

# THE IMPACT OF SHOPPING ORIENTATION ON CUSTOMER ONLINE PURCHASE INTENTION IN THE E- COMMERCE ENVIRONMENT IN ZIMBABWE: CASE STUDY OF GREAT ZIMBABWE UNIVERSITY STUDENTS

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## ABSTRACT

This research sought to assess the impact shopping orientation on customer online purchase intention in e-commerce environment in Zimbabwe at Great Zimbabwe University students. The main aim of the study was to examine the impact of shopping orientation on customer online purchasing intention. Data collection was done using questionnaires. A sample of 340 respondents was used in data collection. Quantitative methods were employed to investigate the relationship between shopping orientations and online purchase intention. Shopping orientations include brand orientation, quality orientation, impulse purchase orientation, convenience orientation and shopping enjoyment orientation. The results of the research show that quality orientation, impulse purchase orientation, brand orientation and convenience orientation have a positive influence on customer online purchase intention. However, shopping enjoyment does not directly influence the customers to purchase products online.

**Keywords:** - *E-Commerce, Online Purchase Intention, Shopping Orientation*

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## INTRODUCTION

The progression of the World Wide Web has caused the creation of a fresh form of retail format-electronic retailing (e-tailing) or web-shopping. The fast growth of Internet technology development has enabled Zimbabwean consumers to purchase products or services from the web-retailers and search product information over the Internet. However, web-retailers can only offer certain ranges of products and services to the web-shoppers. This includes e-banking services, technology gadgets, cosmetics, clothing and airlines e-ticketing services. Wolfinbarger

& Gilly (2001) assert that web shopping presents different shopping experiences even when the same products are purchased. Through web shopping, consumers interact in a virtual environment via the website interface (Alba, Lynch, Weitz & Janiszewski, 1997; Hoffman and Novak, 1996). Hence, web shopping is perceived to be more risky and therefore trust and risk play a prominent role in online transaction (Forsythe & Shi, 2003; Pavlou, 2003). Web-shopping behaviour does not necessarily follow traditional consumer behaviour in the bricks-and-mortar retailing environment. Thus, Internet marketers are urged to explore the determinants of customer online purchasing intention among web shoppers. Lohse & Spiller, (1999) made a comparison between online shopping and the traditional shopping. Some of the identified determinants of the customer online purchase intention include impulse purchase orientation (Zhang, Prybutok & Strutton, 2007), quality orientation (Gehrt, Onzo, Fujita & Rajan, 2007), brand orientation (Moye, 1998), shopping enjoyment orientation (Vijayasathy and Jones, 2000) and convenience orientation (Shim & Kotsiopoulos, 1993). These constructs will be tested in this research. With a good understanding of the web shopper's online purchase intention, web-retailers will be able to develop effective and efficient web-shopping operations to attract new and potential customers. Some models of web-shopper behaviour such as technology acceptance models (TAM) (Davis, Bagozzi and Warshaw, 2001) and online pre-purchase intentions models Shim, Eastlick, Lotz & Warrington, (2001) have appeared in the extant literature. Consumer behaviour can be cultural-specific, and it is questionable whether the reported findings in the West are directly applicable in a cross-cultural context. Therefore, this study aims to examine the impact of shopping orientations on the customer online purchase intentions in the web-shopping environment in Zimbabwe. In addition, this study also aims to identify which shopping orientation has the highest impact on customer online purchase intention.

### **1.1 Relevance & Timeliness of the Study**

Although there is a significant increase in the use of Internet in Zimbabwe, online transactions remains low. Zimbabwe has recorded less than 30% online transaction in 2017 while other countries in Africa such as South Africa recorded 60% online transactions. It is noted that internet use does not have a positive relationship with online transactions because of various factors surrounding the online transactions platform which include among others; unsecured payment, slow shipping, unwanted product, spam or virus, bothersome emails, technology problem, competition, high charges and poor internet networks. Since the payment modes in online shopping are most likely made with credit card, so customers sometime pay attention to seller's information in order to protect themselves (Lim & Dubinsky, (2004). Customers tend to buy product and service from the seller who they trust, or brand that they are familiar with (Chen and He, 2003). Online trust is one of the most critical issues that affect the success or failure of online retailers (Prasad and Aryasri, 2009). Security seems to be a big concern that prevent customers from shopping online Laudon & Traver, (2009). Customers are also worried that the online store will cheat them or misuse their personal information, especially their credit card (Comegys et al., 2009). For instance, report indicated that 80 percent of Zimbabweans web users are seriously worried about their personal information, transaction security, and misuse of private consumer data (Consumer Council of Zimbabwe, 2014).

Some products are less likely to be purchased online because of the intangible nature of the online products. For example, customers are less likely to buy clothes through online channel (Goldsmith and Flynn, 2005) because they have no chance to try or examine actual product (Comegys et al., 2009). Customers cannot see, hear, feel, touch, smell, or try the product that

they want when using online channel. In many cases, customers prefer to examine the product first and then decide whether or not they want to buy (Junhong, 2009). The product may be fragile, wrong, or not working. Some online sellers may not agree to refund those products even though it is not what the customer wanted. Delivery is another thing that affects online purchasing decision. Slow or late shipping, for instance, makes customer walk away from online shopping (Comegys et al., 2009). However, the researchers concentrate on the shopping orientations and how each orientation does positively or negatively influence the buying behaviour of customers using online system.

## **2.0 LITERATURE REVIEW**

### **2.1 Online Shopping Acceptance Model**

The TRA (Ajzen & Fishbein 1980), TAM, and TPB (Ajzen, 1991) have been used widely by scholars to provide a detailed explanation and forecast the behaviour of several users while shopping online (Pavlou, 2003). However, the development of OSAM was possible through the synthesis of some of the factors that affect online shopping acceptance to present a general consumer view of online shopping (Wolfenbarger & Gilly, 2001). The aim of OSAM is to encourage potential consumers to shop online by showing how convenient it is for consumers to do so. The primary purpose is to predict and provide explanations regarding this type of shopping from different perspectives. The study delineates the online shopping acceptance factors which include brand, quality, convenience, impulse purchase and online shopping intention.

### **2.2 Theory of Reasoned Action**

The theory of reasoned action is considered to be an influential explanation of the process that determine peoples' intentional behaviour (Boster et al., 2014). People generally consider the results that their actions will have before they decide to perform a certain action (Ajzen & Fishbein, 2013). The theory of reasoned action is used in order to predict a person's intention to behave in a certain way, this is done by evaluating a person's attitude towards a specific behaviour as well as the subjective norms of influential people and groups that could affect the person's attitude (Ajzen & Fishbein, 2010). Subjective norms are persuaded by ones perception of the beliefs of the people around us, for example, parents, friends or colleagues (Ajzen & Fishbein, 2012). Subjective norms influence us since we have certain beliefs of how the people will react to our behaviour, and whether they will accept it or not (Ajzen & Fishbein, 1980). The subjective norms influence consumers' online purchase intention through the attitude consumers have towards online shopping (Hansen et al., 2014). Attitudes influence consumers' online intention to purchase (Korzaan, 2003). Lim and Dubinsky (2005) supported the latter and stated that consumer attitudes towards online shopping affects if consumers have intentions to purchase online. Hansen et al. (2004) concluded that consumers attitude toward online shopping is a predictor of online shopping. Consumers' attitude toward the behaviour of shopping online is a determinant of behavioral intention (Hansen et al., 2004). In order for online purchase intention to exist the consumers must perceive the benefits of shopping online instead of in physical stores (So et al., 2005).

### **2.3 Technology Acceptance Model**

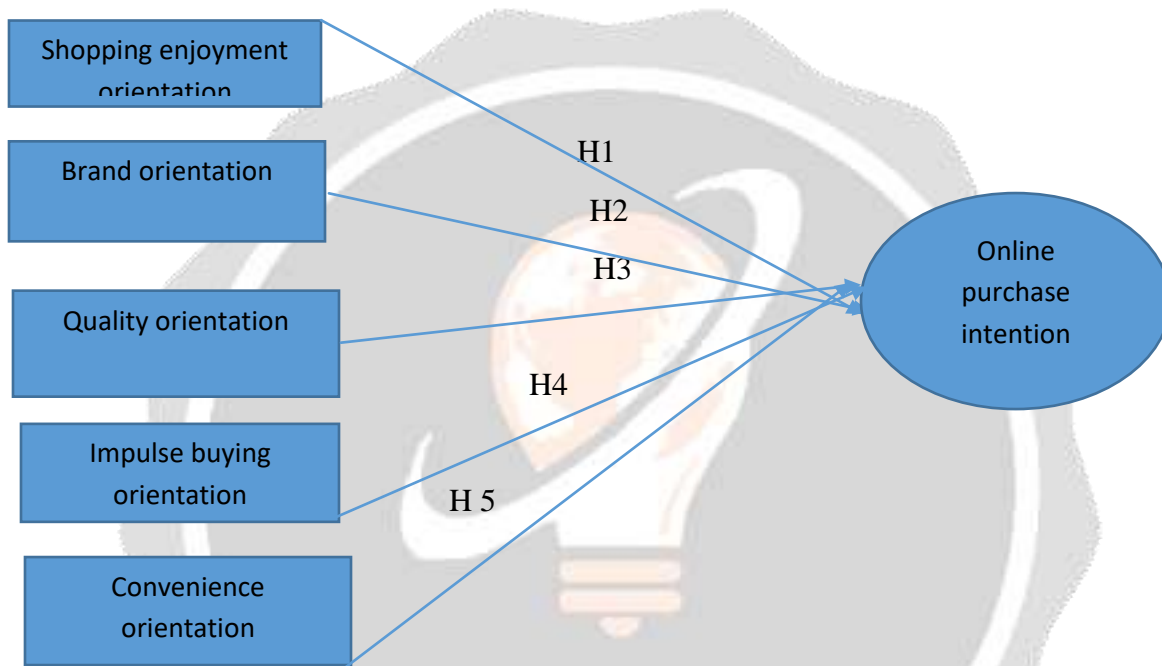
The Technology Acceptance Model (TAM) is used to explain the adoption of new technology and information systems. TAM is driven from Theory of Reasoned Action (TRA) which was suggested by Ajen and Fishbein (1980). The TRA states that attitude towards technology along

with other norms determine the acceptance behavior. TAM employed the attitude of perceived usefulness and that of perceived ease and it helps on the adoption or usage intention. Chatur (2009) says that, perceived usefulness can be defined as the extent to which an individual believes in using a particular system like the intention to purchase.

#### 2.4.0 Hypothesis development: Shopping orientation and online purchasing intention.

Through the gathered theory that is presented in the previous chapter, the authors have created a conceptual framework that demonstrates how the study will be conducted.

#### 2.4.1 The conceptual framework



Previous debate has led to a brief examination of the current literature and the development of the hypotheses in this research. The conceptual framework is provided and the five hypotheses are:

H1: Shopping enjoyment orientation is positively related to customer online purchase intention

H2: Brand orientation is positively related to customer online purchase intention.

H3: Quality orientation is positively related to customer online purchase intention.

H4: Impulse buying orientation is positively related to customer online purchase intention.

H5: Convenience orientation is positively related to customer online purchase intention

#### 2.4.2 The relationship between shopping enjoyment orientation and customer online purchase intention

Jin & Sternquist, (2004) , defined shopping not only as a trip to purchase consumer needs but also as a fun and enjoyable activity that leads to having the feeling of "joy" . Furthermore Bell (1999) argued that affect and liking or interests are more stable concepts



capturing consumers' perceptions of shopping. Some consumers truly enjoy shopping in order to purchase products and to engage in hedonic consumption (Arnold & Reynolds, 2003; Kim & Jin, 2001; Reynolds & Beatty, 1999). For this kind of customers, shopping is a form of recreation that may even be one of their favorite leisure activities. They are recreational shoppers who experience a lot of psychological rewards from the shopping process either in conjunction with or independent of the acquisition of goods and services (Guiry et al., 2006).

.Beatty and Ferrell (1998) define shopping enjoyment as the pleasure obtained from the shopping process. The difference between hedonic and utilitarian shoppers can be used to explain the concept of shopping enjoyment. The utilitarian shoppers view shopping as task, hedonic shoppers strive for fun and entertainment in shopping (Babin, Darden, and Griffin, 1994). Arnold and Reynolds (2003) identify several types of hedonic shopping motivations, including adventure shopping, gratification shopping, social shopping, and value shopping. Menon and Kahn (2002) also identify three types of shopping enjoyment construct which include escapism, pleasure, and arousal. Escapism is reflected in the enjoyment that comes from engaging in activities that are attractive, to the point of offering an escape from the demands of the day-to-day world. Pleasure is the degree to which a person feels joyful, or content in online shopping, whereas arousal is the point to which a person feels stimulated, active or vigilant during the online shopping experience.

There is a positive relationship between shopping enjoyment orientation and customer online purchase intention Seock & Bailey (2008). Consumers that enjoy shopping attain pleasure from shopping and spending time browsing for products (Seock & Bailey, 2008). This is where shopping enjoyment is created from the fun and playfulness of the online shopping experience, rather than from the completion of shopping activity. Purchasing of product may be related to the experience of online shopping. Thus, shopping enjoyment reflects customers' perceptions regarding the entertainment of online shopping. The feeling of enjoyment felt while visiting a website can increase the online purchase purpose among consumers by contributing to an enjoyable shopping experience, hence it is of great importance for companies operating on the web to recognize the impact the enjoyment of the website has (Im & Ha, 2011). Wang et al Van der Heijden and Verhagen (2004) state that enjoyment is a crucial construct that will affect consumers online purchase intention, they further argue that online companies would benefit from making their websites more enjoyable. Choon et al. (2010) did not agree with the previous studies because the study's hypothesis regarding shopping enjoyment being positively related to online purchase intention was rejected. Therefore, they draw the conclusion that shopping enjoyment does not positively affect consumers purchase intention in an e-commerce setting. This is in line with Verhoef and Langerak (2001) that stated that shopping enjoyment does not influence online consumers' purchase intentions positively. Cai and Xu (2006) also discuss this matter and states that shopping enjoyment is not directly related to consumers' online buying behaviour.

The perception of an online store has a direct effect on consumers shopping enjoyment that in turn is enhancing consumers purchase intentions (Kim et al., 2007). In order to attract the consumers that value shopping enjoyment companies should add entertainment features to their website, such as providing interactive networking communities for customers by doing so companies that could encourage the consumers to purchase online (Seock & Bailey, 2008). According to Kim et al. (2007) some products requires a more in-depth description and therefore it is suggested that 3D virtual models could be used, which is a more advanced technology, by

experience that kind of technology on a website that might lead to a higher level of shopping enjoyment among the consumers which then will enhance the consumers purchase intentions. Therefore:

H1: Shopping enjoyment is positively related to consumers' online purchase intention.

### **2. 4.3 The relationship between Brand Orientation and customer online purchase Intention**

A brand is a name, symbol, log or any other items used by the companies to distinguish their products or a service from their competitors in the market. Aaker, (1991) defined brand as a name or symbol, trademark and package design that uniquely identifies the products or services of a retailer, and differentiates them from those of its competitors. In the cyber marketplace, a corporate brand identity is a cognitive anchor and a point of recognition where customers perceive a great deal of uncertainty (Rajshekhar, Radulovich, Pendleton and Scherer, 2005). In the e-commerce industry it is argued that, trusted corporate and brand names are used by customers as substitutes for product information when they intent to make online purchase (Ward and Lee, 2000).

Brand plays the very important role in the business, and currently people are sticky attached with the brand name. People are very brand conscious and they are willing to purchase and use branded product. Brand orientation is an approach in which the processes of the organization revolve around the creation, development, and protection of brand identity in an ongoing interaction with target customers with the aim of achieving lasting competitive advantages in the form of brands (Urde, 2013). Online purchase transactions, consumers place the brand names in the information while purchasing online (Jayawardhena, Wright, and Dennis, 2007; Ward and Lee, 2009). A comprehensive assessment revealed that brand loyalty exhibits strong impacts on purchase intention in the traditional offline retailing world (Hawes and Lumpkin, 1984; Sproles and Kendall, 1986). A strong brand name not only attracts new customers, but it can be transferable over geographical areas from one country to another and it can be serviceability as well recognisability in the minds of the consumers. It also has the lock-in ability to make customers feel comfortable with their purchase decisions. A research carried out by Jayawardhena et al (2007), highlighted that brand orientation is positively related to the customer online purchase intention. Therefore:

H2: Brand orientation is positively related to consumers' online purchase intention.

### **2.4.4 The relationship between Quality Orientation and Customer online purchase Intention**

Quality is regarded as fitness for use. Daniel, Reitsperger, and Gregson, (1995); Foster and Sjoblom, 1996). Garvin (1987) defined quality as a key strategic component of competitive advantage and therefore the enhancement of product or service quality has been a matter of main concern to firms identifies five approaches to quality: transcendent, product-based, user-based, manufacturing-based, and value-based. Lin and Germain (2014) defined as quality orientation as the extent to which an organization attempts to improve its products through standard tools and processes. The assumption of transcendent approach is that quality is both unrestricted and universally recognizable. The concept of product-based approach has its roots in economics .The differences in the quantity of some ingredient or attribute possessed by the product are considered to reflect differences in quality Garvin (1999) , whereas in the user-based definition, quality is the extent to which a product or service meets or exceeds customers' expectations. The manufacturing-based approach has its roots in operation and production management. Its quality

is defined as conformance to specifications (Crosby, 1979). Quality of conformance relates to the extent to which a product meets certain design standards. The relation of quality while purchasing online products is very important because this is the only factor that attracts people when the price of the product is cheap or expensive, people do not want to compromise on the quality of the products (Gehrt Onzo, Fujita, and Rajan, 2012). Customers are considering the quality of the products while searching or purchasing products online as well as physically (Bellenger and Korgaonkar, 2013).

The impact of quality orientation on online purchase intention is well documented in the extant literatures. It is pointed out that recreational shoppers tended to consider quality, variety of product types and pleasant store atmosphere as crucial factors when selecting stores Bellenger and Korgaonkar (1980) In the context of web-shopping environment, it supported that Gehrt et al. (2007) discover that customers from the shopping enjoyment segment are positively inclined toward recreation, quality, and impulse orientations when making online purchase. Therefore:

H3 Quality Orientation is positively related to customer online purchase intention.

#### **2.4.5 The relationship between Impulse purchase orientation and customer Online Purchase Intention**

Impulse purchase can be defined as an unplanned action that results from a specific stimulus (Piron, 1991). Impulse purchase behavior happens once a consumer feels the to buy one thing at the awfully instant with none additional analysis (Rook, 2009). Consistent with Piron (2011) impulse purchase behavior is Associate in and done without action relinquished any previous arrange as a result of a stimulant. With the extensive growth of online shopping, the studies created by Donthu and Garcia (1999) have found that impulse purchase orientation may be a default characteristic of an internet shopper. According to the reasoned action theory, consumer behavior and intentions towards particular thing could only be predicted by its consequent intentions (Ajzen and Fishbein, 2010). Impulse purchase orientation spur of that particular moment, the unintentional decision to buy made just before the purchase of a particular product. Thus intentional evaluation is more effective and efficient rather than behavioral evaluation or measurement in finding and attracting new customers as customer learn to pass over actual preference as of their constraint (Day, 2009).

The impulse purchase takes place whenever customers experience a sudden urge to purchase something immediately, lack substantive additional evaluation, and act based on the urge (Rook, 1987). Several researchers, for example; Rook (1987), Dittmar et al (1996) and Hausman (2000), have concluded that customers do not view impulse purchase as wrong; rather, customers retrospectively convey a favorable evaluation of their behaviour. Hence, Ko (1993) reports that impulse purchase behaviour is a reasonable unplanned behaviour when it is related to objective evaluation and emotional preferences in shopping. It is argued that the term frames impulsiveness is defined as a psychological trait that result in response to a stimulus Wolman (1973). Weinberg and Gottwald (1982) further contended that impulse purchase is generally emanated from purchase scenarios that feature higher emotional activation, less cognitive control, and largely reactive behaviour. Consequently, some researchers have treated impulse purchase as an individual difference variable with the anticipation that it is likely to affect decision making across situations (Beatty and Ferrell, 1998; Rook Given the ongoing development of the digital economy and the shopping convenience being delivered through digitalized exchanges, one might reason that impulse individuals may be more prone to online



shopping. Donthu and Garcia (1999) assert that online shoppers were more likely to be impulse oriented. The research from Zhang et al. (2007) conclude that impulse purchase is positively related to the customer online purchase intention. Therefore:

H4 Impulse purchase is positively related to customer online purchase intention.

#### **2.4.6 The relationship between Convenience orientation and customer online purchase intention**

Many scholars such as (Meuter, Ostrom, Roundtree and Bitner, 2000; Szymanski and Hise, 2000; Constantinides, 2004) revealed that convenience was a prime motivator for customers to shop online and interact with online. The online purchase was further explained by Bhatnagar, Misra, and Rao (2000) pinpoint that the likelihood of online purchase increase as customer's perception of online shopping convenience increases. Convenience concerns psychological cost and other forms of non-monetary costs such as time, effort and stress (Aylott and Mitchell, 1998; Cassill, Thomas, and Bailey, 1997). It is important for the shoppers to take into consideration that, a clearly difference is highlighted among various types of convenience as offered by retailers (Alba et al., 1997). For instance, products that are easy to reach possess "access convenience", while products that are easy to find and to compare exhibit "search convenience" (Seiders, Berry, and Gresham, 2000). "Possession convenience" takes place when products are easy to obtain, whilst ease of purchase and return enable shoppers to have "transaction convenience". Shopping close to home, home delivery, and shopping through non-store methods at home are all ways of gaining "place convenience".

Gehrt, & Lawson (1996) argue that convenience has often been hypothesized as a time-oriented notion, though there is evidence that convenience does consist of space and effort dimensions. Individual may be motivated by only one or all of these dimensions. For instance, online shopping eliminated drive time and checkout time, and allowed shoppers access to distant stores. Several studies showed that convenience was an important motivational factor behind online shopping (Meuter et al., 2000; Szymanski and Hise, 2000). Jarvenpaa and Todd (1997) and Burke (1998) conclude that convenience orientation is positively related to the customer online purchase intention. Therefore:

H5: Convenience orientation is positively related to consumers' online purchase intention.

### **3.0 METHODOLOGY**

This research was carried out using a descriptive research design. Quantitative research methodology enables the researcher/s to obtain the numerical data which is quantifiable and usually generalizable to a larger population of 15000 respondents. The use of quantitative research method also enables the researchers to collect large quantities of data about the online shoppers at Great Zimbabwe University. Through the casual research design, the researchers were able to use questionnaires and structured interviews to collect data from respondents to answer the research questions. Qualitative data was collected through open ended questions and interviews and quantifiable data through closed ended questions which among other aspects covered demographics of respondents. This therefore, allowed the researchers to make sound conclusions on issues raised basing on opinions of respondents. The authors were interested in explaining the shopping orientations which include impulse buying orientation, brand orientation, quality orientation, convenience orientation and shopping enjoyment in relation to customer online purchase intention. In general the population of Great Zimbabwe University



students was estimated to be around 15000. And the researchers choose 4500 as target population which was sufficient to come out with results which is reasonable. However in this study the population was made up of 4500 respondents. It takes into consideration entire objects that the researchers intend to draw conclusions on. According to the calculations based on the approach suggested by Krejcie and Morgan (1970), the researchers used 351 students as a sample size from a total target population of 4500. The researchers used convenience technique methods to select the respondents for the data collection. Convenience sampling was used to select respondents five campuses within Great Zimbabwe University. A 5-point Likert scale anchored by “strongly disagree” (1) to “strongly agree” (5) was used as the attitude measurement for independent and dependent variables.

## 4.0 RESULTS PRESENTATION & ANALYSIS

### 4.1 Overview

In this section of the study, we present and analyze the results. The response rate of the questionnaire survey was extremely. Our reliability and validity tests also confirmed that our results could be used for policy purposes.

### 4.2 Questionnaire response rate

A total of 351 sets of questionnaires were distributed and 348 questionnaires were collected. Out of that, 8 sets of questionnaires were considered unusable because they were incomplete. It was assumed that the respondents were either unwilling to cooperate or not serious with the survey. Therefore, subsequently only 340 usable questionnaires (96.8 percent) were used for data analysis using SPSS software version 23. In view of Rubin (2009) the response rate and results gathered are reliable for the study and sufficient for analysis, as propounded that a response rate of at least 40% is adequate for analysis while a 60% is good and regarded a response rate of 70% as superior. The table figure 4.2 below shows the response rate after distribution of questionnaire.

**Table 4.2**

Group of respondents	Issued	Returned	Response rate
Convectional students	351	340	96.8 %

### 4.3 Reliability Test

The reliability of a measure indicates the stability and consistency with which the instrument measures the concept and helps to assess the ‘goodness’ of a measure (Cavana, Delahaye and Sekaran, 2001). All the constructs were tested for the consistency reliability of the items within the constructs by using the Cronbach Alpha reliability analysis. In table below, the results indicated that the Cronbach alpha for all the constructs were well above 0.70 as recommended by Cavana et al. (2001). Cronbach alpha for the constructs ranged from the lowest of 0.852 (quality orientation) to 0.981 (brand intention). In conclusion, the results showed that the scores of the Cronbach alpha for all the constructs used in this research exceeded the preferable scores of 0.70 and this indicated that the measurement scales of the constructs were stable and consistent. The table figure 4.3 below show the reliability statistics.

**Table figure 4.3 Reliability Statistics**

	Cronbach Alpha	Number of items
<b>Impulse purchase orientation</b>	0.852	3
<b>Convenience orientation</b>	0.981	3

#### 4.4 Validity Test

Construct validity was adopted as validity measurement through the factor analysis (Cavana et al., 2001). The details of the factor analysis were presented in Table 2. Based on the output shown, factor analysis was appropriate because the value of Kaiser-Meyer-Olkin (KMO) was 0.966 (between 0.5 and 1.0) and the statistical test for Bartlett test of sphericity was significant ( $p = 0.000$ ). Based on the principal components analysis and VARIMAX procedure in orthogonal rotation, the results also showed that the Eigenvalues for all the constructs were greater than 1.0, ranging from the lowest 1.215 (impulse purchase orientation) to the highest of 5.582 (shopping enjoyment orientation). In terms of convergent validity, the factor loadings for all items within a construct were more than 0.50. Discriminant validity indicated that all items were allocated according to the different constructs. Therefore, the items were not overlapping and they supported the respective constructs. The table figure 4.4 show results for validity test through the use of factor analysis.

**Table 4.4 validity test (Factor analysis)**

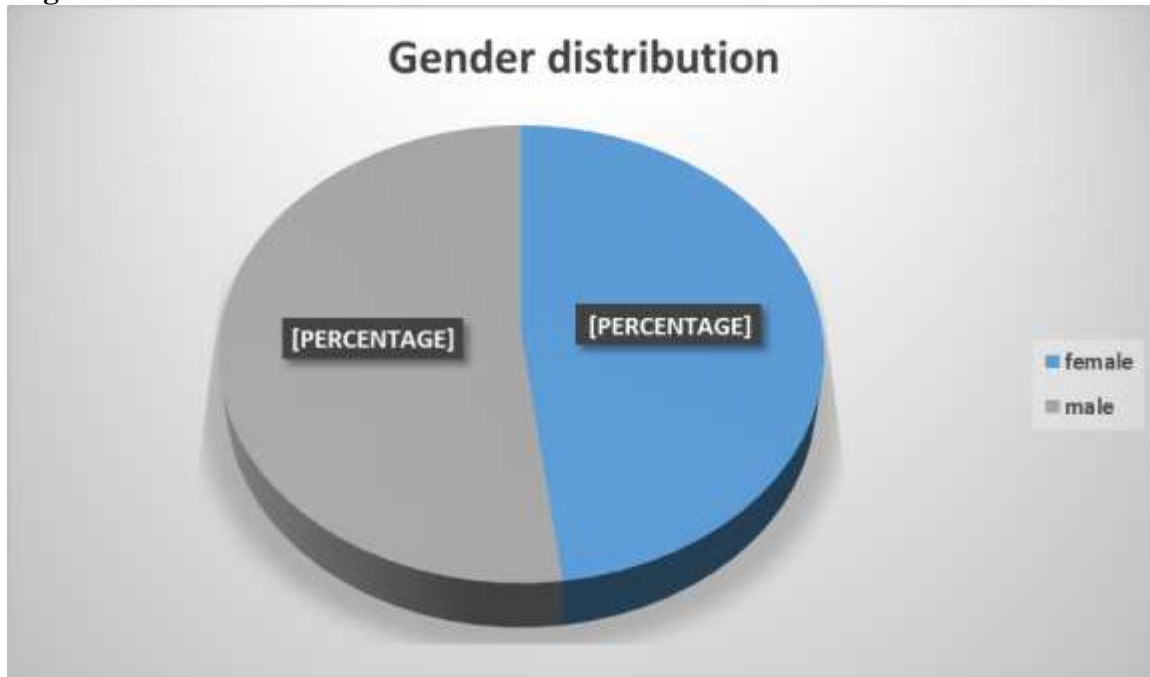
Value of Kaiser Meyer	Value of Bartlett test for sphericity	Eigenvalue	Variable
0.966	P=0.000	1.215	Impulse purchase orientation
0.675	P=0.000	5.582	Shopping enjoyment orientation

#### 4.5.0 Respondents' Demographics

The researcher covered the following aspects of respondents' demographics; gender, age and ethnicity the demographics are presented below through the use of tables, graphs and pie charts.

##### 4.5.1 Gender distribution

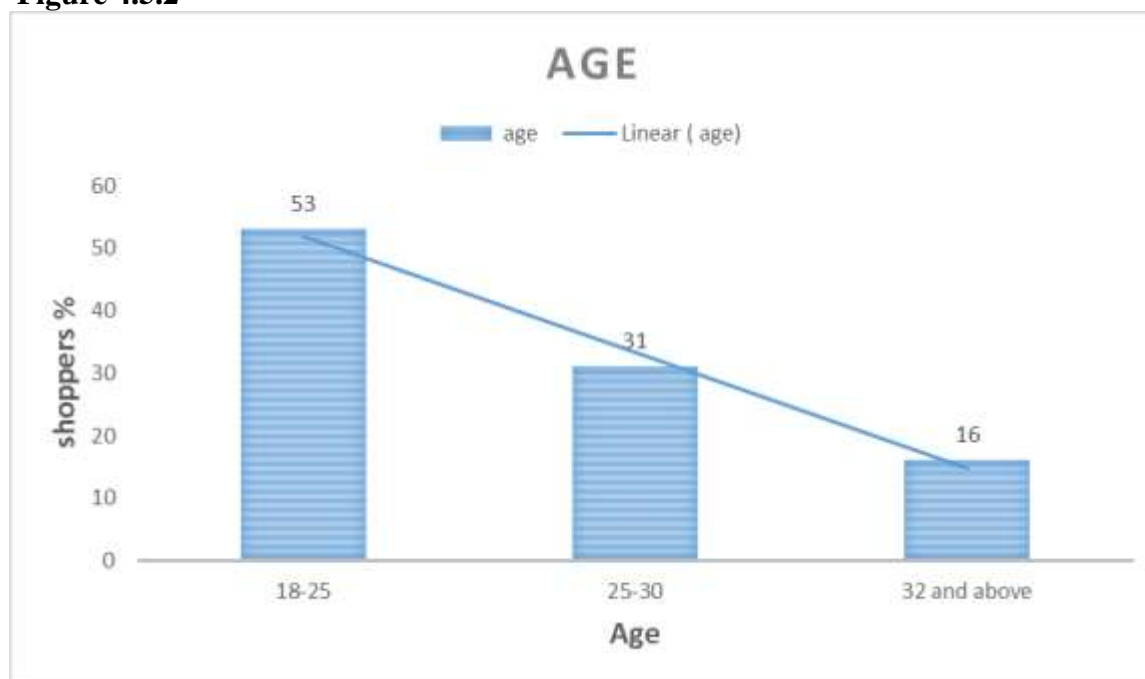
The research study consist of male and females respondents. The gender distribution on this study is shown by the pie chart on the table figure 4.5.1 below.

**Figure 4.5.1**

Based on the survey, male respondents represented 52% percent of the total respondents while female respondents 48% who buy using online system. The population distribution above indicates that, the buying behaviour for males is high when comparing to that of females. From the findings above the gender distribution have a slight difference between male and female. The 52% indicate that the buying behaviour of male within the university is high this due to the nature of the products they purchase. Males also demand more when basically buying products like gadgets than female .However, females also contribute a percentage which is closer to that of male responded, this is due to quality and most females focus their attention on changes in brands.

#### **4.5.2 Age distribution**

The age distribution for the respondents is distributed as follows on the graph below. The table figure 4.5.2 shows differences in ages groups that respond to the questions asked in a questionnaire.

**Figure 4.5.2**

The diagram above shows the age distribution of students who perform their transaction. This indicated that the data was collected from different age groups which gives me true information. The age groups between 18-25 contribute 53%, 25-32 contribute 31% and 32% and above contribute 16% of the total population. The age group between 18 -25 can do their transaction online due to high level of computer literacy and they were advancement in technology .The decline in percentage of shoppers between 25-32 years result from high level of resistance to change due to the fact that there familiar with buying online rather they go for traditional method. A sharp decrease of shoppers between the age of 32 and above reflect that they do not concentrate with buying products online and they need to relax as they mature enough.

#### **4.5.3 Summary for Demographic Profile and customer Online Purchasing Behaviour**

Based on the survey, male respondents represented 52 percent of the total respondents while female respondents 48 percent. In the case of age distribution, the majority of the respondents were between the ages of 18 to 30 (76.86 percent). In terms of ethnic compositions, the respondents were mainly Zimbabweans ethnic group (91.74 percent). Movie tickets (33.34%) and technology gadgets (21.43%) were the two most common items purchased by the respondents. At least half of the respondents (53.72%) use credit card as a mode of payment in the online purchasing process and (46.28) use Eco cash as a mode of payment in online purchase process.

#### **4.5.4 Descriptive statistics on shopping enjoyment orientation**

The information below represent the results of enjoyment orientation and their responses of students and how they respond in relationship to online purchase intention.

**Table 4.5.4**

Statements	N	Minimum	Maximum	Mean	Std D
1 I like to consider a wide range of products before making a purchase	340	1	5	4.33	0.924



2 I like to try it before I buy a product	340	1	5	4.22	1.090
3 Window shopping is usually a pleasant for me	340	1	5	4.32	0.953

In table 4.5.4 above shows the mean values ranges from 4.32 to 4.33 while the values of standard deviation are above 1.090. A larger standard deviation indicates that the values in the data set are further away from the mean on average. In other words the higher the standard deviation indicates that the data points are spread out over a large range of values. Mean values provides the idea about the central tendency of the values of a variable that is, indicating where most of the responses agree that shopping enjoyment does not influence the shoppers to buy online. The information shown on the table demonstrate that shoppers does not take into cognisance the indispensable value of shopping enjoyment when make a decision to buy online. From the findings shopping enjoyment does not positively affect consumers purchase intention in an e-commerce setting. This is in line with Verhoef and Langerak (2001) that stated that shopping enjoyment does not influence online consumers' purchase intentions positively. Cai and Xu (2006) also discuss this matter and states that shopping enjoyment is not directly related to consumers' online buying behaviour.

#### 4.5.5 Descriptive statistics on brand orientation

The descriptive statistics on brand orientation shows the impact of brand and how does influence the buying behaviour of customer using online system method.

**Table 4.5.5**

Brand orientation	N	Minimum	Maximum	Mean	Std D
1 Customers value the brand name of any product	340	1	5	1.88	1.133
2 I believe in pictorial brands	340	1	5	1.76	1.079
3 Im aware of fashion trends and want to be one of the first to try them	340	1	5	1.69	0.928

From table 4.5.5 above, it shows that the number of valid respondents is high, and a standard deviation ranges from 1.133 to 0.928 which is close to the mean which means that the data that is valid since it is in the expected region. From the rating the brand orientation on customer online purchase intention shows that the students value the brand of any product and they believe in pictorial brands as well as they are aware of fashion trends and want to be one of the first to try them . The mean for the respondents for brand orientation was favorable because it ranges from 1.69 to 1.88. From the findings we can deduce that for the students at Great Zimbabwe University they basically value the best brand before they make a decision whether to purchase the products on not online, therefore they can go online to purchase the product. Brand plays an important role in the business and currently people are sticky attached with the brand name .The responses above clearly shows that students are brand consciousness and they are willing to purchase and use branded product. A comprehensive assessment reveals that brand loyalty exhibits strong impacts on purchase intention in the traditional offline retailing world (Hawes and Lumking, 1984; Sproles and Kendall, 1986). Thus, the nature of brand enhances the buying behaviour of students online.

#### 4.5.6 Descriptive statistics on Quality orientation

The descriptive statistics on quality orientation below shows how quality act as a drive for customer to buy products online. It also positively motivate customers to go for online purchasing. The table below shows the results.

Table 4.5.6

Quality orientation	N	Minimum	Maximum	Mean	Std D
1 The availability of high quality products /service on internate provided by the web retailer is very important to me.	340	1	5	1.71	1.066
2 Quality products are easy to identify on internate	340	1	5	1.67	0.936
3 My standards and expectations from the products /services I buy from web- retailer are very high.	340	1	5	2.10	1.285

The table 4.5.6 above shows that mean values ranges from 1.71 to 2.10 while the values of standard deviation are ranging from 1.285 to 1.066. A low standard deviation indicates that the data points tend to be very close to mean values whereas high standard deviation indicates that the data points are spread out over a large range of values. Mean values provides the idea about the central tendency of the values of a variable that is, indicating where most of the responses agree that quality orientation influence customer online purchase. .Students also consider the availability of high quality products or services on internet for them to buy and they view that their standards and expectation from the products /service they buy from web –retailer are very high. From the findings it was concluded that the buying attitude over a certain product for students is based on the quality of the products .Customers are considering the quality of the products while searching or purchasing products online as well as physically (Bellenger and Korgaonkar, 2013).

#### 4.5.7 Descriptive statistics on Impulse purchase orientation

The descriptive statistics on impulse orientation shows the impact of impulse purchase orientation and how does influence the buying behaviour of customer using online system method.

Table 4.5.7

Impulse purchase orientation	N	Minimum	Maximum	Mean	Std D
1 Buy now, think about it later” describes me	340	1	5	1,94	1,215
2 I ended up spending more money than I originally set out to spend	340	1	5	1,89	1,067
3 Sometimes I am bit reckless about what I buy	340	1	5	1,75	1,004

The table 4.5.7 above shows the influence of impulse buying orientation as it denoted by mean ranging from 1.94 to 1.75 on the descriptive statistics. Most respondents agree that they were

repeat purchase without much time to decide what product to buy. The respondents are sometimes reckless about what they buy, thus increase their intention to buy. The standard deviation for the respondents ranged from 1.004 to 1.215. From the results above we can conclude that impulse buying triggers the customers to buy online. This can be indicated by the value of the mean is small which means that the value in a statistical data set are close to the mean of the data set on average. Rook (1997) noted that, the impulse purchase takes place whenever customers experience a sudden urge to purchase something immediately, lack substantive additional evaluation, and act based on the urge.

#### 4.5.8 Descriptive statistics on convenience orientation

The table below shows the results on convenience orientation on customer online purchase intention. The convenience orientation can be influenced by some of statements below which enhance customers to buy products online.

**Table 4.5.8**

Convenience orientation	N	Minimum	Maximum	Mean	Std D
1 I want to be able to shop at any time of the day.	340	1	5	1,77	1,068
2 Being a smart shopper is worth the extra time it takes	340	1	5	1,76	1,063
3 I hate to wait in long lines for checking out goods	340	1	5	1,68	1,078

The table 4.5.8 shows descriptive statistics which presents the mean, standard deviation and (N) number of respondents who participated in the research and a low standard deviation indicates that the data points tend to be very close to mean values whereas high standard deviation indicates that the data points are spread out over a large range of values. Above in the table mean is ranging from 1,77 to 1.68 which states that most of the respondents do strongly agree that there is high level of convenience to shoppers and a standard deviation of 1.078. These results indicate that most of the respondents purchase their product after determine how convenient the product is. Convenience was a prime motivator for customers to shop online and interact with online. It is supported that convenience was an important motivational factor behind online shopping (Meuter et al, 2000, Szymanski and Hise, 2000). There was high level of possession convenience where products are easy to obtain, whilst ease of purchase and return enable shoppers to have transactions convenience. Bhatnagar et al (2000) pinpoint that the likelihood of online purchase increases as customer perceptions of online shopping convenience increases.

#### 4.5.9 Descriptive statistics on customer online purchase intention

The table below demonstrate the descriptive statistics on online purchase intention. The results for the response were illustrated below in the table figure 4.5.9.

**Table 4.5.9**

Statements	N	Minimum	Maximum	Mean	Std D
I use broadband and mobile devices as types of internet connection.	340	1	5	1.54	0.795

2 I often use internet for shopping.	<b>340</b>	<b>1</b>	<b>5</b>	<b>1.57</b>	<b>0.857</b>
3 Given the chance, I predict that I should use this retailer's website in the future.	<b>340</b>	<b>1</b>	<b>5</b>	<b>1.44</b>	<b>0.740</b>
Valid N( Listwise)	<b>340</b>				

The descriptive statistics table presents the mean, standard deviation and (N) number of respondents who participated in the research and a low standard deviation indicates that the data points tend to be very close to mean values whereas high standard deviation indicates that the data points are spread out over a large range of values. Above in the table mean is ranging from 1.54 to 1.44 which states that most of the respondents do agree that there is high level of online purchase intention and a standard deviation of 0.740 to 0.795. These results indicate that most of the respondents use online purchasing have a positive impact to buy on internet. Customer online purchase intention in the web-shopping environment will determine the strength of a consumer's intention to carry out a specified purchasing behaviour via the Internet (Salisbury, Pearson, Pearson and Miller, 2001).

#### 4.6.0 Inferential statistics

##### 4.6.1 Objective 1: The impact of shopping enjoyment orientation on customer online purchase intention at Great Zimbabwe University

The aim of the investigator was to found the connotation that exists between brand orientation and customer online purchase intention. To reach this conclusion the researcher computed the correlation using the Pearson correlation. Table below represent or reports the correlation results

##### 4.6.2 Relationship between shopping enjoyment orientation and online purchase intention

In this research the researcher seeks to find out whether shopping enjoyment orientation ha a positive or negative impact on customer purchase intention. The hypothesis test is done using Pearson correlation. The results deduced from SPSS soft wear version 25.0 is as follows in figure 4.6.2.

**Table 4.6.2.** Pearson correlation between shopping enjoyment and online purchase intention

		Shopping enjoyment orientation	Online purchase intention
Shopping enjoyment orientation	Pearson Correlation	1	.456*
	Sig. (2-tailed)	-	.266
	N	340	340



Online purchase intention	Pearson Correlation	.456*	1
	Sig. (2-tailed)	.266	-
	N	340	340

The Correlation is significant at the 0.01 level (2-tailed) there is a strong negative relationship between shopping enjoyment and customer online purchase intention. It has a negative influence on the dependent variables. Pearson Correlation is 0.456 and significant value is 0.266 > 0.05. Therefore, enjoyment shopping orientation have a negative relationship with customer online purchase. The, hypothesis 1 is not supported in this research. The p value of the shopping enjoyment orientation ( $p = 0.456$ ) is more than the alpha value of 0.05. Therefore the hypothesis that indicates the positive relationship between shopping enjoyment orientation and the customer online purchase intention is rejected. According to Childers, Carr, Peck and Carson (2001), enjoyment is a strong predictor of attitude toward online shopping. If the consumers enjoy their online shopping experience, they will form a positive attitude toward online shopping (Childers et al., 2001). With the formation of positive attitude toward online shopping, the consumers are more likely to engage in online shopping (Childers et al., 2001) and unplanned online purchasing behaviour (Monuwe, Dellaert and Ruyter, 2004). Based on the conclusion drawn by Childers et al. (2001) and Monuwe et al. (2004), shopping enjoyment orientation might be positively related to the online purchase intention, mediated by the attitude toward online shopping.

#### 4.6.3 Objective 2: The impact of brand orientation on customer online purchase intention at Great Zimbabwe University.

The aim of the investigators was to found the connotation that exists between brand orientation and customer online purchase intention. To reach this conclusion the researcher computed the correlation using the Pearson correlation. Table below represent or reports the correlation results

#### 4.6.3 Relationship between brand orientation and online purchase intention

In this research the researcher seeks to find out whether brand orientation has a positive or negative impact on customer purchase intention. The results deduced from SPSS soft wear version 25.0 is as follows in figure 4.6.3.

**Table 4.6.4. Pearson correlation between brand orientation and online purchase intention.**

		brand orientation	Online purchase intention
brand orientation	Pearson Correlation	1	.975*
	Sig. (2-tailed)	-	.026
	N	340	340

Online purchase Intention	Pearson Correlation	.975*	1
	Sig. (2-tailed)	.026	-
	N	340	340

The correlation coefficient between brand orientation and customer online purchase intention was  $r = 0.975$  meaning a strong positive relationship for the two and also the correlation is significant at 0.01 level which is 1%. Hence, the researcher can have self-assurance that this relationship is genuine and not a chance result. Thus this means we accept the hypothesis and also come up with the conclusion that the correlation is significant. A positive correlation in this case means that brand orientation also influence students to buy their product using online system. The result from the research also postulated that the brand orientation is positively related to the customer online purchase intention, as the alpha value is less than 0.05 (p value = 0.026). Hypothesis 2 is therefore supported. According to Jayawardhera et al. (2007), brand orientation is positively related to the customer online purchase intention.

#### 4.6.5 Objective 3: The impact of quality orientation on customer online purchase intention at Great Zimbabwe University.

The goal of the researcher is to establish the correlation between quality orientation and customer online purchase intention. To reach this conclusion the researcher computed the correlation using the Pearson correlation. The table below reports the correlation between quality orientation and customer online purchase intention.

#### 4.6.6 Relationship between quality orientation and online purchase intention

**Table 4.6.6 Pearson correlation between quality orientation and customer online purchase intention**

		Quality orientation	Online purchase intention
Quality orientation	Pearson Correlation	1	.975*
	Sig. (2-tailed)	-	.034
	N	340	340
Online purchase intention	Pearson Correlation	.975*	1
	Sig. (2-tailed)	.034	-
	N	340	340

The results revealed that quality orientation is positively related to customer online purchase intention with a correlation coefficient of  $r = -0.952$  which is significant at 0.01 level (1%). The two tailed significance test of  $p < 0.05$  means that we accept the hypothesis since the result falls in the acceptance region. Hence, the researcher can have confidence that this relationship is genuine and not a chance result. A positive correlation in this case means that 85% of the students at Great Zimbabwe University value quality before making their purchase on online system. This clearly shows a cordial relationship between quality orientation and customer online purchase intention. The intention to buy products for a larger number of students is determined by the provision of quality products and services and the more the quality products the higher the intention to buy online. The p value for the quality orientation ( $p = 0.034$ ) is also less than the alpha value of 0.05. Therefore, it can be suggested that quality orientation is positively related to the consumer online purchase intention. Hypothesis 3 is therefore supported. This finding supports the existing literature that quality orientations will positively influence the customer online purchase intention (Gehrt et al., 2007).

#### 4.6.7 Objective 4: The impact of impulse buying orientation on customer online purchase intention at Great Zimbabwe University.

The aim of the researchers was to establish the association that exists between impulse buying orientation and customer online purchase intention. To reach this conclusion the researcher computed the correlation using the Pearson correlation. The table below represent the results of correlation .

#### 4.6.7 Relationship between quality orientation and online purchase intention

Table 4.6.7

		Impulse buying orientation	Online purchase intention
Impulse buying orientation	Pearson Correlation	1	.964*
	Sig. (2-tailed)	-	.035
	N	340	340
Online purchase intention	Pearson Correlation	.964*	1
	Sig. (2-tailed)	.035	-
	N	340	340

There is a positive relation between impulse buying and customer online purchase intention at Great Zimbabwe University students. Correlation value is 0.964 and significant value is  $0.035 < 0.05$ . It shows that impulse buying orientation have a significant impact on customer online purchase intention. Impulse buying orientation has a great impact on customer online purchase intention when basically focusing on the buying behaviour of the customer. Most of students respond that the intention to buy a product online is determined by impulsiveness. There is a link between Impulse purchase and online purchase intention. The result of the multiple regression analysis indicated that the p value of the impulse purchase orientation ( $p = 0.015$ ) is less than the alpha value of 0.05. Therefore, the research concludes that an impulse purchase orientation is positively related to the customer online purchase intention. Hypothesis 2 is supported. This finding confirms the existing literature which states that the shopping orientations in term of impulse purchase will positively affect the online purchase intention (Zhang et al., 2007).

**4.6.8 Objective 5: The impact of convenience orientation on customer online purchase intention?**

The importance of the researcher was to establish the relationship between convenience orientation and online purchase intention .The researcher recognized the relationship using the Pearson correlation. Thus the below table shows the correlation between convenience orientation and online purchase intention.

**4.6.9 Relationship between quality orientation and online purchase intention**

**Table 4.6.9**

**Pearson correlation between convenience orientation and customer online purchase intention**

		convenience orientation	Online purchase intention
convenience orientation	Pearson Correlation	1	.968*
	Sig. (2-tailed)	-	.006
	N	340	340
Online purchase intention	Pearson Correlation	.968*	1
	Sig. (2-tailed)	.006	-
	N	340	340

Correlation is significant at the 0.01 level (2-tailed)

The correlations above in table above indicates that there is a strong positive relationship between convenience orientation and customer online purchase intention where  $r = 0.968$  and



correlation is significant at 0.01 level (1%). The findings indicates that there is a significant and positive impact of convinience orientatrin on customer online purchase intention. A strong positive raltionship means that an increase in product convinience to the students at Great zimbabwe University triggers any increase in customer online purchase intention . The more the students instill confidence that the products are available and accessible the more they became loyal to purchase their products using online system.



Finally, the results from the research also indicated that the convenience orientation is positively related to the customer online purchase intention, as the alpha value is less than 0.05 ( $p$  value = 0.006). hypothesis 5 is therefore supported. According to Jarvenpaa and Todd (1997) and Burke (1998), convenience orientation is shown to positively relate to the consumer online purchase intention and therefore the current study confirm past research

## **5.0 CONCLUSION & RECOMMENDATIONS**

### **5.1 Conclusion**

This study was conducted out to explore the impact of shopping orientation on customer online purchase intention at Great Zimbabwe University in Masvingo. The researchers considered it meaningful that there are no sufficient existing theoretical literature in the field of shopping orientation and online purchase intention. Furthermore, the use of online purchase intention is still new and most of the consumers use traditional methods of buying their products. Most firms do lack experience on the use of online purchase and mostly use the internet for browsing without the intention to buy online, but how ever students show a strong confidence and enthusiasm about online purchase intention. This study has provided some insights on the online purchase intention as it bring out different shopping orientations which triggers the customers to buy products using online system.

### **5.2 POLICY IMPLICATIONS**

From the theoretical perspective, the relationship between shopping enjoyment and customer online purchase intention is inconclusive. Based on the research carried out by Seock and Bailey (2008), there is a positive relationship between shopping enjoyment orientation and customer online purchase orientation. However, both Childers et al. (2001) and Monsuwe et al. (2004) argue that shopping enjoyment orientation is positively related to the online purchase intention, mediated by the attitude toward online shopping. This warrants further research in the future to investigate the mediating effect of attitude towards online shopping. In terms of managerial implication, the research findings do provide some insights and feedbacks for the e-retailers to formulate and implement various business strategies to increase customer online purchase intention. To increase customer impulse purchase, e-retailers can provide e-mail updates on product development or offer special discounts for a limited time to potential online customers. E-retailers may offer loyalty programme or club memberships for those online customers who exhibit strong brand orientation. In targeting quality orientated customers, e-retailers can provide full online version of product quality information and product search information through the companies' website. To attract more convenience-oriented customers, e-retailers may need to minimize the process of placing order and allow different modes of product delivery to this group of online purchasers.

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