

DETERMINANTS OF E-SHOPPING GRATIFICATION – A META-ANALYSIS

Dr. Benny J. Godwin

Assistant Professor

M.B.A. Department

Aloysius Institute of Management & Information Technology

St. Aloysius College (Autonomous) Mangalore

Dr. Beena Dias

Professor

M.B.A. Department

Aloysius Institute of Management & Information Technology

St. Aloysius College (Autonomous) Mangalore

Abstract

Electronic shopping attitude determines the extent to which an individual is gratified with the shopping experience. The purpose of this paper is to explore the impact of Consumers' e-Attitude towards e-Shopping Gratification. This paper also examines the role of e-Purchase Intention with regard to e-Shopping Gratification. A conceptual framework – “BeeBen e-Attitudinal Model” that excogitates the structure of the regarded conceptions is suggested after reviewing the extant literature. Random sampling technique was adopted to collect the primary data from a prominent IT company in South India. A standardized questionnaire was used as the research instrument. Data were collected from 153 employees of the selected IT firm. The research hypotheses are tested using Correlation, Multiple Linear Regression Analysis and Structural Equation Modeling (SEM) with maximum likelihood estimation. The managerial implications and recommendations for future research are discussed in the later part of this paper.

Keywords: *e-Attitude, e-Purchase Intention, and e-Shopping Gratification.*

Introduction

The exploitation of e-commerce has fundamentally transfigured the consumers' attitude by offering businesses and customers a powerful channel to communicate (Sumanjeet, 2010). By rendering plenteous information (Lee and Chan, 2015), heightening images (Lim, 2013), bettering business processes, and ameliorating the customer services (Oliveira and Toaldo, 2015). E-commerce has started out to reap tremendous market share. It is remarked by the recent investigators that the e-shopping gratification is determined by consumers' e-attitude and online purchase intention. It is also noted that there are only a limited number of research studies that have spotlighted the substantial forerunners of e-shopping gratification (Park, Ahn, and Kim, 2010; Warrington, 2002). Furthermore, in fact, it is also noted that the degree of contribution of these attributes towards electronic shopping gratification are not explicitly elucidated. Accordingly, this paper would

crystallize these staggeringly authoritative but less researched spheres. The purpose of this paper is to devise a dianoetic understanding of electronic shopping gratification. After summing up on behavioural studies regarding online shopping experience, this paper provides the association between consumers' e-attitude and e-purchase intention with the instructive variables (Gehrt et al., 2012; Hsu, Chuang, and Hsu, 2014; Khalifa and Liu, 2007; Koo, Kim, and Lee, 2008).

Literature Review

Fishbein and Ajzen (1975) reported individual's attitude as a conditioned reaction that pertains to an individual's evaluation of an excogitation. Similar determinations are accounted by many subsisting research studies that consumers' attitude directly influences attitudinal intention to use an online shopping portal (Khitoliya, 2012; Makhitha, 2014).

Online purchase intention denotes to the conception that establishes the strength of a customer's intention to purchase products usingetailers' services (Salisbury et al., 2001). Thamizhvanan and Xavier (2013) attempted to distinguish the epitopes of online purchase intention among youth in the Indian backdrop. The findings revealed that hedonic orientation, experience, and online trust significantly contribute online purchase intention. Chiu (2007) conceived a model based on an intermediating mechanism of relationship quality towards the apprehension of online purchase intention. It was found that perceived incentive, service quality, ease of shopping, and usefulness to influence customers' online purchase intention.

A profusion of researchers consecrated on empathizing the consumers' shopping gratification towards the internet (Lian and Lin, 2008; Srinivasan, Anderson, & Ponnayolu, 2002). Constructing on the cognitive substance of online shopping, the relationship among entertainment gratification, web irritation, and web atmospherics is observed to be largely disregarded. Gao and Koufaris (2006) remonstrated web irritation as the point of irritation felt by a consumer while shopping online. Lim & Ting (2012) suggested entertainment gratification in online shopping as the level of delectation which an individual assumes from online shopping. The ontogenesis of online shopping atmosphere accelerates the website design and its layout, such as: background pattern, hyperlinks, icons, interactive web applications, color scheme, music, typeface, and web borders (Lim 2013).

Objectives

The objectives of this paper are as follows:

- (i) To investigate the role of consumers' e-attitude towards electronic shopping gratification.
- (ii) To explore the impact of online purchase intention towards electronic shopping gratification.

2.3 Conceptual Framework

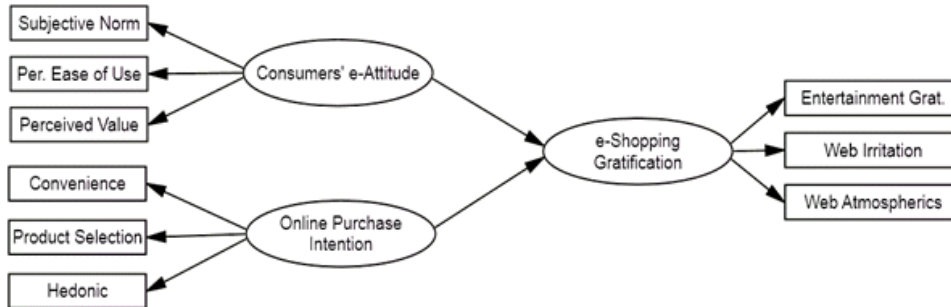


Figure 1: Conceptual Framework – “BeeBen e-Attitudinal Model”

Methodology

Primary data are collected from the respondents using a standardized research instrument adopted from Ajzen, 1991, Broekhuizen and Huizingh, 2009; Forsythe, Liu, Shannon, and Gardher, 2006; Lee, Kang, and Choi, 2009. Face and conduct validity is performed using 3-panel of experts. The convergent and discriminant validity is evaluated using Confirmatory Factor Analysis. The internal consistency of the data is measured Cronbach's Alpha- reliability test. The results of Cronbach's Alpha for the selected attributes are found to be over 0.7 (Nunnally, 1967). Thus it is empathized that each attribute has an adequate degree of internal consistency. Random sampling technique was adopted to collect the primary data from a prominent IT company in South India. Data were collected from 153 employees of the selected IT firm. The research hypotheses are tested using Correlation, Linear Regression Analysis and Structural Equation Modeling (SEM) with maximum likelihood estimation.

3.2 Research Hypotheses

- H₁ There is a significant relationship between consumers' e-attitude and electronic shopping gratification.
 H₂ There is a significant relationship between online purchase intention and electronic shopping gratification.

Results & Discussion

In order to examine the role of consumers' e-attitude and electronic shopping gratification, Linear Regression analysis is performed. The findings of the study disclosed a significant relationship between consumers' e-attitude and electronic shopping gratification. Furthermore, a stepwise multiple linear regression showed that the R Square value at 66.3%. It can be interpreted from the R Square value that the weighted combination of the predictor variables explains 66.3% of the divergence of dependent variable. It can be generalized that 66.3% variance in electronic shopping gratification is accounted by consumers' e-attitude.

The results of Karl Pearson's correlation coefficients between online purchase intention and electronic shopping gratification are found to be significant between all the online purchase intention sub-scales. From the results, it can be generalized that online purchase intention significantly leads to electronic shopping gratification.

The proposed “BeeBen e-Attitudinal Model” is examined employing AMOS (Arbuckle, 1997; Hancock and Mueller, 2006). The Chi-Square value of the proposed BeeBen e-Attitudinal Model is found to be significant. The other model fit indices are as follows: CMIN/DF value at 2.327, GFI value at 0.979, AGFI value at 0.944, RMR value at 0.022, CFI value at 0.923, IFI value at 0.907, and PCLOSE value at 0.000 –indicating satisfactory fit. Accordingly, the proposed BeeBen e-Attitudinal Model is accepted.

Conclusion and Managerial Implications

The present paper suggests that the consumers' e-attitude and online purchase intention are significant with electronic shopping gratification. The present research furnishes rule of thumb for enhancing electronic shopping gratification among the consumers. The proposed “BeeBen e-Attitudinal Model” is the staggering lyendued conceptual research model that incorporates the accentuating relationships of consumers' e-attitude, online purchase intention, and electronic shopping gratification. The findings of this paper bestow to the existing literature that ascertain the ascendants of electronic shopping gratification. In spite of the fact that the proposed “BeeBen e-Attitudinal Model” demonstrated an acceptable fitness, there is always a chance for a better conceptual framework to exist.

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