RESEARCH ARTICLE

A study and analysis of e-commerce factors influencing ecotourism online booking behavior

Saguber Ali S. Hameed*, Prabakaran Jaya

Abstract
Ecotourism in India is not prevalent, but those aware of this jargon do everything they can to maintain the country's natural attractiveness, even if it is one step at a time. As travelers, they are reliable for maintaining the civilization and practices of the goal and announcing the more secondary progressive locations. To study the e-commerce factors influencing tourism online shopping behaviour among Bengaluru, Karnataka State consumers. A descriptive study uses hypercritical sampling to select samples from tourism online shopping users of Bengaluru, Karnataka state, India. The statistics were collected with the assistance of a selected questionnaire. The factor analysis is executed to identify the factors; nonparametric questioning was used for hypothesis testing. The research study outcomes recommend that numerous success factors like demographic and social factors affect consumers' tourism online shopping behavior. The main contribution of this paper deals and concludes with the influence of e-commerce sites and ecotourism online shopping in multiple sectors.

Keywords: E-commerce factors, Ecotourism, Online shopping, Behavior, Consumers.

Introduction

Nothing is more compelling than wandering via the valley, camping in the overgrown rainforests of the Western Ghats, and carrying up eco-trails. Because of its ecological assortment, the massiveness of nature in the Ghats must be analyzed and obtained into people's understanding. Karnataka is a famous ecotourism destination in the country because of its wilderness lodgings, heritage areas, and resorts. To construct more attention at the visitor hotspots, entice more acquisition, and encourage enterprising actions to attract tourists, the National Tiger Conservation Authority and Karnataka Ecotourism Development Board (KEDB) have entered needles and moved out several approaches.

In 2012, the total contribution of travel and tourism to the Indian GDP was INR 6,385.1 billion, or 6.6% of GDP, according

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to Karnataka ecotourism (2022). This contribution is expected to rise 7.3% in 2013 and 7.9% annually to INR 14,722.3 billion in 2023. Given that domestic and international tourists to India frequently visit destinations that fall under the categories of ecotourism and nature-based tourism, it stands to reason that studies in the field will count significance and show positive transition and expansion from a 360-degree perspective. Many aspects of tourism promotion have been pioneered in Karnataka. Moreover, a qualitative churn and an intensive emphasis on ecotourism exist.

Indian Online purchasers basically shop in huge retail locations like hypermarkets, malls, and stores; altogether, multiple quarters of all customers consistently shop in these kinds of retail unitsss. In this unique situation, it ought to be noticed that the historical backdrop of Western organizations has shown that enormous retail chains and shopping centers have affected the rise and development of customer social orders and purchaser culture (de Morais Watanabe *et al.*, 2019). These kinds of retail outlets offer adequate conceivable outcomes of decision and scope of products, which is perceived as a component of buyer opportunity run of the mill of purchaser culture. The quantity of respondents to the overview who detailed shopping in more modest self-administration shops is fundamentally more modest, with just around each 6th respondent shopping in them. Indeed, even less famous are more modest over the counter shops, in which just 3.8%

of buyers shop. Online stores and commercial centers had a peripheral situation regarding buying food, pharmacy articles and other regular customer merchandise in 2018 (Hecht *et al.*, 2020). Around 5% of respondents don't buy face to face, with others looking for them. Hypermarkets and retail plazas would in general, enticement for a more youthful customer base, with 64% of the 25 to 34 age bunch and 51% of the 35-44 age bunch detailing shopping in these areas, with the main age bunch specifically addressing an age of who have previously been naturally introduced to a general public where huge malls are a piece of regular day to day existence (Chen & Yang 2021). This generational viewpoint is additionally significant on the grounds that the younger age is most frequently the transporter of social change, and it is accordingly unsurprising that it was this age that was quick to embrace a sped up shopper culture (Cruz-Cárdenas *et al.*, 2019).

Mailangkay *et al.* (2019) studied that information and communication technology development has been closely linked to tourism over the past three decades. In Indonesia's e-commerce sector, the travel industry still reigned supreme in 2014. However, there are some obstacles to Indonesians operating e-commerce. Although earlier analysis has made subjective contributions to the creation and transaction of the web-based tourism enterprise, no direct user perspective assessment has been carried out. Because there is no theoretical reference model, making and evaluating e-travel sites in practice is hard. This study proposes and validates an evaluation measure of the help of tourism in e-commerce that emanated from earlier analysis approaches connected to the risk hypothesis of Davis's TAM - Technology Acceptance Model. According to the findings of this study, several factors influence users' interest in online travel booking applications, including environment, behavior, technology, and electronic lifestyle. This study investigates elements impacting people's discretion to operate online tourism applications through booking. According to Luo *et al.* (2020), consumer behavior is "the behavior by which consumers communicate themselves when considering, exploring for, buying and utilizing the services and products from which they desire to fulfill their needs." Consumer behavior studies the efforts of both individuals and households in purchasing goods and services for individual consumption, thereby constructing a collaborative consumer demand.

According to Rudansky-Kloppers (2014), Online shopping also has some disadvantages. For example, suppose consumers do not purchase products after searching online. In that case, the Internet connection will waste time. You cannot organize additional costs if consumers do not have two electronic devices (computers and mobile devices). If a defective product is produced, it will take time to return, exchange or refund. Consumers

cannot touch or feel the product, and Online shopping sites can incur product shipping costs. Some areas do not send online purchases. Many researchers have assumed studies to distinguish the characteristics that exploit consumers' online buying behaviors. What motivates consumers to buy online? Moreover, why do consumers buy on the Internet?

Helmy Mohamad *et al.* (2022) argued that by allowing online stores to compete in global market scenarios and driving economic growth, e-commerce has gained more applications. Some critical success factors can distinguish great companies on the Internet (Moeuf *et al.*, 2020).

Literature Review

The government of India is putting much effort into ecotourism activities, so nature-based tourism is one of the many growing industries in the developing nation (Cabral and Dhar, 2020). In India Quantitative, Qualitative research is based on various eco-tourists diverse thoughts and considerations. The primary goal of this analysis is to identify the analysis interlude and diverse concern motivations to execute Ecotourism in India. It is based on various current studies. Based on previous trends, research enables us to examine tourism's optimistic and unfavorable characteristics and its impact on all areas. It has emerged as an important research area that requires further investigation. The researcher motivated recommendations, suggestions, and constraints in this location of work and attempted to fill the research gap in ecotourism fundamentals (Singh *et al.*, 2021).

Fianto and Andrianto (2022) studied businesses that deal with tourism and are moving increasingly toward providing better environmental services. This study provides a theoretical framework and seeks to evaluate the ongoing digital communication activities of small and medium-sized tourism business players and provide an overview of their presence in digital communication technology. This study aims to figure out the idea and a few sustainable performance indicators. According to the findings, fewer businesses rate eco-labels on online advertising and foreign credentials were less adaptable for local credentials than one-time credentials. It was perceived that society's participation rate on the platform was more intellectual and complex. This study looks into the resilience mechanism in companies in the tourism industry. This study will likely encourage additional research on the concept of contact and the quality of SME hospitality strategies and aid in the effort to facilitate a more widespread acceptance of managerial implications.

Herzallah *et al.* (2021) studied the tourism industry products online shopping is expanding with web-based business advancement that invigorated the making of a few stages in the new years. This review aimed to assess the impact of specific determinants of the travel industry items web-based shopping, as the danger related with this conduct and travel services versus advanced advertising

apparatuses saw convenience. This examination utilized a study technique applied to 343 Spanish purchasers from the Salamanca area with individual meetings. The information was utilized primary condition displaying. Since the travel industry items internet shopping hazard impact contrarily buyers' mentality toward it, the travel industry experts should work this and, for fragments opposed to that danger, travel services appropriation channel have higher seen the convenience and can be a superior choice (Reyes-Menendez *et al.*, 2020). On the other hand, this exploration proved the significance of computerized promoting instruments such as site, cell phones and web-based booking because their apparent handiness influences the mentality and conduct toward internet shopping of the travel industry items (Hassannia *et al.*, 2019).

Sun (2020) highlighted that the rise of Internet technology and Internet marketing has evolved to become increasingly widespread among shoppers. E-commerce companies must constantly enhance their internet marketing techniques established on customer feedback (Mogaji *et al.*, 2020). This article first summarizes the relevant theories of consumer psychology and then conducts an online survey of Chinese consumers. Analyze survey data to innovate online marketing strategies for e-commerce companies. The research results guide the development of Chinese e-commerce enterprises and It shows that the sales of Chinese e-commerce companies and online retail markets are increasing year by year (Li *et al.* 2019). Most online consumers are highly educated and have been shopping online for more than three years, between 21 and 50. According to Nofrialdi (2021), the most critical factors influencing online shopping behavior are consumer psychology and online marketing confidence.

Jaller and Pahwa (2020) found that various fields and commercial fields have changed since the beginning of the Internet. In many current decades, the industry of retail sector, in certain, has noticed tremendous e-commerce of enlargement. It has even greatly changed our shopping background and influenced various decisions about how, where, and where we need to buy. The continued development of e-commerce is entering cities and has received negative externalities due to increased congestion and pollution. The study first used data from 2016 to clarify basic shopping behaviors in stores and online. The author also developed a behavioural econometric model to understand the factors that influence purchasing decisions (Jung *et al.*, 2020). The model is implemented in a mixed population at the macro level, decomposing and investigating individual purchase behaviour by estimating potential vehicle mileage and emissions of the environment in the two selected areas of San Francisco (SF) and Dallas metropolitan. Eventually, this analysis evaluates the impact of express delivery, basket product altitude, and integration level through a balanced analysis of in-store and online purchases. These outcomes demonstrate the significance of addressing metropolitan transportation systems, with service and operations of delivery, to create a more sustainable metropolitan environment.

Alatawy (2018) investigated the factors that influence the willingness of consumers in Saudi Arabia (KSA) to operate portable applications for internet shopping. The study uses a quantitative technique, using a 150-sample study with randomly chosen consumers from Saudi Arabian residents. Alatway (2018) collected raw data and got 100 available responses, 66.67% (100/150). Then use SPSS (Statistical Package of Social Sciences) and Amos program to analyze the collected data to use SEM Modeling to establish the path of independent variables. The following facts were confirmed by the investigation results. First, there is a significant positive or strong correlation between the intentions of the customer and the customer's subjective norms regarding mobile apps for online shopping at KSA. Second, a strong positive correlation was found between customer intent and mobile apps for Saudi Arabian online shopping. Thirdly, the relevance of customer support voices in the KSA online shopping mobile application is demonstrated by cognitive-behavioral control. Lastly, attitude, perceived behavior control, subjective norms, and recognized trust are the primary factors that influence consumers' use of mobile online shopping applications in the Kingdom of Saudi Arabia. As a result, this study provides substantial evidence of how the most prominent Saudi Arabian e-commerce companies can capitalize on customers' desires to use mobile applications to make online purchases in Saudi Arabia. Due to the contribution of KSA to online shopping customers' intention image, in this study, not only online consumers but also Saudi Arabia's e-commerce sector is essential to online shopping companies and technology sectors.

Tolstoy *et al.* (2021) explained that with the rapid growth of online shopping, e-commerce delivers numerous online transaction opportunities for global businesses and retailers, selling outcomes and assistance via internet channels to develop their demands. Internet shopping and marketing using current technology (such as computers and the Internet) for better marketing results (Grewal *et al.*, 2020). Merchants are incorporating techniques to satisfy the requirements of online customers. They are engaged in researching consumers in online shopping, confirming their perspectives towards shopping through online mode, and especially exploring the characteristics that affect shoppers' online purchasing (Lin *et al.*, 2019).

Research Methodology

Survey Method: The questionnaire was selected from Bengaluru city, Karnataka State, Tamil Nadu. The selected

samples have at least one online shopping experience for ecotourism booking. The size of the selected sample is 400. The researcher used stratified random sampling of the 422 samples accepted, 35 questions have been distributed, and 22 have not been completed. So chose 400 samples at the end to analyze these data in more detail. The statistical estimations and difficulties for data investigation were the means of arithmetic standard deviation, factorial analysis, and a reliability test established on Cronbach's Alpha value.

Data Analysis

Demographic Factors - Frequency Analysis

According to the table 1, it is experiential that preponderance 54.25% (217) of the consumers are in the age group of below 18-25, 30.50%(122) of consumers are in the age group of 26-35, 15.27%(61)% of respondents are in the age group of Above 27.

According to the table 2, it is experiential that preponderance 60.75% (243) of the consumers are in the male category, 39.25 %(157) of consumers are in the female consumers.

According to the table 3, it is experiential that preponderance 67.75% (271) of the consumers are in the upto 3 lakshs income category, 20.25% (81) of consumers are in the upto 5 lakshs income category and above upto 8 lakshs income category consumers frequency is 12%(48).

According to Table 4, it is experiential that preponderance 52.50 (210) of the consumers are in the diploma or undergraduate category, 43% (172) of consumers are in the postgraduated consumers category and 4.5% (18) consumers are high school category.

According to Table 5, it is experiential that a preponderance 60.25% (241) of the consumers are in the married category, 39.75% (159) of consumers are in the unmarried category.

According to Table 6, it is experiential that a preponderance 44.25% (177) of the consumers are in the student and unemployed category, 28.75% (115) of

Table 1: Consumer's age and frequencies

S.No	Consumer's age	Frequency of the consumers	Percent of the consumers
1	18-25	217	54.25
2	26-35	122	30.50
3	Above 36	61	15.25
	Total	400	100

Table 2: Consumers Gender Category

S.No	Gender of the category	Frequency of the category	Percent
1	Male	243	60.75
2	Female	157	39.25
	Total	400	100

Table 3: Monthly Income of the consumers

S.No	Monthly income (INR)	Frequency	Percent
1	Upto 3 Lakhs	271	67.75
2	Upto 5 Lakhs	81	20.25
3	Upto 8 Lakhs	48	12.00
	Total	400	100

Table 4: Consumers Educational Status Frequency

S.No	Frequency of the educational status	Frequency	Percent
1	High School	18	4.5
2	Diploma/UnderGraduate	210	52.50
3	Post Graduate Degree	172	43.00
	Total	400	100

Table 5: Consumer's marital status frequency

S.No	Marital Status	Frequency	Percent
1	Married	241	60.25
2	Unmarried	159	39.75
	Total	400	100

Table 6: Occupation of the consumers

S.No	Occupation Status	Frequency	Percent
1	Privately Employed	115	28.75
2	Government Job	18	4.5
2	Self employed	90	22.50
3	Student / Unemployed	177	44.25
	Total	400	100

consumers are in the privately employed. 22.50% (90) of consumers are in the self-employed. 4.5% (18) of the consumers are in government job employed.

According to Table 7, it is experiential that preponderance 42.25% (169) of the consumers are in the monthly online shoppers' category, 28% (112) of the consumers are in weekly online shoppers, 21% (84) of the consumers are in festival shoppers. 8.75% (35) of consumers are in the daily shopper's category.

Test of Measures

Reliability and validity assessment

The reliability of the questionnaire's scale for evaluation statements was evaluated using Cronbach's Alpha statistic. The 35 statements in the questionnaire have an alpha coefficient of .861, indicating relative consistency (see Table 8).

Exploratory Factor Analysis

Bartlett's sphericity test tells if the correlation matrix is an identity matrix, which would mean that the variables don't have anything in common. The significance level shows the test's outcome. Very low values (less than.05) suggest that

Table 7: Frequency of online shopping of the consumers

S.No	Frequency of online shopping status	Frequency	Percent
1	Daily	35	8.75
2	Weekly	112	28
2	Monthly	169	42.25
3	During festival days	84	21.00
	Total	400	100

Table 8: Reliability of construct

S.No.	Type of Scale / Items	α	No. of Items
1	E-commerce factors influencing ecotourism online shopping behavior among consumers of Bengaluru City, Karnataka	0.861	35

Table 9: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	891.814
	df	281
	Sig.	.000

the variables probably have significant relationships. It's possible that these data are not suitable for factor analysis if the value is greater than or equal to about.10.Since the Kaiser-Meyer-Olkin Measure of Sampling Adequacy value is 0.713, and Bartlett's test of sphericity was 891.814 significant at the 0.000 level of significance, the researcher concludes that the data are suitable for factor analysis. It suggests that the correlation matrix did not consist of an identity matrix. The preceding demonstrates that the respondents' data on various online shopping attributes were suitable for factor analysis.

Principal Component Analysis (PCA) was used to analyze the raw scores of 35 items in order to determine the underlying e-commerce factors that influence consumers' online shopping behavior. The exploratory factor analysis was used to explain 31.555% of the cumulative variance, revealing three e-commerce factors after the analysis. The specifics of the factors are listed below in Table 10.

Findings

According to Table 1 and Figure 1, it is experiential that a preponderance 54.25% (217) of the consumers are in the age group of below 18–25, 30.50% (122) of consumers are in the age group of 26–35, 15.25 and 61% of respondents are in the age group of Above 27.

Figure 1 : frequency of the consumers

Table 10: Loaded Variables, Factors Loading values, Percentage of variance factors

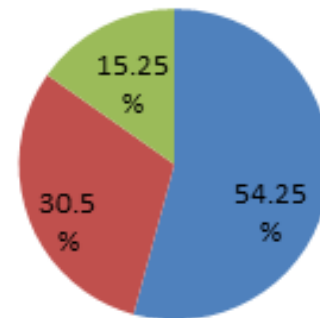| Factors	Loaded Variables	Factor Loading values	% of variance of factors
Ecotourism Online Consumer Satisfaction	Availability of more number of hotel's during festival seasons and special discounts for premium room booking	0.678	
	Comparison of hotels with other suitable brands supporting with ecotourism factor of understanding the traditional culture	0.712	11.891
	Online booking for natural areas site seeing with tourist guide support.	0.768	
	customer care support center via toll free or email	0.690	
Perceived usefulness	More number of premium hotels are available than offline for my Ecotourism online booking.	0.597	
	Able to book hotels and resorts anytime and anywhere for ecotourism spots.	0.612	10.451
	I preferred to book through ecotourism booking online mode only	0.815	
Ecotourism Online Shopping Website quality	Hotels, Hospitality, Nature, Ecotourism environment, sustainability contents in the website are too clear	0.701	9.213
	Prefer more secured responsible website for online transaction	0.843	

According to Table 2 and Figure 2, it is experiential that a preponderance 60.75% (243) of the consumers are in the male category, 39.25% (157) of consumers are in the female consumers.

According to Table 3 and Figure 3, it is experiential that a preponderance 67.75% (271) of the consumers are in the upto 3 lakhs income category, 20.25% (81) of consumers are in the upto 5 lakhs income category and upto 8 lakhs income category consumers frequency is 12%(48).

According to Table 4 and Figure 4, it is experiential that preponderance 52.50 (210) of the consumers are in the diploma or undergraduate category, 43% (172) of consumers are in the postgraduate consumers category and 4.5%(18) consumers are high school category.

According to Table 5 and Figure 5, it is experiential that a preponderance 60.25% (241) of the consumers are in the married category, 39.75% (159) of consumers are in the unmarried category.
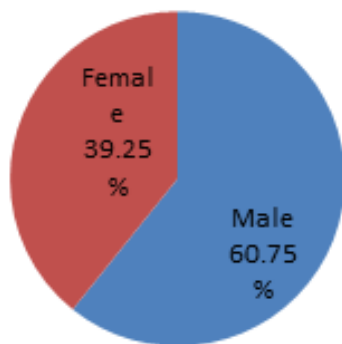
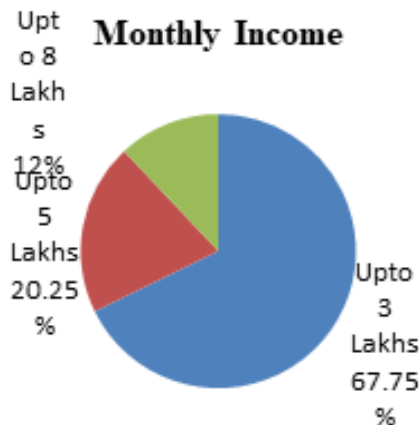

Figure 2: Frequency of the gender category

Figure 3: Monthly income category

According to Table 6 and Figure 6, it is observed that 44.25% (177) of the consumers are in the student and unemployed category, 28.75% (115) of consumers are in the privately employed category. 22.50% (90) of consumers are in the self-employed. 4.5% (18) of the consumers are in government job employed.

According to Table 7 and Figure 7, it is experiential that a preponderance 42.25% (169) of the consumers are in the monthly online shoppers' category, 28% (112) of the consumers are in weekly online shoppers, 21% (84) of the consumers are in festival shoppers. 8.75% (35) of consumers are in the daily shoppers category.

The reliability of the questionnaire's scale for evaluation statements was evaluated using Cronbach's Alpha statistic. The 35 statements in the questionnaire have an alpha coefficient of.861, indicating relative consistency.

The Kaiser-Meyer-Olkin measure of sampling adequacy value is 0.713, and the Bartlett test of sphericity was 891.814 significant at the 0.000 level of significance, as shown in Table 9. It suggests that the correlation matrix did not consist of an identity matrix. The preceding demonstrates that the respondents' data on various online shopping attributes were suitable for factor analysis.

Principal component analysis (PCA) was used to analyze the raw scores of 35 items in order to determine the underlying e-commerce factors that influence consumers' ecotourism online shopping purchasing habits. The exploratory factor analysis was used to explain 31.555% sof the cumulative variance, revealing three e-commerce factors after the analysis.

Discussion

The research examined how the tourism industry's products for online shopping are expanding in tandem with the growth of web-based businesses, which reenergized the production of a few stages in the new year (Herzallah *et al.*, 2021). The inspiration driving this survey was to evaluate the effect of explicit determinants of the movement of business things electronic shopping. This was because the risk related to this lead, and travel administrations versus advanced promoting devices saw comfort. These studies have been connected with our findings of how ecotourism online shopping website quality hotels, hospitality, nature, ecotourism environment, and sustainability contents in the website are too clear as the main factors.

The significance level of the Bartlett test of sphericity and the Kaiser-Meyer-Olkin measure of sampling adequacy value both points to the absence of an identity matrix in the correlation matrix. The preceding demonstrates that factor analysis was appropriate for respondents' data on various online shopping attributes. With the review, everything has been connected and the gaps have been filled. (Mailangkay *et al.*, 2019 ; Luo *et al.*, 2020 and Singh *et al.*, 2021).
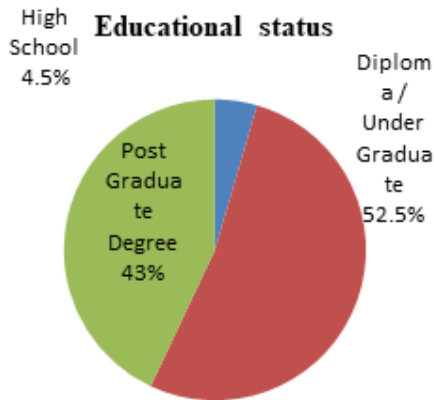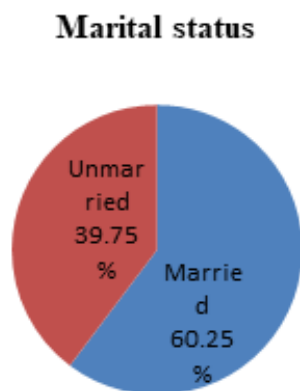
Educational status

High School 4.5%
Diploma / Under Graduate 52.5%
Post Graduate Degree 43%

Figure 4: Educational status category

Marital status

Unmarried 39.75%
Married 60.25%

Figure 5 : Marital status category

Occupation status

Privately Employed 28.75%
Student / Unemployed 44.25%
Self employed 22.5%
Government Job 4.5%
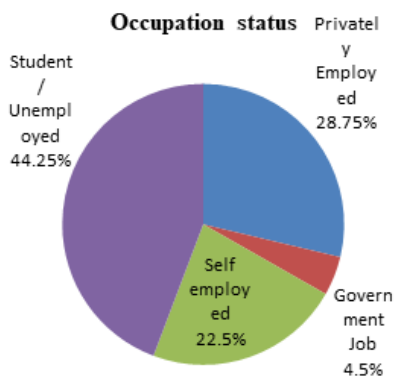
Figure 6: Occupational status category

Online shopping status

Daily 8.75%
During festival days 21%
Weekly 28%
Monthly 42.25%

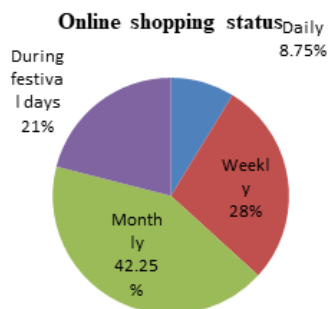**Figure 7:** Online shopping status category

The raw scores the selected items were analyzed using principal component analysis to identify the underlying e-commerce factors that influence consumers' ecotourism online shopping and purchasing practice. The cumulative variance was explained by exploratory factor analysis. This revealed three e-commerce factors: Ecotourism online consumer satisfaction, perceived usefulness, and the quality of the ecotourism online shopping website.

Conclusion

In this study, Bengaluru city, Karnataka, explored the current status, challenges and opportunities of e-commerce factors that influence consumers' ecotourism online shopping behavior. With the increase in Internet saturation, the e-commerce industry is developing rapidly. Residents use e-shopping and services in large quantities. Increasing the use of credit cards and secure online payment solutions is also a critical factor in the development of e-commerce. Many factors influenced the analysis of the opportunities and challenges of e-commerce, including online shopping/ customers, online sales, and regulators/policymakers. It is prominent that changes in consumption, lifestyle, or civilization are also the result of the quantitative impact of trade. These e-commerce factors thus also recreate a position in influencing consumer behavior. All these differences have led to an expansion in the availability of goods on the market, progress in price, quality, and diversity, and addition in consumer culture, although the temporary decline in the typical conventions of purchase and consumption, which impact the COVID-19 pandemic has induced. According to the survey of buyers, the main reasons for adopting online shopping are wider choices, time-saving, more visits, and more accessible online product search. This study found three e-commerce factors influencing ecotourism consumers' online shopping behavior. These factors are online consumer satisfaction, perceived usefulness, and online shopping website quality.

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