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Moderating role of consumer's demographics on the relationship between consumers' shopping orientation and behavior

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Abstract

The present plans to comprehension methods of web shopping conduct among young adults can empower online sellers to outline more powerful and effective advertising procedures. The target of present research is to quantify the consumer conduct in the web-shopping of general items in Pakistan. The research investigates the relationship between shopping tendency (entertainment inclination, experiential incline, quality orientation as well as convenience) and internet shopping conduct of consumers as far as recurrence and experience in light of the fact that the principle question in our research is the manner by which consumer acts during web shopping. Primary data were gathered through questionnaire survey from 252 students of the university and affiliated colleges. The relationship between shopping trends and recurrence of internet purchasing uncovers that trial online customers are more stimulation situated than their regular partners. The study is geographically constrained in light of the fact that information was gathered from different graduates and postgraduates students of University of Sargodha and affiliated colleges in Sargodha only.

Keywords: Shopping orientation, consumer behavior, students, demographics, online shopping.

Introduction

Shopping is a cultural norm everywhere in the world. Shopping can be seen across all cultures in different forms based on the economic system. Internet has made individual life simple and innovative, thus consumer conduct is different from physical shopping.

When studying the behavior of online shopping, it is kept in mind that online shoppers are taking their orders at their home or office, waiting for quick delivery than offline purchases and timely delivery at a Suitable time. The innovation of Internet Technology development has empowered Pakistani consumers to buy products or Services from the web Sellers and search information for the products from the Internet. Online sellers can only suggest certain range of services & products to the online shoppers. Online shopping for clothing products is gaining attraction.

According to Sinha (2010) business to consumer (B2C) e-commerce cycle activity, consumers use internet for many purposes such as: Searching for product features, prices or reviews, selecting products and services through Internet, placing the order, making payments, and sales service through Internet or other mean. Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society (Kuester, 2012). Over the past few eras, the Internet has developed into a massive global market place for the exchange of goods and services. In developed countries, the Internet has been accepted as an important medium, offering a wide assortment of products with 24 hour availability and wide area coverage.

Rodríguez-Ardura *et al.* (2012) argued in his research that online consumers are always seeking new products, new attractiveness and the most important thing being price compatibility with their budget. The internet is the best way to save time and money through purchasing online within their range of budget at home or in anywhere. Online consumers don't have limits to online shopping. They also use internet for comparison of prices of goods and services, news, visit social networks and search information and so on. The recession has so much impact on online consumer behavior.

According to Forsythe and Shi (2003) and Pavlou (2003), online shopping is supposed to be more risky and therefore trust and risk play a prominent role in online transaction. Online shopping behavior necessarily does not follow traditional consumer behavior in the bricks-and-mortar selling environment. Internet marketers are urged to explore the determinants of customer online purchasing intention among web shoppers (Lohse and Spiller, 1999). Some of the identified determinants of the customer online Purchase intention include impulse purchase orientation (Landrum *et al.*, 2008), quality orientation (Gehrt *et al.*, 2007), brand orientation (Moye, 1998), shopping enjoyment orientation (Vijayasathy and Jones, 2000) and convenience orientation (Drake, 2007).

Wong and Smith (2002) argued that a good understanding of the web shopper's online purchase intention, online sellers will be able to develop effective and efficient web-shopping operations to attract new and potential customers. University students represent an important segment of shoppers. Based on the size and characteristics of the market, university students are one of the most critical markets for many businesses. Moreover, Yoh (2005) stated that the student market is a significant segment for marketers to reach and get feedback from, due to the fact that they are constantly faced with a lot of life decisions, including many first time purchase decisions without the influence of the parents.

To attract online customer it is very important to know about their behavior and understand what they require and need. Since online shopping is the new medium of shopping with new demands of consumers in developing countries like Pakistan. All customers have their own desires and demands for products so that it is very important for all online sellers to identify and know about their online consumers (Hasslinger *et al.*, 2007; Banerjee, 2013).

Decision making vary from person to person and focusing on the past experience of consumers; we can predict the future trends by profitable products and services into the market. In this modern world, the popularity of interactive media like the World Wide Web is increasing day by day with rapid pace. With reference to marketing it is continuously realized that the main two factors observed due to WWW. First, most of the companies are doing their business online and make their website as showroom of their products. Second factor, fast increment of consumer segments due to increase needs and demand including online shopping as well (Häubel and Trifts, 2000).

Consumer research has distinguished shopping trend as an imperative develop. Meeting experiential and assignment arranged objectives while shopping is absolutely identified with deal discernments, time spent in the store, consumer loyalty, and dedication (Babin *et al.*, 1994; Jones *et al.*, 2006). Also, shopping trends directs the effect of the store environment on clients' encounters and practices (Baker and Wakefield, 2012; van Rompay *et al.*, 2012).

The problem is that, most of the online sellers don't know about the social and cultural norms of Pakistan and Pakistani consumer behavior is based on perceptions, its education, language, age, economic factor, income distribution, facility available in Pakistan's society. We will provide solution to online sellers in Pakistan to promote their goods and services according to consumer online shopping behavior. Because online shopping basically based on consumer's thinking point of view and his personal perception and the enhancement and attraction of the online consumer is very important to know about their needs and wants according to their behavior. All consumers have their own desires and demands for products so that is very crucial for all online sellers to identify and know about their online consumers.

Literature review

Today's shopping malls centers are extensively planned and managed. A considerable amount of consumer research contributes to this planning and it is used to suggest how to place stores in an optimal arrangement within the shopping centers. The aim of business setting is that increases the economic performance of the individual businesses and ultimately the shopping centers as a whole.

Internet Subscription in Pakistan

According to a research carried out by Singh *et al.* (2005), the rate of internet market penetration has dramatically increased in the Asia Region. According to the Nielson company in Pakistan, online shoppers look into computer hardware 25% and clothing 18% and rest are saying that they are

not willing to or plan to make online purchasing in the next six months 38%. Pakistan's growth rate of internet users is second lowest in accordance with its population, as it is standing at 16.8%. According to the State Bank of Pakistan (SBP) publications quoted World Bank statistics by July 2013, Pakistan internet users showed double digit growth from past five years. The growth rate stood at 10% in 2007, which is now more than 16%. Out of which 40% are adults. The internet user's growth rate in India is standing at 7.5%; 12.1% in Sri Lanka, 13.6% in Bhutan with respect to their populations. For that reason, there is positive increase in the internet usage and subscription in Pakistan. Although the online shopping is still in the growth stage, there is not much information regarding the online purchase and factors affecting the online purchase decision of customers.

Therefore, it is important to explore and study the factors affecting the online purchase environment and also the intention of online purchase in the Pakistani context.

Web-Shopping

The growth of in-home or online shopping has increased and facilitated by the advancement in the technology and increasing use of the internet shopping (Lumpkin and Hawes, 1985). Web shopping is defined by Shim *et al.* (2013) as the process which the consumers have to go through to buy the products or the services through the internet. Other related terms such as online shopping, internet shopping, and web stores are used interchangeably for the extent of literature. The process of online or web shopping is used by the customers in the context of B2B (business to business) or B2C (business to customer).

According to the consumer point of view, online shopping allows the online shoppers to search various products or services and their alternatives and compare them with different web stores located in various countries in the world. The use of internet provides a large number of opportunities to the consumers to utilize the facilities of online shopping effectively and improving the product information available on the web, comparing various products and services online and reduces the buyer search cost. All these benefits are provided to the customers by the interactive internet (Chen, 2009).

Companies can also gain benefit from the internet. As the consumers are greatly using the web in order to carry out their buying activities, companies can also utilize the opportunity to take advantage from the internet to maintain and attract the customers. But in this regard the online Sellers should understand the perception of consumers about the characteristics of website and to understand the online shopping behavior of the consumers. This research also helps to explore the relationship of shopping orientations, purchase experience and other related factors that effects on the consumer online purchase intention. According to Ling *et al.* (2010) online sellers need to pay attention on the consumer online behavior. This research will try to explore the consumer behavior according to their demographics and attitude.

Shopping Orientations

With the increasing use of online shopping, the shopping orientation of the customers can be different in terms of their shopping behavior. Shopping orientation is considered to be a very important indicator of online purchase intention (Gehrt *et al.*, 2007). Moreover, Handa and Gupta (2014) identified seven types of shopping orientation based on the relationship study between online shopping orientation and shopping orientations. The seven types are in-home shoppers which included the people who like to shop directly from their home. Economic shoppers are the people who like to shop where they get the reasonable prices and where the products are in their range at suitable prices. Ethical shoppers are those who shop from the local stores in promoting the communities. Convenience shoppers shop where they find the maximum convenience and do not have to put much effort. And the other one is the enthusiastic or the entertainment shoppers who enjoy their shopping. It is also found by study that the traditional shoppers who prefer the in-home shopping and purchased products by mail order through catalogs are tend to show more intention towards online shopping. Whereas the entertainment shoppers do not often prefer online shopping because they love to visit different shops and enjoy their shopping experience but they can be attracted towards online shopping by making the websites more entertaining.

Variables Related to Shopping Orientation

Utilitarian shoppers are more rational and use a process oriented approach about shopping. More detail was added to the characteristic of these two shopping orientation by Scarpi (2006). According to him Hedonic shoppers enjoy shopping and spending more time in the stores. Utilitarian shoppers take shopping as a task that has been too completed and they are goal oriented and perform the shopping task very efficiently. Different studies have used these two orientations as the base of their categorization of other different shopping orientations.

The literature of shopping orientations is quite extensive and provides a strong foundation for the relationship of shopping orientation with other variables. There are also some studies which were mainly designed for identifying the dimensions of shopping orientation (Paulo and Sara, 2010). Different studies provided description or demographics of the consumers who are identified by their shopping orientations (Kim *et al.*, 2002). However, studies have shown that in addition to the hedonic and utilitarian orientation, other variations are also included in the orientations that have been explained in the literature.

Shopping orientations of College Students

There is although a narrow range of study on the shopping orientation of university and college students but there a few studies on this regard. According to Carpenter and Fairhurst (2005) the hedonic and utilitarian benefits have positive impact on the customer satisfaction and loyalty. College students is separate segment because they have a different approach to shopping, having different needs and they have not been targeted properly before. Therefore, it is very important that this segment should be targeted. Students can be a profitable potential segment because they also have buying power. College students prefer aesthetic benefits the most and companies should pay attention to this segment. They constitute a large number of groups that use internet greatly and they can be attracted towards online shopping by providing a wonderful website appearance and making their shopping experience entertaining.

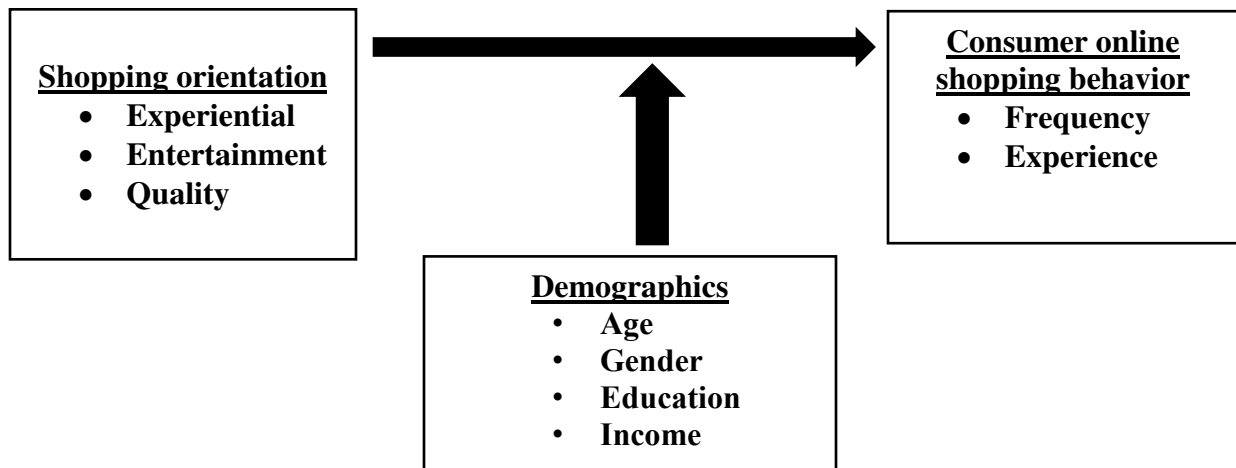
Technology swift and abrupt change is molding consumer buying patterns from developed countries to developing countries. There are many firm and organization selling their product online to the customers to provide them apparel products for purchase. Therefore I wanted to investigate the online shopping behavior is appropriate for the marketers and firms to sell apparels product to online consumers. In previous research demographics has been mostly investigated as independent variable and in present research we measure the impact of demographics on the relationship of consumer's shopping orientation and consumer's online shopping orientation.

The present study was planned to explore the relationship between shopping orientation and online shopping behavior of students in Pakistan by using demographic as a moderator.

Conceptual framework

We have so many theories on online consumer behavior like Expectation confirmation theory, Innovative diffusion theory, Technology acceptance model, theory of planned behavior, theory of reasoned action (Cheung and Lee, 2003).

Several studies have used some known theories to measure the consumer online shopping behavior. Previous researches has shown that there are many factors that affect consumer online shopping behavior, but a complete analysis of all potential factors in one research model is almost impossible. Most studies focused on a few major factors. For instance, Koufaris (2002) tested factors which come from information systems (technology acceptance model), marketing (Consumer Behavior), and psychology (Flow and Environmental Psychology) in one model". Furthermore, Pavlou (2003) studied interrelationships between consumer acceptance of electronic commerce and trust, risk, perceived usefulness, and perceived ease of use". Likewise, Pavlou and Fygenon (2006) examined consumer's adoption of e-commerce with the extended theory of planned behavior (TPB) (Ajzen, 1991).



Hypothesis

A consumer approach to the act of shopping is called shopping orientation (Gehrt *et al.*, 2012). Several research studies conducted to identify consumers' shopping orientations in order to understand their behavior for shopping from the Internet. Experiential shoppers do not have a specific goal in mind when visiting an online shopping site so seller can inform and influence their choices. Likewise, Darian (1987) explained the five types of convenience shoppers (1) time saving, (2) time flexibility, (3) energy saving, (4) saving of aggravation, and (5) the opportunity of buying on impulse or in response to an advertisement of firms (Daniel *et al.*, 1995).

The ability to easily measure and a very well defined demographic category contributes to the popularity of demographic segmentations. Similarly, Vellido *et al.* (2000) reported that variables such as age, household income, and Web usage Patterns do not predict Internet purchasing behavior.

The young people spend most of their money in luxurious and branded clothes and bags, accessories, entertainment and dining. In all previous research work demographics are measure as an independent variable or determinants of other variables but in current research demographic are used as moderator in the relation of shopping orientation and consumer behavior.

H1a: The relationship between entertainment shopping orientation and consumer behavior is positively moderated by age.

H2a: The relationship between experiential shopping orientation and consumer behavior is positively moderated by age.

H3a: The relationship between quality shopping orientation and consumer behavior is positively moderated by age.

H1b: The relationship between entertainment shopping orientation and consumer behavior is positively moderated by education level.

H2b: The relationship between experiential shopping orientation and consumer behavior is positively moderated by education level.

H3b: The relationship between quality shopping orientation and consumer behavior is positively moderated by education level.

H1c: The relationship between entertainment shopping orientation and consumer behavior is positively moderated by income.

H2c: The relationship between experiential shopping orientation and consumer behavior is positively moderated by income.

H3c: The relationship between quality shopping orientation and consumer behavior is positively moderated by income.

H1d: The relationship between entertainment shopping orientation and consumer behavior is positively moderated by age.

H2d: The relationship between experiential shopping orientation and consumer behavior is positively moderated by age.

H3d: The relationship between quality shopping orientation and consumer behavior is positively moderated by age.

Methodology

Data collection method and sampling

In this research we used quantitative approach to fulfill the research main objective. In this research primary data will collect through adapted questionnaire and aimed at understanding the moderated effect of demographics on the relationship of consumer shopping orientation and consumer shopping behavior of young adults.

This research has targeted population were students and faculty member of University Of Sargodha and its sub-campus in the age group of 18-40 years, enrolled in graduate, post graduate, master and PhD courses in various regular colleges affiliated with university of Sargodha and using internet for online shopping.

The final questionnaire was administrated to identify the respondent in the classrooms etc. The questionnaire was divided into three section, first section was develop to collect the data about demographics among respondents and second to, collect the data about the factors about consumer's shopping orientation and last section to, collect data about consumer's online shopping behavior.

For the gathering of data about the variables identified in the research, a questionnaire was adapted from (Bashir, 2013; Bopage and Sharma, 2014). To measure the consumer shopping orientation a series of 7 point Likert scale ,incorporating four dimensions (experiential, convenience, recreational, quality) adapted from (Bopage and Sharma, 2014) and to measure the consumer online shopping behavior close ended items adapted from and to measure demographics a questionnaire adapted from (Bashir, 2013).

There were 27 items in the questionnaire which we were used for the data collection from our respondent. Seven items were used to measure the consumer's online shopping behavior in terms of frequency, experience, and expenses. While sixteen items were used to measure the dimensions of consumer's shopping orientation (experiential shopping orientation, entertainment shopping orientation, quality shopping orientation, and convenience shopping orientation).

The selection of the students and faculty members was done by the convenience sampling and those students who are the users of the internet were requested to fill the questionnaire. The actual response rate of our study was 84 % from total respondent. Out of the total 300 questionnaires distributed among the sample respondents, 252 questionnaires were returned in usable condition.

Research design

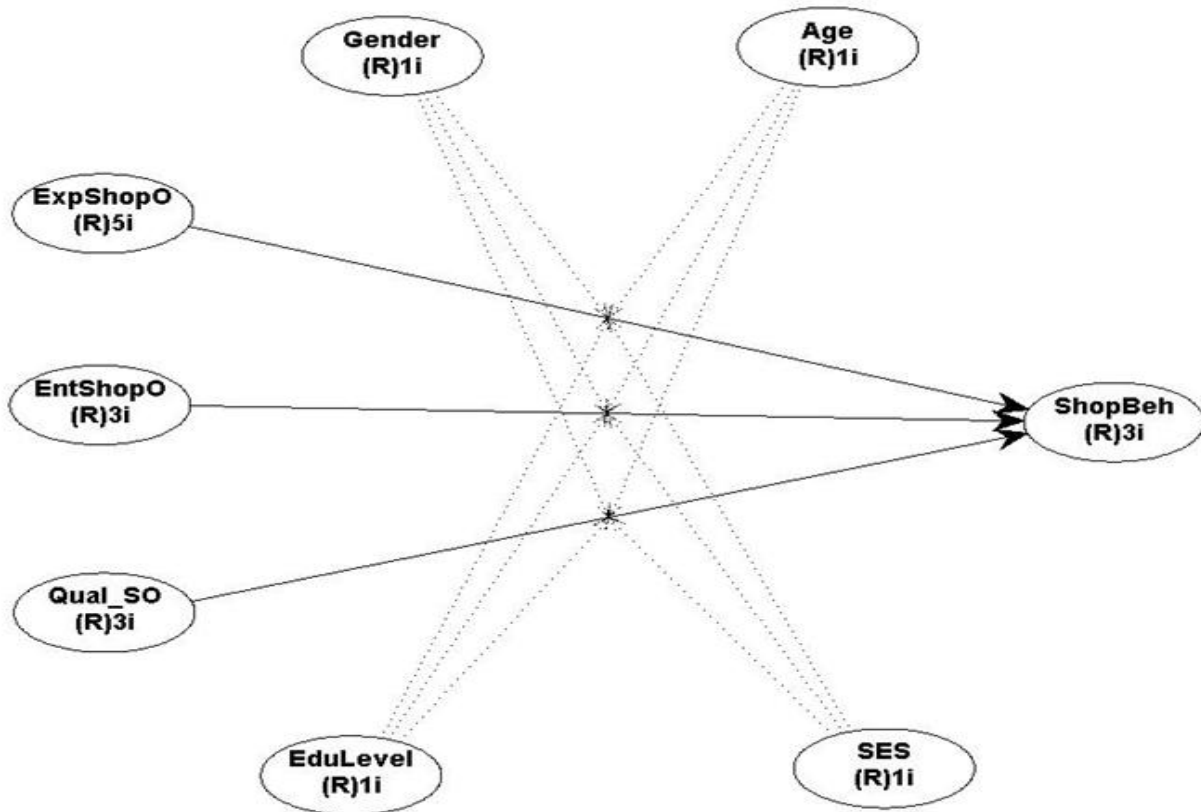
We used Cross-sectional survey to collect data from our respondent and used the pure quantitative approach to measure the items of the variables. We use the wrap PLS software to develop our model and check the result in the term of Path Coefficient (β) and P values.

Dependent Variable is ShopBeh = Shopping Behavior,

Independent Variable= Experiential shopping orientation (ExpShopO), Entertainment Shopping orientation (EntShopO), and Quality Shopping Orientation (Qual_SO)

Moderator= Age, Gender, Education level and Income (SES)

Fig 1:



Results

In this part of the study, the results which we got from the questionnaire and distribution of collected data among the respondents has been discussed and presented.

Table 1: Model fit and quality indices

Indices	Threshold	Values
Average path coefficient (APC)		0.102**
Average R-squared (ARS)		0.344***
Average adjusted R-squared (AARS)		0.306***
Average block VIF (AVIF)	≤ 3.3	2.3
Average full collinearity VIF (AFVIF)	≤ 3.3	1.86
Tenenhaus GoF (GoF)	Medium if ≥ 0.25	0.494
Sympson's paradox ratio (SPR)	≥ 0.7	0.733
R-squared contribution ratio (RSCR)	≥ 0.9	0.839
Statistical suppression ratio (SSR)	≥ 0.9	0.93

The β value of Average path coefficient is 0.102**

The β value of Average R-squared (ARS) is 0.344*** and it is also significant because the P value $= < 0.001$. The Average adjusted R-squared (AARS) has β value 0.306***. It is significant because the P value $= < 0.001$. The β value of Average block VIF (AVIF) is 2.3. It should be ≤ 3.3 so it shows that the model is fit. The β value of Average full collinearity VIF (AFVIF) is 1.86. It also indicates the fitness of the model. The value of Tenenhaus GoF (GoF) is 0.494. It should be ≥ 0.25 so it also shows the fitness of the model. The β value of Sympson's paradox ratio (SPR) is 0.733. It also shows that fitness of the model because it is ≥ 0.7 . The 0.839 β value of R-squared contribution ratio (RSCR) shows the fitness of model as it is ≥ 0.9 . The β value of Statistical suppression ratio (SSR) is 0.93 it should be ≥ 0.9 . So t shows the fitness of the model.

Fig 2:

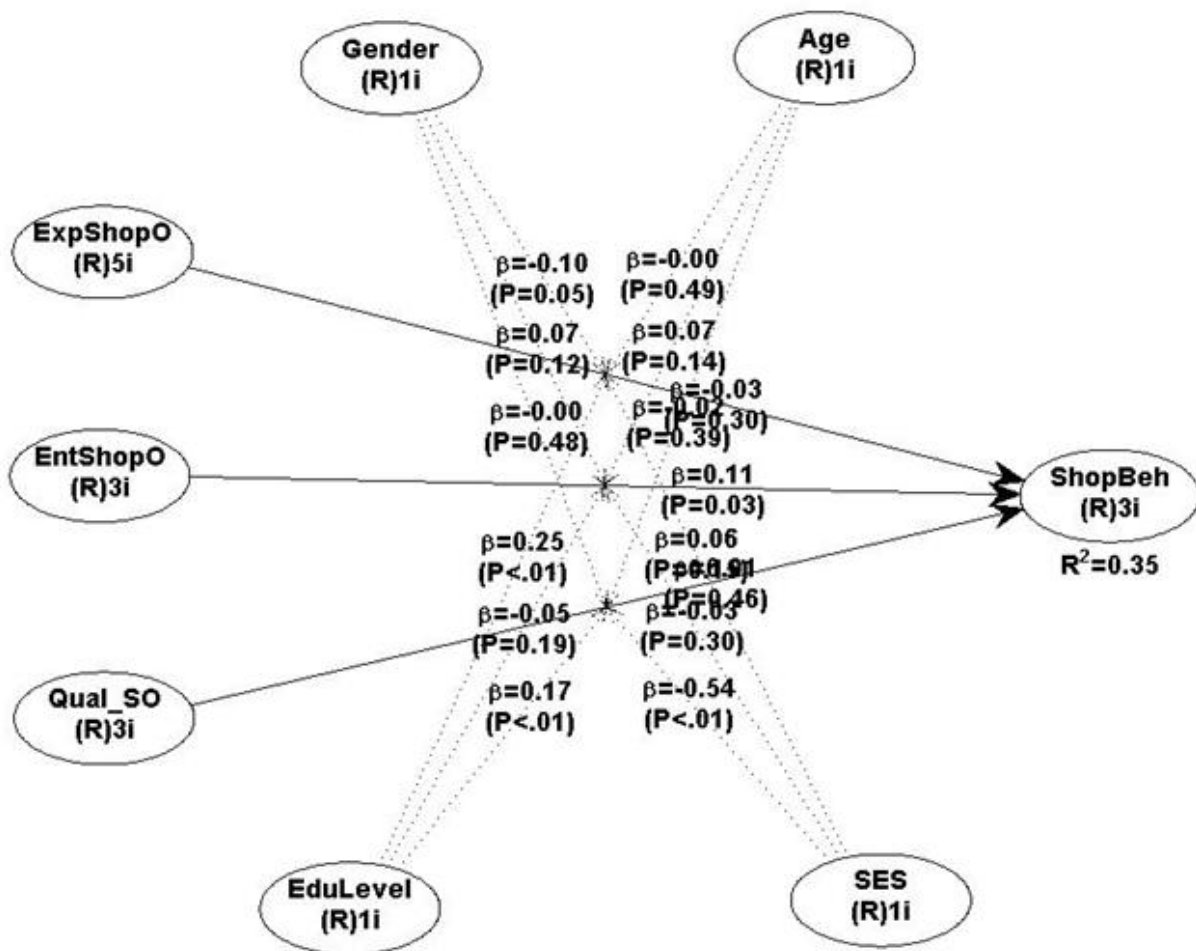


Table 2: SEM results of Independent variables and dependent variables

Independent variables	Dependent variables	
	Online shopping behavior	
	β	P
Experiential shopping orientation (ExpShopO)	-0.032	0.303
Entertainment shopping orientation (EntShopO)	0.115	0.032
Quality shopping orientation (Qual_SO)	0.006	0.461
Gender * on (ExpShopO + ShopBeh)	-0.102	0.050
Gender * on (EntShopO + ShopBeh)	0.075	0.115
Gender * on (Qual_SO + ShopBeh)	-0.003	0.484
Age* on (ExpShopO + ShopBeh)	-0.002	0.488
Age* on (EntShopO + ShopBeh)	0.067	0.140
Age* on (Qual_SO + ShopBeh)	-0.018	0.387
Edulevel* on (ExpShopO + ShopBeh)	0.250	0.001
Edulevel* on (EntShopO + ShopBeh)	-0.055	0.191
Edulevel* on (Qual_SO + ShopBeh)	0.167	0.003
SES* on (ExpShopO + ShopBeh)	0.064	0.154
SES* on (EntShopO + ShopBeh)	-0.033	0.301
SES* on (Qual_SO + ShopBeh)	-0.538	<0.001
R^2		0.348
Adjusted R^2		0.306

Note. N = 252 Standardized path coefficient (β s) are reported above along with the coefficient of determination (R^2)
 ***p <.001, **p< .01.

Interpretation: H1: According to table 2 this hypothesis is accepted because the P value is 0.032. The β value shows that 1% change in entertainment shopping orientation then there is an increase of 11.5% in online shopping behavior. H2: The P value is 0.303 according to table 2. So this hypothesis is not accepted because the P value should be <0.05. H3: The P value is 0.461 according to table 2. So this hypothesis is also not accepted because the P value should be <0.05. H1a: The P value is 0.140. This result is not significant. H2a: The P value is 0.488. This result is not significant. H3a: The P value is 0.387. This result is not significant. H1b: The P value is

0.19. This result is not significant. H2b: The P value is 0.001. This result is significant. The β value shows that education level positively moderates the relationship of experiential shopping orientation and consumer behavior. H3b: The P value is 0.003. This result is significant. The β value shows that education level positively moderates the relationship of quality shopping orientation and consumer behavior. H1c: The P value is 0.301. This result is not significant. H2c: The P value is 0.154. This result is not significant. H3c: The P value is <0.001. This result is significant. The β value shows that income positively moderates the relationship of quality shopping orientation and consumer behavior. H1d: The P value is 0.115. This result is not significant. H2d: The P value is 0.05. This result is significant. The β value shows that gender positively moderates the relationship of experiential shopping orientation and consumer behavior. H3d: The P value is 0.484. This result is not significant.

Discussion

It is apparent from the above findings that cultural factors like long-term shopping orientation and consumer demographic factors are important in determining the online shopping behavior, these findings are in accordance with the Handa and Gupta (2014) research results. The research article explores the relationship between shopping orientation and online shopping behavior of young adults in terms of adoption and frequency of online shopping. The study reveals that young adults differ in their shopping orientations while shopping through the Internet, these results are same as Bashir (2013) findings. Non-online shoppers are more entertainment- and experience oriented as compared to online shoppers. On the other hand, non-online shoppers are apprehensive about the quality of purchased product without seeing and touching it. They also feel that shopping online restricts the enjoyment and social bonding which they can achieve by personally visiting different retail shops. Further, the relationship between shopping orientations and frequency of online buying reveals that trial online shoppers are more entertainment-oriented than their frequent counterparts. Thus, Hypothesis 1, which states that there is positive relationship between entertainment shopping orientation and consumer shopping behavior is not rejected, These results are in accordance with Bopage and Sharma (2014) results.

The other objective of the research was to establish a relationship between demographics and shopping orientations of online shoppers. The analysis of relationship between age and shopping orientation of online shoppers reveals that lower aged shoppers are more entertainment-oriented than their comparatively higher aged counterparts. Thus hypothesis 3a shows that the relationship between quality shopping orientation and consumer behavior is positively moderated by age. People with high age prefer quality as compared to people with less age (Moye, 1998). And also it is moderated with education. An educated person prefers quality product as compared to a less educated person. The relationship between quality shopping orientation and consumer behavior is positively moderated by income (H3c) Bashir (2013). This hypothesis was also accepted which shows that higher the income, the stronger will be the relationship between consumer behavior and quality (Gehrt *et al.*, 2012).

Young adults are unwilling to shop online because they feel that this lacks social interaction and divests them of the fun of shopping. Online sellers can be motivated to involve in online shopping by providing them more fun and enjoyment of real life shopping by enhancing interactive flow through visually attractive web design, web page customization, and product search function availability for unique navigation experience, same results were shown by Moye (1998) in his study.

Conclusion and Recommendations

The research findings have brought managerial implications to the various online sellers. In terms of managerial implication, the research findings do provide some understandings and feedbacks for the online sellers to formulate and implement various business strategies to increase the consumer online buying. Experience-oriented shoppers can be encouraged to shop online by minimizing their risk of wrong purchase by providing a physical presence at the front end in the form of Internet kiosks. This will enable customers to touch and feel the product and content detailing for detailed, clear, understandable, and complete product information to online shoppers. Online sellers encourage to online consumers by providing content detailing and through internet kiosks.

Limitations

The study is geographically limited because data were collected from various graduates and postgraduates students of Sargodha University and university affiliated colleges in Sargodha only. Because of using questionnaire approach as data gathering tools, the respondents may not answer the questions exactly according to what they think and behave. The results of this study may have lack of generalizability to other countries. The sample does not represent the general Sargodha (Pakistan) college and university students' population.

Future direction

This study contributes by providing an additional perspective on the relationship between shopping orientation and online shopping behavior of college-going young adults. The study can be further extended through undertaking similar in-depth research among a wider section of Pakistan youth, such as teenagers and young working adults. A comparative study of online shopping behavior among older age groups would also provide useful insights for enhancing online shopping. A study can also be undertaken on web design and its role in influencing interactive flow by analyzing young adults' reaction to the same.

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