The Influence of Attitude on Online Buying Behaviour and Moderator Impact of Culture: A Study of Islamic Republic of Pakistan Youth

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Abstract

The purpose of this study is to measure the impact of attitude on online buying behaviour. Attitude acts as independent variable and culture as a moderating variable. The data was collected by individually through 200 questionnaires. The results shows that Attitude affects the online buying behaviour by building trust and strong relationship between employees, the relationship is more enhanced if appropriate technology is used.

Keywords: Attitude, buying behavior, Culture, Collectivism.

1. Introduction

It is important to study the dramatic events associated with online purchase behaviour in order to understand the Internet as a change agent. This paper attempts to weave some of the complex factors associated with online consumer behaviour with the providers of online products/services. This interface is constantly changing and being re-defined while e-commerce as a discipline is gaining credibility as a major force in the transformation of business transactions.

The essence of creating a strong relationship bond with the customers is to consider how customers make online purchases and what factors influence their online purchase behaviour. Therefore, it is necessary to identify possible background of customer online buying decisions (Wen, 2009).

The growing acceptance of the internet among the general public has made internet an alternative impulse channel serving as a suitable shopping channel that allows the consumer to shop at their liberty, offering 24 hour/seven days a week shopping, and shopping in the comfort of their own home (Dawson & Kim, 2005). The internet has in general been demonstrated as a young man's medium. Young men have also been observed as the typical profile of the early adopters of online shopping (Sorce, Perotti, & Widrick, 2005). Although there is an impact of attitude on consumer buying behavior. However, as the internet has become more ubiquitous, the profile of the online shopper has come to resemble that of the general population . There is ample evidence that a variety of factors such as consumer choice, entrepreneurship and innovation are shaped or influenced by elements of national culture (Jong, Smeets, & Smits, 2006).

The purpose of this research is to determine the relative impact of attitude towards online buying behavior taking culture as moderator. Basically we are going to identify relative impact attitudes on online purchase behavior and how this relationship is affected by culture. Independent variables for the present study is attitudes towards shopping on the internet and culture as a moderator. Then, we will conclude with the research questions of the present study.

The findings of the study will be help full in providing insight into consumers buying behavior in online shopping. Also, the findings of this study will provide useful information for online retailers to help develop an effective marketing strategy to promote impulse buying and ultimately increase profitability.

Now a days internet acceptance is growing among the general public has made internet a suitable shopping channel that allows the consumer to shop at their liberty. In western countries acceptance of e-shopping is greater than in Pakistan although no of internet user in Pakistan are superior so there is a need to know consumer buying behavior in respect of internet**.**

The Research Questions of this study are as given below;

- Is there any significance relationship between attitude and online buying behavior?
- What is the impact of culture on attitude and online buying behavior relationship?

The research objectives of the study are as follows;

- To determine the relationship between the attitude and online buying behavior.
- To determine the outcome of Culture on the attitude and online buying behavior relationship by taking culture as a moderating variable.

The Hypothesis based on given objectives are provided as follows;

- H1:   There is a positive relationship between attitude and online buying behavior.
- H2:   The relationship between attitude and online buying behavior will be strong among people from collectivist culture.

This study is to explore the relations between attitudes that affect the buying decision of consumer on

internet. The findings of the study will be help full in providing insight into consumers buying behavior in online shopping. Also, the findings of this study will provide useful information for online retailers to help develop an effective marketing strategy to promote impulse buying and ultimately increase profitability.

Ensuring effective execution of strategies is by understanding how attitude impact consumer buying behavior of online shopping.

2.   Literature Review
2.1   Internet buying behavior
Behavior is the apparent, noticeable response in a given situation with respect to a given target. Single behavioral observations can be aggregated in situations and times to produce a more general representative measure of behavior (Ajzen & Fishbein, 1977).

Use of the Internet for retail shopping has expanded immensely in recent years and has had a profound influence on the shopping process for many consumers (Brown, Pope, & Voges, 2003). According to Constantinides, (2004) internet shopping was viewed as saving more time than traditional way of shopping. However, Tan & Teo, (1998) found that for those who use online information sources for buying financial products, time availability was not related with the tendency to conduct an online search for or purchase of these products. Online shoppers are using the internet as one of many sources of information in their pre-purchase search activities (Doorn, Verhoef, & Bijmolt, 2007). Another key feature of the Internet lies in its role of facilitating information search for consumers. The product purchase process is improved by enabling consumers to access a greater amount of detailed information related to product attributes, comparative pricing, availability, and overall value proposition, particularly when the Internet is used in combination with a search through conservative retail channels (Acock & Fuller, 1984).

Individuals in Asia generally like to shop and have the strongest demand for branded products. However, they have the least favorable attitudes toward the Net, low intent to buy from and return to sites, and the greatest level of Internet shopping fear (Lynch & Beck, 2001). Factors that did have an effect on purchase intention were product type, prior purchase via the Internet and gender (Brown, Pope, & Voges, 2003). Behaviors are influenced by internal states and environmental/external factors (Rokeach, 1967).

Collectivistic societies tend to place the highest value on self transcendence and conservation values (Arnold, 1955). According to (Gohm, et al., 1998) Pakistan is collectivist society. As a collectivistic oriented country, Pakistani consumers' online shopping behavior should also be guided by self-transcendence and conservation values. There are some factors such as consumer choice, entrepreneurship and innovation are influenced by basics of national culture (Doorn, et al., 2007)

Factors that did have an effect on purchase intention were product type, prior purchase via the Internet and gender (Wen, 2009). The internal factors, such as beliefs and attitudes, learning, motives and needs, perception and values influences upon consumer behavior (Wu, 2003).

Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics (Jones, 2004). Theory of planned behavior (TPB) and Technology acceptance model (TAM) both suggest that a person's behavior is determined by his/her intention to perform the behavior and that this intention is, in turn, a function of his/her attitude toward the behavior and his/her subjective norm. The best predictor of behavior is intention. Intention is the cognitive representation of a person's readiness to perform a given behavior, and it is considered to be the immediate antecedent of behavior (Ajzen, 2002).

2.2   Attitide
An attitude may be defined as a tendency to respond in a positive or unfavorable way with respect to a given attitude object (Cheung, 2009). Attitude is a psychological and neutral condition of readiness, controlled through experience, exerting a directive influence upon the individual's response to all objects and situations with which it is related. Attitude describes the way people are inclined to react to a stimulus (Ajzen & Fishbein, 1977). Attitudes are informed by beliefs needed to engage in the behavior (Ajzen, 2002). Attitude has also been found to be the most important factor influencing behavioral objectives (Al-Rafee & Cronan, 2006).

Attitudes are informed by beliefs needed to engage in the behavior (Ajzen & Fishbein, 1977), It is define as individual's positive or negative feeling associated with performing a specific behavior. An individual will hold a positive attitude toward a given behavior if he believes that the performance of the behavior will guide to mostly positive results (Goldsmith & Flynn, 2004). Several past studies had found significant direct relationship between attitude and internet purchasing (Elliott & Speck, 2005). Factors influencing the consumer online buying decision include customer's attitude (perceived convenience, perceived merchandise options, and perceived transaction) (Wen, 2009). Attitudes are informed by beliefs needed to engage in the behavior (Ajzen, 2002) Attitude has also been found to be the most significant factor influencing behavioral intention. Attitude toward digital pirating is influenced by beliefs about the outcome of behavior (Jalees, 2009). A review found that attitude was the best predictor of intention in 29 out of 30 studies. (Al-Rafee & Cronan, 2006). The original theory of reasoned action

(Ajzen & Fishbein, 1977)and the theory of planned behavior (Ajzen, 2002)assert that intention is determined by attitude. Other empirical studies confirm that attitude has a significant impact on intentions (Goles, et al., 2008). Asia also expressed the highest fear of Net shopping and relatively least favorable attitudes toward the Net (Hansen, 2005).

2.3   Culture

Culture is the shared programming of the mind which differentiates the associates of one group of people from those of another (Triandis, 1996). Culture to me is the state of mind which distinguishes one group of people from another (Jones, 2004). Culture is a perception that means it is "not directly understandable by observation but inferable from verbal statements and other behaviors and useful in predicting still other observable and measurable verbal and nonverbal behavior. Cultural consist of shared attitudes, beliefs, norms, role and values (Triandis, 1996) (SAVAGE, 1996). "Culture not only influences learning, but also impacts what is perceived as right/wrong, acceptable/ unacceptable, and ethical/unethical" (Study, 2004). Culture can be compare to a forest, while individuals are tree. A forest is not just a bunch of trees: it is a symbiosis of different trees, bushes, plants, insects, animals and micro organisms, and we miss the essence of the forest if we only describe its most typical trees. In the same way, a culture cannot be satisfactory described the terms of the characteristics of a typical individual (Hofstede, 1993).

Collectivism-Individualism is cultural dimension distinguished by Hofstede. It reflects whether people belong to in-groups the members of which take care of each other in exchange for loyalty, or whether they tend to look only after themselves (Hofstede, 1994). The collectivism - individualism dimension has a two part definition. In Individualism cultures there are loose ties between individuals. People are expected to look out for him/herself and immediate family only. In Collectivism cultures there are strong ties between individuals. People are members of groups which offer protection and demand loyalty (Norenzayan & Nisbett1, 2000). In collectivist cultures, harmony should be maintain and confrontations avoided. In individualistic cultures, people feel free to peak their minds and are often considered honest for doing so (Hofstede, 1983).

Culture affects people's values, beliefs, perceptions, and behaviors (Siegel, 1942). People in different cultures have strikingly different understanding of the self and others. These understanding can influence the very nature of individual experience, including cognition, emotion, and motivation. (Chung & Darke, 2006). There is sample evidence that factors such as consumer choice, entrepreneurship and innovation are influenced by elements of national culture (Jong, Smeets, & Smits, 2006).

Individualism/collectivism is the most widely discussed dimension of culture in the social sciences. It has been invoked to help understand cross-culture differences in such areas as work-related values (Hofstede, 1983)Taiwan, China, Japan, and Korea fall into this category. Collectivism is also one of the cultural traits of Asian society. "Asian cultures are characterized by a set of values that includes obedience to authority, intense allegiance to groups, and a submergence of individual identity in collective identity." (Park, Rehg, & Lee, 2005). Collectivists place a high value on group membership and stress group goals, cohesiveness, and group well-being (Dyne, et al., 2000). In more collectivist societies, people tend to act like Homo sociologic: their actions are accustomed by the norms and welfare of the social groups of which they are part (Ball, 2001). In collectivist societies a child learns to respect the group to which it belongs, usually the family, and to differentiate between in-group members and out-group members (Lim K. H., et al., 2004). When children grow up they remain members of their group, and they expect the group to protect them when they are in trouble. In return, they have to remain loyal to their group throughout life (Li & Aksoy, 2007). Children are dependent in collectivist cultures (Triandis & Suh, 2002). Asians understand behavior in terms of complex interactions between dispositions of the person or other object and contextual factors. The East Asian mentality is holistic, focusing attention on the field in which the object is located and ascribing causality by reference to the relationship between the object and the field (Norenzayan & Nisbett1, 2000). According to (Gohm, Oishi, Darlington, & Diener, 1998) Pakistan is collectivist society.

3.   Conceptual framework of online travel buying decision
### 3.1   Theory of planned behavior

Theory of planned behavior forecast that how attitudes affect consumer behavior is the most important concern for most people interested in consumer behavior (Petty et al., 1991).Theories which explains internet purchase behavior are the Theory of Planned Behavior (TPB) and Technology acceptance model (TAM). According to TPB, an individual's performance of a certain behavior is determined by his indentation to perform that behavior. As a general theory, TPB does not identify the particular beliefs that are related with any particular behavior, so determining those beliefs is left to the researcher's preference. TPB provides a strong theoretical basis for testing such a hypothesis, along with a framework for testing whether attitudes are intent to engage in a particular behavior, which itself should be related to the actual behavior. Based on the theory, beliefs about how important referent others feel about Internet purchasing the views of important others, should also influence intent to make Internet

purchases. Finally, perceived behavioral control is informed by beliefs about the individual's possession of the opportunities and resources needed to engage in the behavior (Azjen, 1991). Various situational and dispositional factors develop the reliability of attitudes with behavior and researchers have found that attitudes are more predictive of behavior in certain situations (Sentosa & Mat, 2012). In the past several years, numerous theoretical models of behavior have been projected. Possibly the two best known are the theory of reasoned action (TRA) and the theory of planned behavior (TPB) (Wen, 2009).

3.2 Technology Acceptance Model (TAM)

TAM is developed on foundation of Fishbein model (Davis, 1980). This model identifies the relationships between system design features, perceived usefulness, perceived ease of use, attitude toward using, and actual usage behaviour. TAM provides information of the mechanism by which design features influences user recognition, and should therefore be helpful in functional situations for forecasting and estimating user acceptance of information technology.

Figure 1
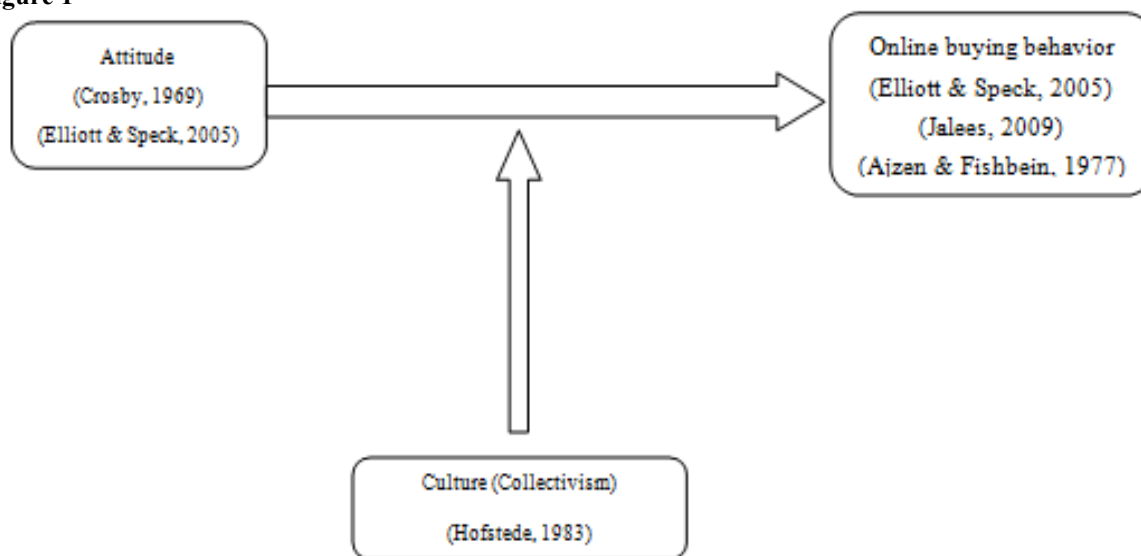
4. Methodology

4.1 Research Design

It is a causal research, to study the relationship between Attitude and online buying behavior.

4.2 Population

The students of universities in the region of Multan.

4.3 Sample size

The sample size of this research is 200 which is collected by university students.

4.4 Instruments

A research questionnaire is used in order to examine the relationship between attitude and online buying behavior and impact of culture as a moderator on this relationship. These items are measured through 5 likert scale ranging from strongly agree (1), agree (2), Neutral (3), disagree (4) strongly disagree (5).This questionnaire contains 12 items in 3 variables on the bases of conceptual framework. This questionnaire is developed by merging 2 type of questionnaire. 5 items to measure culture were taken from the questionnaire developed by Park, Rehg, & Lee, (2005). 7 items regarding attitude and online buying behaviour were taken from questionnaire used by Sentosa & Mat, (2012).

4.5 Statistical tools

The statistical tools we will use in order to analyze the questionnaire items are mean, standard deviation, regression and correlation.

5. Results

The sample size of this study is 200 out of which 192 respondents respond to the questionnaire. The Cronbach's

Apha for items taken in the questionnaire is given in Table 1 below.

Table 1: Cronbach's Alpha for attitude, online buying behavior and culture

S. No	Variable	Numbers of items	Reliability Cronbach's Alpha
1	Online buying behavior	3	.959
2	Attitude	4	.967
3	Culture	5	.897

Whereas overall reliability of the questionnaire is 0.857 so the items in the questionnaire are appropriately reliable. Table 2 shows the standard deviation with their mean. The mean for online buying behavior is 2.5 most of the respondents replied disagree with standard deviation 1.01440. Similarly Attitude has 2.6563 with 1.27668 deviation form the mean respectively. Culture mean is 3.06 with 1.01440 standard deviation. The table 4 shows Coefficients. It contains the value of R^2, F, Beta and p value of communication and to study the separate effect of three types of communication on performance a separate ANOVA is also showed in this table. Overall attitude has an effect on consumer online buying behavior with beta 0.726 and .000 p value where is t value has no negative sign as well as Beta, so, the relationship is positive and significant. To study the effect of moderating variables that is Culture R^2 and R^2 change has been examined since there is a significant difference between R^2 and R^2 change so the variable is moderating.

Table 2: Item Statistics

Variables	Mean	Std. Deviation	N
Culture	3.6042	1.01440	192
Attitude	2.6563	1.27668	192
Buying behavior	2.5955	1.21467	192

Table 3: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.758[a]	.575	.571	.79576
2	.761[b]	.579	.572	.79454
a. Predictors: (Constant), CUL, ATT				
b. Predictors: (Constant), CUL, ATT, ATTCUL				

Table 4: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.357	.223		10.576	.000
	ATT	.726	.047	.763	15.507	.000
	CUL	-.469	.059	-.392	-7.960	.000
2	(Constant)	2.301	.227		10.136	.000
	ATT	.717	.047	.753	15.149	.000
	CUL	-.452	.060	-.378	-7.504	.000
	ATTCUL	.079	.063	.061	1.258	.210
a. Dependent Variable: BE						

6.   Conclusion

The above results show a direct relationship between attitude and online buying behaviour. If there is an environment where attitude changes towards online buying, the online buying behaviour will be increased.

The hypotheses H1, H2 are accepted on the basis of above results. Hypothesis H1 was created to study the relationship between attitude and online buying behaviour is significance .000 and value of Beta is .726 showing a positive and significant relationship between attitude and online buying behaviour so H1 is accepted. Culture has a slightly less significant contribution on attitude and online buying behaviour relationship is the statement of H3 it is accepted because R^2 change has a greater value than R^2 with .000 significance which is highly significant.

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