

Shy Customers Vs Non Shy Customers: Who Does Love More Online Shopping?

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Abstract

Nowadays, almost every market has an intense competition environment. Naturally, in order to survive in such an environment, decision maker must understand accurately their customer wants and needs, even must generate individual solutions, not only massive. The way to understand customers is through determining the factors well that affect purchasing decision-making of customers. An emotion that can directly affect human behaviour such as shyness is a question mark on the frame of consumer behaviour, although purchasing decision-making process is examined with many different approaches. The aim of this study is to illuminate whether shyness has an effect on online purchasing decision-making process or not. In the literature, although a lot of studies have been done about shyness in different fields, a sufficient level of study was not encountered about shyness in the field of marketing. The fact that shyness has not been addressed in terms of marketing, especially on the internet, reveals the importance of this study.

Keywords: Shyness, Online Shopping, Online Purchasing Decision-Making Process

Introduction

Shyness is defined as "timid (sıkılğan)", "embarrassment (mahcubiyet)" by the Turkish Language Association (tdk.gov.tr, 2017). Meaning of "shyness" in the Cambridge Dictionary is explained as "not confident, especially about meeting or talking to new people." (dictionary.cambridge.org, 2016). According to Oxford Dictionary, shyness is expressed as "the feeling of being nervous or embarrassed about meeting and speaking to other people." Although there is no clear consensus about

the definition of shyness, English and Turkish meanings point out similar case. One of these definitions of shyness is that Buss (1980) made; “*shyness, in terms of one's reaction to being with strangers or casual acquaintances: tension, concern, feelings of awkwardness and discomfort, and both gaze aversion and inhibition of normally expected social behaviour.*” Besides, shyness is defined by many labels; behavioral inhibition, introversion, social inhibition, social reticence, social wariness, social anxiety, social withdrawal (Wolfe et al., 2014:266).

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Shyness has been studied mostly in universities in Turkey. Durmus (2007: 256-264) has studied how university students assess themselves in terms of their level of shyness and perceived personality traits. Durmus (2007) found that non-shy university students see themselves more positively than shy college students in this study. However, university students with high levels of shyness found themselves inadequate in terms of social skills and were aware of this condition. At the same time the students seem to be enthusiastic on the way out. According to Durmus (2007); the reason of shyness is that individual sees himself/herself as insufficient. Yuksel (2002: 53; 2005: 165) and Sahin and Gizir (2014: 82) have conducted separate studies on university students and have found that the most important predictor of shyness is self-esteem. In this context, there is a negative correlation between shyness and self-esteem. Additionally, Hamarta and Demirbas (2009: 245) have done a similar research on high school students and have reached the conclusion that self-esteem is an important predictor of shyness. Moreover, shy individuals are deeply concerned with the comments that are made by others, and therefore are more likely to need for approval.

Aliyev and Kalgi (2014: 67-68) have found that there is a negative relationship between self-esteem and shyness in the study that has been conducted on primary school students. In contrast to the above, it is clear that self-esteem is not an important predictor of shyness and the relationship between them is not meaningful.

Laghi et al. (2012: 51-56) determined that shy adolescents prefer to convey more negative emotions and experiences than non-shy adolescents on the internet. Eldeleklioglu and Vural Sunik (2013: 148) found that there was a positive relationship between shyness and internet addiction in the research that was conducted with ages between 15 and 18 at the state high school. Because of the research structure; it did not turn out which one is causing which one.

When we look at the relationship between demographic variables and shyness in the research; it seems that there is no significant relationship between gender and shyness in addition to between income and shyness. In

general, there is no significant difference between the shyness of men and women. Women are shyer than men only in two cases; first during interactions with authority holders; the other appears at time when they are worried about saying silly things to people they do not know very well (Crozier, 2005: 1954).

Methodology

In this study, Convenience Sampling was used as a sampling method and the data collecting was carried out from three different places in Turkey. The first leg of the research was held on 11st March 2016 at Forum Aydin, which is the largest and open-concept shopping mall in Aydin. The second leg was held in Adnan Menderes University, Nazilli Vocational School between 14th and 16th March 2016. And the third was on 3rd April 2016 in Denizli Teras Park Shopping Mall in Denizli.

Does shyness direct consumers to online shopping? Which demographic factors do have significant difference with shyness? All these questions led to the emergence of the research idea and the creation of the purpose of the research. In this direction, the determined hypotheses of the research are as follows:

H_A: There is a significant difference between gender and the level of shyness.

H_B: There is a significant difference between age of student and the level of shyness.

H_C: There is a significant difference between the level of income and the level of shyness.

H_D: There is a significant difference between the frequency of online purchasing and the level of shyness.

The required data for the research were collected from two provinces of Turkey, Aydin and Denizli, where the researchers reside (n = 189). It was paid attention that numbers of female and male were close to each other when the data were collected. The survey, the Shyness Scale that developed by Cheek (1990) and adapted to Turkish by Gungor (2016), was used to measure the level of shyness of the individuals. ANOVA and T-test analyses were used to test the hypotheses.

Table 1. Descriptive Statistics of Participants' Gender, Age and Income

Variables	Category	n	%
Gender	Female	88	46,8
	Male	100	53,2
Age	21 and under	96	50,8
	22 and over	93	49,2
Income	1000 and under	72	40,7
	1001- 2000 TL	53	29,9
	2001-3000 TL	23	13,0
	3001- 4000 TL	11	6,2
	4001-5000 TL	11	6,2
	5001 and over	7	4,0

TL: Turkish Currency

Descriptive statistics of participants' gender, age and monthly personal income are given in detail in Table 1 above. When Table 1 is examined in detail, it is seen that 100 (53.2%) participants are composed of males, 96 (50.8%) participants are from under the age of 21 and 72 (40.7%) participants have 1000 TL and below of monthly personal income.

Hypothesis tests

The first hypothesis is a test of the significant difference between gender and the level of shyness. According to the T-test result, the H_A hypothesis was accepted. As seen on the Table 2, the level of shyness of women among respondents is slightly higher than that of men.

Table 2. H_A Hypothesis Test

Gender	N	Mean	Std. Deviation	p	H_A
Female	88	1,9091	, 61842	0,027	Accepted
Male	100	1,7100	, 60794		

The second hypothesis is a test of the significant difference between the age of the student and the level of shyness. The H_B hypothesis was accepted according to the result of T-test. As seen on the Table 3, the level of shyness of under the age of 21 among respondents is slightly higher than that of over the age of 22.

Table 3. H_B Hypothesis Test

Age	N	Mean	Std. Deviation	p	H_B
21 and under 21	96	1,9271	, 60253	0,008	Accepted
22 and over 22	93	1,6882	, 62517		

The third hypothesis is a test of the significant difference between the level of income and the level of shyness. According to ANOVA result, H_C

hypothesis was accepted. As Table 4 shows, as the level of income increases, the level of shyness also decreases in general.

Table 4. H_C Hypothesis Test

Income	N	Mean	Std. Deviation	p	H _C
1000 and under	72	1,8889	,57053	0,019	Accepted
1001- 2000 TL	53	1,8491	,60116		
2001-3000 TL	23	1,7391	,68870		
3001- 4000 TL	11	1,3636	,50452		
4001-5000 TL	11	1,6364	,67420		
5001 and over	7	1,2857	,48795		
Total	177	1,7853	,61164		

The final and the main hypothesis of the research is a test of the significant difference between the level of shyness and the frequency of online purchasing. According to ANOVA result, H_D hypothesis was accepted. As Table 5 shows, as the level of shyness increases, the frequency of online purchasing also increases.

Table 5. H_D Hypothesis Test

Level of Shyness	N	Mean	Std. Deviation	Std. Error	p	H _D
Low	58	1.4759	.56918	.07474	0,000	Accepted
Middle	109	1,9982	.94536	.09055		
High	22	2.6727	1.05025	.22391		
Total	189	1,9164	,93034	,06767		

Conclusion

The impact of many demographic factors on shyness has been proven with this study. First of all, it was first found that women are slightly shy than men. There are some studies examining the level of shyness that between women and men in the literature. Also, Crozier (2005) stated that there is no big significant difference between the levels of shyness of men and women.

On the other hand, when we look at the relationship between shyness and age; it is found that the people at the age of 21 and under age group are slightly shy than the upper age group. Furthermore, as the level of shyness increases, the frequency of online purchasing also increases. Considering self-confidence is the most important predictor of shyness; a possible positive relationship between self-confidence and money would support this finding.

However, the most important finding of the research is that shy people tend to buy over the internet. In other words, in this research, it has

been found that as the level of shyness increases, the frequency of online purchasing increases.

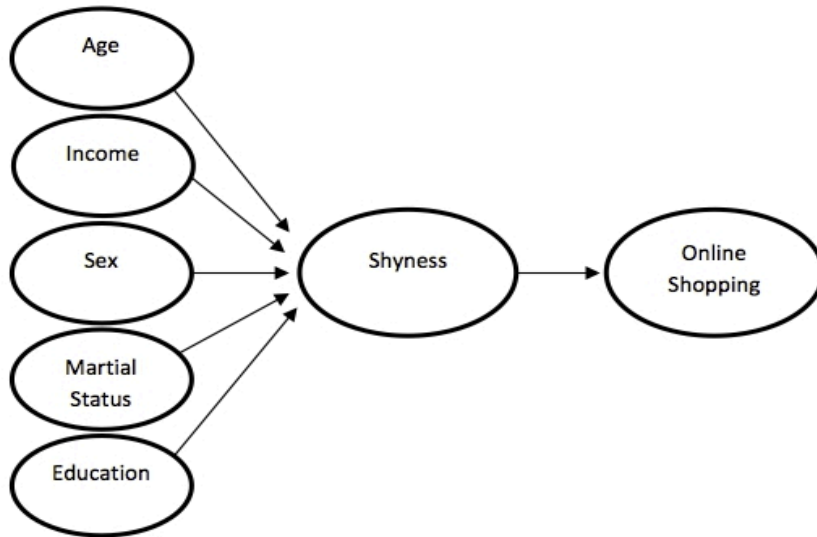


Figure 1. The Draft of Online - Shy Shopper Model

In fact, the variables that have been examined separately with shyness above can be held together with a model. The draft model is given in Figure 1 above as a result of this research. It will be useful that comparison of this model in different cultures in terms of psychographic segmentation in global marketing.

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