REPUBLIC OF TURKEY
ISTANBUL GELISIM UNIVERSITY
INSTITUTE OF GRADUATE STUDIES

Department of Business Administration

THE EFFECT OF ONLINE SHOPPING MOTIVATIONS ON PURCHASE INTENTION: A FOCUS GROUP STUDY OF FACEBOOK IN IRAQ

Master Thesis

Abdulrahman AL-MSAFIR

Supervisor

Asst. Prof. Dr. Pınar BACAKSIZ

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DECLARATION

I hereby declare that in the preparation of this thesis, scientific ethical rules have been followed, the works of other persons have been referenced in accordance with the scientific norms if used, there is no falsification in the used data, any part of the thesis has not been submitted to this university or any other university as another thesis.

Abdulrahman AL-MSAFIR

…/…/2023

SUMMARY

The concept of online purchasing has evolved over the past years and has become a competitor to traditional buying, and in light of people who seek to try this type of purchase, even in developing countries such as Iraq, consumers feel the need for motivation to try this method sometimes, as touching and trying the products before buying them It is a basic purchase of many goods. Like clothes for example. This problem can be eliminated if company managers and market managers understand the motives that make consumers buy products online in order to make their strategies match the desires of customers and convince them that the online store is an important way to buy and facilitate the purchase of products through Facebook and that they can return the product if it proves not to match the description. The effect of online shopping motives on intent to purchase online products using facebook in Iraq. A proposed conceptual model is presented that helps to understand what are the primary motives that drive consumers to buy using social networks, especially Facebook.The data in this study were collected from a random sample of 304, where the questionnaires were distributed electronically. The results of the study concluded that there is an effect of Hedonic motives and utilitarian motives on online purchase, as the correlation between the intention to purchase via the Internet and utilitarian motives is greater, which shows the importance of the value that the product has on the decision buying of the customers .

Key Words: Motivations , hedonic motivations, utilitarian motivations and online purchase intention

ÖZET

Çevrimiçi satın alma kavramı son yıllarda gelişti ve geleneksel satın alma için bir rakip haline geldi ve insanların bu tür satın almayı deneme arzusu ışığında, Irak gibi gelişmekte olan ülkelerde bile tüketicilerin bunu yapmak için motivasyona ihtiyacı var ve tüketiciler bunu yapmak istiyor. örneğin, Giyim satın almadan önce malları deneyin. Yöneticiler ve pazarlamacılar, tüketicilerin stratejilerini uyarlamak için çevrimiçi olarak ürün satın alma nedenlerini anlarlarsa ve onları çevrimiçi kanalın Facebook'ta ürün satın alma ve satın alma işlemlerini kolaylaştırmanın önemli bir yolu olduğuna ve onları iade edebileceklerine ikna ederse, bu sorun en aza indirilebilir.

Açıklamaya uymadığı kanıtlanırsa. Irak'ta online alışveriş güdülerinin Facebook kullanarak online ürün satın alma niyetine etkisi. Tüketicileri sosyal ağları, özellikle Facebook'u kullanarak satın almaya iten temel güdüleri anlamaya yardımcı olan önerilen bir kavramsal model sunulmuştur. Bu çalışmadaki veriler, anketlerin elektronik ortamda dağıtıldığı 304 kişiden oluşan rastgele bir örneklemden toplanmıştır. Çalışmanın sonuçları ürün değerinin önemini gösterdiğinden, çevrimiçi satın alma kararı verirken çevrimiçi satın alma niyeti ile faydacı güdüler arasındaki korelasyon daha yüksek olduğundan, zevk ve faydacı güdülerin çevrimiçi satın alma üzerinde etkisi olduğu sonucuna varılmıştır.

Anahtar Kelimeler: Motivasyonlar , hedonik motivasyonlar, faydacı motivasyonlar ve online satın alma niyeti

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INTRODUCTION

Many of our behaviors have evolved since the introduction of technology into our life. Online purchasing is one of these shifts. With its characteristics (interactivity, universality, low cost, geographical limitlessness, infinite capacity, flexible time, and so on), the environment of online shopping has become the main and strongest opponent of the traditional understanding of shopping, and consumers have begun to meet their wants and needs in this way (Akar, 2008). One of the reasons for the rapid growth of online buying is the shopping experience that businesses deliver to their clients. To improve this experience, companies are continually adding new features and services for online shoppers in order to provide them with the same level of support, ease, and comfort that they get while shopping in person (Mohsin, 2020). Finding online stores, looking for product information, choosing payment choices, purchasing items or services, saving time and money, and engaging with other customers and retailers are just a few of them (Lin, 2007; Cai and Cude, 2008). At the same time, internet shopping provides the convenience of discovering several alternatives without being constrained by time or place by allowing for extensive research and comparison of goods and services (Saydan, 2008).

It was shown that regardless of where customers purchase (online or offline), 63 percent of the purchasing trip begins online (www.thinkwithgoogle, 2018). That is, researchers looked at where customers looked for information while disregarding where they finished their buying. Google and Amazon are two of the most popular search engines used by customers. According to research on internet shopping, roughly 1.8 billion people throughout the world bought things online in 2018. Furthermore, whereas global e-retail sales were 2.8 trillion dollars in 2018, projections show that this figure would rise to 4.8 trillion by 2021. (Statista, 2019, 2020).

This thesis's study question aims to look into the impact of online shopping motives on purchase intent. To begin, a study is conducted to determine which set of incentives best explains online purchase intent. More

specifically, this study will look at not only the impact of hedonic and utilitarian motives on purchase intention, but also which elements of these two motivations' categories have the greatest impact on buy intention. When it comes to internet commerce, this business is notorious for its struggles. Consumers are compelled to touch and sample things before making a purchase (Hsu and Lee, 2003). This problem can be mitigated if managers and marketers understand what motivates their customers to buy products online so that they can adapt their strategies and persuade them that the online channel is a viable option for purchasing products, as well as facilitating the purchase process through Facebook. The methodology used in this study is quantitative and exploratory in an attempt to know the effect of consumers' motives on the intention to buy through online platforms such as facebook, where this study will be applied to iraqi consumers.

The purpose of this thesis is to investigate the impact of online shopping incentives on product purchase intent on Facebook in Iraq. A proposed conceptual model is offered to assist comprehend what are the main incentives that motivate customers to purchase using social media, particularly Facebook. This thesis study model proposal focuses on online customers' behavior, namely their motives and desire to buy online. The ultimate purpose of this research is to determine what factors are important in enhancing Iraqi customers' willingness to buy online.

The underlying driving element behind all customer activities is motivation (Chen, 2012). It's a crucial concept in shopping behavioral research, and it's crucial for retail marketing (Wagner, 2007). The causes that motivate people to shop are known as shopping motives (Arnold & Reynolds, 2003). Tauber (1972) proposed eleven reasons for shopping, which he divided into personal and societal incentives. Expected utility, role enactment, negotiation, choice optimization, affiliation, power and authority, and stimulation were identified as seven motives for purchasing by Westbrook and Black (1985). Shopping motives were divided into five categories by Kim, Kim, and Kang (2003): service motivation, economic motivation, distraction motivation, eating-out motivation, and social incentive. The sociological, experiential, and utilitarian components of purchasing were

highlighted by Wagner (2007). In the sphere of online buying, a variety of motivating typologies have been proposed. Aspects including simplicity of use, usefulness, and enjoyment have been recognized as precursors of technology adoption, such as Internet shopping, by Davis, Bagozzi, and Warshaw (1989). Information search, pricing information, originality, product assortment, convenience, and socializing are all recognized as Internet purchasing reasons by Noble, Griffith, and Adjie (2006).

The advantages desired by online customers, according to Liu and Forsythe (2010), include simplicity of use, usefulness, enjoyment, convenience, and information search. Price of items and prior computer skills are two factors that influence online buying, according to Kim and Eastin (2011). Compatibility, usefulness, convenience of use, and security are all factors that influence online purchasing, according to Naseri (2011). In a research of Saudi Arabian respondents, Al-Maghrabi and Dennis (2011) highlighted perceived utility, enjoyment, and social pressure as factors that influence online behavior. Consumers purchase online for a variety of reasons, including convenience, flexibility, and time constraints (Khare, Singh & Khare, 2010). Ha and Stoel (2009) found that usefulness is the most powerful predictor of attitude toward online buying among US respondents, whereas ease of use, trust, and enjoyment are secondary predictors. Cost, convenience, time factor, enjoyment, and danger are all variables that influence channel choice, according to Huang and Oppewal (2006). Despite the development of several taxonomies for purchasing motivations, the two most common motivations are utilitarian and hedonic. The antecedents of shopping behaviors include hedonic and utilitarian features, which take into consideration shopping motives (Guido, 2006). Customer satisfaction is higher when customers believe a store provides good hedonic and utilitarian value (Ha & Im, 2012). In the existing literature, the relevance of hedonic as well as utilitarian incentives has been well recognised (Childers, & Carsons, 2001; To, Liao & Lin, 2007). Utilitarian motives encourage buying for the purpose of achieving a purchase's usefulness, functionality, and monetary worth. It is the appraisal of a product's utilitarian worth and functional features by customers (Batra & Ahtola, 1990). Rationality and objectives govern

utilitarian buying behavior (Farrag, Sayed & Belk, 2010). Value, knowledge, simplicity of use, and convenience are all utilitarian features of online purchasing (Khare & Rakesh, 2011).

Traditionally, utilitarian considerations have been thought to be the most important predictors of purchase behavior. One of the first scholars to acknowledge shopping as a pleasurable activity was Levy (1959). This led to the recognition that hedonic considerations, as well as utilitarian reasons, drive consumer purchasing decisions (Arnolds & Reynolds, 2003; Darden & Griffin, 1994). "Relate to the multi-sensory, imaginative, and affective parts of one's encounter with products," according to hedonic quest for customer behavior (Hirschman & Holbrook, 1982). It also denotes pleasure and amusement (Babin, Darden & Griffin, 1994). Hedonic consumption can help consumers escape to a pleasant setting (Arnolds & Reynolds, 2012) by providing gratification through ambiance, shopping, and social encounters outside of the house (Arnolds & Reynolds, 2012).

Shopping might also be motivated by the joy of having fun. Hedonic motivation is employed as a self-centered need such as freedom of shopping environment, fanciful needs, escape from reality, and distraction, rather than practicality, and influences the interests of the purchasing process, such as sights, fun, pleasure, and diversion (Babin et al., 1994). Hedonic purchasing motivation, in particular, is a strong predictor of purchase intention in online shopping, since it encourages exploratory information searching and impulse purchases (Kim & Eastin, 2011). Love, hatred, fear, joy, and other aesthetic or emotional sensations produce hedonic characteristics (Ba et al., 2020). Shopping, according to the hedonistic viewpoint, is a possible source of amusement and pleasure arising from fun and play. Hirschman and Holbrook (Harriman & Holbrook, 1982). As a result, hedonic incentive might encourage customers to experiment with fashion-sharing platforms for the sake of fun and enjoyment. Consumer reasons, in addition to functional and pleasure purposes, are becoming more diversified as modern customers become more diverse. One conceivable motivator on a sharing platform is ecological motivation, which has mostly been researched in the realm of recycling and reuse consumption. Previous research has shown that

environmental incentive has emerged as a consumer motivator for accepting the sharing platform (Yoon & Kim, 2017). Modern customers have a strong desire for more environmentally friendly options, which may contribute to the expansion of fashion-sharing platforms.

Hypothesis

H1: There is a positive association between consumers' hedonic motivations and their intention to shop online.

H2: There is a positive association between consumers' utilitarian motivations and their intention to shop online.

H3: there are a difference between utilitarian and hedonic motivations in explaining purchase intention

CHAPTER ONE

ONLINE PURCHASE INTENTION

Consumers who are creative The ability of a customer to be creative is an essential component in the study of different sorts of consumers and their actions. The personality trait of a consumer's creativity and ingenuity relates to how quickly or slowly he or she accepts a new innovation in his or her life. It also refers to how a customer reacts to the introduction of a new product or technology into his or her life. A consumer's entrepreneurial intention may be divided into two categories. One is general inventiveness, which influences how a person interacts and responds to new things and situations (Atchariyachanvanich, Sonehara, and Okada, 2008).

Domain-specific inventiveness is the other sort of inventiveness. It is a measure of a consumer's willingness to learn about and accept innovations in a certain area or product category, and it is specific to that product category. This is a vital topic for internet marketers to comprehend in order to understand their target market in relation to the product they are selling. Based on the product offering, online marketers may identify more inventive existing and future consumers through internet groups and forums, web chats, and social media, and appropriately advertise their new product offers between them to encourage the adoption of their goods. Online marketers may then collect feedback on their items from their forward-thinking customers (Chiu, Wang, Fang, and Huang, 2014).

The online search activity of a customer is divided into two parts: One method is to use a website or a search engine to look for relevant information. The other type of search is intra site, which is conducted within a website to locate information about a certain brand or product. As a result, a consumer's online search might include searches across several websites as well as searches conducted within a single website. This feature is important because it allows digital marketers to effectively place and advertise their product offers and relevant information based on the type of commodity, desire for it, and consumer web searches for it. Consumers' online buying behavior is

driven by a desire to lower transaction costs while keeping the process as simple as possible. Consumer features and attitudes, as well as the influence of advertising channels and well-known opinions, all influence online purchasing behavior. Shopping online can be seen as an innovation, and its adoption is influenced by consumer characteristics and attitudes, as well as the impact of advertising channels and well-known opinions (Etemad, 2004).

1.1. Online Purchase Intention

The plan to acquire a specific commodity or service through the internet in the future is known as online purchasing intention. The chance of acquiring a certain product is determined by the consumer's interactions with brands, as well as his or her views and reasons . Online purchase intent is a key indicator of real purchase intent and is used to track customer behavior. Behavioral intentions are elements that explain how people are willing to engage in a particular conduct, and they also have an impact on the prediction of that behavior (Bakos, 1991).

The idea of planned behavior has been used to anticipate someone's conduct based on their views toward subjective norms and important groups in their lives. Electronic consumers' online purchasing intentions are also influenced by these subjective standards, which are influenced by consumer views toward online buying in general. For many businesses, online purchasing is a critical channel, and it has helped them maintain revenues during the recession. As online purchasing grows more competitive, e-retailers are focusing their efforts on encouraging customers to purchase and repurchase their items through online channels . Companies must match the wishes and demands of internet users in order to enhance online purchase intention. It is critical to investigate the impact of online motivations as a driver of purchase intention, as well as which characteristics of online motives may have a greater impact on buy intention (Childers, Carr, Peck, and Carson, 2002).

1.1.1. The emergence of online purchasing

Online Purchasing is any business transaction carried out in an electronic format, and it defines how transactions are carried out via electronic networks, the majority of which are carried out through the internet. This encompasses all electronic procedures for supplying, purchasing, and selling items, services, and information. The goal of online purchasing is to cut costs, shorten product lifecycles, and improve service quality by providing faster client feedback. With the emergence of the internet and the liberalization of financial markets in the 1990s, online Purchasing arose. Online purchasing and electronic payment systems arose as a result of increased competition, particularly in the mortgage business (Kim, 2008).

The Internet provides a near-ideal market since data and analyses can be done instantly from anywhere on the planet. Consumers benefit from this advantage, but suppliers face strong competition and brand loyalty suffers as a result. Online purchasing sales are estimated to hit 1.92 trillion dollars in 2016. Cosmetics, which arose out of the opportunity to touch, smell, and sample products before buying them in shops, is now a rapidly increasing section of the online purchasing market. Online purchasing has become a popular option to purchase cosmetics in stores due to its convenience, larger product availability, and opportunity to share and access other people's thoughts. Given the rapidity with which clothes and accessory sales have risen to become one of the most popular online purchasing categories, it is expected that cosmetics will follow suit. For many businesses, particularly mature and conventional shops, online Purchasing now accounts for the bulk of sales growth. On the other side, online purchasing has aided in the stabilization of sales for organizations whose physical store sales have decreased throughout the crisis. The majority (39 organizations) of the top 50 largest e-retailers are omnichannel, with a physical shop and an online platform (Liu, Chen, and Zhou, 2010).

1.1.2 Online purchasing trends

Physical establishments are battling to sustain and expand their revenues as consumers increasingly use online platforms to make purchases. Companies are being forced to embrace an omni channel strategy due to rapid developments in customer behavior. During their buying trip, 85 percent of online customers use several devices, often ending up in a different one from where they started. For customers, this provides a unique purchasing experience in which online and offline shopping become one. Furthermore, multi-channel shoppers are said to shop three times as frequently and spend three times as much as single-channel shoppers. Physical shop owners are attempting to expand their operations to online platforms through partnerships and pop-up stores, while online-store players are attempting to develop physical store footprint through collaborations and pop-up stores. (Malhotra, 2010).

1.1.2.1. Payments options

When buying goods and services online, customers today expect to be able to choose how they pay. Varied customers have different payment preferences, and depending on the transaction, customers may choose to utilize different payment methods. Instead of merely taking credit cards, organizations should make an effort to accept a variety of payment choices in order to meet the needs of their customers. Many people are still wary of online purchasing and exposing their credit card information on the internet because of security concerns. When shopping online, users should have the option of using debit cards, PayPal, or mobile payments. (Overby, and Lee, 2006)

1.1.2.2. Mobile Purchasing

Mobile devices have become the number one platform for exploring information and doing pricing comparisons at any time with any interned enabled device because to their speed and simplicity . Mobile purchasing now accounts for 15% of all online purchasing sales, which implies that 15% of all e-sales are now made using mobile devices. This figure is expected to rise

to 45 percent by 2020, with a value of $284 billion. Amazon is an excellent example of a corporation that embraces mobile purchasing and creates tactics to make it a nice experience for customers. Consumers who join Amazon Prime pay an annual fee and receive free delivery and, in certain cases, same-day deliveries. The perks of acquiring an annual membership now include free video streaming. In the United States, 55.78 percent of mobile consumers say Amazon is where they make the majority of their online purchases (Pavlou, 2003)

1.1.2.3.Faster shipping

Unlike in the past, when internet shoppers had to wait several weeks for their items to arrive, today's shoppers are impatient. When people purchase online, shipping time is increasingly a major consideration.This aspect has led to many consumers going through the consumer journey online but then going to a physical store to buy the goods they want since they don't want to wait for delivery. In order to meet consumers' requirements, several organizations have implemented techniques to reduce product shipping times, with shipping times as low as a few hours in some places. (To, Liao, and Lin, 2007)

1.1.2.4.Social purchasing

The low amount of personal and social presence that distinguishes online and physical buying is a significant distinction. This disparity is seen to be a roadblock to online purchasing growth. The lack of physical presence is frequently cited as a major online purchasing drawback. In e-purchasing , the lack of social and human presence is associated to higher risk, diminished social cues, and operates as a barrier to a favorable business environment. The incorporation of Web 2.0 technology into online purchasing sites, on the other hand, has significantly boosted social presence. As a result, the term "social purchasing " has been coined. Web 2.0 technologies have played a vital role in facilitating social interactions and consumer presence. Web 2.0 technologies make it easier to acquire important data by including features like content distribution and user-generated content. Such characteristics have an influence on consumers' social interactions as well as commercial

consequences. Web 2.0 technologies have a significant influence on the trustworthiness and reputation of a company's transactions. Furthermore, these technologies assist organizations in strengthening client interactions and increasing the efficiency of building a new brand or product. Customers, on the other hand, can gain greatly from web 2.0 technology. Customers' tastes, judgments, and impressions are influenced not just by data available on online purchasing websites, but also by peer-generated material on social media (Zhang, Farris, Irvin, Kushwaha, Steenburgh, and Weitz, 2010).

Social purchasing is the most recent advancement in terms of information and communication technology. Despite the fact that social purchasing is still in its infancy, it is rapidly evolving in practice. The rapid rise is linked to the quick expansion and growth of social media networks, which has enhanced peer contact and led to the establishment of social groups. As a result, many businesses are now being offered with new opportunities to support their operations through social networks, a concept known as social purchasing . Sinioukov and Tatyana (1999) pointed out that social purchasing , which is enabled by social networking sites, promotes online purchases by allowing users to discuss, connect, suggest, and even rate products based on their experiences.

As a result, numerous service providers (such as airlines and insurance) and retailers (such as Samsung) have been successful in adopting social purchasing to improve their company performance. Nonetheless, Liang and Turban believe that some businesses have failed to implement social purchasing strategies, and that there have been various concerns with regard to privacy, trust, and security while transferring data. Customers are known to be hesitant to make online transactions due to a lack of trust. However, with social purchasing , social networking sites (SNSs) send out product notifications, and customers may then make purchases. As a result, customers' intents to buy from online vendors might be greatly boosted by their faith in social networking sites and the integrated material provided by peers. Companies can increase purchase intentions and word-of-mouth by building trust in social purchasing . However, Merrilees, Jayawardhena, Theo Wright and Dennis (2009). Consider that there is a lack of studies dealing

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with the topic of social purchasing that examines the role of social media in motivating customers to buy from the Internet, and how these incentives or motivation can be converted into purchasing intention. As a result, this study fills in the gaps by attempting to explain the link between trust and customers' propensity to purchase from online sellers via a social networking site (SNS). Furthermore, the goal of this research is to provide a mechanism that explains how trust in social media sites influences purchasing intent (Merrilees, et al ,2010).

According to a research by the Arab Advisor Group, Iraq has 514,000 online purchasing users, or 8.2 percent of the entire population. In addition, the research predicts that Iraqi's overall spending on online purchasing operations in 2011 was US$ 370 million. According to the survey, 24.4 percent of Iraqi Internet users utilize online purchasing to buy goods and services and pay bills online, up from 15.4 percent in 2010. The study also highlighted the significant increase in spending from US$ 192 million in 2010. As a result of these data, Iraq might be considered an acceptable arena for online purchasing operations among Arab and Middle Eastern emerging nations. As a result, various research have looked into Iraqi online purchasing adoption. However, no empirical study on social purchasing acquisition, particularly adoption through social media platforms, has been conducted with Iraqi customers. As a result, this is the first study to look at Iraqi customers' intentions to embrace social purchasing via a social media network like Facebook. This study attempts to address the following research question: How do incentives affect buyers' push to buy from the Internet through social media in Iraq? The main objective of the study is to look at the interactions and relationships between trust in a social media platform such as Facebook, social interaction, information search, and motivation to purchase via social media platforms as well as their impact on consumers' purchase intent via social purchase on Facebook. Facebook was chosen for this study because it is one of the most prominent and famous social networking sites, especially in Iraq, where it is highly relied upon in e-marketing compared to other communication platforms. As a result of answering this question, this study is likely to provide useful findings and

recommendations for management and marketers in Iraq. (Alshawi, Missi, and Irani, 2011).

Social media technologies have significantly garnered a lot of traction among worldwide populations. As a result, according to Lal, many organizations now have a plethora of options and tools for improving their internet presence. Many writers propose diverse categories of social purchasing , hence there is no agreed-upon definition. According to Lu et al., social purchasing relates to the use of social media platforms to offer online purchasing transactions and events. Alshawi et al.(2011), on the other hand, describe social business as an Internet-based social media that allows individuals to actively participate in the sales and marketing of products and services via online communities and markets. Another definition of social purchasing is "a type of online purchasing that makes use of Web 2.0 social media technology to facilitate online interaction and contributions of online users in the acquisition of goods and services." Social purchasing, according to Ahmed and Sathish (2015), is online purchases that are supported by offline and online social contexts such as Facebook, Instagram, etc. It is also defined as an evolution of online purchasing that uses social networking technologies such as Facebook to facilitate buyer interaction with seller, which leads to the creation of effective content including reviews and opinions that assist other buyers in making a purchase decision for the service or product. (Ahmed, and Sathish, 2015).

Some of the most prominent online purchasing companies, such as Amazon and eBay, have integrated social networking material and apps into their applications to encourage dialogue between consumers when they make a purchase. According to Liang and Turban, social purchasing is a concept that combines social and economic characteristics and is defined by community connections made possible by social technology and commercial operations. Social purchasing , according to Cameron, and Michelle (1999), is a subset of online purchasing that uses social networking technology to assist online purchasing activities and functions. Shopping is often seen as a social activity. Social ties, influence a person's decision to buy anything. Online purchasing varies from conventional purchasing in that online

purchasing sites lack the warmth and friendliness related to traditional purchasing 's face-to-face purchasing interactions. Online purchasing also differs from conventional purchasing in that it requires less cognitive effort and is perceived as anonymous, impersonal, and computerized. Information-lean online purchasing websites include core features that enable only the basic transactional components of online purchase (such as credit card assurances). This is due to online purchasing companies' emphasis on one-way contact between the system and users, as well as on boosting efficiency (Ahmed, and Sathish, 2015).

In the past, initiating and managing social relationships between vendors and purchasers was not only expensive, but also impossible . However, the introduction of social technology added a social element to online shopping, resulting in a more sociable experience. Furthermore, social technologies have improved organizations' capacity to manage and start social connections with customers in a cost-effective and controllable manner. While e-business is focused on achieving corporate goals, social purchasing is primarily focused on achieving social goals including such information sharing and networking, with a secondary purpose of encouraging consumer purchases   Buyers acquire a greater understanding, expertise, and more information through social purchasing , which helps them make better online purchase selections (Batra, and Ahtola, 1991).

According to Childers, Carr, Peck, and Carson, (2002), the research suggests two primary forms of social purchasing . The first group is mostly comprised of online purchasing websites that use Web 2.0 software and strategies to boost consumer engagement and content development. Customers in this category are limited in their ability to remark on other customers' reviews. Customers are also unable to connect further with these evaluations since they are unable to create communities, send private messages, or add other customers. The second category, built naturally on the Web 2.0 platform that includes online purchasing properties, such as a Facebook profile for any business or brand. Social buying platforms provide a number of channels such as customer-to-customer (C2C) and business-to-customer (B2C) interactions, as well as other types of collaboration in content

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creation and interaction between online merchants and customers. Consumers can help online retailers build or create their own pages that meet customer needs; So that they can publish news and promotions, add important commercial content to their sites, and communicate with their customers in a variety of ways. Customers also get the opportunity to respond to, share, rate and comment on the products/services of online sellers, as well as communicate with other customers (Childers, Carr, Peck, and Carson, 2002).

1.1.3.Trust in online purchasing

According to, trust is a multifaceted and nuanced concept, which is why different scholars have defined it differently. Ng described trust as a party's willingness to accept the vulnerability generated by another party's activities in the hope that the other party will behave in the trustor's best interests, independent of the trustor's ability to monitor or control the other party. Mcknight et al. identified four broad types of trust: trusting beliefs, institution-based trust, disposition to trust, and trusting intents. This way of thinking was also embraced by. These trust beliefs, on the other hand, are divided into three categories: integrity, ability, and compassion. Ou et al. also defined trust as the buyer's confidence in the seller. The degree to which the seller's honesty, ability, and charity are regarded. The seller's ability relates to the features of the goods, as well as the seller's competence and talents. Integrity, on the other hand, refers to a seller's capacity to adhere to particular buyer-accepted values and procedures. Benevolence also refers to the seller's overall willingness to assist and encourage the buyer. According to this study, trust refers to the conviction that one can rely on another's promise and that, in the event of unanticipated events, the other will behave with goodness and in a benign manner toward oneself (Donthu, and Garcia, 1999).

Because trust is so important in commercial transactions, many scholars in both social purchasing and online purchasing have researched it. In online situations, trust is the bedrock of long-term interactions. This is because internet transactions include a degree of uncertainty and risk that is not present in traditional trade. As a result, when confidence is strong, uncertainty is decreased, which encourages purchasers to do more online

transactions. Trust acts, according to Forsythe, and Shi, (2003) reduce the social complication caused by the absence of regulating mechanisms for online transactions. Because of the lack of rules in online transactions, trust is an important tool for preventing opportunistic behavior. As a result, trust is seen since a critical component of e-purchasing , as it fosters effective online purchasing and, as a result, social purchasing .

Many transaction-related concerns have plagued internet shopping, influencing buyers' choice to make an online purchase. Because face-to-face transactions are the primary mode of communication among geographically separated customers and sellers, trust is seen as a critical aspect in both online purchasing and social purchasing . The lack of face-to-face interaction may cause distrust in online transactions, and a lack of understanding about internet merchants may heighten the danger of online purchasing. Buyers, on the other hand, lack firsthand experience with items since they cannot feel or touch them. Furthermore, for online purchases, payment assurances may be lacking. Furthermore, it has been stated that a number of concerns associated to online purchases, such as receiving erroneous items, product quality, and no, late, or inaccurate delivery, deter purchasers from doing so. In such situations, there is a great deal of danger and uncertainty (Forsythe, and Shi, 2003).

Authors like as have conducted extensive research into the issue of trust in e-purchasing . These researchers looked at how internet shoppers' intentions to make a purchase are influenced by trust. Previous research, such as that undertaken by, recognized the determinants of trust and provided techniques for establishing trust. The contact between people and their surroundings is the foundation for building trust. The occurrence of trustworthy encounters between persons serves as the foundation for the establishment of trust, hence social context is critical. The social environment, on the other hand, has been largely ignored in earlier research.

Social purchasing has exploded in popularity in recent years. According to a research published by, the worldwide social purchasing industry will develop at a compound annual growth rate (CAGR) of 34

percent by 2021. According to the survey, one of the primary development causes for social purchasing is the rising usage of social media advertising. Other crucial considerations for social purchasing , according to the research, are the ongoing expansion of social media users and the potential of social media to give a diverse product range. Despite this increase, trust remains a critical component of online purchasing success, and as a result, many of these organizations are putting in extra effort to build customer trust. The high level of risk in social purchasing can be attributed to the lack of face-to-face contacts and the vast volume of user-generated material. Despite this, Hair, Black, Babin, Anderson, and Tatham, (2005) argue that enhanced experiences with exchange partners lead to less uncertainty and higher willingness to engage in online trade. A study conducted by Hsu, and Lee, (2003) looked into the main antecedents of trust and their effects on decision to buy online through social purchasing platforms. They discovered seven factors that are considered to be significant precursors of trust in social purchasing : interaction, word-of-mouth, economic feasibility, consultations, quality of information, size, and payment safety. Customer feedback and experiences posted in online communities and forums also aid in the development of confidence in online purchasing businesses. The research has demonstrated that the presence of trust in online environments is associated with trust-related outcomes. For example, trust plays a critical part in influencing purchasers' intentions while purchasing items or services online (Hsu, and Lee, 2003).

1.2. Online Customer's Purchasing Behavior

Pre-purchase, purchase, and post-purchase are the three stages of the buying process. During each step of the purchase process, a customer's choice for accessing physical and online channels is determined by the following factors:

(i) The customer's experience with the internet and their level of comfort with it.

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(ii) Product category - the more complicated a product is, the more buyers will switch between physical and online channels.

As a result, businesses should take this into account when developing and implementing marketing plans. The buying stages, as well as the online and offline actions made by customers throughout each step, are depicted in the diagram below. Following is a breakdown of the stages (Jarvenpaa, and Todd, 1996):

1.2.1. Pre-purchase stage

When a customer's urge to acquire a product to satisfy a specified goal develops, the pre-purchase stage of their buying behavior begins. In order to acquire the product, the consumer first looks for product-related information. Depending on the type of goods and the consumer's perspective, the customer can use both offline and online and tools to learn more about product, its classifications, available variants, market pricing, seller contact details, and accessible bargains. One may get a lot of information about the product by using the internet. Product details on websites may be obtained quickly and easily using customized search options, which deliver filtered search results based on the client's requirements and needs stated on the page. On the web, the customer can also communicate with other customers of the same good or service, experts in the field related to product, and people of similar interests relating to the market sector or brand to find information and respond to personal doubts or queries about the product in an active manner. On the internet, you may get facts and numbers from reputable sites that provide information on the product (Kim, Suh, and Hwang, 2003).

Also, on the internet, There really are evaluations and personal videos provided by product users, which adds to the authenticity of the information displayed about the product. These features of the internet can significantly reduce the fear and uncertainty associated with a new product. The internet also provides for easy information comparison, allowing consumers to compare possibilities from a variety of brands or product lines, and also dealers. Customers with prior online experience will find that pre-purchase product quest and comparing is easier, faster, and more cost effective because

they can receive most of their product information on their device via the internet, even if they only access their device from one location, such as their residence, workplace, or travel. For people who lack sufficient internet knowledge, the prospect of doing an online search might be intimidating, leading them to prefer searching for product information through physical channels. Clients can be persuaded to use online channels in addition to physical channels to receive the product details they want by raising public awareness about the benefits and real information provided by online channels (Koças, 2005).

1.2.2. Purchase stage

Customers construct a consideration set of items to pick from in the first part of this buying stage, then move forward in the decision-making process, shifting their attention from acquiring product information to evaluating alternatives to the alternatives they have so far examined. Customers who are considering purchasing moderate to high participation items may seek advice or assistance from friends or family, known product sales staff, or a specialist in the field of the product. Because of perceived financial, security, and other security-related issues, as well as the likelihood of mistake or fraud in product delivery, the internet may not be a popular channel at this time. As a result, in such a case, the consumer may seek the assistance of sales staff from a brick-and-mortar showroom or shop for the evaluation and based on the desired product or brand for purchase. In these cases, if the consumer has prior online purchasing expertise or is aware of a highly reputable website where the product is offered for purchase, the buyer may opt to acquire the item from the website. Due to the perceived hazards of online buying and the sense of uncertainty, clients who are not confident or happy with their internet experience may opt to purchase medium to high involvement items offline (Hutcheson, and Sofroniou, 1999).

As a result, during the buying stage, the consumer assesses the various possibilities for acquiring the goods and chooses the best option based on his or her own judgment, expertise, online and offline networks and sources. To buy a product, the consumer first contacts a nearby vendor, marketer, or

website and inquires about placing orders for the desired item. The buyer then makes an order with the merchant to purchase the desired product. If a consumer buys a product from a website, the buyer can place an orders online, pay for it on the website, or pay in cash when the goods is delivered.

If a customer purchases a product from an offline store, he or she may visit the location, place an order for buy in the shop or showroom, and expect to be paid the seller in full or, depending on the product type and the patient's relationship with the seller, make part of the money before and the residual payment after the product is delivered to the customer. The consumer will either get the product directly just at showroom or store, or the product will be delivered to the address provided by customers to the seller at the showrooms or store, or the address provided by the customer on the website, based on the product purchase order. At the conclusion of the purchase step, the consumer receives the merchandise (Parsons, 2002).

1.2.3. Post-purchase stage

Because the purchase of the goods occurs prior to this stage, clients may not be as concerned about using an online or offline channel at this time. Customers can choose the channel for this step of post-purchase based on their preferences. Customers may want to save time by using the channel with which they are most familiar. Customers who have had a pleasant experience with the internet may choose the internet platform for post-purchase operations, while those who have had a less favorable encounter with the web may prefer the offline channel. The consumer has begun using the acquired product in the post-purchase stage. The consumer may be content, delighted, or unsatisfied with the product based on its performance and the customer's perspective and previous experience. As a result, the consumer may contact the vendor for a repeat purchase or to have the acquired goods repaired or maintained. In the event of a product delivery error, such as delivery of a different or faulty goods or product damage in transit during shipment, the client may contact the seller to arrange for delivery of the correct product. The client may not have as much confusion in this stage as a result of earlier

contact between the customer and vendor in the previous stage, and interaction with the seller may be simpler. (Merrilees, et al ,2009).

If a consumer is considering contacting a product seller over the internet, the layout of the website, as well as the corporate policy and contact information for the product seller posted online, all play a role in the customer's choice to contact the seller via the internet. When a consumer contacts a product seller and provides feedback on the product and its performance, it is critical for the seller to pay attention to the client's input. This will not only assist the seller in improving his or her goods, sales, and customer service, but it will also offer the buyer a sense of significance.The consumer may express happiness, delight, or dissatisfaction with the seller's conduct and services based on the seller's reaction and after-sales services. As a result, it is critical for the seller to answer as quickly and efficiently as possible in order to make the client feel important and to leave a great image of the seller, the website, the company, or the product, which the consumer may disseminate through word of mouth. This can assist the product seller in maintaining a positive long-term consumer relationship (Malhotra, 2010).

1.3.Perception Of Customers Towards Online Shopping

The receipt of external stimuli of online shopping, its interpretation, and the customer's subsequent impression of online shopping is referred to as perception towards online shopping. The way people think about internet buying may be either favorable or bad. Positive views include perceived rewards, whereas negative perceptions include perceived hazards. When it comes to evaluating items based on effort and risk, convenience products are perceived as having the lowest risk and effort, whereas specialty products are seen as having the most risk and effort since the cost of time and money invested is the highest and must be carefully evaluated. Among the apparent benefits are utilitarian and hedonic advantages. Hedonic advantages refer to the customer's delight and amusement from shopping, whereas utilitarian benefits refer to the timely and efficient acquisition and usage of things to meet certain goals. Customers believe that the benefits they gain from online

purchasing are helpful and efficient, as evidenced by perceived utilitarian benefits. The perks that add to the enjoyment component of an individual's purchasing experience are referred to as perceived hedonic benefits from buying online. Customers' perceptions of the favorable outcomes that might result from online buying are referred to as perceived advantages (Liu, Lin, Lee, and Deng, 2013).

Customers see convenience, time savings, discounts, return of goods and cash refund policies, comparative product details, and connection to a global range of products as some of the established benefits of online shopping. Many families nowadays might be found with all members of the family working. People may prefer to spend all their time at home doing leisure, hobbies, or self-development activities, or doing the rest of their housekeeping under this situation. As a result, customers may experience advantages such as time savings and ease as a result of their online buying. Customers may purchase any type of goods – from common food items to specialty ones – online from their home or workplace, or while traveling, eliminating the need to visit a store or shop. Customers can purchase products from any location and at any time. Another significant advantage is the availability of a variety of discounts and bargains on various websites. Customers from low-income households are likewise interested in finding bargains and discounts to purchase things at low costs and through large-scale sales, while those from higher income groups seek savings on specialty or premium products, as well as services such as hotel and travel bookings. Although not all shops and establishments in the nation accept returns, established websites have rules that allow customers to return things and receive a refund of their money (Hsu, and Lee, 2003).

Clients who really are interested in buying a product online but are concerned about the quality of the goods that will be delivered to them will appreciate this service. Customers may explore a broad selection of items from across the world, connect with sellers, and order and purchase things over the internet, which is one of the perceived advantages of online shopping. Customers can get comparative price and other data about a product over the internet when online shopping or elsewhere. Customers have certain

unfavorable attitudes of internet buying, including doubts and concerns. These are the customer's perceived hazards associated with internet purchase. Time risk, financial risk, danger of online security breach, functional risk, and social risk are some of the hazards that online buyers perceive. The following is how these perceived dangers are explained (Hansen, Rose, and Tjørnehøj, 2004):

(i) Time risk

Customers' perceived time risk when it comes to online shopping is the concern or uncertainty that searching for and purchasing a goods online would be a waste of time. People have this impression of time risk because they are afraid that the duration they actually spend trying to search for product information, contacting a merchandise seller or dealer, designed to fill out the information online for an order for buying the product, making a payments online for the product, and going to wait for the required time to receive the product delivery will not be wasted, and the purchased product will prove to be worth the time spent for buying it.

(ii) Financial risk

Customers' perception of the financial risk of online buying is the sensation of uncertainty and concern that the money they spend on a purchase online will not be wasted. This also refers to buyers' concerns that making an online payment for a product would result in the delivery of a different or broken goods, which could result in a loss of funds if the seller refuses to repair the product. Customers' perceived financial risk also suggests a worry that their financial transaction may be conducted with a fake website, resulting in a loss of the money spent online.

(ii) Risk of breach of online security

While shopping online, buyers' perceived risk of online security is their uncertainty about the website's security. Customers are concerned that the data of their internet interaction and banking transactions with the retail

stage or website might be watched and accessed by unauthorized parties or hackers when they are buying online. Customers are concerned that personal information such as their name, contact information, date of birth, product preferences, and financial information such as credit or debit card numbers, pin numbers, one-time passwords, and online bank account passwords could be obtained by a third party, trying to put their individuality and money at risk (Hofacker, 2001).

(iii) Functional risk

Customers' perceptions of functional risk refer to their fear that the goods they bought online will not work as described by the vendor or as intended.

(iv) Social risk

The concern that an online purchase of a product and subsequent use may cause the buyer to lose his or her social status is known as social risk. Different internal as well as external elements might influence an individual's view of the advantages and hazards of internet buying. Internal variables are a person's distinguishing characteristics. These internal influences can be a person's natural trait, such as an open, inventive outlook, or a propensity to use new tech, as well as factors developed over time through experience and practice, such as flexibility and convenience with the web, online shopping, trust in shopping online, and awareness of internet purchases and its offers.

1.3.1 Internal factors

The following are some of the internal elements that might influence a customer's view of the benefits and hazards of online shopping:

1. Demographic factors

Age, education level, income, employment, and other demographic characteristics can all have an influence on a customer's view of online buying. Due to their practice of buying in brick-and-mortar stores, clients over the age of sixty may not choose internet shopping for any of their purchases. This set of clients may see the value of being able to shop from home, but

they may also see the danger of having to learn how to use the internet, fill out forms online, and make payments online. Customers aged thirty to forty-five years old may have a positive impression of online shopping benefits such as discounts and deals, time savings, access to a wide range of brands, and a negative perception of hazards such as online security risk.

Perceptions may differ depending on career and income in various or even the same age groups. Students may see the benefits of online shopping in the form of brand discounts and offers, but they may also see concerns such as the risk of losing their pocket money to fraudulent websites. Customers who work as professionals and must complete work assignment orders within a certain time frame may see the benefits of online purchasing while also seeing the risk of late product delivery. Customers in the high-income bracket may see the benefit of being able to acquire branded foreign items through online shopping, but they may also see the risk of internet security and payment to a fake website. As a result, the benefits and hazards that clients with various demographic features perceive with regard to online buying may change. This is useful information for online marketers because it allows them to better understand their target demographic and, as a result, take actions to lower risk perceptions and increase the perceived advantages of purchasing on their websites (Hsu, and Lee, 2003).

2. Online shopping experience

Customers who have had a great online purchasing experience are more inclined to perceive the benefits of online shopping rather than the hazards. Customers who are aware of and have purchased one or more things online may perceive benefits of online shopping, including such time savings and convenience, as well as risks, such as time risk or production and delivery delay. Customers who have had a bad experience with online shopping, on the other hand, may see perks such as access to discounts and reputable international brands, but they may have a larger sense of the danger, which led to their past poor experience with online shopping (Forsythe, and Shi, 2003).

3. Trust in online shopping

Customers who have faith in the ways in which online marketplaces interact and transact may have a positive opinion of the benefits of online purchasing rather than a negative perception of the hazards. Online buying may be trusted for a variety of reasons. It might be owing to the customer's innate faith in online buying, or it could be due to a pleasant online shopping experience. Also, confidence in a well-known product, website, or company can transfer to trust in online purchase from that website.

4. Open and innovative attitude

Customers that are more eager and responsive to learn more about new products or services and test them out are more innovative and willing to try out new product offers. Such customers may carefully consider the perceived advantages as well as the hazards of online purchasing, and if they believe the benefits outweigh the risks, they may decide to purchase online.

5. Comfort and ease of using internet

If a consumer is familiar with using the internet and finds it quick and simple, he or she may value the advantages of the internet, such as time savings and convenience, over the hazards, such as online security. This might also be because the client does not consider internet security as a significant danger because of their practice and habit of looking for signals of a safe website.

6. Preference for technology-based products and services Some clients are interested in learning about new technologies and updating their phones, computers, and other gadgets accordingly. They can assess perceived advantages and, if they discover that they outweigh perceived hazards, buy or employ the technology. Customers who use e-wallets for online shopping, for example, prefer the perceived benefit of online security and the freedom from having to fill out customer and payment information to the perceived danger

of using a credit or debit card and disclosing one's card pin number online (Forsythe, and Shi, 2003).

7. Awareness about online shopping

Some clients are more aware of the advantages of purchasing online than others. This might be due to a customer's unique need or interest, such as large discounts and savings from a sale. With a greater understanding of online shopping and the offers offered, customers can better assess the rewards and hazards of doing so, and then decide whether or not to purchase online.

1.3.2 External factors

A customer's view of the value and danger of online buying can be influenced by a number of external variables. The following factors are explained (Kim, 2008):

1. Internet access

Customers who wish to investigate internet purchasing and see online shopping as dangerous or advantageous need a good internet connection or access to Wi-Fi. Customers may become annoyed with delayed loading of web pages and information and regard online shopping as a time-consuming, tedious, and expensive activity when they purchase online over an internet system with slow speed or interruptions. Customers must have access to continuous internet connectivity and an acceptable internet speed in order to view online purchasing as time saving, easy, and with discount offers (Kuttner, and Robert 1998).

2. Availability of resources

Individual perceptions of the dangers and advantages of online purchasing are influenced by the availability of resources such as uninterrupted power supply, internet access, network range, and the availability of any compatible equipment such as a mobile phone, laptop, or desktop. Customers may be unable to shop on the internet if any of the aforementioned resources are unavailable.

3. Social circle

A person's social circle can have a big influence on how they perceive the hazards and rewards of internet buying. A person's social circle comprises friends, neighbors, social and religious groups to which they belong, as well as any online social communities to which they may belong.

4. The impact of family, friends, and peers

A person's impression of the hazards and advantages of internet buying can be influenced significantly by the attitudes and preferences of family members, friends, peer groups, and coworkers. When a person understands that he or she has to buy something, he or she considers the many possibilities for where and how to get it. A consumer may seek his or her family members, friends, and peer group for their thoughts on the product and the best way to purchase it, depending on the sort of goods and the intricacy of acquiring it. This may involve deciding whether to buy a product online or in person. The opinions and tastes of family members of various or comparable ages may influence the customer's buying decision, which may include the decision of whether to buy a product online or at a brick-and-mortar store. Every member of the family would have a different perspective on the advantages and hazards of online buying, which might influence the customer's decision to buy online or offline. A customer may also seek advice from friends and peers, who may be aware of similar product offers, bargains, and appropriate online or offline sources for purchasing the goods. As a result, the benefits and hazards of online shopping as viewed by a customer's friends and colleagues might have an influence on the customer's perspective, which can alter the customer's buying preference of whether to buy a product online or offline (Chiu, et al ,2014).

5. Influence of advertisement, media, news

A consumer gets a lot of information from source materials like news and advertisements on television, newspapers, and the internet regarding product offerings, obtainable deals, discounts, assertions made by merchandise manufacturers and marketers, and news of reported incidents of

people receiving benefit or losing money due to fraud, in both online and offline shopping. This can influence how a client views the advantages and hazards of internet buying.

6. Website

The design and display of product and associated information on the website, as well as the simplicity with which product details and purchase, contact, and other choices may be identified and accessible by visitors on the website, determine the kind of website and its features. When a consumer visits a website, they may examine these features as well as the website's loading speed and the support staff's reaction in the event of a query or contact from the customer. As a result, a customer's impression of the benefits and hazards connected with purchasing on a website might be influenced by his or her experience browsing and accessing the website.

7. Product type and characteristics

On the basis of the product to be purchased, a buyer may perceive the benefits and hazards of online shopping, as well as choose whether to buy a product online or offline. If a product has a high level of involvement, the customer may be more cautious in weighing the risks and benefits of online shopping, as well as the availability of online and offline options, whereas if the product has a low level of involvement, the customer may consider online or offline options based on convenience or price. As a result, the aforementioned internal and external elements might influence a customer's view of the advantages and hazards of online purchasing. Customers may have expectations about online purchasing based on their perceptions of the advantages and hazards of doing so. If customers' expectations are not met after shopping online, they may feel dissatisfied or disappointed, and they may or may not repeat an online purchase; however, if customers' standards are exceeded, they may feel satisfied or delighted, and they may spread positive about online shopping, and they may shop online again (Close, Kukar-Kinney, 2010).

CHAPTER TWO

ONLINE SHOPPING MOTIVATIONS

2.1.Customer Preferences for Online and Offline Shopping

Hofacker, (2001) conducted a multi-attribute study of inclinations for online and offline buying. It was based on product, customer, and shopping stage differences. A multi-part survey was conducted in this study review to determine whether features considered by the target market as superior online or offline create distinctions in online or offline buying for different items, consumers, and shopping phases. At the search and purchase stages, two sets of participants − a student sample of 199 answers and a sample of 214 participants from a national survey panel − were asked to assess their chance of purchasing online or offline for each of a series of goods. They were then asked to rank the relevance of several traits for things like apparel and books, as well as the amount to which they believed each attribute was supplied online or offline. The key determinants influencing shopping mode preferences across items and consumers were varied in priority ratings attributed to qualities that favor online and offline buying in both sets of samples. When features such as a broad selection and speedy purchasing are necessary, online shopping is favored, whereas offline shopping is preferable when personalized service and a hands-on encounter are required (Etemad, 2004).

The conclusion is constrained by the items, product features, and customer samples chosen. Because the participants are more computer savvy, the number of people who favor online shopping may be larger than the overall population.

Hsu, and Lee, (2003) have provided an overview of the online purchasing decision-making process by comparing offline and online consumer decision-making and determining the variables that inspire online shoppers to buy or not buy online. Lee, (2015) created a consumer behavior framework for analyzing online and offline consumer decision-making. Customers consider brand, product quality, and service when purchasing a

product. Software and books, for example, may be simply ordered and distributed online. On the other hand, certain items are difficult to choose over the internet. The design of the website is crucial in persuading people to buy products online. As a result, online merchants may employ cutting-edge technology to improve their websites and affect consumer opinions of the online environment. If a buyer believes a website to be excessively sluggish, difficult to navigate, or unsafe, it will have a negative impact on their propensity to buy from it. Consumer skills, which relate to the knowledge that consumers have about products and how online buying works, and consumer experience with online shopping (impact online purchasing habits. Another essential feature of internet purchase is click-stream behavior. It refers to a consumer's search for information across several websites at once, then to a single site, then to a single page, and eventually to a purchase decision (Liu, et al 2010).

2.2. Factors Leading to Increase in Online Shopping

The World Wide Web has altered the world's purchasing system, as well as people's attitudes and behaviors regarding online shopping all over the world. Internet users have found the convenience and ease of purchasing items from the comfort of their own homes. Many reviews from various nations are given in this research.

In a study by Malhotra (2010), the attitudes of Bangladeshi internet buyers were assessed, as well as the variables that influenced their online choices. Demographic characteristics were studied in this study of 524 respondents, and family structure, such as nuclear family structure, and internet awareness were determined to be key determinants for online buying preferences. Female respondents chose in-store shopping due to the enjoyment of the shopping experience, whereas male respondents favored internet purchasing due to perceived reliability and perceived discomfort. The convenience of internet purchasing was cited by 66 percent of respondents, particularly among households with both spouses working. Martínez-López et al (2014). conducted a survey on customer buying behavior in relation to internet shopping in another empirical investigation. For the purpose of

researching client behavior, a questionnaire was created. Bangladeshi internet consumers are said to be youthful, with the majority of them being under the age of . They prefer online shopping to traditional stores because it saves time, allows for home delivery, makes shopping easier, and provides a wider selection of fashion, accessories, and tickets. They generally judge quality based on price and experience, and they prefer cash on delivery as a payment method. The majority of clients obtain information via Facebook advertisements, which are then followed by friends and family, and finally "word of mouth" communication. However, they dislike the lack of privacy and the inability to touch and feel. With 250 respondents, Merrilees et al (2009) performed a survey to identify internet buying habits and trends. This research was based on reasons such as the expansion of e purchasing as a result of better earnings, busier lifestyles, more knowledge and flexibility in the use of the internet, computers, and cellphones, and easily accessible product evaluations. Computer network, simple and easy accessibility of alternatives, and informative website design layouts are all characteristics that contribute to successful online shopping (Merrilees et al ,2009).

2.3. Factors Which Motivate People Towards Online Shopping

The characteristics that encourage individuals to purchase online are divided into four categories by To, Liao, and Lin, (2007): convenience, knowledge, available products and services, and cost and time effectiveness. Convenience - According to empirical studies, one of the reasons for customers' interest in buying online is the convenience of the internet. Customers may shop online at any time of day or night, unlike at a traditional store. According to research, 58 percent of respondents chose to purchase online because they could shop after hours when traditional stores were closed, and 61 percent picked online shopping to avoid crowds and long lineups. Customers opt for online services in addition to merchandise. Customers may ask questions and receive essential help or assistance even after business hours, which has proven to be convenient for them (Liao, and Lin, 2007).

Some clients prefer internet purchasing to avoid dealing with salespeople face to face in order to avoid being subjected to their pressure, manipulation, and control in the marketplace. As a result, they wish to shop freely and make their own judgments without the involvement of salespeople. Product information - The internet has made data access quite simple. Customers can obtain additional product information from internet retailers. As a result, online consumers not only acquire the information they need about items from websites, but they also benefit from product reviews written by other customers. Products and services that are available – Aside from the benefits of speedier and easier transactions through the internet, online stores provide clients with a broader range of items and services from which to choose. Buyers may learn about a wide range of items from across the world that are only accessible online. Along with their storefronts or offices, most businesses have their own websites to sell items or services online. Many shops sell items that are exclusively accessible online to save money on retailing or to provide customers more options in terms of sizes, colors, and features. The front store of Yves Rocher, a French organization, does not exist in the United States. It provides a website where clients in the United States can purchase things from an online shopping site and have them delivered to their homes (Soscia, Girolamo, and Busacca, 2010).

Cost and time efficiency according to Wolfinbarger, and Gilly, 2001), customers who buy online usually get a better deal because they may get similar goods they would buy in-store at a lower price. Customers who shop online have more opportunities to compare prices for items and services across multiple websites and locate things at lower costs than those who shop at local stores. Customers can get a decent price using the auction or better bid options on some sites, such as Ebay. Buying online turns shopping into a treasure hunt and a game of chance, as well as a source of fun and entertainment. Moreover, since it is possible to shop online from anywhere at any time, it makes customers' lives simpler by eliminating the need to drive, find parking, wait in queues to checkout, or be in a crowded store. As a result, customers frequently discover that online purchasing may reduce their psychological expenditure (Wolfinbarger, and Gilly, 2001).

2.4. Factors That Restrict Buyers From Online Shopping

Online Security According to several studies, (Rohm, and Swaminathan, 2004) credit cards are the most often used payment method in online purchasing. Customers prefer to buy products and services from sellers they trust or from brands they are acquainted with, according to Chen's research. Online merchants' success or failure is largely determined on online trust. Customers are hesitant to ship online because they are concerned that the online business may defraud them or misuse their personal information, particularly their credit card information. Zhang et al (2010) discovered in his research that internet banking passwords and credit card passwords are insecure when used for online purchasing transactions. For example, according to the research, 70% of U.S. Users are concerned about the security of their personal information, transaction security, and the exploitation of private consumer data on the internet.

Online product intangibility Some intangible items are less likely to be purchased online. Customers are often less likely to purchase clothing through an online channel since they do not have the opportunity to try on the actual goods. Customers cannot see, hear, feel, touch, smell, or sample the goods they want while shopping online. Customers frequently like to test a thing before making a purchase. Some individuals believe that the product information offered on a website is insufficient to make a decision, and they are dissatisfied when it falls short of their expectations (Zhang et al ,2010).

Social interaction - According to Pavlou, (2003)'s study, many customers would find it difficult to make a decision and would want the professional aid of an experienced salesman when buying. Some consumers are extremely socially connected, and they rely on the views of others while making purchasing decisions. Customers who prefer to buy in conventional stores do so because they want to be entertained and have their social needs addressed. Customers resent buying online. Soscia et al. (2010) discovered a variety of reasons why people leave online shopping. This is due to some of their previous online encounters. They may receive undesirable or low-quality items during online purchasing, and the product may not match what

has been stated or anticipated. The product can be damaged, incorrect or broken. Even if the items are not as buyers expected, some internet stores may refuse to pay them. Another factor affecting online shopping decisions is late or slow delivery (Soscia, et al., 2010).

Customers who shop online may simply track their purchases during the delivery process. Another advantage is that they may get the goods through overseas distributors. Desktop, laptop, smartphone, and tablet were the preferred buying medium. People buy garments, books, movies, entertainment, health & beauty items, consumer electronics, computer components, toys, vacation, transportation, leisure, vehicles, and financial services through internet marketing. The simplicity of comparing costs was ranked first, followed by the ability to observe diversity through browsing, and the perception of being less costly. Shipping expenses, tariff fees, and product quality uncertainties were among the reasons for not choosing internet purchasing (Malhotra, 2010).

2.5. Factor Predicting Online Shopping

According to studies, internet shoppers have the capacity to haggle and the purchasing power to acquire items. In the process of buying gadgets online, the consumer's lifestyle plays a significant influence. The technology acceptance model hypothesis is made up of two primary components: perceived utility and perceived ease of use. TRM (Theory of Reasoned Action), a theory introduced by Fishbein, also outlined characteristics that predict online buying. Theory of reasoned action based on dispensaries and mentality This idea reveals the characteristics of people's willingness. How they function and develop in a person. It is a well-known social psychology hypothesis that is applied to consumer behavior. Theory of reasoned action encompasses intention-driven behavior, conduct toward persons, and societal variables and their impact. Through the widespread use of technology, the impersonal character of online purchasing , the susceptibility of information provided by many parties, and the uncertainty of utilizing new businesses, Theory of reasoned action helps to build confidence in online buying and attract more people to it (Liu ,et al ,2010).

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Personal experience, the impact of one's social network, direct marketing, mass media, and the Internet all play a role in the construction of an online consumer. According to studies, direct experience (e.g. product usage) is more appealing to online buying than direct experience (e.g. reading a print advertisement). Understanding customer behavior and the reasons that lead them to change is critical for a market manager. Understanding consumer behavior aids in the online market's ability to focus and target customers through segmentation, anticipate customer purchase behavior, and produce more profit through online channels. From the analytical process, it is obvious that attitude produces traits or factors that predict online purchasing, and these elements, in turn, impact customer behavior toward online shopping for electronic items. When an independent variable has a high beta coefficient, it indicates that the variable is very relevant in predicting online buying (Martínez-López, et al, 2014).

2.6. Factors Influence Online Consumer Behavior

There are several aspects that impact online customer behavior when they buy online; in a nutshell, it is a complicated mix of factors such as social, culture, education, race, personality, environment, and resource availability. It involves many variables, some of which are controllable and others of which are uncontrollable, such as the environment and public personality, which always prevail in every online transaction, but some of which are within our control, such as the means of exchange, medium of goods data, product or service characteristics, merchant or inventory features. There are other variables as well, such as creating trust, confidence, an appealing website, and accurate and complete information about goods and services, all of which will inspire you to make a purchase (Merrilees, et al,2009).
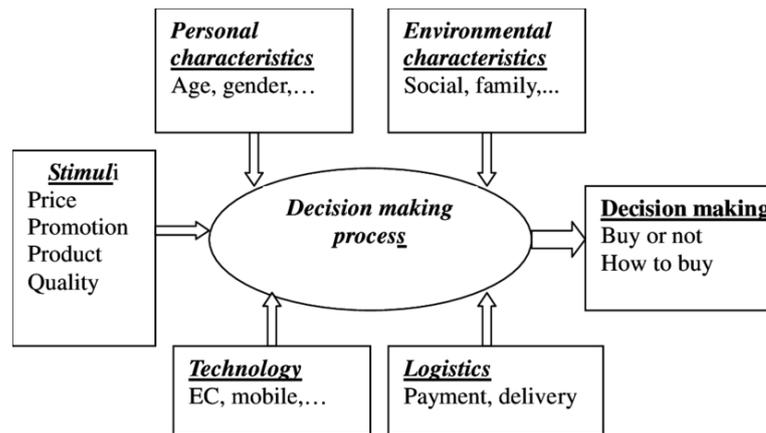
Figure 1. Forces influencing the online consumer's behavior

Source : Kotler (2003)

The impacts of motives described as a component of the attitude component by the Reasoned action Theory (TRA) and the Theory of Planned Behavior (TPB) form the foundation of purchasing behavior models (Pearce and Coughlan, 2012). Based on TPB, the Technology Acceptance Model (TAM) (Davis, 1989) refers to two key studies that empirically examined two ideas that may provide a foundation to explain customer behavior related online purchasing. Using an expanded form of technology acceptance model, researchers have attempted to identify and empirically evaluate the technological, social, and psychological elements that influence customers' intention and behavior when purchasing on the internet (DeVellis, ,1991).

Technology acceptance model is a Theory of reasoned action -based hypothesis proposed by Davis (1989) to better understand the elements that influence people's intentions to purchase on the internet. Theory of reasoned action, on the other hand, is a behavioral concept based on socio psychology. According to Theory of reasoned action, social behaviors are influenced by individual attitudes, and the behavior of adopting or not using information technology is influenced by individual behavior. The most often used theoretical framework is Reasoned action Theory, which was created with the goal of understanding purposeful and deliberate acts in persons (Dodds, Monroe, and Grewal, 1991).

According to technology acceptance model, an individual's behavioral intention is determined by perceived utility and perceived simplicity of use. In the Extended Technology Acceptance Model (E-TAM), it is proposed that the Compatibility variable influences Perceived Usefulness and Perceived Ease of Use in addition to the Perceived Ease of Use variable. It claims that these elements influence a person's attitude, and that a person's attitude influences their behavioral intention. Finally, it appears that this variable is the one that initiates the real use action. The individual's perceived usefulness concept has also been examined in the literature as being effective in the establishment of behaviour intent (Lin, 2007).

Technology acceptance model is a model that was created to describe and predict workplace acceptance of information technology (Davis, 1989). and Vankatesh and Davis (2000) implemented the model for offerings, tech gadgets, and other innovations from various fields and embraced the prototype beyond the workplace, that is, in everyday life.

Bruner II and Donthu, and Garcia, (1999) argued that adapting Technology acceptance model for the consumer sector could only be done if both hedonic and cognitive factors were included. The Consumer Acceptance And Use of technology was created as a result. The hedonic feature of the Consumer Technology Acceptance is the key distinction. In experiments using this model, customers' emotional states were also factored into the equation. The existence of both cognitive and emotional incentives was explored in.'s study on online purchasing, and "entertainment" was mentioned among the most significant variables in shopping. In this regard, Comrey, and Lee, (1992) used Technology acceptance model as the foundation for their study of online buying habits based on hedonic and utilitarian incentives. Technology acceptance model was used as the theoretical framework since this study also examines utilitarian incentives stressing the cognitive part of views and hedonic motivations highlighting the emotional side of attitudes (Comrey, and Lee, 1992).

2.7. Consumer Motivations in Shopping

"Reflection" and "sensation," according to Arnold, and Reynolds, (2003), are two conditions connected to the basic structure of shopping. In this sense, shopping might be viewed as a practice that offers consumers with both cognitive (reflection) and active (sensation) experiences. Useful (sensational) shopping involves intangible rewards connected to the hedonic and utilitarian components of experiences, whereas cognitive shopping involves fundamental physiological demands that fulfill utilitarian purposes and concrete benefits that satisfy conscious buy performance (Arnold, and Reynolds, 2003).

The term "motive" may be defined as "intrinsic motivators that guide customers to a certain action," and it is widely believed that motivations are the most important factor in purchasing decisions. During their purchasing decisions, customers search for two sorts of benefits. Hedonic elements that encourage purchase behavior are the first benefit, and utilitarian shopping incentives are the second. According to Babin, Darden, and Griffin, (1994), rationalism entails attempting to meet requirements emerging from scarcity, whereas hedonism entails seeking joy or pleasure. Rational buying, entails a variety of conscious searches and attempts for a planned and intentional objective, whereas hedonic purchasing is linked to personal and emotional reactions. In this regard, studies in the literature (Batra, and Ahtola, 1991; Childers, Carr, Peck, and Carson, 2002) typically stress the importance of emotional factors in interpreting experience qualities, and this shopping feeling might be the foundation of purchase behavior.

Close, and Kukar-Kinney, (2010), claiming that today's customers are more engaged in consuming and purchasing processes than in the past, and that their purchase incentive is focused on pleasure as well as usefulness. As a result, both utilitarian (rational) and hedonic motives are present in today's buying and purchasing processes. Consumer purchase motives have long been addressed using a logical and information-processing method.

Some research have looked at what motivates people to purchase in hedonic and utilitarian ways (Kim, 2006; Overby and Lee, 2006; To et al.,

2007; O'Brein, 2010). Consumers not only react to exterior stimuli, but also conjure up a variety of mental representations relating to the product. As a result, people engage in a shopping experience that brings them emotional pleasure and satisfaction. As a result, hedonic purchasing perspectives fall short of properly explaining shopping motivations. Consumers do not always respond rationally while shopping, according to studies, and their emotional patterns impact the purchasing choice process, which is affected by both hedonic and utilitarian reasons.

As a result, shopping motivation might be viewed as an all-encompassing experience. To put it another way, hedonic and utilitarian shopping incentives are not mutually exclusive, because shopping circumstances incorporate both to some level (Kim, Sullivan and Forney, 2007). Because of the multi-dimensional interplay between the organism and the environment, consumer behaviors may appear to be highly sophisticated, according to Overby and Lee, (2006). As a result, neither the practical nor the hedonistic aspects should be overlooked. If we assume that customers are simply good thinkers, problem solvers, or people who are influenced by the emotional side of purchasing, we will arrive at a narrow conclusion. Consumers, on the other hand, may have different hedonic or utilitarian purchasing motivations, and holistic shopping motivation may be hedonic, utilitarian, or balanced depending on the relative weight of objective and subjective factors (Kim,et al, 2006).

2.7.1.Utilitarian shopping motivations

The majority of classic consumer behavior research are concerned with the utilitarian component of buying. Utilitarian purchasing is defined as the notion of logical and practical consumer behavior aimed at achieving a certain goal or solving a problem. Utilitarian purchasing motives are those that lead consumers to buy "just the items, services, and information they require" based on their reasonable expectations .

Consumers with utilitarian buying motivation want to maximize overall utility by acquiring things in an efficient and time-saving manner with the least amount of work and problem. Consumers want to maximize concrete

benefits while minimizing the expenses of buying, such as money, time, and energy When customers accommodate their requirements and complete a task or job related to their goals, they experience utilitarian or rational motivation. Assuming that customers are only engaged in planned purchases and shopping as a practical experience will lead to the neglect of many intangible and emotional situations and likely consumer experiences. As a result, shopping must be viewed as a whole experience (Kim et al., 2007)..

Consumers prioritize the functional and objective attributes of items and regard "price, quality, and value" as deciding criteria in selecting goods or services because utilitarian buying is unrelated to emotional components of products or services. Consumers who engage in buying and consuming activities under the impact of these characteristics do so with the intention of saving money and achieving success. According to Chen et al. (2008), utilitarian consumers organize their shopping trips with the goal of completing them effectively by focusing on only the items and services they require and purchasing what they desire at the greatest price. Shopping is associated with saving time and resources in this situation. Consumers are encouraged to purchase what they want or need with minimal effort, time, and window-shopping. In other words, customers are driven to buy what they need in the shortest amount of time and with the least amount of work possible, and they take use of the internet's freedom and control features to conduct efficient, logical shopping tailored to their needs (Chen et al., 2008).

In utilitarian shopping, consumers define consuming as a task, therefore the purchasing activity is carried out as "task fulfillment," and customers have a logical consumption mindset. In utilitarian shopping, shopping is viewed as a "task" that involves effectively purchasing goods or services under proper conditions, including such contemplating product, service, and price characteristics before making a purchase, determining value for money, and passing judgement of convenience and time investments. When they find what they need or want, the task is accepted as completed, and they stop shopping (Martínez-López,et al, 2014) .

2.7.2.Hedonic shopping motivations

Hirschman and Holbrook's study (1982) was the first to address the concept of hedonic shopping, which focuses on the variables that inspire customers to engage in hedonic purchasing. demonstrate that customers may regard shopping as a pleasurable activity and seek pleasure for a variety of reasons

Shopping motives, according to Close, and Kukar-Kinney, (2010), are linked to customers' psychological and social demands, as well as their incentives for just acquiring a thing. Personal motives, such as role-playing, detraction, identity, learning about new trends, physical exercise, and stimulus control, and social intentions, such as new interactions outside the home, connectivity with others with similar interests, peer group interest, status and power, and enjoyment of bargaining, were divided into two categories. Hedonic shopping is characterized by emotional responses, emotional enjoyment, fantasizing, and aesthetic aspirations. Hedonic shopping is defined by a great desire, substantial participation, fantasies, and an escape from the agony of reality. Consumers can use hedonic shopping to get away from their everyday routine while also learning about new trends and items. Taking pleasure-oriented shopping as a subject of research is equal to taking hedonic shopping as a subject of study since the circumstance described above has nothing to do with reaching a physical goal or completing a physical task (Close, and Kukar-Kinney, 2010).

Many research on the elements that motivate individuals to engage in hedonic buying have indicated that consumers engage in hedonic shopping for a variety of reasons. As a result, consumers do not act just to experience pleasure, but also to seek pleasure for a variety of reasons. Babin, Darden, and Griffin, (1994), in their most extensive study on the subject, claim that people shop for a variety of reasons and have significant sensations when doing so. They created a "hedonic buying motives" scale and discovered that consumers shop for six main reasons: adventure, concept, sociability, value (to feel the competition, earn value), role (to please others), and satisfaction (Babin,et al ,2009).

2.8.Motivations To Purchase Online

Consumer behavior has been affected by changes in the environment. Online platforms are increasingly being viewed as a means of improving consumer relationships. To get the most out of this instrument, e-retailers must research and comprehend the motives of customers when they shop online. In the case of cosmetics, e-retailers are utilizing technology to transform "touch and feel" features into "look and see" attributes. Consumer online ourchasing is now primarily motivated by price and convenience: a good bargain on swiftly delivered items (Childers,et al, 2002).

2.8.1.Utilitarian motivations to purchase online

Beneficial consumers are interested in efficient and timely purchases to achieve their goals. Consumers want aspects such as ease, accessibility, choice, availability of information and the absence of social communication because the consumer's utilitarian behaviour is target-oriented. As a result, these customers are more interested in buying online. Convenience is an advantage that utilitarian customers anticipate while shopping on the internet. The online channel allows customers to shop from anywhere as long as they have access to the internet; it is not constrained by physical store hours, and checkout time during rush hours is not an issue (Hofacker, 2001).

People can shop from a global store in less time than it takes to get to a local physical store. These advantages are particularly appealing to those with limited time, and they improve search efficiency by removing various customer hassles such as traffic, driving, and register time at physical businesses. Convenience also relates to the consumer's perception of the website's simplicity, user friendliness, and ease of use when making an online purchase. Because they can't find their way around the website, a large number of customers abandon it (Schaffer, 2000).

Consumers who believe the internet channel provides more convenience are more likely to find it beneficial and simple to use. These views make the purchasing process more desirable, and the elimination of irritation lowers the psychological costs of shopping, making online shopping

more joyful For the reasons indicated above, convenience is one of the most compelling benefits of purchasing online.When it comes to making a purchase, online customers have been shown to be variety-seekers who require a wide range of items. This need must be met so that they can shop online again in the future. As online retailers have a larger range of products than physical stores, consumers are more likely to discover the product or service they need, making the buying experience more efficient. Since consumers rarely visit a physical store several times before buying a product or service, online shopping reduces the cost of gathering information while simultaneously expanding product options at a reduced cost of time. These shoppers may connect to the Internet and look for more and better information about each product. Good product information will strengthen the intention to buy online shopping because it will convince hesitant customers that they are making an informed choice (To et al. ‹2007). As far as convenience is concerned, this benefits consumers who think they are short on time and do not want to spend a great deal of time shopping. One of the key technologies to build a successful online purchasing organization is to facilitate customers' access to information. From a consumer point of view, there are many elements that can make website use difficult. Information may not be available where it should be, may be difficult to obtain, or may not be on the website (Martínez-López,et al, 2014) .

Cash savings have led consumers for many years, and the Internet has allowed them to compare costs from many retailers without leaving their homes (Soscia et al. ‹2010). Consumers are usually interested in meeting their demands with as little money as possible. While offline shopping is often associated with more exploratory benefits than online shopping, some online shoppers see online shopping as fun, fun and sociable, as evidenced by the fact that shoppers from a particular category or website may sometimes offer their views and opinions (Close and Kukar-Kinney, 2010).

When it comes to cosmetics, internet customers consider pricing to be one of the most essential factors when making a purchase .When it comes to gender disparities in utilitarian motivations, women value convenience and cost savings more than men when shopping online. The most important

utilitarian incentives are convenience, financial savings, product offers, and information availability. The importance of convenience is highlighted by the fact that savvy shoppers regard internet shopping as a way to purchase from anywhere at any time.According to studies, the most major advantages of internet purchasing are price and convenience ((Soscia et al., 2010; Jarvenpaa and Todd, 1997; Koças, 2005; Lee et al., 1997).

2.8.2.Hedonic motivations to purchase online

Hedonic purchase motivations are linked to multisensory imagery, emotional arousal, and product use experiences. The shopping experience is made pleasant, entertaining, and delightful by these emotional and experimental features. Hedonic shoppers look for characteristics such as product class participation, positive sociality, pleasant surprise, and bargain hunting. Hedonic motives have a considerable influence on the behaviour of online buyers, according to studies. Hedonic value is subjective, changing with the consumer's personality and qualities, and resulting in shopping enjoyment and playfulness. Hedonic shopping shows the potential for amusement and emotional stimulation of buying in this way .

The thrill of internet buying is one of the hedonistic shopping reasons. Adventure shopping refers to how people shop for new things and to get the excitement they need to avoid boredom . Consumers were discovered to shop online as a method to break up their daily routine ., and they also claimed that they go online shopping for the thrill and adventure of the activity. The shopping experience was likewise described as exhilarating and exciting by these customers. Rather than the fulfillment of a definite ultimate aim, the adventure is described by the possible entertainment and satisfaction from the encounter itself (Soscia et al., 2010).

During the consumer journey, social shopping refers to the delight of sharing the shopping experience with friends and family, as well as socializing and bonding. It has to do with people's need to find approval in interpersonal interactions. Consumers love interacting with individuals who share their interests, therefore the social advantages of purchasing online may have a significant impact on purchase intent. Due of the increased social

connection capabilities that online retailers now give with forums and reviews created within the organizations' online store, social interactions play a larger role than previously. Gratification shopping refers to shopping activities that are done to relieve stress and anxiety, resulting in pleasure. Not only is satisfaction a powerful purchase driver, but it's also a powerful motivator for returning to a certain online business (Parsons, 2002).

Idea shopping is a type of shopping motivated by keeping up with current trends and styles, as well as new items and inventions that become accessible. Instead of purchasing, some customers inspired by concept shopping may research and seek for information about inventions and technological fashion goods to keep themselves updated. Value shopping is searching the internet for discounts, deals, and bargains. This drive stems from a human perception of competitive achievers who believe that getting a deal makes them feel accomplished, powerful, and capable of overcoming a difficulty (Arnold and Reynolds, 2003). One of the key advantages of buying online, as previously noted, is the opportunity to readily compare costs, which benefits any buyer looking for a good deal . Consumers can get hedonic advantages by believing they are getting a good deal, which enhances enthusiasm and sensory immersion (Babin et al., 1994).

Online purchasers are said to be less motivated by hedonic incentives. Although, some consumers regard online shopping as pleasurable, stress-relieving, and a means to stay up with trends and advances, online companies should not neglect hedonic incentives (Chiu et al., 2014).

CHAPTER THREE

EMPERICAL STUDY

In this chapter, the research plan and design, data collection method, measurement tool, as well as analysis results and interpretation of these results will be highlighted

3.1.Research Design

It is a framework of research methods and methods chosen by the researcher to achieve the objectives of his study. The research design helps focus on research methods appropriate to the subject of the study, and thus complete it successfully. There are three basic types of research design, which are: data collection, measurement and analysis.

This research is considered a quantitative research that seeks to explore the effect of the independent variable that represents motivations (hedonic and utilitarian motivations) on the dependent variable that represents the intention to purchase online.

In this research, a questionnaire was applied in order to collect the information required for the study taking into account the previously selected data collection method. One of the priorities in applying this questionnaire was that questions should be as simple, clear and coherent as possible to avoid confusion and misleading meanings among researchers.

3.2. Sample and Data Collection

A random sample was selected for this study. One of the best probability sampling techniques that help save time and resources is the "simple random sampling" method. A reliable method of obtaining information where each individual from the population is chosen at random, and each individual has the same probability of being selected as part of the sample.

In this study, the researcher seeks to collect data accurately and clearly from targeted respondents who use social media, especially Facebook in Iraq,

so he distributed the questionnaire after dividing it into four sections, where the first section represents personal information, while the second and third section represents questions about motivations, and the fourth section represents the intention to buy online the questioners have been distributed via a specific link on famous Facebook pages in Iraq, and the people who follow these pages were asked to answer these questions after explaining and simplifying the purpose of these questions. After that, the researcher collected the questionnaires, where it was found that there were 326 questionnaires, including 22 questionnaires that were deleted for lack of data.

3.3. Measurement

The researcher will employ a five-point Likert scale, with the options ranging from strongly disagreeing (1) to strongly agreeing (5). This scale was chosen by the researcher because he considered that a smaller scale would be insufficient to cover all of the responses and that a larger scale would be too ambiguous, Therefore, the five-point Likert scale is the appropriate scale for this type of study.

The question items of this thesis was taken from these studies :

Utilitirian motivations scale has taken from the study of Metin Saygılı and Nihal Sütütemiz (2020) , with eleven items:

- Online shopping is an adventure.

- I find online shopping stimulating.

- Online shopping makes me feel like Iam in my own universe.

- I can exchange information with friends online.

- I can develop friendship with other internet shoppers.

- I can keep up with the trends.

- I can keep up with new fashion.

- I can expose myself to new products.

- I enjoy looking for discounts online.

- I enjoy hunting for bargains online.

- Most part of times, I go online shopping when there are sales.

Hedonic motivations scale has taken from the study of Maria Constança ,Valente Machado,and Alves Morais (2017) with 18 items

- I can buy things whenever I want.

- I can buy things at home.

- Online shopping is convenient for me.

- I can access wide selection online.

- I can access many brands online.

- I can access many products online.

- I can get information easily online

- Internet provides a lot of information

- Information via internet is the newest.

- I can avoid embarrassment when I buy things online.

- Online makes me free from sales staff.

- Online makes me free from social interaction.

- Online shopping can save money.

- I can compare price easily via internet.

- I spend less on internet

- When shopping online I feel in control.

- I have control over my online shopping process.

- Internet enables me to control my own online shopping trip.

Online purchase intention has taken from the study of Nebojša Vasić, Milorad Kilibarda and Tanja Kaurin (2017) with three items:

- I pretend to buy the product

- It is likely that I will buy the product

- I am willing to buy the product.I enjoy online shopping

3.4. Analyses Findings

In this section, reference will be made to the results of the analyzes that were used to measure if there is an effect of the independent variable on the dependent variable according to the descriptive tables and the correlation and regression tables below.

Table 1. Demographic summary of survey responses

Variable	Classification	Frequency	Percent %
Gender	Male	178	58.6
	Female	126	41.4
	Total	304	100.0
Education level	Under high school	33	10.9
	High school graduate	100	32.9
	Bachelor's degree	110	36.2
	Master's degree	44	14.5
	Doctorate degree	17	5.6
	Total	304	100.0
Age	17-12Years Old	64	21.1
	24-18Years Old	79	26.0
	34-25Years Old	71	23.4
	35-44 Years Old	63	20.7
	More than 44	27	8.9
	Total	304	100.0
Income	less than 1500$	26	8.6
	2500– 1500$	83	27.3
	3000– 2500$	49	16.1
	4500– 3000$	102	33.6
	more than 4500$	44	14.5
	Total	304	100.0
Martial	Single	172	56.6
	Married	132	43.4
	Total	304	100.0

Occupation	Employed for wages	28	9.2
	Self-employed	72	23.7
	Out of work and looking for work	61	20.1
	Out of work but not currently looking for work	66	21.9
	A student	77	25.1
	Total	304	100.0
Buying method	online	166	54.6
	instore	134	54.4
	Total	304	100.0

It can be said by looking at the table one above that about 59 percent of the sample members are males, while about 41 percent of the respondents in the sample are female.

By looking at the results of the question about the educational level of the respondents in the sample, it was found that about 11 percent of them do not have a high school diploma, 33 percent only have a high school diploma, 36 percent of the sample members have a university degree, and about 20 percent of the sample have a postgraduate degree

Regarding the question about the age of the respondent, it was found through the results that about 47 percent of the sample members are less than 24 years old, about 23 percent of the sample members are between 25 and 34 years old, and about 20 percent are between 35 and 44 years old, and 9 percent are older than 44 years

Regarding the question about marital status, it was found that 57 percent of the respondents are single and 33 percent are married.

We note through the results of the work question that about 32 percent of the sample members are employed and 41 percent of the respondents do not work, a half of them answered that they are looking for work, and 25 percent of the sample members are students.

As for the question about income, about 9 percent of respondents answered that their income is less than $1,500, and about 27 percent of respondents have income between $1,500 and $2,500, and 14 and half percent of respondents answered that their income is more than $4,500 per month.

Finally, regarding the question about the preferred method of purchase, about 55 of the respondents answered that they prefer to buy online, and about 45 percent of the respondents prefer to buy from traditional stores.

Table 2. Mean , std. deviation, skewness and kurtosis analyzes

Hedonic motivations (HM)	Mean	Std. Deviation	Skewness	Kurtosis
HM1	2.8684	1.27781	.115	-1.264
HM2	3.5263	1.28432	-.285	-1.318
HM3	3.0724	1.30549	.179	-1.279
HM4	3.1283	1.32256	-.040	-1.440
HM5	3.3059	1.33566	-.139	-1.430
HM6	3.2829	1.21551	-.124	-1.021
HM7	3.3158	1.47776	-.248	-1.457
HM8	3.3289	1.24692	-.089	-1.394
HM9	3.5954	1.26025	-.317	-1.325
HM10	3.1809	1.33381	.068	-1.397
HM11	3.1184	1.34206	-.020	-1.479
Utilitarian motivations (UM)				
UM1	3.0691	1.28401	-.111	-1.006
UM2	2.8783	1.19197	.260	-1.020
UM3	3.0461	1.22050	-.231	-.879
UM4	3.0921	1.32683	-.051	-1.081
UM5	2.7895	1.35038	.040	-1.281
UM6	2.8257	1.27913	.168	-1.254
UM7	3.5625	1.28820	-.270	-1.425
UM8	3.0658	1.30078	.194	-1.282
UM9	3.1250	1.33406	.038	-1.500
UM10	3.3520	1.34402	-.129	-1.489
UM11	3.2204	1.20810	-.092	-.966
UM12	3.3092	1.51661	-.238	-1.513
UM13	3.3454	1.23846	-.072	-1.409
UM14	3.6118	1.26934	-.331	-1.337
UM15	3.1974	1.36452	.039	-1.445
UM16	3.1118	1.35729	.003	-1.491
UM17	3.3487	1.35588	-.117	-1.519
UM18	3.1480	1.25382	-.070	-1.067
Online Purchase Intention (PI)				
PI1	3.1414	1.28062	.037	-1.320
PI2	3.3158	1.38078	-.135	-1.453
PI3	3.2730	1.25645	-.085	-1.240

Table No. 2 shows the values of the mean, standard deviation, skewness and kurtosis for each of the questionnaire questions. The results in the above table indicate that the mean values are between 2.7 and 3.6 and they are within the agreement area. The results of the standard deviation analysis indicate that there is no significant dispersion In the obtained data, and according to the von Hippel and Paul (2005), the

skew and kurtosis values must be between -2 and +2 in order to say that our distribution is a normal distribution, as the results indicate that the distribution of our data is a normal distribution.

Table 3: Factor loading and Cronbach's reliability analyzes

Factor's Name	Variables	Factor Loading	Eigen-value	Variance Explained	KMO	Cronbach's Reliability Coefficients
Hedonic motivations (HM)	HM1	.971	1.529	54.720	.720	.845
	HM2	.976				
	HM3	.971				
	HM4	.994				
	HM5	.971				
	HM6	.980				
	HM7	.977				
	HM8	.986				
	HM9	.994				
	HM10	.985				
	HM11	.367				
Utilitarian motivations (UM)	UM1	.738	3.091	53.776	.679	0.730
	UM2	.831				
	UM3	.620				
	UM4	.744				
	UM5	.688				
	UM6	.704				
	UM7	.900				
	UM8	.893				
	UM9	.830				
	UM10	.768				
	UM11	.862				
	UM12	.864				
	UM13	.657				
	UM14	.883				
	UM15	.810				
	UM16	.855				
	UM17	.702				
	UM18	.812				
Online Purchase Intention (PI)	PI1	.650	1.831	61.023	.658	.780
	PI2	.628				
	PI3	.553				

Factor analysis is a statistical method used to describe the variance between variables. According Furman (2001) the statistical method used to verify the factorial structure of a set of observed variables and their relationship to their underlying factors.

The value of the factor analysis for each question item must be more than 50 percent. The results obtained indicate that all the values of the factor analysis of the question items are greater than 50 percent, except for question No. 11 of the Hedonic motivations (HM), so it was deleted.

KMO analysis indicates the sufficiency of the sample. The value of this test ranges between 0 and 1, where values close to 1 indicate the there is a good sufficiency of the sample,. The results in Table 3 indicate that the obtained results are suitable for analysis.

Eigenvalues reflect the entire amount of variation that a certain main component can explain. In theory, they can be positive or negative, but in fact, they usually represent positive variance. It's a favorable indicator if the eigenvalues are bigger than one.

The results of the explained variance show the extent to which the model is interpreted by the different factors in the study, as the results indicate that its value for each factor is greater than 50 percent, which is an acceptable value. Credibility and reliability are among the most important topics of interest to researchers in terms of their impact on the importance of research results and their ability to publish results. Reliability and consistency are associated with research tools, and their ability to accurately measure and measure readings from these tools.

The alpha-cronbach scale is a measure of test reliability and internal consistency, i.e. the extent to which a group of elements are closely associated, the alpha-cronbach scale is a simple way to measure whether or not the result is reliable. Reliability indicates how much real variation can be calculated by the variation observed in measurement. Many parameters have been proposed to estimate reliability from internal consistency, AlphaCronbach is the most common, and AlphaCronbach is one of the most commonly used reliability standards in social and organizational sciences. The results in table 3 indicate that the value of the alpha-kronbach coefficient is greater than 70 per cent, indicating that the data have a high internal consistency.

Table 4. Mean**,**std. deviation and correlations analyzes

	Mean	Std. Deviation	Hedonic motivations	Utilitarian motivations	Online purchase intention
Hedonic motivations	3.2476	.82144	1		
Utilitarian motivations	3.1740	.78153	.735**	1	
Online purchase intention	3.2434	1.02049	.572**	.680**	1

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

Pearson's correlation coefficient is a number between -1 and +1 that indicates how linearly two variables are. If there is a strong positive (direct) correlation between two variables, then the Pearson's correlation coefficient is close to 1. If there is a weak positive (direct) correlation between two variables, the Pearson's correlation coefficient then will be closer to 0 than 1. The same is true if there is an inverse correlation, then it is close to -1 if it is a strong inverse correlation.

The results in the table four indicates that there is a positive and significant correlation at 0.01 between the factors of the study and it is indicates that the correlation value between utilitarian motivations and online purchase intention is a .680** and it is stronger than the correlation between Hedonic motivations and online purchase intention where the value of correlation is .572**.

Linear regression

Regression is a method by which the value of one of the variables can be estimated with given information about the other variable by means of the regression equation. Simple linear regression: The word "simple" means that the dependent variable Y. Depends on a variable the X which refer to the independent variable and the word "linear" means that the relationship between the two variables (Y, X) there is a linear relationship.

Linear Regression (Impact of Hedonic motivations on the online purchase intention).

Table 5: Model Summary for Hedonic motivations

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.572[a]	.327	.324	.83879

a. Predictors: (Constant), Hedonic motivations

We note from the table above that the value of the correlation coefficient is 572a, while the value of the regression coefficient is .327, which indicates that the independent variable that is the hedonic motivations explains about 33 percent of the dependent variable, which is online purchase intention.

The table above indicates the explanatory power of the regression model through the f-test, where it is noted that the value of f is 146.490 at a significance level (Sig.)of less than 5%, which indicates the power of the model in interpreting the effect of the independent variable (Hedonic motivations) on the dependent variable (online purchase intention).

The coefficients that make up the regression equation are as follows: The regression intercept is 1.324, while the regression slope is.710, and this is the amount by which we forecast that online purchase intention increases for a one-point rise in Hedonic motives.

Table 6. Coefficients for Hedonic motivations

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.938	.196		4.772	.000	.551	1.324
Hedonic motivations	.710	.059	.572	12.103	.000	.595	.825

Dependent Variable: online purchase intention

According to the table above the standardized slope in the Beta column is.572, representing the anticipated change in online purchase intention in standard deviation units for a 1 standard deviation rise in hedonic motives.

Table 7. ANOVA for Hedonic motivations

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.065	1	103.065	146.490	.000ᵃ
	Residual	212.477	302	.704		
	Total	315.542	303			

a. Predictors: (Constant), HM

b. Dependent Variable: PI

For the intercept the t statistic is 4.772and the p value (quoted under Sig.) is .000 (reported as $p < .001$) which is less than 0.05. We therefore have significant evidence to reject the null hypothesis and accept the alternative which indicates that there is a meaningful impact of hedonic motivations on the online purchase intention. The last two columns provide confidence ranges for the coefficients, thus a 95 percent confidence interval for the intercept is between.551 and 1.324.

Linear Regression (Impact of utilitarian motivations on the online purchase intention)

Table 8. Model Summary for utilitarian motivations

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.680ᵃ	.463	.461	.74917

a. Predictors: (Constant), utilitarian motivations

We note from the table above that the value of the correlation coefficient is 572a, while the value of the regression coefficient is .327, which indicates that the independent variable that is the utilitarian motivations explains about 33 percent of the dependent variable, which is online purchase intention.

Table 9. ANOVA for utilitarian motivations

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	146.045	1	146.045	260.213	.000[a]
	Residual	169.498	302	.561		
	Total	315.542	303			

a. Predictors: (Constant), utilitarian motivations

b. Dependent Variable: PI

The table above indicates the explanatory power of the regression model through the f-test, where it is noted that the value of f is 260.213at a significance level (Sig.)of less than 5%, which indicates the power of the model in interpreting the effect of the independent variable (utilitarian motivations) on the dependent variable (online purchase intention).

Table 10. Coefficients for utilitarian motivations

Model	Unstandardized Coefficients		Standardized Coefficients			95% Confidence Interval for B	
	B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound
1 (Constant)	.424	.180		2.355	.019	.070	.778
utilitarian motivations	.888	.055	.680	16.131	.000	.780	.997

a. Dependent Variable: PI

According to the table above the standardized slope in the Beta column is .680, representing the anticipated change in online purchase intention in standard deviation units for a 1 standard deviation rise in hedonic motives.

For the intercept the t statistic is 2.355 and the p value (quoted under Sig.) is .000 (reported as $p < .001$) which is less than 0.05. We therefore have significant evidence to reject the null hypothesis and accept the alternative which indicates that there is a meaningful impact of hedonic motivations on the online purchase intention. The last two columns provide confidence ranges for the coefficients, thus a 95 percent confidence interval for the intercept is between.070 and .778.

CONCLUSION

The study aimed to know the effect of both utilitarian and hedonic motivations on the intention to buy through social media, especially Facebook customers in Iraq. A random sample was selected and more than 300 questionnaires were distributed .

The results of the correlation analysis showed that the correlation is strong and positive between utilitarian and hedonic motivations with the intention to buy, and that the value of the correlation coefficient between utilitarian motivations and the intention to buy back is greater than the value of the correlation coefficient between hedonic motivations and the intention to buy.

The results of the regression analysis also showed that the utilitarian motivations variable is more explanatory for the dependent variable purchasing intention (= .463) than the hedonic motivations variable (= .327) Thus, the study hypotheses H1,H2 and H3 were accepted.

Several studies have been conducted on the relation between utilitarian and hedonic motivations and the intention to buy through internet. Many of these studies focused on one product or focused on differences between gender or physical condition to know the effect of online shopping motivations on purchase intention (Maria Constança ,Valente Machado and Alves Morais, 2017, Metin Saygılı and Nihal Sütütemiz, 2020). This study is distinguished from previous studies in that it focused on exploring the relationship between utilitarian and hedonic motivations with purchasing intention through social media, especially Facebook. It also seek to find out whether there is a difference between these motivations when buying products online by Iraqi consumers. The framework employed throughout this study showed excellent quality due to its high dependability and good fitting.

The results of this study are interesting, as they showed the tendency of consumers, especially the Iraqi consumer, to prefer benefit over pleasure when buying online. The benefit that the consumer will get from the product which he will buy is the biggest motivation for buying online, especially Facebook, and these results give managers in companies and marketing managers an opportunity to focus efforts on developing the product in a way that meets the expected benefits from consumers. Of course, this does not mean that decision makers in companies

should focus on benefits only. The results also showed a positive relationship between online purchasing and hedonic motivations.

Decision makers, marketing managers and product managers can develop ways to improve ease of buying through social networks and a variety of products offered. Furthermore, social networks enable managers to create exclusive online promotions in order to enhance the impact of economic value on online purchasing intent. Companies may use knowledge about motivations to enhance their buying intent by modifying future tactics and campaigns, or even dividing companies' strategies in online and offline advertising. Since motivations are a great tool for explaining the intention to buy (79% of the intention to buy is explained through utilitarian motivations and pleasure according to this study), using this knowledge to develop tactics is a great way to increase sales.

Discussion and Implications

Based on the results obtained, it can be said that theories, models, and techniques that are applicable to traditional or physical buying must be adapted to internet purchases as an alternative marketing channel, and elements that impact customers' online purchase intentions must be explored in online shopping studies. The purpose of this study was to look at the impact of hedonic and utilitarian buying incentives on online purchase intent through social network especially Facebook.

Though the literature classifies consumption in many ways, it is stated that the phenomena is based on two basic motivations: utilitarian and hedonic . Several studies (Spangenberg et al., 1997; Arnold, & Reynolds, 2003; Overby, & Lee, 2006; Guido, 2006; To et al., 2007)

According to Chiu, Wang, Fang, & Huang, (2014), customers who prefer online shopping do more than just obtain product information and buy things; they also aim to satisfy their experience and emotional demands. According to studies that place a special emphasis on online shopping environment design, while the practical features of online shopping are extremely useful in evaluating customer attitudes and purchase intentions, The hedonic aspects of internet purchasing play a significant influence in influencing these habits.

The study examined and accepted two hypotheses in this context: utilitarian and hedonic buying incentives impact online purchase intentions.

To et al. (2007) investigated the impact of utilitarian and hedonic motivations on online research intentions, purchase intents, and purchasing

behavior, and discovered that the elements that generate research intentions and encourage purchasing have utilitarian and hedonic characteristics. The aforementioned researchers investigated the impacts of utilitarian and hedonic motives on research intention, as well as the effects of research intention on purchase intention. In the aforementioned study, utilitarian and hedonic shopping motives were assessed using utilitarian and hedonic values. Our study differs from that study in this context since the notions of utilitarian and hedonic value were utilized instead of utilitarian and hedonic shopping motives here, and the direct influence of hedonic motivations on online purchase intention was not addressed in their study. Their findings, on the other hand, align with ours in that they discovered a direct and beneficial influence of utilitarian incentives on purchase intentions in online shopping.

As previously stated, Arnold and Reynolds' (2003) "Hedonic Buying Motivations" scale for traditional shopping was adapted for online shopping in order to identify online hedonic shopping motivations that impact online purchase intentions. In their investigation, Arnold and Reynolds (2003) identified six criteria. These six characteristics defined by the researchers (adventure shopping, pleasure shopping, idea shopping, social shopping, role shopping, and value shopping) were also validated as common factors with our study for online purchasing. Arnold and Reynolds' (2003) scale was effectively adapted to internet buying as well. Furthermore, the Adventure Shopping factor accounted for 14.206% of the retrieved variance, ranking top. These findings suggested that customers are encouraged not just to satisfy their wants, but also to relax when their purchasing activity is accepted and liked by others.

The internet's active involvement in our lives has pushed individuals of all ages to take advantage of this tremendous technical innovation. The internet has permeated both end-users' and enterprises' lives. Consumers' online purchasing activity prompts researchers and companies using online shopping platforms to take certain activities.

Recommendations for Business and Researchers

The purpose of this study was to explain the influence of hedonic and utilitarian incentives on purchase intentions in an inter-disciplinary framework from the standpoint of information systems, with an emphasis on how technological improvements and the internet have transformed the idea of shopping. Traditional purchasing incentives were examined and validated for internet purchases. A study of the literature and prior studies revealed that studies have yet to make a clear difference between utilitarian and hedonic shopping motives and utilitarian and hedonic values, despite the fact that these notions are unique. As a result, researchers would explore this location in a specific way in future studies.

Because the numerous studies on the idea of utilitarian and hedonic shopping motivations in Iraq and other Arab countries is lower than in global studies, the findings of our research are It is expected that this study will serve as a catalyst for future studies that deal with hedonic and utilitarian motivations influencing online buying intention In different countries and within the framework of other variables such as value and type of product. According to our findings, utilitarian and hedonic shopping incentives have a beneficial impact on online purchase intentions. Future studies that consider the likely effects of other variables on purchasing intentions and deal with the concept of online shopping, on the other hand, must be supported by numerical techniques that take into account several variables such as consumer personal characteristics, perceived utility, and risks perceived towards goods or services.

The primary benefits offered to consumers through online shopping, such as saving time and money, getting things at reduced costs, and being able to purchase a product at any time, have become fairly well-known strategies that businesses can take advantage of to differentiate themselves. Understanding the motives for buying online and especially from social networking sites such as Facebook and Twitter for consumers, as well as the utilitarian and fun aspects that support these motives, has become critical for companies seeking to engage customers and define product and service attributes. As a result, Internet-based companies must understand the reasons and motives for buying online, as well as the utilitarian and pleasure components of these motives.

Companies should learn about the advantages of buying online compared to traditional buying, be aware of the factors and things that are preferred in online

shopping, and be aware of the challenges that they can face. It is also clear that public perceptions, perspectives, and prejudices toward new technology will guide many of the evolving strategic and technological decisions that online businesses make on a variety of issues such as website design, Internet advertising, product differentiation, and distribution strategies. Businesses that understand what influences consumers and motivates them to buy online will be able to identify and satisfy consumers' wants and desires.

Businesses that operate online must focus on consumers who have no prior online purchasing experience and learn why consumers do not engage in online shopping.

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