

Quality Orientation and Online Purchase Intention among Youth: Evidence from the Saurashtra Region of Gujarat

Ms. Sneha Makwana^{1*} | Dr. Swati Katira²

¹Research Scholar, Department of Commerce, Saurashtra University, Rajkot, Gujarat.

²Christ College, Rajkot, Gujarat.

*Corresponding Author: makwanasneha9714@gmail.com

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Abstract

The growth of e-commerce has significantly influenced consumer purchasing behaviour, making product quality an important consideration in online purchase decisions. This study examines the relationship between Quality Orientation and Online Purchase Intention among youth in the Saurashtra Region of Gujarat. Primary data were collected through a structured questionnaire from 600 respondents, of which 517 valid observations were used for the principal relationship analysis. Since the data were not normally distributed, Spearman's Rank Correlation was employed. The results indicate a moderate positive and statistically significant relationship between Quality Orientation and Online Purchase Intention ($\rho = 0.471$, $p < 0.001$, $N = 517$). The findings suggest that youth who place greater importance on product and service quality tend to have stronger intentions to purchase online.

Keywords: Quality Orientation, Online Purchase Intention, Online Shopping, Consumer Behaviour, Youth Consumers, E-Commerce.

Introduction

The rapid growth of internet connectivity and e-commerce has transformed consumer purchasing behaviour. Online shopping provides convenience, product variety and access to product information. However, consumers cannot physically examine products before purchase, making quality-related information, reliability and performance important factors in online purchase decisions.

Quality Orientation refers to the extent to which consumers consider product and service quality when making purchasing decisions. Quality-oriented consumers may consider factors such as durability, performance, reliability, product specifications, reviews and service quality while evaluating products online.

The present study focuses specifically on the relationship between Quality Orientation and Online Purchase Intention among youth in the Saurashtra Region of Gujarat. It aims to determine whether higher Quality Orientation is associated with stronger intention to purchase products online.

Conceptual Foundation

• Quality Orientation

Quality Orientation represents a consumer's tendency to prioritise quality-related characteristics when evaluating products or services. It includes attention to product performance, durability, reliability, materials, functionality and overall experience. In online purchasing, consumers therefore depend on product descriptions, specifications, images, ratings, reviews and seller information as quality signals.

- **Online Purchase Intention**

Online Purchase Intention refers to a consumer's willingness or likelihood to purchase through online channels. In the present study it is reflected through intention to increase online shopping in the future, intention to shop online more frequently and intention to continue using online platforms for purchases.

- **Relationship between Quality Orientation and Online Purchase Intention**

Consumers who place greater importance on quality are likely to seek stronger evidence about product performance, reliability and value before purchase. Detailed product information, customer ratings, reviews, realistic images and credible seller information can provide quality signals and reduce uncertainty. Consequently, stronger quality orientation may be associated with stronger online purchase intention.

Review of Literature

Research on online purchase intention has examined consumer- and platform-related factors including trust, previous experience, perceived risk, convenience, website usefulness, service quality and product-related perceptions. Within this broader literature, quality-related perceptions are relevant because online consumers frequently rely on indirect information to evaluate products before purchase.

Quality-oriented consumers are more likely to seek information that reduces uncertainty. Product specifications, customer reviews, ratings, seller credibility and return policies can function as quality signals and increase confidence in online purchase decisions. The present study contributes a focused regional examination of the relationship between Quality Orientation and Online Purchase Intention among youth in the Saurashtra Region.

Research Gap

Although online purchase intention has been extensively studied, many empirical studies examine multiple determinants simultaneously. A focused examination of the specific relationship between Quality Orientation and Online Purchase Intention among youth in the Saurashtra Region provides a more precise regional contribution. The present study therefore concentrates on one independent variable and one dependent variable.

Objective of the Study

- To examine the relationship between Quality Orientation and Online Purchase Intention among youth in the Saurashtra Region of Gujarat.

Hypotheses

H₀: There is no significant relationship between Quality Orientation and Online Purchase Intention among youth in the Saurashtra Region of Gujarat.

H₁: There is a significant relationship between Quality Orientation and Online Purchase Intention among youth in the Saurashtra Region of Gujarat.

Research Methodology

- **Research Design**

The study adopted a descriptive and analytical research design. The descriptive component concerns respondent characteristics and consumer orientations, while the analytical component examines relationships between the selected determinants and online purchase intention.

- **Population of the Study**

The population consisted of youth aged 18–35 years residing in the Saurashtra Region of Gujarat.

- **Sample Size**

Primary data were collected from 600 respondents.

- **Sampling Technique**

A convenience sampling technique was employed for selecting respondents.

- **Data Collection**

Primary data were collected using a structured questionnaire containing demographic questions and statements measuring the selected determinants and online purchase intention.

- **Variables of the Study**
 - **Independent variables:** Quality Orientation.
 - **Dependent variable:** Online Purchase Intention.

Measurement and Descriptive Findings

- **Quality Orientation**

Quality Orientation was measured through two indicators: Quality Preference—"I prioritize buying high-quality products online"; and Willingness to Pay for Quality—"I am willing to pay more for products of superior quality."

Indicator	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Quality Preference	28.88%	42.05%	23.64%	3.49%	1.94%
Willingness to Pay for Quality	23.84%	35.66%	27.52%	8.53%	4.46%

The findings indicate a favourable quality orientation among respondents. For Quality Preference, 42.05% agreed and 28.88% strongly agreed that they prioritised buying high-quality products online. For Willingness to Pay for Quality, 35.66% agreed and 23.84% strongly agreed that they were willing to pay more for products of superior quality.

- **Online Purchase Intention**

Online Purchase Intention was measured through intention to increase online shopping in the future, intention to shop online more frequently, and intention to continue using online platforms for purchases.

Indicator	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Increase online shopping in future	25.97%	40.12%	27.13%	4.26%	2.52%
Shop online more frequently	20.16%	34.11%	31.08%	11.24%	3.49%
Continue using online platforms	21.71%	37.21%	28.10%	8.14%	4.84%

The results indicate a generally favourable future orientation towards online shopping. In particular, 40.12% agreed and 25.97% strongly agreed that they planned to increase online shopping in the future.

Reliability and Normality Assessment

The source analysis reports non-normality for the examined measures, with Shapiro–Wilk significance reported at 0.000. Accordingly, non-parametric procedures were selected for the principal relationship analysis.

The broader data-analysis material reports Cronbach's Alpha = 0.666 for Online Purchase Intention, described as acceptable reliability. A separate Cronbach's Alpha coefficient for Quality Orientation is not supported by the supplied measurement-results file; therefore, no unreported reliability coefficient is introduced in this paper.

Spearman's Rank Correlation

Because the data were not normally distributed, Spearman's Rank Correlation was employed as the principal test to examine the relationship between Quality Orientation and Online Purchase Intention.

Variables	Spearman's rho	Sig. (2-tailed)	N
Quality Orientation – Online Purchase Intention	0.471	< 0.001	517

The Spearman correlation coefficient was $\rho = 0.471$ with $p < 0.001$ and $N = 517$. The result demonstrates a moderate positive and statistically significant relationship between Quality Orientation and Online Purchase Intention. Since $p < 0.05$, H_0 is rejected and H_1 is supported. Therefore, higher Quality Orientation is associated with higher Online Purchase Intention.

Test	Value	df	p-value	Decision
Pearson Chi-Square	944.908	45	< 0.001	Significant
Likelihood Ratio	288.920	45	< 0.001	Significant
Linear-by-Linear Association	114.321	1	< 0.001	Significant
Valid Cases	517	—	—	—

Supplementary Chi-Square Analysis

To provide a categorical examination of the relationship between Quality Orientation and Online Purchase Intention, the two variables were categorised using their median values and a Chi-Square analysis was performed. The SPSS output reports the Pearson Chi-Square together with the Likelihood Ratio and Linear-by-Linear Association statistics.

Chi-Square Statistic	Value	df	p-value	Interpretation
Pearson Chi-Square	944.908	45	< 0.001	Significant association
Likelihood Ratio	288.920	45	< 0.001	Significant association
Linear-by-Linear Association	114.321	1	< 0.001	Significant linear association

The Pearson Chi-Square result is statistically significant ($\chi^2 = 944.908$, $df = 45$, $p < 0.001$), indicating a significant categorical association between Quality Orientation and Online Purchase Intention. The Likelihood Ratio is also statistically significant (288.920, $df = 45$, $p < 0.001$), while the Linear-by-Linear Association is statistically significant (114.321, $df = 1$, $p < 0.001$).

These results provide supplementary categorical evidence in support of the relationship. However, the SPSS output reports that 35 cells (58.3%) have expected counts below 5, with a minimum expected count of 0.00. Therefore, the Chi-Square findings should be interpreted cautiously. Spearman's Rank Correlation remains the principal test because the research objective concerns the relationship between the measured Quality Orientation and Online Purchase Intention variables.

Accordingly, the Pearson Chi-Square is presented as the principal Chi-Square statistic, while the Likelihood Ratio and Linear-by-Linear Association are reported as accompanying statistics from the same SPSS analysis. They are not treated as separate independent Chi-Square tests.

Hypothesis Testing

Hypothesis / Analysis	Test Statistic	p-value	Decision
H_0 : No significant relationship	Spearman $\rho = 0.471$	< 0.001	Rejected
H_1 : Significant relationship	Spearman $\rho = 0.471$	< 0.001	Supported

The principal hypothesis is supported by Spearman's Rank Correlation. The evidence demonstrates a moderate, positive and statistically significant relationship between Quality Orientation and Online Purchase Intention.

Discussion

The empirical findings demonstrate that Quality Orientation is positively associated with Online Purchase Intention among youth in the Saurashtra Region. Respondents who give greater importance to high-quality products and show greater willingness to pay for superior quality tend to report stronger intentions to increase, repeat and continue online shopping. This relationship is plausible because quality-related information can reduce uncertainty and increase confidence in online purchase decisions.

The descriptive results strengthen this interpretation. A large proportion of respondents expressed agreement with prioritising high-quality products and willingness to pay more for superior quality. At the same time, substantial proportions expressed intentions to increase future online shopping and continue using online platforms. The correlation analysis provides direct statistical evidence that the two constructs are positively related.

Practical Implications

- Online retailers should provide accurate, complete and transparent product descriptions.
- Platforms should maintain reliable customer ratings and review systems.
- Product images should be realistic and sufficiently detailed to support quality evaluation.
- Clear return, replacement and refund policies should reduce quality-related uncertainty.
- Delivery, fulfilment and customer support should be treated as important components of perceived quality.
- Retailers should communicate durability, performance, reliability and value rather than relying only on price promotions.

Conclusion

The study examined the relationship between Quality Orientation and Online Purchase Intention among youth in the Saurashtra Region of Gujarat. The principal Spearman analysis produced a moderate positive and statistically significant relationship ($\rho = 0.471$, $p < 0.001$, $N = 517$). Therefore, the null hypothesis is rejected and the study concludes that Quality Orientation is significantly and positively related to Online Purchase Intention.

The findings suggest that quality-conscious consumers are more likely to demonstrate stronger intentions toward online purchasing. For online retailers and platforms, strengthening the quality information environment through credible reviews, accurate specifications, realistic product presentation, reliable fulfilment and clear return policies can help address uncertainty associated with online product evaluation.

Limitations

- The study is geographically limited to the Saurashtra Region of Gujarat.
- The study focuses on youth aged 18–35 years.
- Convenience sampling limits the generalisability of the findings.
- The study is based on self-reported questionnaire responses.
- The Chi-Square analysis has a high proportion of cells with expected counts below five.

Future Research

- Replicate the study in other regions and states.
- Compare Quality Orientation across age groups and product categories.
- Use probability sampling and larger samples.
- Examine Quality Orientation together with trust, perceived risk, price value, convenience and customer satisfaction.
- Use Structural Equation Modelling for more complex relationships.

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