

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.146	1	1.146	6.000	.015 ^b
	Residual	37.809	198	.191		
	Total	38.955	199			

a. Dependent Variable: Online Buying Behavior

b. Predictors: (Constant), Accessibility and Convenience

Source: Table designed using IBM SPSS Statistics

The linear regression test on accessibility, convenience, and online buying behaviour resulted in an F-value of 6.000 and a p-value of 0.015. The significant F-value indicates a potential relationship between the IV and the DV. The low p-value confirms that this relationship is statistically significant, meaning that changes in accessibility and convenience have a notable impact on online buying behaviour. Consequently, we accept hypothesis H3.

Table 18: Coefficients of Accessibility & Convenience

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.472	.112		4.231	<.001
	Accessibility and Convenience	.074	.030	.171	2.449	.015

a. Dependent Variable: Online Buying Behavior

Source: Table designed using IBM SPSS Statistics

The linear regression test reveals a significant positive relationship between accessibility, convenience, and online buying behaviour. With a beta coefficient of 0.074, each one-unit increase in accessibility and convenience is expected to raise online buying behaviour by approximately 0.074 units. The low p-value of 0.015 confirms the statistical significance, ruling out chance. Thus, the hypothesis that accessibility and convenience positively affect online buying behaviour is supported.

User Satisfaction has a Positive Effect on Online Buying Behaviour

Table 19: Model Summary of User Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.122 ^a	.015	.010	.440

a. Predictors: (Constant), User Satisfaction

Source: Table designed using IBM SPSS Statistics

The linear regression shows a weak but encouraging link between user satisfaction and online buying behaviour (R = 0.122), suggesting higher satisfaction relates to improved buying behaviour. Although the R-square value (0.015) explains a small fraction of the variance, it allows further analysis to identify aspects influencing buying, aiding targeted strategies for enhancing the experience and driving more sales. Despite a standard error of 0.440, the model captures some variance, providing a foundation for potential improvements.

Table 20: ANOVA of User Satisfaction

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.584	1	.584	3.014	.084 ^b
	Residual	38.371	198	.194		
	Total	38.955	199			

a. Dependent Variable: Online Buying Behavior

b. Predictors: (Constant), User Satisfaction

Source: Table designed using IBM SPSS Statistics

The ANOVA results showed an F-value of 3.014 with a corresponding p-value of 0.084, indicating that the hypothesis cannot be accepted. This suggests that there is no statistically significant relationship between user satisfaction and online buying behaviour. Although the F-value indicated a moderately good fit for the model, the lack of significance in the p-value highlights the need for further investigation or a larger sample size to draw definitive conclusions. As a result, hypothesis H4 is rejected.

Table 21: Coefficients of User Satisfaction**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.544	.114		4.758	<.001
	User Satisfaction	.056	.032	.122	1.736	.084

a. Dependent Variable: Online Buying Behavior

Source: Table designed using IBM SPSS Statistics

The linear regression analysis shows a positive association (beta coefficient = 0.056) between user satisfaction and online buying behaviour, indicating that as user satisfaction increases, online buying behaviour is expected to increase. However, the effect size is small. The p-value (0.084) is non-statistically significant, suggesting that the observed relationship could be due to chance. Therefore, the hypothesis of a positive effect of user satisfaction on online buying behaviour is not supported.

Social Influence has a Positive Effect on Online Buying Behaviour**Table 22: Model Summary of Social Influence****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.167 ^a	.028	.023	.437

a. Predictors: (Constant), Social Influence

Source: Table designed using IBM SPSS Statistics

The linear regression analysis between social influence and online buying behaviour revealed a weak but statistically significant positive relationship (R = 0.167). The R-square value of 0.028 indicates that social influence explains only 2.8% of the variability in online buying behaviour. Despite this small impact, the relationship is still noteworthy. The standard error of 0.437 shows some data variability, but the overall significance suggests social influence does play a role in online buying decisions.

Table 23: ANOVA of Social Influence**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.088	1	1.088	5.687	.018 ^b
	Residual	37.867	198	.191		
	Total	38.955	199			

a. Dependent Variable: Online Buying Behavior

b. Predictors: (Constant), Social Influence

Source: Table designed using IBM SPSS Statistics

The linear regression test between social influence (IV) and online buying behaviour (DV) yielded a significant result (F = 5.687, p = 0.018), indicating that social influence has a significant impact on online buying behaviour. With the p-value being <0.05, the null hypothesis is rejected, supporting the idea of a significant relationship between social influence and online buying behaviour. Consequently, H5 is accepted.

Table 24: Coefficients of Social Influence**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.469	.116		4.057	<.001
	Social Influence	.081	.034	.167	2.385	.018

a. Dependent Variable: Online Buying Behavior

Source: Table designed using IBM SPSS Statistics

The results indicate a significant positive correlation. A beta coefficient of 0.081 implies that a one-unit increase in social influence corresponds to approximately 0.081 units increase in online buying behaviour, and vice versa for a one-unit decrease. The low significance value of 0.018 reinforces the credibility of the findings, suggesting that the observed relationship is not merely a chance occurrence. Thus, the hypothesis of a positive effect of social influence on online buying behaviour is supported.

Trust in Security & Privacy has a Positive Effect on Online Buying Behaviour**Table 25: Model Summary of Trust in Security & Privacy****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.147 ^a	.022	.017	.439

a. Predictors: (Constant), Trust in Security and Privacy

Source: Table designed using IBM SPSS Statistics

The linear regression test examined the relationship between trust in security and privacy and online buying behaviour. The findings revealed a weak positive correlation ($R = 0.147$), indicating a positive association between trust in security and privacy and online buying behaviour. Trust in security and privacy explains approximately 22% of the variability in online buying behaviour, highlighting its significant impact on consumers' decisions. The results support the idea that building trust in security and privacy positively influences online buying behaviour.

Table 26: ANOVA of Trust in Security & Privacy**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.838	1	.838	4.351	.038 ^b
	Residual	38.117	198	.193		
	Total	38.955	199			

a. Dependent Variable: Online Buying Behavior

b. Predictors: (Constant), Trust in Security and Privacy

Source: Table designed using IBM SPSS Statistics

The linear regression test using an ANOVA table shows a significant relationship ($F = 4.351$, $p = 0.038$) between trust in security and privacy and online buying behaviour. The low p-value indicates that this relationship is not due to chance alone, supporting the significant findings. Consequently, H6 is accepted, indicating that trust in security and privacy has an impact on online buying behaviour.

Table 27: Coefficients of Trust in Security & Privacy**Coefficients^a**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.536	.100		5.335	<.001
	Trust in Security and Privacy	.071	.034	.147	2.086	.038

a. Dependent Variable: Online Buying Behavior

Source: Table designed using IBM SPSS Statistics

The linear regression test examined the relationship between trust in security & privacy and online buying behaviour. The obtained beta coefficient of 0.071 indicates a positive effect: as trust in security & privacy increases, online buying behaviour is expected to increase as well. The statistical significance was confirmed with a p-value (sig) of 0.038, supporting the hypothesis that trust in security and privacy positively influences online buying behaviour.

Eco-Friendliness has a Positive Effect on Online Buying Behaviour**Table 28: Model Summary of Eco-Friendliness****Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.035 ^a	.001	-.004	.443

a. Predictors: (Constant), Eco-Friendliness

Source: Table designed using IBM SPSS Statistics

The linear regression analysis shows a weak positive correlation ($R = 0.035$) between eco-friendliness and online buying behaviour. The low R-square value (-0.04) indicates the model has little predictive power and doesn't fit the data well. Moreover, the standard error (0.443) suggests imprecise predictions and a spread of data points around the regression line.

Consequently, hypothesis H7 is rejected.

Table 29: ANOVA of Eco-Friendliness**ANOVA^a**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.047	1	.047	.240	.625 ^b
	Residual	38.908	198	.197		
	Total	38.955	199			

a. Dependent Variable: Online Buying Behavior

b. Predictors: (Constant), Eco-Friendliness

Source: Table designed using IBM SPSS Statistics

The linear regression test examining the connection between eco-friendliness and online buying behaviour produced non-significant results ($F=0.240$, $p=0.625$). These outcomes suggest that the explained variance in online buying behaviour is relatively minor compared to the unexplained variance. Consequently, the p-value reinforces the lack of meaningful relationship between the variables based on the available data. Thus, eco-friendliness does not seem to be a significant predictor of online buying behaviour in this study.

Table 30: Coefficients of Eco-Friendliness**Coefficients^a**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.677	.123	5.493	<.001
	Eco-Friendliness	.018	.036	.490	.625

a. Dependent Variable: Online Buying Behavior

Source: Table designed using IBM SPSS Statistics

The linear regression test reveals a weak positive association ($\beta = 0.018$) between eco-friendliness and online buying behaviour, indicating a slight increase in online purchases with higher eco-friendliness. However, the relationship lacks statistical significance ($\text{sig} = 0.625$, $p > 0.05$), making it uncertain if eco-friendliness significantly impacts online buying behaviour based on the available data. Therefore, the hypothesis of a positive effect of eco-friendliness on online buying behaviour is not supported.

Discussion

Descriptive Analysis

This study revealed that 98% of respondents incorporate social media platforms into their daily lives, emphasizing their significance for communication and information sharing. Merely 2% indicated not using these platforms. These findings are consistent with zenmauritius' 2018 research, which also highlighted how social media platforms have become an integral part of people's lives worldwide including Mauritius.

The study highlights Facebook as the top choice for online buying, with 104 respondents preferring this platform, followed by Instagram with 65 respondents. This aligns with Ali Taha *et al.*'s 2021 research, which emphasizes the significant impact of Facebook and Instagram on consumers' online purchasing behaviour.

Hypothesis 1

The study shows a weak positive correlation ($r = 0.165$) between perceived usefulness and online buying behaviour, indicating a positive association between the two. The linear regression analysis confirms this with a small effect size ($\beta = 0.072$), suggesting that a one-unit increase in perceived usefulness corresponds to a 0.072 unit average increase in online buying behaviour. Despite the weak strength, the results support the hypothesis that perceived usefulness influences online buying behaviour in a positive direction, consistent with Akar and Topçu, 2011's findings on SMM platforms.

Hypothesis 2

The Pearson's correlation coefficient of 0.122 indicates a weak positive relationship between perceived ease of use and online buying behaviour. However, the subsequent linear regression with a beta coefficient of 0.056 shows a non-significant p-value of 0.084, suggesting that the observed relationship may be due to random chance and lacks statistical significance. Thus, the hypothesis that perceived ease of use positively affects online buying behaviour is not supported. This contradicts Lim *et al.* 2016's study, which claims a positive influence of perceived ease of use on social media platforms for online purchasing behaviour.

Hypothesis 3

The Pearson's correlation coefficient of 0.137 suggests a weak positive association between accessibility and convenience and online buying behaviour. However, the linear regression test indicates a statistically significant positive relationship between accessibility and convenience and online buying behaviour, supported by a beta coefficient of 0.074. These findings align with Jason and Aishah's (2021) study, which also highlighted a positive association between high accessibility and convenience in SMM and online buying behaviour.

Hypothesis 4

The Pearson's regression test indicated a small, positive correlation ($r = 0.114$) between user satisfaction and online buying behaviour. The linear regression analysis showed a positive association with a beta coefficient of 0.056. However, the non-statistically significant p-value of 0.084 suggests that this relationship may have occurred by chance, providing insufficient evidence to support the hypothesis. These findings contradict prior studies (Cheung *et al.*, 2020; Leong *et al.*) that demonstrated a significant connection between user satisfaction, attitudes towards SMM, and online buying behaviour.

Hypothesis 5

The Pearson's correlation coefficient of 0.079 indicates a weak positive relationship between user satisfaction and online buying behaviour, supporting the hypothesis that social influence positively affects online buying behaviour. The beta coefficient of 0.081 further confirms this relationship. These results align with a previous study by Alalwan *et al.* (2018) that also found a significant influence of social influence on customers' purchase intentions.

Hypothesis 6

The Pearson's regression test yielded a small positive effect (0.074) of trust and security on online buying behaviour, indicating a positive relationship between these factors and consumers' propensity for online purchases. This relationship was statistically significant (p-value = 0.038) at a 5% level of significance, supporting the hypothesis of a positive effect of trust in security and privacy on online buying behaviour. This finding aligns with Appel *et al.*'s 2019 study, suggesting that trust in social media platforms beyond security and privacy concerns can influence online purchasing behaviour.

Hypothesis 7

The Pearson's regression test yielded a small positive effect (0.081) of eco-friendliness on online buying behaviour, indicating a statistically significant relationship. However, the linear regression test showed a weak positive association (beta = 0.018) without statistical significance (sig = 0.625, $p > 0.05$). Thus, the impact of eco-friendliness on online buying behaviour remains uncertain based on the available data, and the hypothesis of a positive effect is not supported. This aligns with Haws *et al.* (2014) and Tobler *et al.* (2011) studies, which also found a strong correlation between eco-friendliness and online buying behaviour.

Conclusion

Mauritian businesses can harness the potential of SMM to enhance online purchasing behaviour by highlighting the value and benefits of their products and services. Demonstrating how their offerings effectively address customer needs and preferences is key to improving online buying behaviour.

To improve the online shopping experience, businesses should focus on simplifying e-commerce. This includes enhancing the user interface and overall user experience on social media platforms. Key elements for improvement encompass intuitive navigation, clear product descriptions, and a user-friendly checkout process. By doing so, potential barriers and complexities that might discourage Mauritian customers from making online purchases can be minimized, fostering a seamless and hassle-free shopping experience.

Mauritian businesses should consider offering multiple online purchase platforms, including responsive websites and mobile applications, to cater to the diverse preferences and behaviours of the Mauritian population. Additionally, providing flexible payment options, reliable shipping methods, and responsive customer support ensures a convenient and trouble-free online shopping experience.

In Mauritius, businesses can enhance online buying behaviour by collaborating with local influencers in the realm of SMM. Partnering with credible influencers who have a strong presence in the Mauritian market enables businesses to effectively target and engage the local population. Leveraging the followers of these influencers extends reach, credibility, and impact, ultimately driving online sales.

Businesses based in Mauritius must prioritize trust and security in online transactions. Implementing robust security measures such as secure payment gateways, encryption protocols, and privacy policies is essential

to instill trust. Clear communication and demonstrations of commitment to customer data protection and online security can alleviate concerns and encourage online purchases.

Mauritian businesses should actively promote eco-friendliness through SMM campaigns. Highlighting eco-friendly practices, sustainable sourcing, or green initiatives can resonate with environmentally conscious consumers in Mauritius. Emphasizing the environmental benefits of online purchases, such as reducing carbon footprint or minimizing packaging waste, can be particularly effective.

To stay competitive, businesses in Mauritius must continuously evaluate and adapt to the evolving nature of the market. Regular monitoring and analysis of the impact of SMM strategies on online buying behaviour in Mauritius are crucial. Staying updated with changing consumer trends, preferences, and technological advancements is essential for adapting marketing approaches accordingly. Incorporating feedback from customers and stakeholders helps refine marketing strategies for improved results.

Businesses can further enhance online purchasing behaviour by providing personalized and customized services. Employing data-driven personalization techniques to offer tailored recommendations, offers, and advertisements to Mauritian individual users is a powerful strategy. Leveraging social media platforms to gather user insights and preferences enables businesses to deliver more relevant and personalized content, ultimately increasing the likelihood of online purchase

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