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# Evidence of Online Shopping: A Consumer Perspective

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*Although electronic commerce (e-retailing) has received considerable research attentions these years, little research has examined the effect of e-commerce's Web presentation on retail customer shopping experiences for Jordanian online retail shoppers. Five factors were employed to define their effect on the purchase decision through internet. Questionnaire used to collect data, and distributed to a stratified sample of 215 respondents. Data for 181 questionnaires were valid and analyzed by using descriptive and analytical statistics. We found that promotion (r = 0.344) and security (r = 0.316) are the most influential factors on consumer purchase decision through internet while e- price(r=0.028) was not related significantly with the consumer purchasing decision. The Infrastructure for internet (r = 0.175) and product and service characteristics (r = 0.264) were moderately related to the consumer' decision process.*

**Field of Research:** Marketing Management, e-retailing, online shopping

## 1. Introduction

According to the quick development in Information Technology in Jordan and its use as a new tool for marketing .The Jordanian consumer still have many impediments to make purchase through internet, unless they use internet as informative, entertainment and communication tool. Due to the rapid growth of e-commerce, consumer purchase decisions are increasingly being made in computer-mediated environments. It was observed (Zeng & Reinartz, 2003) that

*"....the Internet has a very differentiated impact along the various stages of the consumer decision-making process and the true value-added of the Internet to consumers materializes at very specific points in the purchase process. The empirical evidence shows that the ecommerce initiatives so far have been focusing mostly on increasing the effectiveness of online search, paying much less attention to facilitating online transactions, and almost completely ignoring the importance of helping consumers make better decisions..."*

This emphasizes the fact that if marketing has one goal, it's to reach consumers at the moments that most influence their decisions. Online or Web-based stores offer consumers immense choice and great convenience. Yet, finding products that meet consumer needs is not an easy task in these online stores. This is because most

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Web- based store environments are characterized by the availability of many alternatives, multiple decision criteria and a dynamic “flow” of information (e.g., real-time updates) that can overwhelm consumers. Therefore, most Web-based decision environments now make an electronic decision influencing factors to convert consumer buying intention to purchase. These factors have become an intrinsic value to a e-tailers. Understanding the online consumers' decision-making process plays a central role in e-tailer's ability to design and fine tune the factors that cater to the consumers' needs.

The purpose of this paper is to analyze factors that are likely to influence consumer decision-making during their online shopping period. Consumer decisions are influenced based on a complex interaction of consumer and the factors applicable in an online environment. As online shopping continue to evolve technologically, there is a need to understand how these various factors come together in influencing consumer decision-making. This study intends to provide Internet marketers and online companies with an understanding of consumer online shopping decision processes. The remainder of this paper is structured as follows. The next section provides a review of relevant literature. Section 3 provides the framework and hypotheses underpinning this study and section 4 outlines the research design. The results are presented in section 5. Conclusion and future research are provided in the 5$^{th}$ and 6$^{th}$ section respectively.

## 2. Literature Review

Online marketing uses all facets of internet advertising to generate response from the prospected customers and according to the wide use of internet in all dimensions of life, this enhanced the procurement through internet in the first world countries mainly and spreading to other countries slowly because of many obstacles that face this manner of marketing. One theme that has often received wide attention among these researchers is the factors that influence consumers to shop online. This helps in determining the success of emerging online shopping habits of new breed of consumers.

Previous studies have investigated the determinants of online shopping behaviour. The various broad perspectives that exist on this matter are online vendor characteristics (Chiu & Change & Cheng & Fang 2009), customer characteristics and the multi-dimensional nature of trust. The vendor parameters include their size and reputation, The customer related parameters include familiarity with the web site, online savvy, chatting experience. The multi-dimensional nature of trust includes the propensity to trust(Chiu & Change & Cheng & Fang 2009; Broekhuizen & Huizingh, 2009), calculative based trust, institution based trust etc. The study of online shopping has evolved from the emergence of electronic commerce. Researchers tend to examine the practices of buying and selling product and services over the internet by utilizing technologies such as the web, electronic data interchange, email, electronic fund transfers and smart cards. The impact of technology(Chiu & Change & Cheng & Fang 2009; Broekhuizen & Huizingh, 2009; Liebermann & Stashevsky, 2009) on consumer’s decision to re-purchase is also highlighted in studies. The information systems and self-service technologies(Broekhuizen & Huizingh, 2009) literature indicates their importance to the consumers in reducing their discomfort. IT

acceptance models(Liebermann & Stashevsky, 2009) impact on the likelihood of e-purchase includes reasoned action, planned behaviour and innovation diffusion.

Demographic profile of consumers including age, gender, income levels, occupational status, country of residence, education level, marital status, and attitudes do influence the shoppers decision to buy online to a great extent(Hashim & Ghani & Said 2009; Liebermann & Stashevsky, 2009). By identifying consumers' demographic criteria and determining their relative importance, marketers are looking for ways to improve their understanding of the specific needs of online customers. Based on the demographic profiles it was found that online shoppers are basically convenience(Liebermann & Stashevsky, 2009) seekers, impulsive, variety seekers, less brand and price conscious with a more positive attitude towards advertising and direct marketing.

The products that male and female consumers are interested in buying are different(Zhou & Dai & Zhang, 2007). For example, male consumers are more interested in hardware, software, financial services and electronics, while females are more interested in food, beverages, beauty and clothing. In the early stage of e-commerce, the types of products available online used to be male-oriented. Women did not shop online because they could not find products that interested them. In this study, the type of product and service concerns includes "is it searchable good.", 'is it an experienced good', ' is it frequently purchased, 'Customization'.

Previous literature has generally examined the impact of factors on consumer decision- making process in various modes of shopping both online and traditional mode. Few studies have examined the decision situations in the online shopping with the major factors together in one study. P*roduct characteristics* (Kiang & Chi, 2001) play a major role in the successfulness of it's marketing on the internet. Product characteristics beside communication, transaction and distribution through internet have substantial effect on purchasing the product. Merchandise quality refers to customers perceptions of the quality and scope of physical merchandise (Broekhuizen & Huizingh, 2009) Other study (Foucault & Schufele, 2002) tests several social & perceptual motivations for shopping online, used online textbook purchasing. Previous online purchases, positive social environment, knowledge of online retailers are predictors of online purchasing. Recommendations were given that online text book sellers should focus on the social influence of professors. It was identified(Athiyaman, 2002) the factors that affect the customers intention to purchase air travel online. After data analysis was carried out by ordinary least squares (OLS) regression the result emphasized *security* during online shopping concerns that make consumers avoid online purchasing of air tickets. It was examined (Jayawardhena & Wright & Masterson, 2003) the literature concerning consumers purchasing on the internet for financial services. Data analysis concluded with a recommendation that e-retailers must recognize that online *financial services* consumers have a significantly higher level of control in the purchase process and are motivated by this in using internet.

As e-business struggle to become [profitable, improved pricing represents a large and thus far untapped opportunity. In this study the elements of e-price take the form of consumer's 'Search and time cost', 'Cost of product / service', 'Cost of perceived value', 'Efficiency in supply chain'. The websites of 5-star hotel were evaluated

(Hameed & Sa'ad, 2004) and determine the extend of success in establishing effective websites. And it was concluded that *effectiveness of e-reservation* system is the most important factor in evaluation & effectiveness of the websites making graphic designers role to the highest concern. It was also determined (Karlsson & Kuttainen & Pitt & Spyropoulou, 2005) the impact of *price* on consumer decision making in online environments. Customers expect lower price (Broekhuizen & Huizingh, 2009) in online environment then in traditional sales channel thus making it worth for the online shoppers to investigate the product online in trade-off through on line. Further, it was explored *online customer service* dimensions(Minjeong & Leslie, 2005) and to explain how attitude toward online purchase intent. This brought to attention that online retailers must provide more information and make browsing easier to help customers have satisfactory shopping experience. A study(Martin & Chris & Marcus, 2006) used avatars to investigate its benefits on *website sales effectiveness* two studies concluded that the use of avatar increase satisfaction that shape positive attitude toward product then increase intension toward purchase. One study(Kanokwan & Hitoshi & Noboru, 2006; Chiu & Change & Cheng & Fang 2009) provided a model for repurchasing through internet and concluded that perceived usefulness, confirmation, satisfaction, customer loyalty & perceived *incentives* are the most important factors influences repurchase through internet. It was explored the dynamics of channel(Frambach & Roest & Trichy, 2007) preference across the purchase decision process. They recommended that good experience with internet drives the preference of online channel usage during all stages of buying process. Still offline channel preferred over the online across all stages.

Security means many things to many people and different things in different contexts. It can be the expectation of anonymity, the expectation of retaining one's privacy, control over personal information, and the expectation of confidentiality. In this study, security concerns are limited to the concerns consumers have in regard to companies' possession of personal information, 'Payment term ',' Receipt of goods by time & place', 'Privacy of process. '. *Security* is one of the issue Practitioners frequently associate with the success or failure of online ventures. Transaction security and customer data safety are main concerns of online customers purchasing products and services(Lee & Joshi & Bae, 2009). Most e-tailers' sites have privacy policies and publish security statement, in order to relieve consumers' concerns about privacy and security in their transactions. Research has shown that the intention to purchase products is inversely related to the amount of perceived risk associated with the purchase (Park, 2003).

Promotion is one of the key 4Ps in the marketing mix and as such has a key role to play in market success. It is concerned with ensuring that customers are aware of the products that an organization makes available to those customers. It alters consumer behaviour beyond normal price/quantity trade off, changing the time that customers buys the products, as well as how much he buys. In this study this factor includes 'Ease of searching', 'Web content of information about product / Service', 'Effectiveness & quick', 'Response of web', 'Credibility'. *E-promotion* is also a factor that may influences consumer's decision to buy online. The exponential growth and technological development of the Web and the Internet, has fueled the enthusiasm towards developing customer-responsive promotions. In 2009 alone, online promotions are projected to account for $1.6 billion out of $25.7 billion in total US online ad spending (Chatterjee & McGinnis, 2010). Online promotions are typically

implemented through the use of promotion or offer codes or links to specific pages at the website with the promotional offer. Anecdotal evidence suggests that some retailers have realized gains from such customized promotions to a limited extent, but for many consumer acceptance and redemption of customized online promotions is fraught with privacy concerns, mistrust and technical challenges. Many consumers are also concerned that web monitoring involved in online targeting and customization invades their privacy  The three broad categories used for promotions online are Retail Website promotion, Third party Promotion, Email or push Promotion. These promotions online contribute to increase in gross revenue, generating sales, increases overall conversion rate and also conversion rate for recommendations. It was observed that most people perceived high risks related to web-shopping (May & Wong & Sculli, 2005) which makes promotional offers as a good tool to reduce perceived risks through which perceived values seems to outweigh the perceived risks.

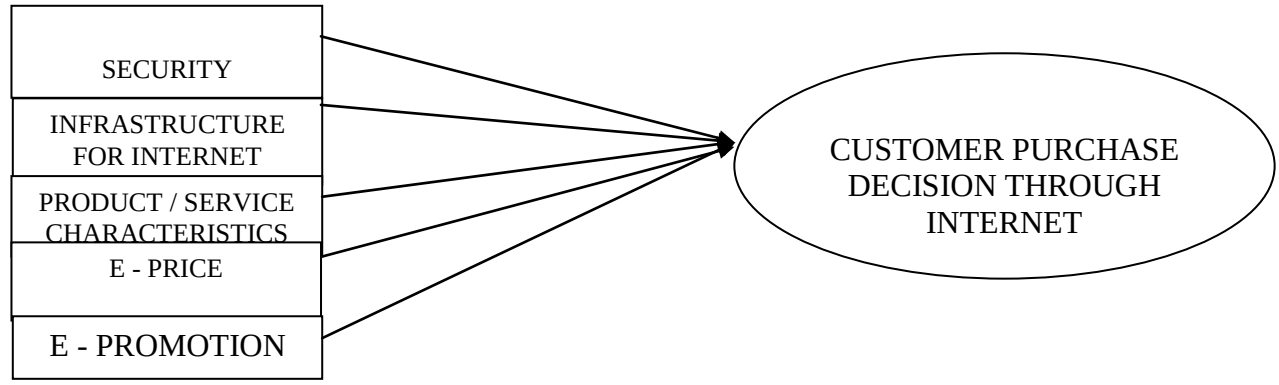
Critical Internet infrastructure is a collective term for all hardware and software systems that constitute essential components in the operation of the Internet. Physical transmission lines of all types, such as wired, fiber optic and microwave links, along with routing equipment, the accompanying critical software services like the Domain Name System (DNS), Email, website hosting, authentication and authorization, storage systems, and database servers are considered critical Internet components. If any of these systems and services were to be interrupted for a significant period of time "the Internet... as we know it would collapse". In this study, Infrastructure for internet concerns are limited to the hurdles consumers have in regard to access to internet in Jordan like  'Access to internet, availability ','Cost of internet connection' ,'Internet knowledge and practice'.

Not only may an individual's shopping orientation influence purchase intention, but it is likely that intention to purchase online will vary for different products. Economists have often distinguished between search, experience, and credence goods(Brown & Pope & Voges, 2001). Search products are those that can be evaluated from externally provided information. Experience products, on the other hand, require not only information, but also need to be personally inspected or tried. Credence products are those that are difficult to assess, even after purchase and use. In their incisive discussion of whether search, experience, or credence products are more prone to online purchase. Quality of information and a consumer's ability to predict post-purchase satisfaction with products will be more accurate predictors of a product's suitability for online purchase. Their message is clear – certain products are more likely to be bought online than others. Very few studies of Internet purchase have empirically examined the role of product type in online purchasing. In other product classification, the lack of physical contact and assistance in shopping on the internet is one factor that influences this suitability. Another factor is the need to feel, touch, smell or try the product, which is not possible when shopping online. On the other hand, in case of familiar and standardized goods the intention to buy online is higher than those that are unfamiliar(Monsuwe & Dellaert & Ruyter, 2004).

Traditional retailers and marketers join the Internet frenzy using various strategies. Some retailers created separate Internet based companies such as Barnesandnoble.com. Most retailers and marketers have chosen to add the Internet to their existing marketing channel mix while others use internet as a PR tool by

providing fun or informative website. Yet other companies use Internet as a way to provide after sales services such as accepting orders for replacement parts and supplies and providing online technical assistance. In this research we will study the most important factors which had been studied by other researchers and considered important from our points of view; based on the situation in Jordan; that affect purchasing decisions of consumers through internet and these factors are: *Security, Product & / or Service characteristics, Infrastructure for internet, E-price and E-promotion*. The proposed study variables are depicted in ***Fig.1*** that illustrates the consumer information and decision processes in a Web-based shopping environment. The variables inside the rectangle represent *independent variables* that will be manipulated in the study, while the variables inside the oval represent *dependent variables*.

**Fig 1:** Consumer information and decision processes in a Web-based shopping environment




**Independent Variables**

## 3. Research Methodology

A field survey was conducted to test the above hypotheses about the effects of the 5 independent variables on the dependent measure of interest. The main task consisted of getting questionnaire filled by respondents from University students, Bank employees and employees from non-Bank sectors. In this section, we discuss (1) the experimental design of the study, (2) the modeling approach, (3) the sample, and (4) the experimental procedure. This is a Descriptive, quantitative research performed through analytical statistics. The Target Population are all Jordanian people that use internet in west Amman. The sampling Frame includes all Jordanian people in west Amman that have an internet access. We had used stratified Judgmental Sampling Technique with the judgmental criteria's of (a) Age above 18 years.(b) Respondent must have an access to internet and (d) Respondent has good knowledge in computer and internet Applications.

### 3.1 Research Hypotheses

To examine the points previously discussed and address the issues raised, we have formulated the following eight hypotheses based on the Fig. 1

H1: There is a relationship between independent variables and purchase decision through internet.

H2: There is a relationship between the Consumers purchase decisions & internet

security.

H3: There is a relationship between the Consumers purchase decisions & infrastructure for Internet.

H4: There is a relationship between the Consumers purchase decisions & product /service Characteristics.

H5: There is a relationship between the Consumers purchase decisions and E-price.

H6: There is a relationship between the Consumers purchase decisions & E-promotions.

### 3.2 Data Collection

The Secondary information was collected through previous academic studies which are related to the problem of this study. Primary information will be gathered by designing a questionnaire that covers the population of study & to be distributed by the two researchers personally. Questionnaires were collected within 7 days by the researchers. A review of total sample size of 181 online customers' demographic profile reveals that 60.8% of respondents were male, and the rest 39.2% were female. Of the total responses, 103 respondents (56.9%) of respondents were between twenty one and thirty years of age, 51 (28.2 %) of respondents were between 31 and 40 years, 14 (7.7 % )of respondents were between 41 and 50 years, 12 (6.6 %) of respondents were less than 20 years and 1 (0.6%) of the respondent was more than 51 years of age. Singles represent 63.5% of respondents, 35.9 % of respondents were married, and other are confined to 0.6%. Among the Respondents 70.2% have Bachelors education, 17.1 % possess Master's degree, 11% have Diplomas. And 1.8 % possess either high school and less or PhD 33.7 % of respondents have Income 601 JD and more, 17.1% have 250 JD or less, 27.1% of respondents have income between 251 and 400 JD, 22.1% have income between 401 and 600 JD. The descriptive statistics are presented in Table 1.1 & 1.2.

**Table 1.1**

**Descriptive Statistics**

| | N | Mean | Std. Deviation |
|---|---|---|---|
| Payment term | 181 | 3.96 | .965 |
| Payment term | 181 | 3.86 | 1.021 |
| Receipt of goods by time & place | 181 | 3.89 | .954 |
| Privacy of process. | 181 | 3.63 | 1.060 |
| Access to internet, availability | 181 | 4.18 | .764 |
| Cost of internet connection | 181 | 4.22 | .772 |
| Internet knowledge and practice. | 181 | 3.76 | 1.143 |
| Is it searchable good. | 181 | 3.81 | .948 |
| Is it an experienced good. | 181 | 2.68 | 1.047 |
| Is it frequently purchased. | 181 | 3.29 | .963 |
| Customization. | 181 | 3.56 | .956 |
| Customization. | 181 | 4.06 | .857 |
| Search and time cost. | 181 | 4.14 | .844 |
| Cost of product /service; core. | 181 | 3.27 | .952 |
| Cost of perceived value | 181 | 3.86 | .736 |
| Efficiency in supply chain | 181 | 3.67 | 1.000 |
| Ease of searching. | 181 | 4.25 | .668 |
| Web content of information | 181 | 3.81 | .926 |
| About product / service. | 181 | 3.74 | .903 |
| Effectiveness & quick | 181 | 3.90 | .813 |
| Response of web. | 181 | 3.98 | .919 |
| Previous purchase. | 180 | 3.19 | 1.251 |
| Preference of purchase. | 180 | 3.41 | 1.076 |
| Preference of purchase. | 180 | 3.76 | .948 |
| Purchase intension | 180 | 3.88 | .911 |
| Ease of purchase. | 180 | 3.92 | .808 |
| Valid N (listwise) | 180 | | |

**Table 1.2**

**Statistics**

| | | SEX | AGE | STATE | EDUCATION | INCOM |
|---|---|---|---|---|---|---|
| N | Valid | 181 | 181 | 181 | 181 | 181 |
| | Missing | 0 | 0 | 0 | 0 | 0 |
| Mean | | 1.3923 | 2.3867 | 1.3702 | 3.0718 | 2.7238 |
| Std. Deviation | | .48961 | .74881 | .49553 | .58721 | 1.10601 |
| Minimum | | 1.00 | 1.00 | 1.00 | 1.00 | 1.00 |
| Maximum | | 2.00 | 5.00 | 3.00 | 5.00 | 4.00 |

* Statement (ease of searching) gain the highest mean with 4.25 and statement (is it an experienced good) gain the lowest mean 2.68.

### 3.3 Pilot study and the Research Procedure:

Eight (8) questionnaires had been distributed to evaluate the questioner design and content as a pilot study. Field work had been carried out by the researchers themselves and distributed. After successful pilot study we conducted the study based on the following sample including students (50) and employees from Banks (60) and other Sectors (105 employees). A total of 215 questionnaires were distributed. But total returned questioners were 181 (84% response) leading to a loss of 34 responses (16% response rate).

## 4. Results & Analysis

### 1. H1 : There is a relationship between independent variables and purchase decision through internet.

According to calculated F value = 8.276 which is higher than schedule F in multiple regression test so we reject Ho and accept $H_a$ which means that there is a relationship between independent variables and purchase decision through internet. And through looking at $R^2 = 0.192$ so independent variables explained the dependent variable with power of 19.2 %. The e-price independent variable is correlated at a lowest value (0.028) with the customer purchase decision through internet while e-promotion correlated at the highest (0.344).

**Table 4.1: Correlation Matrix to measure the validity:**

**Inter-Item Correlation Matrix**

| | Security | Infrastructures for internet | Product / Service characteristics | E - Price | E - Promotion | Customer purchase decision through internet |
|---|---|---|---|---|---|---|
| Security | 1.000 | .503 | .287 | .029 | .236 | .316 |
| Infrastructures for internet | .503 | 1.000 | .259 | .116 | .270 | .175 |
| Product / Service characteristics | .287 | .259 | 1.000 | .090 | .328 | .264 |
| E - Price | .029 | .116 | .090 | 1.000 | .235 | .028 |
| E - Promotion | .236 | .270 | .328 | .235 | 1.000 | .344 |
| Customer purchase decision through internet | .316 | .175 | .264 | .028 | .344 | 1.000 |

* This matrix realized validity and relationship between dependent and independent variables.

**Table 4.2**

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| Previous purchase. | 14.9722 | 3.636 | .096 | .126 | .035 |
| Preference of purchase. | 14.7611 | 4.540 | -.009 | .140 | .174 |
| Preference of purchase. | 14.4056 | 5.092 | -.077 | .187 | .232 |
| Purchase intension | 14.2833 | 4.383 | .117 | .210 | .033 |
| Ease of purchase. | 14.2444 | 4.432 | .169 | .138 | -.006[a] |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

**Table 4.3: Multiple Regressions for all variables:**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .438[a] | .192 | .169 | .434 |

a. Predictors: (Constant), E - Promotion, E - Price, Security, Product / Service characteristics, Infrastructures for internet

**Table 4.4**

**ANOVA[b]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 7.785 | 5 | 1.557 | 8.276 | .000[a] |
| | Residual | 32.735 | 174 | .188 | | |
| | Total | 40.520 | 179 | | | |

a. Predictors: (Constant), E - Promotion, E - Price, Security, Product / Service characteristics, Infrastructures for internet

b. Dependent Variable: Customer purchase decision through internet

**Table 4.5**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.761 | .372 | | 4.737 | .000 |
| | Security | .201 | .067 | .241 | 2.988 | .003 |
| | Infrastructures for internet | -.036 | .064 | -.046 | -.567 | .572 |
| | Product / Service characteristics | .118 | .072 | .122 | 1.637 | .103 |
| | E - Price | -.042 | .061 | -.048 | -.681 | .497 |
| | E - Promotion | .253 | .070 | .271 | 3.591 | .000 |

a. Dependent Variable: Customer purchase decision through internet

**2. H2 : There is a relationship between the Consumers purchase decisions & security through Internet.**

Tables 4.6 to 4.9 summarize the results of simple linear regression for H2. The table shows the standardized regression coefficient of each predicator, R, $R^2$ and F, for all the predictors in linear regression analysis. The standardized regression coefficient represents the correlation coefficient between the independent variables and the dependent variable (i.e., Customer purchase decision through Internet). The entire model has a significant effect on Customer purchase decision through Internet ($p<0.01$). According to calculated T value = 4.436 which is higher than schedule T in Simple regression test so we reject Ho and accept $H_a$ which mean There is a relationship between the Consumers purchase decisions & security through internet. And through looking at $R^2$ = 0.100 so security variable explained the dependent variable with power of 10 %. As shown in Table 4.6, the standardized coefficient (beta) value for the technological context is positive (0.316) and significant (p<. 01), and thus supports hypothesis H2.

**Table 4.6**

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| Payment term | 11.3812 | 3.337 | .268 | .081 | .118 |
| Payment term | 11.4751 | 3.395 | .206 | .061 | .190 |
| Receipt of goods by time & place | 11.4475 | 3.982 | .084 | .027 | .334 |
| Privacy of process. | 11.7072 | 3.719 | .091 | .019 | .337 |

### Table 4.7: Simple Regression of security:

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .316[a] | .100 | .094 | .453 |

a. Predictors: (Constant), Security

### Table 4.8

**ANOVA[b]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 4.034 | 1 | 4.034 | 19.678 | .000[a] |
| | Residual | 36.486 | 178 | .205 | | |
| | Total | 40.520 | 179 | | | |

a. Predictors: (Constant), Security

b. Dependent Variable: Customer purchase decision through internet

### Table 4.9

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.627 | .229 | | 11.453 | .000 |
| | Security | .263 | .059 | .316 | 4.436 | .000 |

a. Dependent Variable: Customer purchase decision through internet

**3. H3 : There is a relationship between the Consumers purchase decisions through internet & Infrastructure for Internet.**

According to calculated T value = 2.367 (Table 4.10) which is higher than schedule T in Simple regression test so we reject Ho and accept $H_a$ which mean there is relation between the Consumers purchase decisions & infrastructure for internet, through internet. And through looking at $R^2$ = 0.031 (Table 4.11) so infrastructure for internet, through internet variable explained the dependent variable with power of 3.1 %. The standardized coefficient (beta) value for the technological context is positive (0.175) and significant ($p<0.05$) and thus supports hypothesis H3.

### Table 4.10

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| Access to internet, availability | 7.9779 | 2.088 | .255 | .262 | .178 |
| Cost of internet connection | 7.9392 | 1.857 | .372 | .270 | -.036[a] |
| Internet knowledge and practice. | 8.4033 | 1.775 | .050 | .018 | .672 |

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

**Table 4.11: Simple Regression of infrastructure for internet:**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .175[a] | .031 | .025 | .470 |

a. Predictors: (Constant), Infrastructures for internet

**Table 4.12**

**ANOVA[b]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1.236 | 1 | 1.236 | 5.603 | .019[a] |
| | Residual | 39.284 | 178 | .221 | | |
| | Total | 40.520 | 179 | | | |

a. Predictors: (Constant), Infrastructures for internet

b. Dependent Variable: Customer purchase decision through internet

**Table 4.13**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.073 | .239 | | 12.840 | .000 |
| | Infrastructures for internet | .138 | .058 | .175 | 2.367 | .019 |

a. Dependent Variable: Customer purchase decision through internet

**4. H4 : There is relation between the Consumers purchase decisions & product / service characteristics.**

According to calculated T value = 3.648 (Table 4.17) which is higher than schedule T in Simple regression test so we reject Ho and accept Ha which mean that there is relation between the Consumers purchase decisions & product / service characteristics. And through looking at $R^2$ = 0.07 (Table 4.15) so product / service characteristics variable explained the dependent variable with power of 7 %. The standardized coefficient (beta) value for the technological context is positive (0.264) and significant ($p<0.01$) and thus supports hypothesis H4.

**Table 4.14**

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| Is it searchable good. | 13.5856 | 4.377 | .199 | .080 | .214 |
| Is it an experienced good. | 14.7182 | 4.003 | .230 | .081 | .176 |
| Is it frequently purchased. | 14.1105 | 4.599 | .130 | .027 | .277 |
| Customization. | 13.8398 | 4.669 | .116 | .024 | .289 |
| Customization. | 13.3370 | 5.114 | .055 | .012 | .333 |

**Table 4.15: Simple Regression for product / service characteristics:**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .264[a] | .070 | .064 | .460 |

a. Predictors: (Constant), Product / Service characteristics

**Table 4.16**

**ANOVA[b]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 2.819 | 1 | 2.819 | 13.309 | .000[a] |
| | Residual | 37.701 | 178 | .212 | | |
| | Total | 40.520 | 179 | | | |

a. Predictors: (Constant), Product / Service characteristics

b. Dependent Variable: Customer purchase decision through internet

**Table 4.17**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.745 | .246 | | 11.160 | .000 |
| | Product / Service characteristics | .256 | .070 | .264 | 3.648 | .000 |

a. Dependent Variable: Customer purchase decision through internet

**5. H5 : There is relation between the Consumers purchase decisions and E-price.**

According to calculated T value = 0.379 (Table 4.21) which is lower than schedule T in Simple regression test so we accept Ho and reject Ha which mean that there is no relation between the Consumers purchase decisions & product / service characteristics. And through looking at $R^2$ = 0.001 (Table 4.19) so E-price variable explained the dependent variable with power of 0.1 %. The standardized coefficient (beta) value for the technological context is positive (0.028) and insignificant (p>0.05) and does not supports hypothesis H5.

**Table 4.18**

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| Search and time cost. | 10.7956 | 3.564 | .165 | .046 | .469 |
| Cost of product /service; core. | 11.6740 | 2.965 | .283 | .114 | .359 |
| Cost of perceived value | 11.0773 | 3.705 | .196 | .046 | .439 |
| Efficiency in supply chain | 11.2707 | 2.532 | .399 | .164 | .219 |

### Table 4.19: Simple Regression of E-price:

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .028[a] | .001 | -.005 | .477 |

a. Predictors: (Constant), E - Price

### Table 4.20

**ANOVA[b]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | .033 | 1 | .033 | .144 | .705[a] |
| | Residual | 40.487 | 178 | .227 | | |
| | Total | 40.520 | 179 | | | |

a. Predictors: (Constant), E - Price

b. Dependent Variable: Customer purchase decision through internet

### Table 4.21

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 3.541 | .246 | | 14.416 | .000 |
| | E - Price | .025 | .065 | .028 | .379 | .705 |

a. Dependent Variable: Customer purchase decision through internet

**6. H6 : There is relation between the Consumers purchase decisions & E-promotions.**

According to calculated 'T' value = 4.891 (Table 4.25) which is higher than schedule 'T' in Simple regression test so we reject Ho and accept Ha which mean that there is relation between the Consumers purchase decisions & E-promotions. And through looking at $R^2$ = 0.118 (Table 4.23) so E-promotions variable explained the dependent variable with power of 11.8 %. The standardized coefficient (beta) value for the technological context is positive (0.344) (Table 4.25) and significant ($p<0.01$) (Table 4.25) and thus supports hypothesis H6.

### Table 4.22

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| Ease of searching. | 15.4199 | 4.889 | .382 | .200 | .467 |
| Web content of information | 15.8674 | 4.060 | .415 | .228 | .425 |
| About product / service. | 15.9337 | 4.107 | .422 | .232 | .422 |
| Effectiveness & quick | 15.7790 | 4.651 | .329 | .133 | .484 |
| Response of web. | 15.6961 | 5.313 | .073 | .015 | .636 |

**Table 4.23: Simple Regression of E-promotion:**

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .344[a] | .118 | .114 | .448 |

a. Predictors: (Constant), E - Promotion

**Table 4.24**

**ANOVA[b]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 4.801 | 1 | 4.801 | 23.925 | .000[a] |
| | Residual | 35.719 | 178 | .201 | | |
| | Total | 40.520 | 179 | | | |

a. Predictors: (Constant), E - Promotion

b. Dependent Variable: Customer purchase decision through internet

**Table 4.25**

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 2.369 | .261 | | 9.092 | .000 |
| | E - Promotion | .321 | .066 | .344 | 4.891 | .000 |

a. Dependent Variable: Customer purchase decision through internet

In summary, five out of six hypotheses were accepted. The third hypothesis H3, showed statistically significant relationships at $p<0.05$ while H1, H2, H4 and H6 showed statistically significant relationship at $p<0.01$. The fifth hypothesis H5 was not accepted even at $p<0.05$.

## 5. Conclusions

The first objective was addressed through the literature review and exploratory research. The second objective was addressed through the analysis of data collected in the major study of this paper. This section draws conclusions about findings from this major study. Briefly, five factors in the measurement model were identified and were presented in the form of the model. Table4.1 and 4.5 presents a summary of factors. The third objective was addressed by the results obtained and are mentioned below**.**

a. Lack of high quality E-promotion will restrict consumer's decision to purchase though internet and will not motivate a consumer to follow the purchase decision process from top to bottom.
b. E-pricing has not reached to the perceived value of consumer and creates hurdles in the consumer purchase decision through internet.

## 6. Future Research

The empirical analysis and findings of the present study have yielded important insights and implications for online retailers and marketers but also leads to areas for future researchers to explore.

a. *Online communities* such as discussion forums and message boards, have become commonplace. Product review forums, one type of community, provide platforms for consumers to publicize their personal evaluations of product performance. Its like an electronic word-of-mouth.

b. *Online shopping attitude* refers to consumers' psychological state in terms of making purchases on the Internet.

c. Website Quality, Vendor, Consumer Satisfaction during the last purchase, disliking of Shipping charges, uneasiness about online credit card use and trust on merchants are other factors that are strong enough to influence shopping decisions.

d. Behavior of Influencers Varies by Product Category, and the advertisement for the product seen online or on any other medium.

e. The Potential for Impulse purchase Behaviour using the Internet. On the Internet, where customers are known to be impatient and where available information is often overabundant, the trade–off between search costs and decision quality might very well be exacerbated.

f. Therefore, an interesting area for future research would be to identify the various dimensions of hedonic and utilitarian values, and to examine their relative importance in driving customers' repurchase intentions towards online shopping.

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