The Influence of Product Type on Internet Shopping Behavior of Consumers

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Abstract: The present study examines the influence of products type in online shopping, the adoption of e-commerce and the consumer’s behavior regarding e-commerce. By using technology acceptance model we analyzed that product types directly influence the consumer’s intention. Attitude of consumers positively influence the perceived usefulness of the system. Customers tend to shop online when they feel that offline shopping is inconvenient. Mostly customers tend to purchase goods by searching rather than experiencing goods. Customers adopt the online shopping for the purpose of time saving and cost saving. This study analyzed the perceived risk and consumer’s perception regarding online shopping. Perceived risk is negatively influence the consumer intention to shop online. Consumers that have already experience of online shopping reflected significant effect of risk constraints. Trust of consumer to shop online is another predictor that plays an important role for online shopping.

Key words: E commerce • Product type • Technology acceptance model • Perceived risk

INTRODUCTION

Now a day the trend of online shopping is increasing day by day. E-commerce, by adopting the facility of internet, manage and communicate information in meaningful way to create the link between customer and organization which further leads to the economic activity and develop new businesses. The importance of e-commerce is increasing day by day, due to e-commerce business to business and business to customer interaction is increasing. The production is increasing due to increase of demand; the organizations are selling their products through internet. For this purpose they deeply review their marketing tactics, production and customer information. Online customers can not differ from non buyer’s customer in their belief [1, 2]. Online shopping practices are implemented in developed countries, but now due to advancement of technology and to save the time, developing countries are also focusing on online shopping facilities. Mostly Multinational Corporations, mega marts, are providing online shopping facilities. Electronic products and cosmetic products are mostly being sold through internet.

Often buyer intent is to purchase low price products by searching goods so, they adopt specific shopping channel. Product type and convenience of different products in web site attract the consumers [3]. Most of the buyers adopt internet shopping for time saving purpose. Time and traveling cost are two very important factors for consumers. For this purpose the present study attempts to investigate the influence of product types. Mostly consumer wants to purchase online products but perceived risk is associated with them.

The research model also supported by technology acceptance model [4], which clarify behavior intention of individual and their affect on two other predictors perceived usefulness and perceived ease of use and their influence on system usage. The purpose of this paper is to analyze the association among product types, usefulness of e-commerce, Perceived ease of use and risks constraints associate with the effect of consumer behavior, which type of risk consumer mostly face and which type of products they want to purchase through internet. Products type influence customer intention to continuous shopping online on internet. According to literature number of factors motivates consumers to go for online shopping including products type, price, convenience and consumer’s life style [5, 6, 7]. Because consumers cannot focus on one shopping channel, their behavior motivates them to adopt different channels and types of products like electronic products, search goods, books etc.

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Research Theory: [8] introduced the technology acceptance model represents an edition of the theory of Reasoned Action [9]. Focus on individual behavior to use technology. This study focuses on analyzing the attitudes that have an influence on individual attitudes and intentions [10]. Technology acceptance model point out two specific concepts due to innovation in technology perceived ease of use and perceived usefulness directly impact on behavioral intention. Perceived usefulness influence consumers intentions to adopt and continues usage of a system to increase their performance. In organization prospective individual generally wants the positive reinforcement for good performance in his job for raises, promotion, increments and rewards.

It has been analyzed in literature that TAM specifically applied in internet prospective and efficient usage of system [11]. Perceived usefulness of internet shopping is a powerful predictor as compare to perceived ease of use to shop online [12]. Perceived usefulness of system attracts the individual intention to adopt virtual ecommerce [13]. Attitudes of individual toward the system are the main determinants of the intention to shop on internet, perceived risk negatively affect the intention of individual to shop online on internet [14, 15]. Perceived usefulness of system and ease of use are positively influence the attitude of towards use of internet services [16]. The TAM analyze the consumer behavior to shopping online is supported many studies in literature whether consider this behavior in general sensed [17]. Technology acceptance model apply in different fields to analyzed the system usage, later on it is used on health care to find out the importance and acceptance of health IT [18].

[19] found that the association of perceived risk and online shopping behavior intention of customers and also suggested that types of product is another important predictor that cannot be discussed in his study, the products type customers want to purchase in on line shopping, by reviewing the literature we find out the relationship between behavior intentions and products types [20]. With the help of literature following prepositions are proposed that are supported by Technology acceptance model.

H3: There is positive association among perceived usefulness and attitude to shop online.

H4: There is positive association among perceived ease of use and attitude to shop online.

H5: There is positive association among perceived ease of use and perceived usefulness.

Perceived Risk: The idea of risk introduced by [21] that analyzed in different perspective. After reviewing the literature it has been seen that the perceived risk have a minor effect on individual intention to usage of system, perceived risk consistent of behavioral and environmental uncertainty. Perceived risk decreases user’s behavioral intention of online buying [22]. The impact of perceived risk has been analyzed from review literature that is supported by TAM. Perceived risk is important predictors of continued interaction of buyer to shop on internet [23] less risk buyer interact more.

Hence, different researchers have observed that perceived risk has a negative effect on behavior intention of individual to shop online on internet [24], also a negatively effect on attitude to use [25]. This study also analyzed the risk constrains that affect online internet shopping adoption. After review the literature six constraints of perceived risk are identify that mostly used in literature; economic or financial, Performance, physical, social and time risks [26, 27, 28]. Perceived risk directly impacts on behavioral intention of customers [29].

Product Type: This study also caters the relationship of consumer intentions and product type, literature suggests that consumer wants to purchase online, It has been seen that consumer focus to shop online for saving purpose, near about 84% of consumer prefer the price info when they purchase online [30]. Individual ability to earlier adoptions and perceived the feature of online shopping [31]. The attribute edge for retail shopping increase and consumer feel enjoyment its influence increase to purchase item on web site [32]. Consumer decision Making process depends upon online and of line price. Products classification has been proposed by [33]. Three factors influence the consumer intention products type, shopping channel and convenience characteristic [34].

The Convenience of products makes the most important influence of consumers who shop online. The products type can have a significant impact on customer’s online purchasing on Website experience and their trust in the online purchasing [35].
**H6:** Perceived risk negatively associate with behavior intention to shop online on internet.

**H7:** Perceived risk negatively associate with individual attitude to shop online on internet.

**H8:** Perceived risk negatively associate with perceived usefulness to shop online.

**H9:** There is positively association among products type and Behavior intention to shop online on internet.

**H10:** There is positively association among products type and attitude to use to shop online on internet.

**H11:** There is positively association among products type and attitude to use to shop online on internet.

**H12:** Perceived usefulness positively influence product type to shop online on internet

**DISCUSSION**

This study analyzed the factors that influence consumer intention to shopping on internet, with specific attention on product type which product type they want to purchase on internet shopping. In extension to the TAM product type's variable is incorporated. This study also analyzed the perceived risk on internet shopping, six risk dimension measure, that effect the consumer attention to shop online. The model compare the two type of buyer one that have never purchase a product through internet, second one that have experience in internet shopping. For reviewed the literature it has been analyzed that there is a positive association among individual attitude and intention to shop online on internet [36]. For both customers (internet buyers and non buyers) perceived usefulness of a system is a main predictor that influence attitude of an individual to use ecommerce. The theory of planned behavior [37] suggested that individual behavior belief reinforces and build a consistent association among individual attitude and intention. The two type of buyer one that already experience in internet shopping and second the individual that have never purchase a product through internet, the perceived ease of use and perceived usefulness has positively influence individual attitude, perceived risk negatively affect the individual attitude, those who never acquire a product through internet. When the buyer do not have past experience of online shopping through internet their belief regarding usage of system is less, some how perceived risk is significant effect of behavior attitude if the buyer have experience of internet shopping, but the common opinion of virtual shopping does not change. The internet buyer would perceive online line shopping easier, time saving and less risky than non buyers [38]. Previous study analyzed the perceived risk and its constraints that consumer face in online shopping, this study analyzed the products types’ that influence consumer intention to shop online.

The present study examined the impact of product type on buyer intention to shop on internet, There is positively association among products type and attitude to use to shop online on internet, for reviewed the literature it has been analyzed that the convenience of product in company web site influence the customers intentions. If the perception of buyers feel that traditional shopping channel is inconvenient than buyer move to
online shop on internet, some are time conscious buyers due to crowded shopping places and waiting for numbers they adopt online shopping channels, mostly buyer intent to purchase low price products and search goods, they do not want to purchase high price products and experiences goods that already experience to purchase. Perceived usefulness positively influence product type to shop online on internet, product type, consumers life style and conveniences are influence consumer attitude towards e shopping [39]. The online shopping has a big resource for saving time and cost.

Limitation and Recommendation: Some limitation are pointed out in present study, the current study focus the overall product type not related to a specific products and any specific industry, may be some consumers did not know how to purchase the online products through internet. There is also lacks of findings of products categories, for high involvement and low involvement products, so in futures researchers focus on these attributes and fill the gap.

Consumers are hesitated online shopping due to risk constraints especially in financial and security risk, these constraints negatively influence the individual attitude and intentions towards online shopping, organization provide securities and well online transaction system than buyers influence towards online shopping. For this purpose the organization market their products according to their features that the customers get trust their products.

Managerial Implication: Due to advancement in technology, online business is commonly operated world wide. This study will help out managers in decision making and also for making strategies related to their products. Organizations provide product details in company official web sites that the customers visit and get information related to specific products. Sales of products increase to due products availability on company website consumer’s access online and purchase, Commonly product features, type, model, price list are available in organization website, that help our customers to search out the relative products. Consumer wants to purchase low price product rather than high price products due to financial risk and their intention is higher towards search goods rather than experience goods. So this study helps out the manager to display their products better way on online websites. Managers provide products related information on web sites that increase the sales of company and also a good way of market the products.

CONCLUSION

The online shopping trend is increasing day by day. Many businesses adopted the concept of e-commerce that also connects business to business strategies. They create competitions between traditional channels and online shopping channels. Consumers cannot focus on one shopping channel; they adopt different channels and types of products. With the help of technology acceptance model, we analyze the consumer’s behavior, intentions and product type. Mostly consumer want to purchase low price products and their perception regarding online shopping through internet is also improving.

Future Research: Future research is needed to find out the relationship between consumers trust and his or her behavior intentions with online shopping. Consumers trust on internet shopping and comparison between high and low priced products regarding online shopping is missing. Also an empirical study provides more accurate results according to variables.

REFERENCES


