



The impact of buyer shopping orientations and demographic factors on the purchasing for different product types- in the context of online shopping

ID No.54

(PP 272 - 283)

<https://doi.org/10.21271/zjhs.25.6.15>

Haseba Salim Hamad

College of Economic and Administration-Department of business management/ Salahaddin
University-Erbil
haseba.hamad@su.edu.krd

Received: 27/07/2021

Accepted: 13/09/2021

Published: 25/12/2021

Abstract

This study examines the impact of buyer shopping orientations and demographic factors on the purchasing for different product categories in the context of online shopping. To validate the study conceptual framework this research employs quantitative -method research in order to achieve the highest possible validity and reliability of the results. The quantitative data presented in this study were collected from an e-survey of consumers in the Kurdistan region/ Iraq using a self-administered questionnaire. This method was chosen, due to the fact that it is time and cost efficient compared to other distribution methods (Aaker et al. 2006). The sample consisted of 300 responses and was collected among consumers in the Kurdistan region/ Iraq. Structural equation modelling (SEM) was utilised to analyse the data collected. The findings show that the purchasing preferences vary by product category.

Key words: Buyer Shopping Orientations, Product types, Structure Equation Modelling, Kurdistan region/ Iraq.

1. Introduction

Over the past decade the online shopping has become a substantial and nearly indispensable part of today's fast lifestyle. Thus, a tremendous growth in the online shopping sector can be observed and the Internet is considered to be an important shopping venue by an increasing number of customers. According to (Nielsen UK, 2012). Online shopping provides a lot of benefits for the customers, since it substantially reduces search costs, grants convenient access to product and price information and enables the customer to easily compare products (Chu et al., 2010). Further, no travel costs or restrictions on shopping hours are involved in the buying process. Though, the demand for online shopping for products such as books, electronic devices and clothing is growing enormously.

- Research problem

Many research have emphasised the decisive role of product categories on the online shopping behaviour (Bhatnagar et al., 2000; Liao and Cheung, 2001; Lian and Lin, 2008), but surprisingly only few studies have attempted to determine the influence of different product categories. Zhou et al. (2004) reported that the consumers' online shopping acceptance may vary among different product categories and Monswé et al. (2004) pointed out that some product categories are more suitable to be sold online than other categories. However, only few empirical studies have attempted to examine the role of product categories or limited their attention on one product category. Therefore this research focuses primary on the consumer shopping orientations in KRG and how these constructs affect the preference to purchase certain products online. These are considered to be the most influential factors that affect the online shopping behaviour and are therefore subject of this research. As a result, the outcome of this research will provide a deeper understanding of consumers' demands in the context of online shopping, which can be used to develop marketing strategies to penetrate the online



sales.

2. Literature review

2.1. Buyer shopping orientations

- Convenience-orientation

Donthu and Garcia (1999) found that online shoppers are more convenience-oriented compared to traditional shoppers. In addition, Jarvenpaa and Todd (1997) reported that convenience is the most significant perceived benefit of online shopping. Moreover, Rohm and Swaminathan (2004) found that convenience-oriented shoppers have the highest propensity to purchase groceries online.

- Price-orientation

Zhou et al. (2004) suggested in their study that price-oriented consumers are always seeking to buy products for the lowest price or trying to get the best value for their expenses. Furthermore, Bakos (1997) found that online shopping significantly reduces search costs to get detailed information about prices and products.

- Experiential-orientation

Li et al. (1999) found that an experiential orientation negatively influences the likeness to conduct online purchases, since the experiential orientation focuses on interacting with products. Within the online environment it is not possible to experience the products, which means examining the physical condition of the product by touching, feeling or smelling it.

- Impulsiveness

Donthu and Garcia (1999) found in their study on online shopping behaviour that Internet shoppers are more impulsive compared to non-internet-shoppers. In contrast, Girard et al. (2003) noted that impulsive purchases are more likely to be for inexpensive products seen in a physical store and concluded that impulsiveness is negatively related to the likeness to shop online. However, the findings on the impact of impulsiveness as a shopping orientation on the preference to purchase certain products online are limited.

2.2. Demographic variables

- Gender

Haque et al. (2007) and Hasan (2010) found that gender has significant influence on the online shopping behaviour of consumers. It is generally suggested that men are more likely to conduct online purchases more than women (i.e. Brown et al., 2003; Susskind, 2004). However, Goldsmith and Flynn (2005) reported that female consumers favour to purchase apparel online, which is contrary to the general assumption that men are more likely to conduct online purchases as suggested in other studies.

- Age

It is generally suggested that the adoption of online shopping is negatively influenced by an increasing consumer age (i.e. Joines et al., 2003). Besides that, it is suggested that older consumers have a higher computer anxiety and are generally less familiar with information technology, which affects their acceptance of online shopping (Dholakia and Uusitalo, 2002). This view is supported by Sulaiman et al. (2008) who found that younger generations use online shopping more due to their knowledge of computer technology compared to older generations.

- Education

Kim and Kim (2004) and Koyuncu and Lien (2003) indicate in their studies that better educated consumers are more likely to conduct online purchases on a regular basis. In addition, Burroughs and Sabherwal (2001) argued that education influences the acceptance and adoption of online shopping. Contrary to this, other researchers reported no relationship between education and the likeness to shop online (Bellman et al., 1999; Mahmood et al., 2004).



- Household income

Monswé et al. (2004) found a positive relationship between household income and the shop online. They suggested that consumers with higher household incomes are more likely to conduct online purchases compared to consumers with lower household incomes. In addition, Lohse and Spiller (2000) found that a higher household income is positively related to having access to online purchases.

- Marital status

Hashim et al. (2009) found that divorced respondents are more likely to shop online compared to respondents who are either single or married. Brown and Venkatesh (2005) found also a positive relationship between marital status and online shopping. They suggested that married couples tend to have a higher household income due to their dual income. But it has to be considered that the generalizability on this issue is problematic, since it is questionable whether married couples have generally a dual household income. Apart from these findings, the literature regarding the impact of marital status on the online shopping behaviour is limited and rather scarce.

- Occupation

The variable occupation is being considered in this study, since no previous research has examined the influence of occupation on the preference to purchase certain groceries online. It is believed that people with different occupations have different needs and consequently have different purchasing preferences for certain products (Armstrong and Kotler, 2003). Based on this view by Armstrong and Kotler (2003).

2.3. Product types

Several research studies acknowledged the role of different product categories in the context of online shopping (Bhatnagar et al., 2000; Liao and Cheung, 2001; Lian and Lin, 2008). For instance, Zhou et al. (2004) reported that the consumers' online shopping acceptance may vary among different product categories and Monswé et al. (2004) suggested that some product categories are more suitable to be sold online than others. Further, Chu et al. (2010) pointed out that product categories such as food versus non-food or sensory versus non-sensory have influence on the consumer shopping behaviour on the online channel. It is reported that food products have a higher quality uncertainty, particularly non-perishable food, compared to non-food products. Thus, purchasing food products online is inevitable related to quality uncertainty and involves a higher risk compared to non-food products. This is particularly the case, since consumers are not able to physically examine the products before purchasing them online and might not find valuable information such as the expiry date of the products (Chu et al., 2010). However, most research studies have limited their attention on one product category. It has to be mentioned that no earlier study has attempted to examine the role of product categories in the context of online grocery shopping in particular. Previous studies have provided a foundation for the role of different product categories on the online shopping behaviour of consumers but fail to examine the relationship of consumer shopping orientations on the preference to purchase certain products online in the context of online shopping. No published research has investigated the relationship between the respective constructs. Therefore, this present study aims to examine the relationship between the consumer shopping orientations on the preference to purchase certain products online.

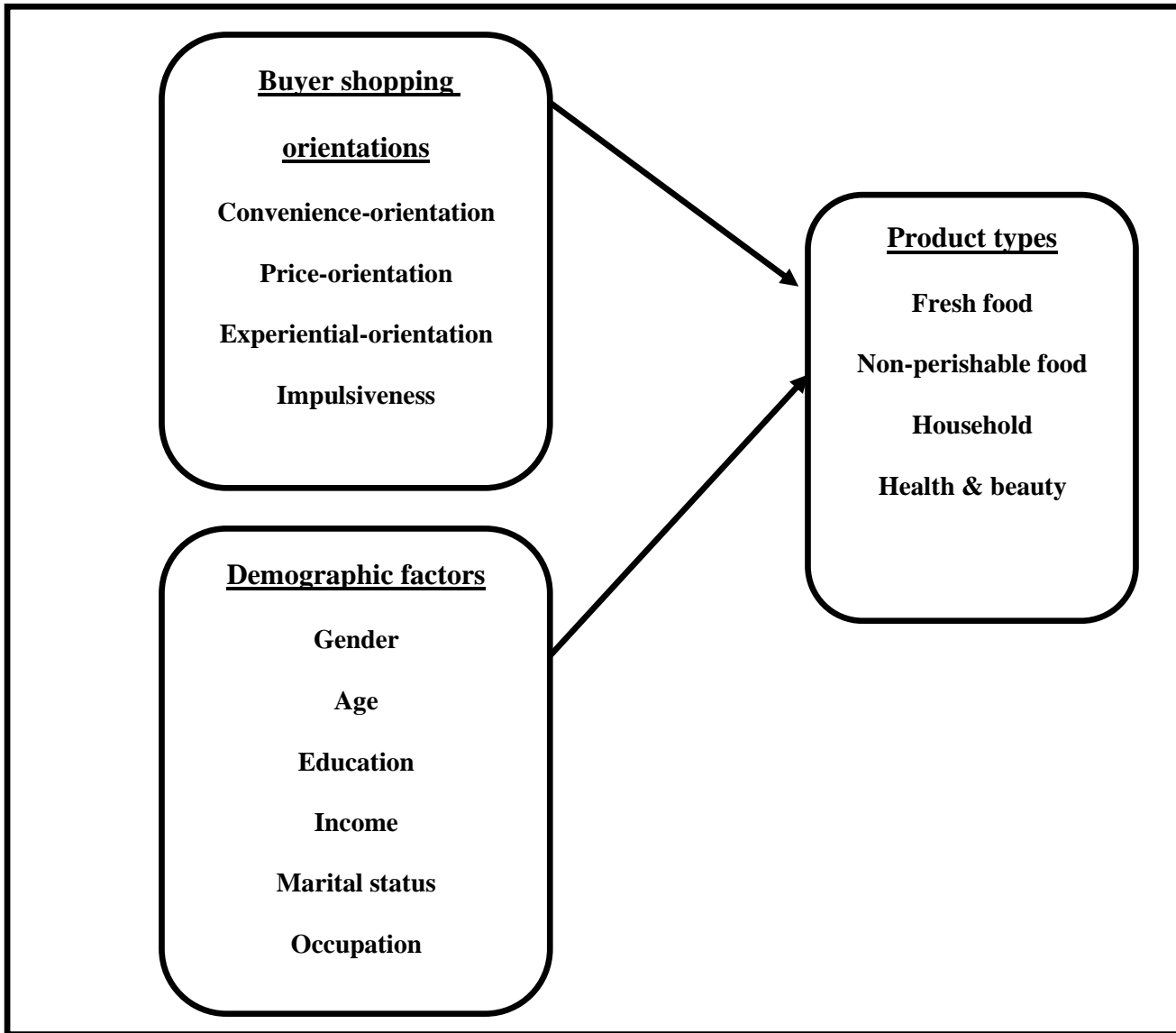
3. Research framework and hypotheses

3.1 Research framework

Based on the literature review the research framework was constructed (Fig. 1) to examine how specific consumer shopping orientations influence the purchasing for different product types- in the context of online shopping?



Figure 1: The conceptual framework



Derived from the conceptual framework, the following hypotheses were created:

- H1: Convenience-orientation significantly influences the Fresh food
- H2: Convenience-orientation significantly influences the Non-perishable food
- H3: Convenience-orientation significantly influences the Household
- H4: Convenience-orientation significantly influences the Health & beauty
- H5: Price-orientation significantly influences the Fresh food
- H6: Price-orientation significantly influences the Non-perishable food
- H7: Price-orientation significantly influences the Household
- H8: Price-orientation significantly influences the Health & beauty
- H9: Experiential-orientation significantly influences the Fresh food
- H10: Experiential-orientation significantly influences the Non-perishable food
- H11: Experiential-orientation significantly influences the Household
- H12: Experiential-orientation significantly influences the Health & beauty
- H13: Impulsiveness significantly influences the Fresh food
- H14: Impulsiveness significantly influences the Non-perishable food



- H15: Impulsiveness significantly influences the Household
 H16: Impulsiveness significantly influences the Health & beauty
 H17: Gender significantly influences the Fresh food
 H18: Gender significantly influences the Non-perishable food
 H19: Gender significantly influences the Household
 H20: Gender significantly influences the Health & beauty
 H21: Age significantly influences the Fresh food
 H22: Age significantly influences the Non-perishable food
 H23: Age significantly influences the Household
 H24: Age significantly influences the Health & beauty
 H25: Education significantly influences the Fresh food
 H26: Education significantly influences the Non-perishable food
 H27: Education significantly influences the Household
 H28: Education significantly influences the Health & beauty
 H29: Income Impulsiveness significantly influences the Fresh food
 H30: Income significantly influences the Non-perishable food
 H31: Income significantly influences the Household
 H32: Income significantly influences the Health & beauty
 H33: Marital status significantly influences the Fresh food
 H34: Marital status significantly influences the Non-perishable food
 H35: Marital status significantly influences the Household
 H36: Marital status significantly influences the Health & beauty
 H37: Occupation Impulsiveness significantly influences the Fresh food
 H38: Occupation significantly influences the Non-perishable food
 H39: Occupation significantly influences the Household
 H40: Occupation significantly influences the Health & beauty

4. Methodology, study population and sample

To validate the study conceptual framework this research employs quantitative -method research in order to achieve the highest possible validity and reliability of the results. The quantitative data presented in this study were collected from an e-survey of consumers in the Kurdistan region/ Iraq using a self-administered questionnaire. This method was chosen, due to the fact that it is time and cost efficient compared to other distribution methods (Aaker et al. 2006). The sample consisted of 300 responses and was collected among consumers in the Kurdistan region/ Iraq. Structural equation modelling (SEM) was utilised to analyse the data collected . Based upon previous measures and a review of the relevant literature multiple item scales were developed to operationalise each of the constructs shown in Fig. 1.

Furthermore, the questionnaire of study was pre-tested twice (namely face validity and content validity) to ensure that the respondents will understand all the questionnaire items that used in this study easily. Next, the survey was piloted on a sample of 50 consumers. Cronbach's Alpha used to measure reliability of constructs, with a value at least 0.7 (Hair et al., 2010). While, `corrected item–total correlation statistics` were used to determine which of the candidate variables and its indicators should be retained. Indicator with a `corrected item–total correlation` value of 0.35 and higher were retained (Netemeyer et al., 2003). All items were found to be significant, reliable, and valid.

5. Data analysis and results

PLS-SEM was used to analyse the data collected. The SEM consists basically of (1) the measurement model (outer model); and (2) the structural model (inner model) (Garson, 2008; Gefen et al., 2000).



6. Structural model

The structural model is used to measure the causal relationships among the constructs. Four models were tested, to investigate how demographic variables and buyer shopping orientations affect the purchasing preference for different product types (fresh food, non-perishable food, household products and health & beauty products) in the context of online shopping (Figures 2, 3, 4 and 5).

Demographic variables:

- Gender

As shown in figure 2, 3, 4 and 5, the gender has a significant positive effect on each of the four product categories. These results support hypothesis.

- Age

It was found that age has no significant influence on fresh food and non-perishable food online. However, it was found that age has a significant positive impact on the household ($\beta=0.12$, $P<0.02$) as well as health & beauty ($\beta=0.14$, $P<0.02$).

- Education

It was found that education has a positive effect on fresh food products ($\beta=0.12$, $P<0.02$) and non-perishable food products ($\beta=0.16$, $P<0.01$). In contrast, it was found that education has a negative impact on household ($\beta=-0.14$, $P<0.01$) and health & beauty ($\beta=-0.20$, $P<0.01$).

- Household income

The results of the study found that household income had no significant impact on fresh food products and non-perishable food products. However, it has a significant positive influence on household products ($\beta=0.17$, $P<0.01$) and health & beauty products ($\beta=0.20$, $P<0.01$).

- Marital Status

As shown in figure 2, 3, 4 and 5, the marital status has a significant negative impact on fresh food, non-perishable food, household products and health & beauty products.

- Occupation

It was found that occupation has no significant impact on the fresh food and health & beauty products. However, the results indicate that occupation has a significant negative impact on non-perishable food ($\beta=-0.14$, $P<0.01$) and household products ($\beta=-0.13$, $P<0.02$).

Buyers Shopping Orientation:

- Convenience-orientation

It was found that convenience-orientation has a significant positive impact on the fresh food ($\beta=0.14$, $P<0.01$), non-perishable food ($\beta=0.28$, $P<0.01$), household products ($\beta=0.29$, $P<0.01$) and health & beauty products ($\beta=0.23$, $P<0.01$).

- Price-orientation

The results of the study indicate that price-orientation has a significant positive impact on fresh food ($\beta=0.13$, $P<0.01$), non-perishable food ($\beta=0.16$, $P<0.01$) and health & beauty products ($\beta=0.17$, $P<0.01$). However, it has a significant negative impact on household products ($\beta=-0.16$, $P<0.01$).

- Experiential-orientation

The results of the study show that experiential-orientation has significant negative impact on fresh food ($\beta=-0.35$, $P<0.01$), non-perishable food ($\beta=-0.18$, $P<0.01$) and household products ($\beta=-0.10$, $P<0.05$). However, the results indicate that experiential-orientation does not affect health and beauty products.

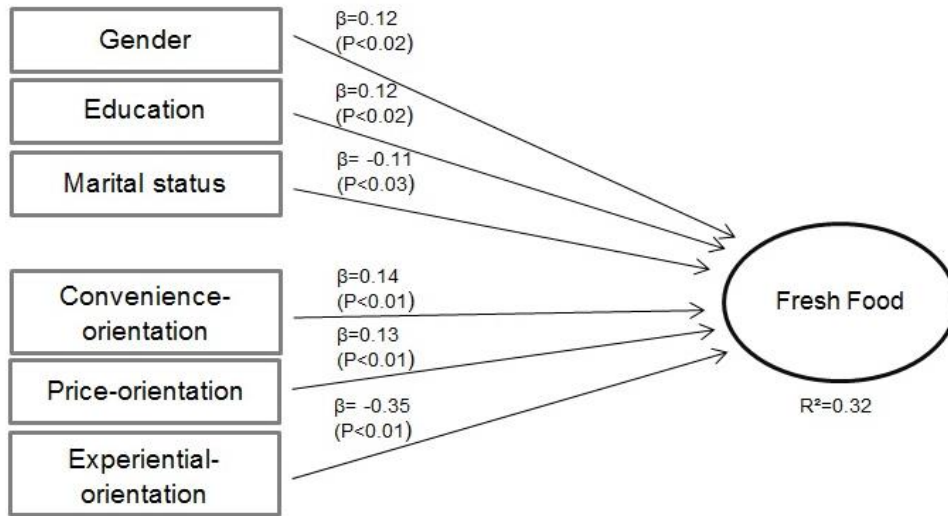
- Impulsiveness

The results on the impact of impulsiveness on the purchasing preference for different product categories show that impulsiveness has a significant positive impact on non-perishable food ($\beta=0.13$, $P<0.01$), household products ($\beta=0.14$, $P<0.01$) and health & beauty products ($\beta=0.10$, $P<0.04$). However, it was found that impulsiveness does not significantly affect fresh food.



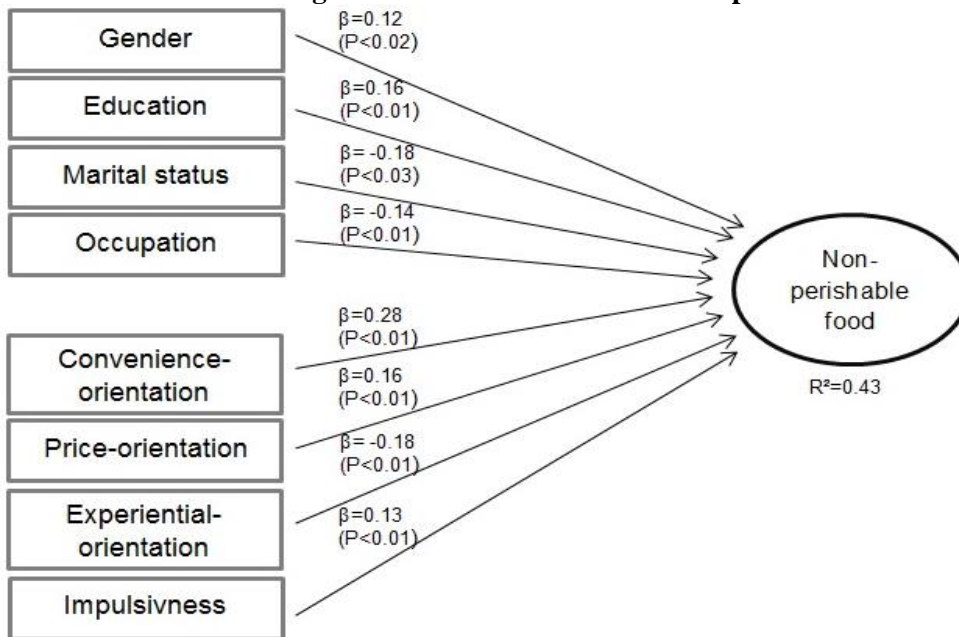
For r-squared coefficients (R^2) it was found that together gender, education, marital status, convenience-orientation, price-orientation and experiential-orientation explained 32% of the variance in fresh food (see figure 2).

Figure 2: Structural model for fresh food



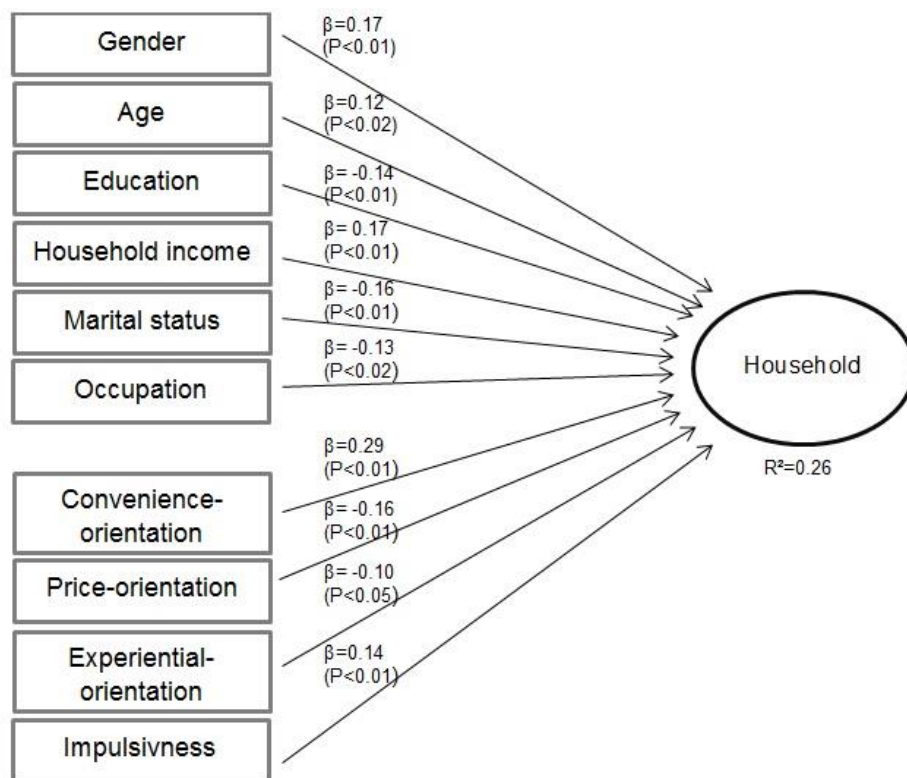
For non-perishable food the results indicate that together gender, education, marital status, occupation, convenience-orientation, price-orientation, experiential-orientation and impulsiveness explained 43% of the variance in non-perishable food product, as shown in figure 3.

Figure 3: Structural model for non-perishable food



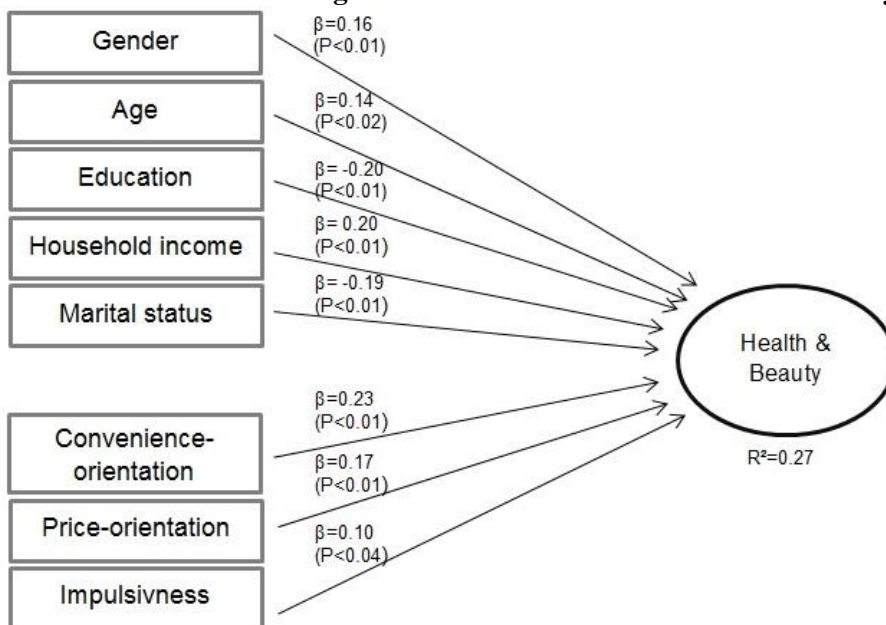
Regarding household products, it was found that together gender, age, education, income, marital status, occupation, convenience – oriented, price – oriented and experiential – oriented and impulsiveness explained 26% of the variance (see figure 4).

Figure 4: Structural model for household



Regarding R^2 for health & beauty products, it was found that together gender, age, education, income, marital status, convenience-orientation, price-orientation and impulsiveness explained 27% of the variance, as shown in figure 5.

Figure 5: Structural model for health & beauty



6. Discussion

- Demographic variables

The findings provide evidence that females are more willing to purchase groceries online, particularly household products and health & beauty products. This corresponds to the results of several researchers, who suggested the gender had a significant impact on the preference to purchase certain products (Haque et al., 2007; Hasan, 2010). Based on the findings, it appears



that men perceive online shopping not as practical and less advantageous as females do. Further, these findings indicate that products are more suitable to be sold to females, especially household and health & beauty products. The nature of these products seems to attract females to purchase them online, rather buying them in store. For age, the results of this study indicate that age has no significant influence on fresh food and non-perishable food online. However, it was found that age has a significant positive impact on the household as well as health & beauty. These results are different from those of Joines et al. (2003) who found that the adoption of online shopping is negatively influenced by an increasing consumer age. On the other hand, education has an effect on fresh food products, non-perishable food products, household and health & beauty. These results go in line with the findings of Kim and Kim (2004) and Koyuncu and Lien (2003).

For household income, the results of the study found that household income has no significant impact on fresh food products and non-perishable food products. However, it has an impact on household products and health & beauty products. These findings are in line with Monsuwé et al. (2004) who found that household income had an impact on shop online. In addition, the results of the study indicate that marital status has an impact on fresh food, non-perishable food, household products and health & beauty products. This result goes in line with the findings of Brown and Venkatesh (2005) who found that marital status had impact on online shopping. Moreover, study results found that occupation has no significant impact on the fresh food and health & beauty products. These findings are in line with Blake et al. (2003) who found that occupation of consumers had no significant impact on their online shopping behaviour. However, the results indicate that occupation has a significant impact on non-perishable food and household products.

- Consumer shopping orientations

The results of study demonstrate that convenience-orientation has a significant positive impact on the fresh food, non-perishable food, household products and health & beauty products. This result is consistent with Donthu and Garcia (1999) who found that online shoppers are more convenience-oriented compared to traditional shoppers. In addition, Jarvenpaa and Todd (1997) reported that convenience is the most significant perceived benefit of online shopping. Moreover, the results of the study reveal that price-orientation has a significant impact on fresh food, non-perishable food, health & beauty products and household products. These results confirm the findings of Donthu and Garcia (1999) and Li et al. (1999), that price has a significant motive to conduct online purchases. It also adheres with Zhou et al. (2004) findings, they found in their study that price-oriented consumers are always seeking to buy products for the lowest price or trying to get the best value for their expenses. For experiential-orientation, the results of the study indicate that experiential-orientation has significant negative impact on fresh food, non-perishable food and household products. These findings support prior studies by Li et al. (1999) who found that an experiential orientation negatively influences the likeness to conduct online purchases, since the experiential orientation focuses on interacting with products. Within the online environment it is not possible to experience the products, which means examining the physical condition of the product by touching, feeling or smelling it. However, the results indicate that experiential-orientation does not affect health and beauty products. Regarding impulsiveness, the results of study demonstrate that impulsiveness has a significant positive impact on non-perishable food, household products and health & beauty products. These results confirm the findings of Donthu and Garcia (1999) found in their study on online shopping behaviour that Internet shoppers are more impulsive compared to non-internet-shoppers. However, it was found that impulsiveness does not significantly affect fresh food. This result is in contrast to Girard et al. (2003) study, which found that impulsive purchases are more likely to be for inexpensive products.



7 - Conclusions

This research attempted to examine the impact of demographic factors and buyer shopping orientations on the purchasing preference for different product types in the context of online shopping. A comprehensive review of the literature in the area of online shopping has shown that demographic factors such as age, gender, education, household income, marital status and occupation have influence on the online shopping behaviour of consumers. The recent literature also indicated a significant impact of the consumers' shopping orientation on the online shopping behaviour. This research has built upon these prior studies by examining the impact of demographic factors and buyer shopping orientations on the preference to purchase within certain product categories in the context of online shopping. It was found that the role of product categories was mostly neglected in earlier studies, although many researches have emphasised the decisive role of product categories on the online shopping behaviour (Bhatnagar et al., 2000; Liao and Cheung, 2001; Lian and Lin, 2008). Research that explicitly examines the influence of demographics and buyer shopping orientations on a product level, particularly related to groceries, is scarce and further research is needed to address this gap in the literature.

First of all, the results from the structural equation model indicated that demographic factors have significant impact on preference to purchase certain products online. However, it has to be noted that the results vary among the four different product categories. The findings showed that demographic factors gender, education and marital status have significant impact on the preference to purchase fresh food, non-perishable food, household products and health & beauty products online. The results on household income and occupation vary among the different product categories. It was found that household income of consumers has significant impact on the preference to purchase household products and health & beauty products online. However, no significant impact on the preference to purchase fresh food and non-perishable food online could be observed. For occupation the findings indicate no significant impact on the preference to purchase fresh food and health & beauty products online. However, the results indicate that occupation has a significant influence on the preference to purchase non-perishable food and household products online. Therefore, it can be concluded that demographic variables have a significant influence on the preference to purchase certain products online and that the correlations between the respective constructs vary by product category as described above.

Regarding the influence of the shopping orientation of buyers on the preference to purchase certain product, the results indicate convenience-orientation, price-orientation significantly affect the preference to purchase fresh food, non-perishable food, household products and health & beauty products online. It was also found that the preferences vary by product category. Further, a significant influence of experiential-orientation on the preference to purchase fresh food, non-perishable food and household products could be observed. However, no significant influence of experiential-orientation could be found for the preference to purchase health & beauty products online. Regarding the impact of impulsiveness, the findings indicate a significant influence on the preference to purchase non-perishable food, household products and health & beauty products online. However, no significant influence could be found for the preference to purchase fresh food online. Based on these results, it can be concluded that the shopping orientation of consumers has a significant influence on the preference to purchase certain products online. The preferences vary among the different shopping orientations and also vary by product category.

In summary, the results of this research provided evidence that demographic factors and purchaser shopping orientations have impacts on the preference to purchase certain products online. The findings show that the purchasing preferences vary by product category depending on the demographic variables and the consumer shopping orientations.



Reference

- Aaker, D.A., Kumar, V. and Day, G. (2006) *Marketing Research*, New York: Wiley.
- Armstrong, G. and Kotler, P. (2003) *Marketing: An Introduction*, Pearson Education International.
- Bakos, Y.J. (1997) 'Reducing Buyer Search Costs: Implications for Electronic Marketplaces', *Management Science*, vol. 43, no. 12, p. 1676–1692.
- Bellman, S., Lohse, G.L. and Johnson, E.J. (1999) 'Predictors of Online Buying Behavior', *Communications of the ACM*, vol. 42, no. 12, pp. 32–38.
- Bhatnagar, A., Misra, S. and Rao, R. (2000) 'On Risk, Convenience, and Internet Shopping Behavior', *Communications of the ACM*, vol. 43, no. 11, pp. 98–105.
- Blake, B.F., Neuendorf, K.A. and Valdiserri, C.M. (2003) 'Innovativeness and variety of internet shopping', *Internet Research-Electronic Networking Applications and Policy*, vol. 13, no. 3, pp. 156–169.
- Brown, S.A. and Venkatesh, V. (2005) 'Model of adoption of technology in household: A baseline model test and extension incorporating household life cycle', *MIS Quarterly*, vol. 29, no. 3, pp. 399–426.
- Brown, M., Pope, N. and Voges, K. (2003) 'Buying or browsing?: An exploration of shopping orientations and online purchase intention', *European Journal of Marketing*, vol. 37, no. 11/12, pp. 1666–1685.
- Burroughs, R.E. and Sabherwal, (2001) 'Determinants of retail electronic purchasing: a multi-period investigation', *Journal of Information System Operation Research*, vol. 40, no. 1, pp. 35–56.
- Chu, J., Arce-Urriza, M., Cebollada-Calvo, J.-J. and Chintagunta, P.K. (2010) 'An Empirical Analysis of Shopping Behavior Across Online and Offline Channels for Grocery Products: The Moderating Effects of Household and Product Characteristics', *Journal of Interactive Marketing*, vol. 24, pp. 251–268.
- Evolution (2012) *Online Food and Grocery: The Shopper Perspective 2012*, [Online], Available: HYPERLINK "<http://de.slideshare.net/evolutioninsights/online-2012-sample-extract>" <http://de.slideshare.net/evolutioninsights/online-2012-sample-extract> [07 June 2021].
- Dholakia, R.R. and Uusitalo, O. (2002) 'Switching to electronic stores: Consumer characteristics and the perception of shopping benefit', *International Journal of Retail & Distribution Management*, vol. 30, no. 10, pp. 459–469.
- Donthu, N. and Garcia, A. (1999) 'The Internet Shopper', *Journal of Advertising Research*, vol. 39, no. 3, pp. 52–58.
- Garson. D. (2008). 'Structural Equation Modeling' from Statnotes: Topics in Multivariate Analysis. North Carolina State University, Retrieved August 15, 2014. <http://www.statisticalassociates.com/assumptions.pdf>
- Gefen, D., Straub, D. W., and Boudreau, M.-C. 2000. "Structural Equation Modeling and Regression: Guidelines for Research Practice," *Communications of the Association for Information Systems*, vol. 4, no 7, pp. 1-70
- Girard, T., Korgaonkar, P. and Silverblatt, R. (2003) 'Relationship of type of Product, shopping orientations, and demographics with preference for shopping on the internet', *Journal of Business and Psychology*, vol. 18, no. 1, pp. 101–120.
- Goldsmith, R.E. and Flynn, L.R. (2005) 'Bricks, clicks, and pix: Apparel buyers ' use of stores, internet, and catalogs compared', *International Journal of Retail & Distribution Management*, vol. 33, no. 4, pp. 271–283.
- Hair, J. F., Jr., W. C. Black, B. J. Babin, and R. E. Anderson. (2010). *Multivariate Data Analysis*. 7th ed. Upper Saddle River, NJ: Pearson.
- Hansen, T. (2004) 'Consumer values, the theory of planned behaviour and online grocery shopping', *International Journal of Consumer Studies*, vol. 32, pp. 128–137.
- Haque, A., Mahmud, S.A., Tarofder, A.K. and Ismail, A.Z.H. (2007) 'Internet advertisement in Malaysia: A study on attitudinal differences', *The Electronic Journal on Information Systems in Developing Countries*, vol. 31, no. 9, pp. 1–15.
- Hasan, B. (2010) 'Exploring gender differences in online shopping attitude', *Computers in Human Behavior*, vol. 26, pp. 597–601.
- Hashim, A., Ghani, E.K. and Said, J. (2009) 'Does Consumers' Demographic Profile Influence Online Shopping?: An Examination Using Fishbein's Theory', *Canadian Social Science*, vol. 5, no. 6, pp. 19–31.
- Jarvenpaa, S.L. and Todd, P.A. (1997) 'Consumer Reactions to Electronic Shopping on the World Wide Web', *International Journal of Electronic Commerce*, vol. 1, no. 2, pp. 59–88.
- Joines, J.L., Scherer, C.W. and Scheufele, D.A. (2003) 'Exploring motivation for consumer web use and their implication for e-commerce', *Journal of Consumer Marketing*, vol. 20, no. 2, pp. 90–108.
- Kim, E.Y. and Kim, Y.K. (2004) 'Predicting online purchase intention for clothing products', *European Journal of Marketing*, vol. 38, no. 7, pp. 883–897.
- Kock, N. 2012. *WarpPLS 3.0 user manual*, Laredo, Texas, ScriptWarp systems.
- Koyuncu, C. and Lien, D. (2003) 'E-commerce and consumer's purchasing behaviour', *Applied Economic*, vol. 35, no. 6, pp. 721–726.
- Li, H., Kuo, C. and Rusell, M.G. (1999) 'The Impact of Perceived Channel Utilities, Shopping Orientations, and Demographics on the Consumer's Online Buying Behavior', *Journal of Computer-Mediated Communication*, vol. 5, no. 2.



- Lian, J.-W. and Lin, T.-M. (2008) 'Effects of consumer characteristics on their acceptance of online shopping: Comparisons among different product types', *Computers in Human Behavior*, vol. 24, pp. 48-65.
- Liao, Z. and Cheung, M.T. (2001) 'Internet-based e-shopping and consumer attitudes: an empirical study', *Information & Management*, vol. 38, pp. 299-306.
- Lohse, G.L. and Spiller, P. (2000) 'Internet retail store design: how the user interface influences traffic and sales', *Journal of Computer Mediated Communication*, vol. 5, no. 2, pp. 219-234.
- Mahmood, M.A., Bagchi, K. and Ford, T.C. (2004) 'On-Line Shopping Behavior: Cross-Country Empirical Research', *International Journal of Electronic Commerce*, vol. 9, no. 1, pp. 9-30.
- Monsuwé, T.P., Dellaert, B.G.C. and de Ruyter, K. (2004) 'What drives consumer to shop online? A literature review', *International Journal of Service Industry Management*, vol. 15, no. 1, pp. 102-121.
- Netemeyer, R., Bearden, W. & Sharma, S. 2003. *Scaling procedures: issues and applications*, London, Sage Publications.
- Nielsen UK (2012) *Marketing Magazine*, [Online], Available: [HYPERLINK "http://www.marketingmagazine.co.uk/article/1158155/uk-online-grocery-sales-surge-consumers-look-for-value"](http://www.marketingmagazine.co.uk/article/1158155/uk-online-grocery-sales-surge-consumers-look-for-value)
<http://www.marketingmagazine.co.uk/article/1158155/uk-online-grocery-sales-surge-consumers-look-for-value> [06 June 2021].
- Sulaiman, A., Ng, J. and Mohezar, S. (2008) 'E-Ticketing as a new way of buying tickets: Malaysian perceptions', *Journal of Social Science*, vol. 17, no. 2, pp. 149-157.
- Susskind, A.M. (2004) 'Electronic Commerce and World Wide Web Apprehensiveness: An Examination of Consumers' Perceptions of the World Wide Web', *Journal of Computer-Mediated Communication*, vol. 9, no. 3.
- Rohm, A.J. and Swaminathan, V. (2004) 'A typology of online shoppers based on shopping motivations', *Journal of Business Research*, no. 57, pp. 748-757.
- Zhou, L., Chiang, W.Y. and Zhang, D. (2004) 'Discovering Rules for Predicting Customers' Attitude Toward Internet Retailers', *Journal of Electronic Commerce Research*, vol. 5, no. 4, pp. 228-238.

كارىگهري ئاراسته كانى بازار كوردنى كپيار له سهر كپين بۆ جۆرى به رههمى جياواز- له چوارچيويه بازار كوردنى ئۆنلاين

حسيبة سليم حمد

به شى كارگيري - كۆليزى به ريوه بردن و ئابورى / زانكۆ سه لاهدين - ههولير

پوخته

ئهم ليكۆلينه وهيه كارىگهري ئاراسته كانى بازار كوردنى كپيار له سهر كپين بۆ بابته به رههمى جياواز له چوارچيويه بازار كوردنى ئۆنلاين دا دهكۆليت. داتاي ئهم ليكۆلينه وهيه به شيوه يهكى سه رهكى له پارسيهكى ئۆنلاين له سه ر بهكارهينه رله ههرىم كوردستان / عيراق به بهكارهينانى پارسى كۆكرابووه وه . داتاي چهندايه تى به داتاي چۆنايه تى له شيوه ي چاوپيكهوتنى نيمچه پيكهاته دا بۆ باشكردنى نهجمى چهندايه تى باش كرا. بۆ شيكرده وهيه داتاي چهنديتى و پيوانه كوردنى پهيوه نديه كانى نيوان بنياتنهري پيوانه دار، مۆدلى هاوكيشه ي پيكهاته يى (SEM) بهكارهات. دۆزينه وه كان ئه وه نيشان ده دات كه كپينى ئۆنلاين جياوازي ههيه به گۆيره ي جۆرى به رههم.

وشه گرنگه كان: ئاراسته كانى بازار كوردنى كپيار، جۆرى به رههمى، مۆدلى هاوكيشه ي پيكهاته يى (SEM).

تأثير توجهات تسوق المشتري على الشراء لأنواع مختلفة من المنتجات - في سياق التسوق الإلكتروني

حسيبة سليم حمد

قسم ادارة الاعمال - كلية الإدارة والاقتصاد / جامعة صلاح الدين - أربيل

تبحث هذه الدراسة في تأثير توجهات تسوق المشتري على الشراء لفئات مختلفة من المنتجات في بيئة التسوق الإلكتروني. تم جمع بيانات هذه الدراسة بشكل أساسي من المسح الإلكتروني للمستهلكين في إقليم كردستان / العراق باستخدام استبيان. تم تعزيز البيانات الكمية من خلال البيانات النوعية في شكل مقابلات منظمة لتعزيز النتائج الكمية. تم استخدام نموذج المعادلة الهيكلية (SEM) لتحليل البيانات الكمية وقياس العلاقات بين المتغيرات ذات الصلة. تظهر النتائج أن تفضيلات الشراء تختلف حسب فئة المنتج.

الكلمات الدالة: توجهات تسوق المشتري ، أنواع المنتجات ، نمذجة المعادلة الهيكلية.