

A Typology of Online Shopping Consumers and Its Relation to Online Shopping Perception and Obsession

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Introduction: The growth of online shopping indicates the importance of understanding various types of online shoppers and their shopping motivations (Ganesh et al., 2010; Pappas et al., 2017) and online shopping becomes one of the regular shopping patterns of consumers. Both online and old-fashioned brick-and-mortar shopping have similarity in terms of consumers choosing and buying products from given choices, but differences lead to pros and cons of online shopping. Based on similar and unique characteristics of online shopping, motivations, and reasons to satisfy with online shopping will be different. Sproles and Sproles (1990) examined shopper types can be classified into eight different categories considering emotional and cognitive factors. This research examines whether this typology can be applied to online shoppers. The purpose of this research is to investigate the effects of shopper types on perceived consumer emotions with usefulness, pleasure, and obsession and e-satisfaction.

Literature Review: Sproles and Sproles (1990) established eight characteristics of consumers' decision making for shopper typology based on their shopping motives and emotional factors: 1) high quality conscious; 2) brand conscious; 3) fashion conscious; 4) recreational conscious; 5) price conscious; 6) impulsive; 7) simplistic; 8) habitual shoppers. Also, Dellaert and Ruyter (2004) explained ease of use, usefulness, and enjoyment are the factors affecting consumers' perceptions to online shopping and these perceived perceptions then influence their preference for online shopping. Similarly, Kim et al. (2007) noted the level of image interactive technique in online retail shopping has a positive influence on customer perceptions of online shopping enjoyment. In this study, three perceived consumer emotions, such as perceived emotion with usefulness, pleasure, and obsession with online shopping are differentiated by the online shopper typologies. This study helps offer knowledges of what needs to be done to attract online shoppers and enables retailers to identify which typology of shoppers they need to target as potential shoppers and how to convert them to an active online shopper.

According to Anderson and Srinivasan (2003), online shopping satisfaction is defined as the contentment of the consumers with respect to their purchasing experience (online shopping measuring the perceived emotions with usefulness, pleasure, and obsession in this paper). Ozkisi and Topaloglu (2016) measured customer feeling of satisfaction about online shopping in direct proportion to customer's online shopping occurrence by investigating the feelings and thoughts of college student about online shopping. Therefore, this study is designed to examine the following hypotheses:

H1: Shoppers have different perception and obsession levels in online shopping, depending on their categorized type.

H2: Online shopping satisfaction is achieved by a) shopping usefulness emotion; and b) shopping pleasure emotion; but not by c) shopping obsession emotion.

Methodology: A quantitative data were collected using Amazon’s Mechanical Turk (MTurk) service linked to the Qualtrics survey. The screening question is “Have you ever purchased retail products online?” Participants were able to continue to answer questions when they say “yes” to this question. The survey questions include online shopper typology, online shopping perception, perceived perceptions, and satisfaction. The behavioral data collected by MTurk through Qualtrics survey are analyzed using SPSS (e.g., factor analysis, regressions) to describe demographics of participants and to test hypotheses.

Results: First, a total of 151 participants (female: 54.3% and male: 45.7%) answered the survey with average age of 35.5, ranging from 18 to 68. Participants’ household income was relatively high with 24.5% of respondents earning between \$20,000 and \$34,999 in a year. The majority of the respondents were Caucasian (66.9%) and had at least a college degree (48.3%). Second, exploratory factor analyses (EFA) with Varimax were used for multi-item scales. The results added two more shopper types, including higher price with quality and recreational (online). Last, multiple regression analyses were used to test hypotheses and the significant relationships between online shopping perceptions and satisfaction were found as shown in Figures 1.

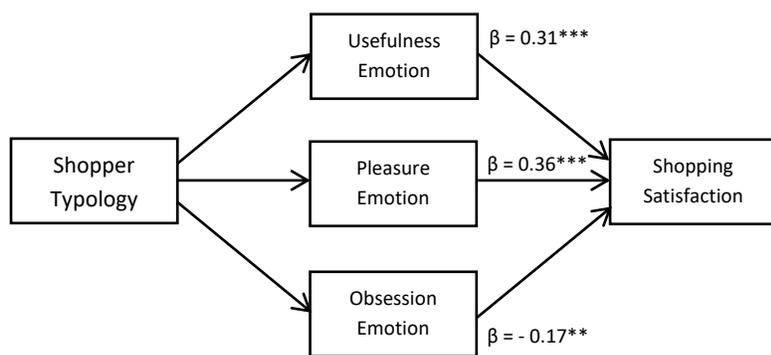


Figure 1. The Regression Results of the Conceptual Framework

Discussion: Results indicated impulsiveness ($\beta = -0.20$, $p < 0.01$) online shoppers are negatively perceived about the usefulness of online shopping, which reveal that the convenience in online shopping may increase shoppers’ impulsive purchasing behavior and discourage them from perceiving the usefulness of online shopping. Regarding relationship between shopper types and obsession emotion, brand consciousness ($\beta = 0.26$, $p < 0.01$), price consciousness ($\beta = 0.17$, $p < 0.05$), impulsiveness ($\beta = 0.39$, $p < 0.001$), and simplistic ($\beta = 0.26$, $p < 0.01$) shopper types are more likely to be obsessed toward the online shopping. In addition, the relationship between shopping emotion and satisfaction was significant. However, both online shopping usefulness and

pleasure perceptions had a greater effect on satisfaction with their online shopping than online shopping obsession.

Implications and Future Research: This study examined the impact of shopper types on online consumers' perceptions and satisfaction. The results clearly show that online consumers considering high quality and recreational factor of products perceived more usefulness emotion while those with price and impulsiveness perceived more obsession emotion. One possibility is that obsessive shopping behavior can be triggered by price and impulse buying because the better chance of finding cheap deals and unplanned shopping can satisfy their strong motivation seeking for the best prices guaranteed. Given the importance of security issue on online shopping, future research should be done for understanding consumers' emotional responses and e-loyalty toward the various dimensions of web security related to online shopper types.

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