



Analysis of Factors Affecting On Online Shopping Behavior of Consumers

Asal Esmailzadeh

Istanbul Aydin University, Turkey

Accepted: July 24,2019

Online Published: August 10,2019

Abstract

This study aims to identify the factors affecting customer online shopping. The research method is applied in terms of purpose and in terms of collecting descriptive information of correlation type. A sample of 11471 people was selected as the statistical population and using the Cochran formula, the sample size was 372. Data were collected through a questionnaire and analyzed using SPSS software and regression test. Regression analyses show that the attitude, demand, quality, price, trust and transaction security significantly affecton the willingness to e-shop on the internet.

Keywords: Attitude, Demand, Quality, Price, Trust, Transaction security, Customer online shopping

1. Introduction

The development of the internet affected by the growth of technology, social life and the business. One of the important reason that online retailing and online shopping is developed is to changing consumer buying habits and the attitude of users toward online shopping. Therefore, online shopping behavior compared to traditional purchases. Understanding buying behavior in online environment and paying special attention to the needs and interest of customers to formulate marketing strategies is very important. In first place is necessary to create trust in the users and a sense of security and confidence in them. One of the important factors affecting is quality of the service providers' website.

The number of internet users is increasing in the world and it is increasing dramatically in developed country such as America. The using information and communication technology is to grow rapidly with electronic commerce. Internet business need to be more aware of their customers willingness and behavior. The main factors affecting purchasing experience are trust and delivery of goods, the

perceived quality of the product or service they deal with, the security, the ability to use the website. Many users just left the online shopping halfway; it means the quality of the website did not satisfy the customer, so the study of customer behavior and willingness to make online purchases has increased with internet information and communication technologies.

In understanding of psychology of people to making decisions to purchase, some factors are effective that by increasing that factors tendency of customer to purchasing is also increased.

- Is there a positive and significant relationship between the price of products and the decision to buy online?
 - Is there a positive and significant relationship between product quality and online shopping decision?
 - Is there a positive and significant relationship between trusting the web site of the online shopping decision?
 - Is there a positive and significant relationship between consumer attitudes (individuals) and their online shopping decisions?
 - Is there a positive and significant relationship between consumer demands (individuals.) and their online shopping decisions?
 - Is there a positive and significant relationship between online shopping decision and repeat shopping behavior?

1.1 Importance and necessity of research

Maintaining and managing information and knowledge of customers in the virtual world and their willingness to purchase them electronically is the most important issues in e-commerce and the design of efficient websites. Websites are the first point of contact with customers to encourage purchases. The web has become a powerful tool that has revolutionized the communication path between business and customer due to limitless offers and existing opportunities.

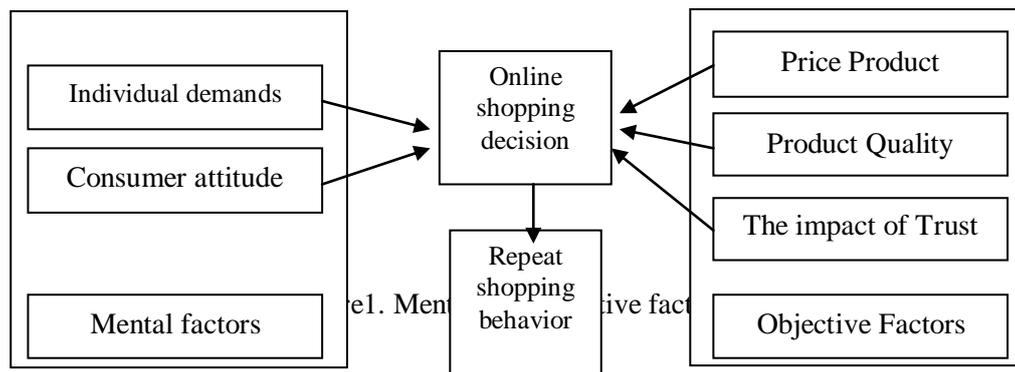
E-shoppers are increasing skilled in buying and upgrading. They are looking for joy and excitement in their shopping experience. The wave of research that seeks to identify the factors that are affecting the attitude of e-shoppers, their mental state, timely quality of service, willingness to buy and visit sites.

The complete network is that identify processes such as interviewing and observing of the research background is showed. These variables related to the research problem. A good theoretical framework identifies important and effective variables in the context of a defined problem and describe the relationship between variables logically.

In this research, independent variables are categorized into mental factors and objective factors.

Mental factors were factors derived from the positive and negative perceptions of consumer and their external environment or personality (like personal desires and consumer attitudes).

Objective factors are visible factors such as price, quality and reliability were considered and their relationship and their impact on online purchase decisions variables and purchasing repeatability were investigated.



Source: (Cheuk Man, 2012)

2. Theoretical and operational definition of research variables

2.1. Demand: consumers are pursuing multiple demands while shopping online, one of the most important of consumer demand is time saving because customers looking for save the time in all aspects, specially in purchase process, so its necessary to make it possible to conduct purchases at any places and time for customers.

2.2. Attitude: a website needs to have various options such as ease of use, perceived usefulness, pleasure aspect of purchasing and enjoyment, because all of these reflects on the customer attitude.

2.3. Price: people prefer to pay less money on their shopping so its really important to have a lower price than traditional purchases, more discount and free gifts.

2.4. Quality: the quality of product and service has a huge impact because customers compare with other products and services in the market. Also other components are so important such as variety of product, receiving positive feedback from other buyers and delivery quality of products.

2.5. Trust: if customers can't trust the website they wont try to buy product from that, so its so necessary to provide an online environment with the expectation that the organization will fulfill its obligations and will not abuse its supervisory and capabilities, so a good design of the website, provide clear image of product on the website, providing details on the product introduction, the history of online sales, and a good method of introducing goods and products on the website can attract customers trust.

2.6. Decide to buy online: components such as website credentials, online dealership behavior, delivery method, delivery time and after sale service are so important to make customer to buy online.

2.7. Repeat the purchase process: the repeatability of the process of purchasing a product or service in the future is the same as behavioral loyalty and a strong commitment to repurchase. This is so important to take your customers sustainability. online vendor performance, good after sale service, discount, quality and price of the purchased product can make it possible.

3. Literature and Research Background

In the culture of market, a customer is a person who has the ability and talent to buy goods and services. In this culture, the customer is a smart and knowledgeable person who is good at studying and satisfying his/her needs, in recent year due to the development of communication and information, technology led to develop such as online shopping (İmani, 2007).

The internet is a platform, which vendors and buyers can directly handle and trade beyond the natural limitation of buying traditional consumer products (Brynjoifson and Smith, 2000; Butler and Peppard, 1998;Griffith and Krampf,1998). One of the more effected sector in internet is retailing section more than commercial and business sector. One of the benefits of online shopping is the ability to compare unique opportunities (Bakos, 1997). Although the number of shoppers is growing so tendency of competition in this area created a challenge for sellers to keep their customers (Reicheld, 1995) and the likelihood of customer repurchase.

The concept of marketing implies that the industry is the process of customer satisfaction not the process of producing good, so an organization can survive only when can meet consumer needs and demands with an understanding not just with raw materials and sales skills, so development of consumer behavior studies is very important (Moun and Minor, 2009).

In such a space, having a good understanding of consumers and the process of consumption has several advantages. These benefits include helping decision makers, providing a cognitive basis through consumer behavior analysis, helping legislators and regulators to legislate on the purchase and sale of goods and services, and ultimately giving consumers better choices, consumer behavior plays a vital role in designing promotional campaigns. Knowing how audiences behave can choose the right media and message. In addition, studying consumer behavior can help us understand the social sciences factors that affect human behavior (Moun and Minor, 2011).

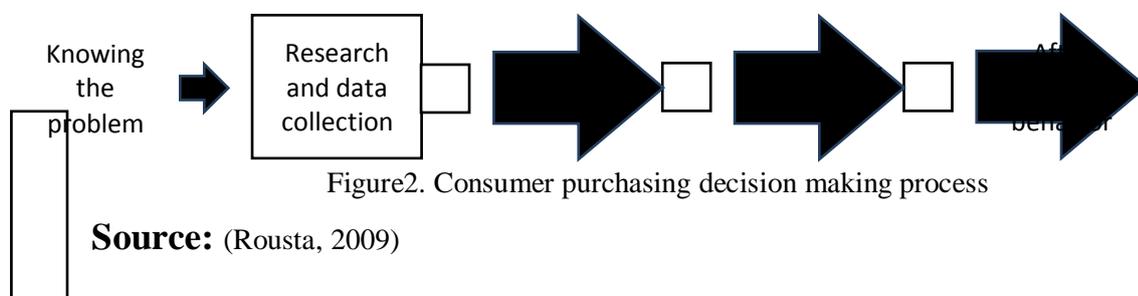
The reasons why researchers mentioned the importance of perceiving and identifying a variety of consumer behavior can be as follow:

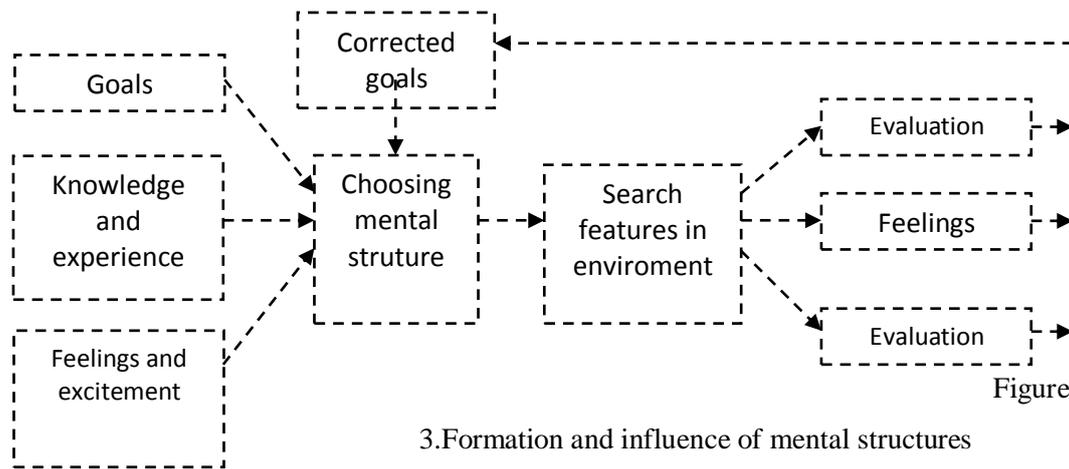
3.1 Consumer behavior is a motivational process: in the other words,the consumer is in a way that satisfies their needs and wants, and the motives are two types, functional and personal motivations that are so important to realized because without understanding customers motivations its not possible to satisfy their needs.

Table 1. Purchasing process

Pre-purchasing	How customer decide that needs a product? What is the best resources for choosing options in purchasing	How customers opinion formed about the product or how is imitation? How customer realized that which product is better than others?
Purchasing	How locational, time or store show off conditions effect on customer purchasing decision?	Is demand and purchase a product stressful or is it joyful? What customer tell to himself after purchase?
After purchasing	How customer decide that needs a product? What is the best resources for choosing options in purchasing?	What factors effect on customer satisfaction after purchasing and influence on repurchasing? Is this customer tell anything about his experience from consumption of this product to others and influence to purchasing decision to buying this product?

Source: (Solomon, 2009)





3. Formation and influence of mental structures

Source: (WindandMahajan, 2006)

Goals, knowledge and experience, emotional state have important influence in the process of developing the mental structure of the consumer during the search.

4. Digital marketing mix

A mix of digital marketing is the key concept that determines the technics and tools that marketers can create for their customers.

- Ease of use: for consumers is the key aspect of website design such as having a search function, site layout and ease of purchase.
- Benefits and value for customers: today internet retailers should describe the goods from a perspective that has a benefit and value for customers.
- Cost for customers: the cost of making and internet purchase should be lower than the price of other stores as well as the exact costs of transportation and delivery of goods.
- Communications and relationship with customers: in the company's communications, they have closer relationship with its customers but in the internet shop they can make this feeling by designing 3D website and relaxing music.
- Item management and calculation: customers are sensitive to the time of arrival, delivery location, type and size of the goods.
- Customer choice: the total value of the good including the image of the product, reputation and brand name affect the choice of customers.
- Customer service: fast delivery to buyers. access to telephone support and since there are no sales staff at these stores they should be provided with tools such as click to help and create a chatroom.

Table 2. Regression coefficients between variables affecting the willingness or decision to purchase online

Model	None-standard coefficients B	Std.error	Standard coefficients Beta	t	Meaningful level
Invariable	-0.847	0.134		-5.168	.000
Demand	0.173	0.034	0.154	5.165	.000
Attitude	0.032	0.025	0.031	1.270	.205
Price	0.019	0.028	0.017	0.680	.497
Quality	0.528	0.065	0.411	8.161	.000
Trust	0.503	0.064	0.389	7.811	.000

Regarding the table, the regression equation will be

$$Y = -0.747 + 0.0173X_1 + 0.0327X_2 + 0.019X_3 + 0.528X_4 + 0.503X_5$$

As mentioned, the analysis of variance is done to verify the validity of the linear relationship between variables, which is confirmed by the significant level ($\text{sig} = 0.000 < 0.05$) assumption of the linearity of the model.

In table 2, the standardized coefficient column indicates that product quality and subsequently, trust in the website have the greatest impact on the willingness and decision to purchase online.

5. Research Method

In terms of the method of doing a study, this research is a case, because it focuses specifically on a particular stratum (individuals) and describes the elements and variables of research and how they relate to them in a specific framework. In special terms, this research was a field research, because the research data were gathered by presence in the community and a statistical sample was collected using questionnaire tool.

5.1 Data collection

The data and information in this research are divided into two categories, the first is the information on the subject literature and the research carried out in the field. In this regard, the researcher collected, reviewed and elaborated on the resources of the library, including books, research centers, academic dissertations and related research treatises, and Latin articles, theoretical and research literature. The second group consisted of information about hypotheses and research variables, in addition to literary resources, were collected using a questionnaire tool. The questionnaire was a standard questionnaire based on the Likert Five-point Spectrum Scale. The questionnaire categorized as shown in table 3.

Table. 3 Distribution of questions related to the questionnaire

Components	Number of questions	Question No
Individual demand	6	1-4-5-6-7-11
Customer attitude	5	2-3-8-9-10
Price	7	12_18
Quality	7	19_25
Trust	7	26_32
Buying decisions	7	33_39
Re-purchasing	6	40_45

6. Reviewing the normal distribution of variables

In this study all independent and dependent variables have a normal distribution (error is 0.05 and significant level is greater than 0.05). Therefore, considering the normality of all variables in the research, we can test the research hypotheses the relationship between variables was evaluated using parametric tests.

Table. 4 Results of the Kolmogorov-Smirnov Test

Variable	Meaningful Level
Individual demands	0.053
Customer attitude	0.093
Price	0.070
Quality	0.058
Trust	0.066
Buying decision	0.171
Re-purchasing	0.053

6.1 Data analysis and results

Tests such as simple linear regression, multivariable linear regression, correlation coefficient, one-factor variance analysis, were used to study the research data and to test the research hypotheses. The results of the research hypotheses indicate that all research hypotheses were confirmed. It was determined that the variables of attitude, demand (mental factors) of price, quality and trust (objective factors) had a positive and significant relationship with the decision to purchase online individuals. As the product or service quality variable has been presented, and trust in the website of the provider of goods and services had the most impact, and after that, the level of supply and demand expectations (individual demands), attitude and price have been.

7. Conclusion

Being aware of the role of psychology and applying the right methods of studying consumer behavior and predicting purchasing behaviors can result in better product design and presentation which ultimately leads to increased sales and customer satisfactions.

A study on consumer behavior in the field of psychology helps organizations and companies improve their marketing strategies by understanding consumer issues.

- The psychology of how consumers think, feel and choose among different options (brand, name and product).
- The psychology of how consumers interact with their environment (culture, family, signs and media).
- Psychology of consumer behavior during purchasing or other marketing decisions.
- How consumers are stimulated and choose their strategies from products that are different in terms of importance and benefits.

REFERENCES

Bakos, (1997), Reducing buyer search costs: Implications for electronic marketplaces .43 (12) 1613-1630.

Brynjolfsson, Smith, (2000), Frictionless Commerce? A comparison of internet and conventional retailers, management science, No. 4, 563-585.

Cameron D., and Galloway A., Consumer motivations and concerns in online auctions: an exploratory study, International Journal of consumer studies, (2005), 181-192.

Caroline FolkmanCurasi& Karen Norman Kennedy, (2002), “from prisoners to apostles: A typology of repeat buyers and loyal customers in business”, Journal of Services Marketing, Vol.16, N.4, pp. 322-341.

Cheuk man, L., (2012), Factors Affecting Purchasing Decisions in Online Shopping in Hong Kong.

Haji Heidari, Nastaran, Hashemi, Novin (2014), “Customer Knowledge Management and Electronic Shopping Excitement: A Comparative Study in Two Communities: A Journal of Management, (2009), No. 28, 27-45.

Harrell G. D., and McConocha D. M., Personal factors related to consumer product disposal, Journal of Consumer Affairs 26, (2007), 397-417.

Hawkins. D., Best, J., Coney, A. (2003), “Consumer Behavior: Bulding Marketing Strategy.

Iman Khan, Niloufar, (2013), Consumer Behavior in Digital Marketing. No. 11.pp. 81-88.

Moun and Minor, (2009), consumer behavior.

Mummalaneni, V., Meng, J. (2009). An explotatory study of young Chinese customers’ online shopping behaviors and service qualityperceptions. Young consumers, 10(2),157-169.

Nefti, Samia, (2006), “A Fuzzy Trust Model for E-Commerce”.

- Pavlou, P.A. (2003). Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model. *International Journal of electronic commerce*, 7(3), 101-134.
- Tariq, A. N., &Eddaoudi, B. (2009). Assessing the effect of trust and security factors on consumers' Willingness for online shopping among the Urban Moroccans. *International Journal of business and science*, 2(1), 17-32.
- Wang, M., Chen, C, Chang, S., & Yang, Y. (2007). Effects of online shopping attitudes, subjective norms, and control beliefs on online shopping intentions: A test of the theory of planned behavior. *International Journal of management*, 24(2), 296-302.
- Wonseok Oh, C2C versus B2C: a comparison of the winner's curse in two types of electronic auctions, *International Journal of electronic commerce*, Volume 6, number 4, (2002), 115-138.
- Yousafzai, S. Y. (2005) "Strategies for building and communicating trust in electronic banking: a field experiment". *Psychology and Marketing*.