

# Determination of factors that cause shopping hesitation\*

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## Abstract

This study aims to provide general understanding of different set of factors that cause hesitation in buying electronic products. The study proposes seven constructs that predict shopping hesitation. The research model offers that consumer traits of innovativeness, risk averseness, brand consciousness, price/value consciousness, confused by over choice and contextual factors as time pressure and negative past experience cause shopping hesitation. The study tries to answer if these seven factors pertaining to consumer personality affect hesitation to buy from an offline electronic store. The sample of this study consists of 500 customers, visiting electronics stores in a shopping mall in Ankara, capital city of Turkey. The data was gathered by using convenience sampling and face to face survey methods. The survey results were analyzed by using Structural Equation Modeling (SEM). The study reveals that shopping hesitation has a positive relationship with price/value consciousness, risk averseness, confused by over choice and time pressure. Besides, negative relationship exists between brand consciousness and shopping hesitation. Thus, both personality traits and contextual factors can cause consumers to hesitate in buying electronic products.

*Key words:* Shopping hesitation, consumer electronic product, consumer electronics store (technology store).

*JEL codes:* M30, M31

## 1. Introduction

The criteria by which consumers choose a product has been changing so rapidly. Product variety, innovativeness, higher value and increased quality offerings may cause consumers to spend more time for shopping and lead to more purchase involvement. These factors are especially important when it comes to products such as consumer electronics (Kwahk and Han, 2002: 419). On-going

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\* This paper has been presented at the 2<sup>nd</sup> International Conference on the Changing World and Social Research, Barcelona, Spain, August, 23-25, 2016.

advances of technology have promoted both the features of electronic products and the growth of consumer electronics market. Global consumer electronics market grew by 2.1% in 2012 and reached USD 295 billion. In 2017, the market is anticipated to have a value of USD 381.6 billion, corresponding to an increase of 29.4% since 2017. More specifically, Turkish electronics production raised by 4.1% and reached USD 12.4 billion (Deloitte, 2014). Consumer electronics stores such as Teknosa, Media Markt, and Bimex and so on have been synonymous with innovation and wide range of products. Consumers face more opportunities to choose among various products that satisfy their needs. These all may cause overload of information. Consumers have to think more while purchasing these kinds of products (Cao and Li, 2007: 233). Thus, it is not surprising to feel hesitation on what and which kind to buy while experiencing shopping.

Nearly all consumer electronic products have common properties such as less frequently purchased and more likely to be influenced by technological innovations. When compared with other products, the life of a new model consumer electronic is shorter and as the new models come out in the store, it will be more difficult to know and learn about all models of products. Moreover, the price gap may widen among different models of the same product (Cao and Li, 2007: 231). Purchasing of these kinds of products necessitate more user requirements and industry's responsibility to its customers (Kwahk and Han, 2002: 419). Thus, consumer electronics stores have to know factors affecting their decision making process so that they can attract consumers hesitating in shopping (Cao and Li, 2007: 231). Marketers should develop hesitation regulation strategies because individuals often try to make a choice that minimize the degree of negative feelings and increase the satisfaction. More importantly, making profit by decreasing hesitation can be achieved only if company can understand consumers' basic decision styles. This study examines the factors that can cause shopping hesitation during the purchase of electronic products. It evaluates common consumer decision making styles (also stated as personality traits in the literature) and contextual factors in the context of offline shopping hesitation.

There are certain factors in literature (e.g., social factors, subjective norms, consumer characteristics, contextual factors) for predicting consumer's decision making process and their hesitation behaviors (Cho et al, 2006; Krishen et al., 2010; Saptalawungan, 2015). In consumer decision making literature, consumers are categorized based on being innovative (Roehrich, 2004), risk averse (Okada, 2010), brand conscious, price/value conscious and confused by overchoice (Sproles and Sproles, 1990). These factors are also treated as *personality traits* (Knowles, et al., 1973; Mitchell and Bates, 1998; Chao et al., 2013).

Personality of an individual is composed of certain predisposition attributes called traits and a trait is specifically defined as any distinguishable characteristic and is described as having one or more characteristics. Personality trait indicates

personal readiness for responding in the certain way and is found to be related with the choices of customers (Schiffman and Kanuk, 2008) Then, most of them were proposed and examined for predicting consumer decision making (Sproles and Sproles, 1990) and for adoption and acceptance of a product (Chao et al., 2013). One way of learning about consumers' purchase decision is to examine *contextual factors* such as time, limitations of availability, past experiences and so on (Cho et al., 2006; Shen et al., 2013). Contextual factors are defined mostly as uncontrollable variables. For instance, consumers may not decide and are not able to purchase the product due to the effects of the factors of time pressure and a negative past experience. Thus, consumers may fail to close the buying successfully (Cho et al., 2006).

Most studies in literature (Cho et al., 2006; Egelin and Joseph, 2012; Yousaf et al., 2012) have studied the 'shopping hesitation' concept in the context of online shopping. Although much is known about hesitation in online purchases, hesitation or doubt on in-store shopping has not yet received much attention (Zeelenberg and Pieters, 2007: 4). Present study focuses on exploring two groups of factors (*personality traits and contextual factors*) that may anticipate shopping hesitation during consumers' offline shopping trips. The study proposes seven factors to anticipate consumers' feelings of hesitation in electronics stores. These factors are predicted as *innovativeness, risk averseness, quality consciousness, price/value consciousness and confused by overchoice* in the context of personality trait; *time pressure and negative past experience* as contextual factors. The factors chosen as personality traits are indicated almost in all of the studies that are based on consumer decision making. In other words, they are found to be common decision making styles almost in all of the studies (Sproles and Sproles 1990; Mitchell and Bates 1998; Chao et al., 2013).

This study provides managerial implications by profiling consumer electronics shoppers and revealing the characteristics of them who can be called as shopping hesitators. It examines the relations between seven factors and hesitancy to buy electronic products from electronics stores like Teknosa, Bimex, Media Markt, and so on. By managing these factors successfully, companies can provide positive feedbacks such as customer satisfaction and revisit intention. The results of the study are also useful for consumers to see the delay and hesitate factors. The study contributes to the existing literature by investigating the construct of shopping hesitation on the offline instead of online environment. Therefore, it is one of the unique studies that evaluates common consumer decision making styles and contextual factors in the context of offline shopping hesitation.

The next section of this study discusses the definitions of the constructs, mentioned above, and presents the theoretical background for the proposed research model. After presenting the research model, information about the research method is given, then the relationships in the model are tested. The last section discusses

the results, practical and managerial implications and limitations of the study. Finally, the study concludes with implications for future researches.

## 2. Review of literature

Making decision is not always fun. In fact, it can be painful when the decision maker feels that deciding means committing to one out of many other options. From a consumer's point of view, it can be difficult to make his mind and he may probably delay the purchase. Decision maker reflects on what is important about particular decision, what is important to him and what the short term and long-term consequences of the decision can be. Lastly, he will be thoughtful enough to conclude that perhaps none of the available alternatives are satisfactory (Schwartz, 2004: 75). This discomfort of deciding on a product to buy and the factors affecting or enhancing this feeling are the center of this study.

### 2.1. *Shopping hesitation*

It is well established in the literature that consumer goals are the most motivational aspect relevant to decision making. Failing to get this valued goal can lead to discomfort and tension (Betmann et al., 1998; Tsiros and Mittal, 2000; Shao and Shao, 2011). This, in turn, motivates consumers to deal with hesitation reduction strategies. A consumer can face with discomfort during his shopping trip (Shao and Shao, 2011: 14). Private Label Manufacturers Association's (PLMA) research survey of shopping behavior revealed that only one in four shoppers chose the brand they were searching for without hesitation. Shoppers were defined as so attentive inside the stores and read information on labels, controlled the other products or brands available in store. 76% of consumers declared that they had wanted to see other options while 24% declared they had bought the brand without hesitation.

Bei et al. (2007) define the concept of hesitation as an "anticipatory guilt". In their studies examining the relation between consumer guilt and shopping behavior, they pointed out that consumer guilt had three dimensions as hesitation, pain of paying and self-blame. They categorize guilt as an anticipatory, proceeding and reactive guilt. While hesitation is a major dimension of anticipatory guilt, pain of paying and self-blame are the major dimensions of proceeding guilt and reactive guilt respectively. Hesitating consumers think that they should stop buying the product because they feel that buying the product can violate their social standards and value judgment. Rawlings (1970) also suggests that consumer guilt can be divided into two categories as anticipatory and reactive guilt. Anticipatory guilt emerges before buying, while reactive guilt emerges after buying (Bei et al., 2007: 405). Hesitation can be in the process of exploring, alerting and analyzing that precede the final decision moment. Accordingly, overall hesitation is defined as

general hesitation tendency in shopping, which can be caused by technological or risk avoidance, information overload and so on (Cho et al., 2006: 266).

Hesitation decision behavior includes picking up a product and examining it closely. Checking the price, reading the label and picking up similar products to compare are one of the indicators of this decision behavior (Spanjaard et al., 2008). When consumers hesitate to buy a product, they feel doubt or anxiety. Anxiety is treated as a case, that is, when feeling anxiety, consumers are in a situation which requires them to make permanent commitment relative to an alternative choice of other alternative options which are not selected by the consumer. Hesitation can reduce the number of buyers and the demand for a certain product (Saptalawungan, 2015: 120).

Singh and Tiwari (2015) suggest that there are several hesitation statuses (e.g. the influence of other people's suggestions, uncertainty between old and new items, delay factors because of availabilities of item and money constraints that reflect overall information of customer intention for an item. These are all supermarket scenarios that cause hesitation from consumer's point of view. All these can lead to hesitation and decrease the item's attractiveness (Singh and Tiwari, 2015, p. 161). Coppola and Sousa (2008) point out that people are more likely to hesitate when there is time pressure and when they are more quality conscious. They indicate the value consciousness as the strongest predictor of overall shopping hesitation. In addition, price comparison, negative past experience and confusion are the several factors that cause online shopping hesitation.

Saptalawungan (2015) point out the factors namely personal factors, extrinsic and intrinsic cues, risk aversion and social factors to find their influence on consumer hesitation. He indicates that risk aversion indirectly -mediated by attitudes towards fake products- enhances hesitation of consumer to buy counterfeit products (Saptalawungan, 2015). Cho et al. (2006) examine buying hesitation in three procedural aspects such as overall hesitation, shopping card abandonment and hesitation to click the final payment button. They evaluate contextual factors perceived as uncertainty factors, consumer characteristics and medium/channel innovation factors which predict online shopping hesitation. They state that consumer characteristics factors (such as high value consciousness and quality consciousness) are closely related to overall hesitation.

Hesitation is most commonly examined in the context of online shopping. However, offline shoppers have different characteristics than online shoppers and they also differ in motivations for shopping (Cho et al., 2006: 265). Offline shoppers face with the variety of product offers, deep information about products, privacy during shopping and convenient shopping environment (Levy and Weitz, 2009). In online shopping environment consumers more frequently face with financial risk, time lost and product risk. Especially, consumer trust and risk-taking issues differently affect consumers' shopping experience. Consumers care a lot about

security and privacy during their online shopping (Lee et al., 2001). Wu (2003) stated that significant personality characteristics of consumers affect consumers' online shopping attitude. For example, Saptalawungan (2015) indicates that risk aversion can influence hesitation behavior. As online shopping is perceived as riskier, risk averse consumers can feel less hesitation in offline shopping environment. So that personality traits and contextual factors (such as time pressure) can differently affect consumers' hesitation behavior in online and offline shopping environment. The current study focuses on offline shoppers' hesitation behavior. It tries to answer why people hesitate and which factors cause people to hesitate in purchasing electronic products during their shopping trips inside electronic stores. Seven factors below are predicted to cause shopping hesitation.

## *2.2. Innovativeness*

Innovativeness is defined as “the degree to which an individual is relatively earlier in adopting an innovation than other members of this system” (Goldsmith and Hofacker 1991: 209). Roehrich (2004) indicates that innovativeness is a tendency to buy new products more quickly and more often than other people. It refers to “consumption of newness” (Roehrich, 2004: 671). Innovativeness is mostly defined from the consumer's point of view in marketing literature. The concept refers to an idea, application or an item perceived as new by consumers. Consumer innovativeness refers to a “tendency to adopt innovations” (Akdoğan and Karaaslan, 2013: 2-5). Although there is no real consensus on the definition of innovativeness, many researchers suggest that consumer's innovativeness can be treated as a personality trait (Chao et al., 2013, p. 618).

Many researchers classify innovativeness in different forms such as innate innovativeness (Midgley and Dowling, 1993), vicarious innovativeness and domain specific innovativeness (Hirschman, 1980). Innate innovativeness is related to the degree which the consumer accepts a new product without influences of others' past purchasing experience (Clark and Goldsmith, 2006); whereas domain specific innovativeness is related to the willingness of consumer to find out about new products and accept innovations (Goldsmith and Hofacker, 1991: 210). Consumer innate innovativeness includes accepting new ideas, suspiciousness of new ideas and challenge of new ideas. Domain specific innovativeness reflects the speed of purchase and tendency to learn about new product information (Chao et al., 2012: 215). Innate innovativeness reflects the purchase of a single new product, whereas domain specific innovativeness reflect the purchase of new product in a single product category (Roehrich, 2004: 675). Lastly, vicarious innovativeness reflects the communication process of new product information through mass media (advertising) and word of mouth (Chao et al., 2012: 212). Individuals having vicarious innovativeness adopt the product concept because of the components such as advertising, modeling and word of mouth. Differently from other types, vicarious

innovativeness individual can adopt the product concept without adopting the product itself (Hirschman, 1980; Chao et al., 2012). This study employs domain specific innovativeness because the items in this form of innovativeness are about new products in a specific product category (Roehrich, 2004: 675). Thus, the study is about electronic product purchasing.

In spite of the importance of it, innovativeness is valuable only if there is a market potential –a market need- for it. Considering that electronic products are more likely to include new technological innovations, it is believed that consumers' being innovative or not can influence their hesitation behaviors of buying electronic products. Chao et al. (2013) indicate that hesitation of adopting an electronic product is closely related to innovativeness. Consumers having tendency to adopt new products and tendency to search for new ones may think more about various innovations and new product information. They may all affect speed of purchase (Chao et al., 2012: 215) and feeling of hesitation. Therefore, the current study offers the following hypothesis:

*Hypothesis (H1):* Consumer innovativeness has a positive and statistically significant effect on shopping hesitation.

### 2.3. Risk averseness

Risk -to most people- is linked with the possibility of something bad. The concept of risk is defined as the “possibility of injury or loss”. There are also researchers using the word “risk” and “hazard” interchangeably (Cox et al., 2006: 79). Hesitation behavior includes a substantial degree of uncertainty because consumers often do not have enough information to decide quickly (Spanjaard et al., 2008). In the context of buying products, risk is defined as the degree of perceived negative consequences associated with product purchases (Cho et al., 2006: 262).

Consumers can become risk averse when they face with any losses. Risk averseness is important in marketing, because it is one of the determinants of purchasing decisions (Saptalawungan, 2015: 118). Saptalawungan (2015) indicates risk aversion as an important factor causing hesitation in buying fake cosmetics products. Risk averseness is a trait which induces the consumer to adopt different situation when assessing the value of a good (Okada, 2010: 76, 82). The concept indicates a tendency to avoid risk situations. As a trait, the willingness to avoid risk has the potential to explain orientation of people toward a wide variety of situations (Knowles et al., 1973: 131). Knowles et al. (1973) define risk behavior such as risk taking and risk averseness as a personality trait. Risk averseness -as a personality trait- is one of the intrinsic information source for consumers to make decisions. In this context, the level of risk perception and personal risk tolerance are the factors that influence consumers' buying strategies Similarly, risk averse consumers

require much more motive to delay or exchange when the value is uncertain (Okada, 2010: 76, 82).

Consumers often face with the dilemma of purchasing a product and hesitate to buy because they may realize that they can suffer from some type of loss. When a consumer perceives risk in a purchase, he can choose among different risk resolution strategies. He can make the purchase, delay the purchase or he can shift among alternatives (Roselius, 1971: 56). Thus, risk or uncertainty is one of the most critical reasons for hesitation. Risk has been viewed as an important cause of hesitation in deciding to purchase items (Cho et al., 2006: 262). Yousaf et al. (2012) indicate that risk factor has an important role on consumer hesitation and can lead to consumer anxiety and cause to cancel or delay the purchasing.

Even if the risk is not explicitly clear and stated, consumers can make evaluations about the risk level of a specific product. They may consider certain products riskier and consider certain functions of a product riskier than other (Cox et al., 2006: 79). It will be more difficult for risk averse consumers to decide on a product in order to be sure that the decision is right and involves less or no risk. Thus, this study argues that consumers would hesitate in purchasing electronic product because they are risk averse, and offers the following hypothesis:

*Hypothesis (H2):* Risk averseness has a positive and statistically significant effect on shopping hesitation.

#### *2.4. Brand consciousness*

Brand directly influences consumer's purchase decision and has an important role in purchasing process (Radam et al., 2011). Some consumers believe that price have equal with quality, so they buy products with high price so long as the quality is equally high. In recent times, consumers prefer their familiar and favorable brands because of the rise in their consciousness. A well-known brand plays an important role while buying a product and may have control on perceived risk evaluation of consumers (Malik et al., 2013: 167). Experience of a brand or being aware of it can also add value to the product. For example, it places the brand in the consumers' mind, act as a barrier to entry to new unestablished brands and reassure the customer of the organizations' commitment (Aaker, 1992).

Shim and Gehrt (1996) define brand consciousness "as a direction of shopping that describes a type of consumer tendency to purchase well known brand products". Brand consciousness is a characteristic that identifies consumers buying more expensive and well-known brands (Anic et al., 2010: 108). Within a combination of fashion, price and brand name as the important purchasing criteria, this factor can be conceptually named as brand conscious consumer. Consumers with high brand consciousness consider brand as a symbol of identity status, symbol of image, so they choose to buy goods having high brand publicity. They feel that highly advertised brands are good choices (Mokhlis, 2009: 143). People having the



style of brand consciousness prefer well known, best selling and expensive brands, and they think that high price brings high quality (Ünal and Ercis, 2008: 91).

After deciding on a brand, a consumer can feel that alternative brand might have possessed more positive attributes. So, he can purchase alternative brand in his next shopping. However, he may feel guilt if this alternative brand does not satisfy the desired expectations (Hasan and Nasreen, 2012: 8). That is, consumers have a tendency to choose the same brand over subsequent purchase decisions. Because they feel more regret when this experience is the result of purchasing different brand (Inman and Zeelenberg, 2002: 117). Brand conscious consumers tend to buy their usual brands. (Mitchell and Bates, 1998: 206). When considered the feeling of guilt with buying unfamiliar brands, this study argues that brand consciousness would negatively affect consumers' feeling of hesitation during their shopping, and offers the following hypothesis:

*Hypothesis (H3):* Brand consciousness has a negative and statistically significant effect on shopping hesitation.

### *2.5. Price/value consciousness*

Price/value consciousness is defined as getting the highest value compared to money paid (Mitchell and Bates, 1998). High quality conscious consumers carefully look for the best quality products whereas price/value conscious consumers look for high value for money (Bandara, 2014: 6). High quality conscious consumers prefer to purchase high quality products rather than satisfactory products. If they satisfy their needs, they tend to be less sensible towards price (Mohebbi et al., 2015: 226). Different from quality conscious consumers, price/value conscious consumers compare the perceived quality with price paid in a purchase. That means they tend to be sensitive about both the price paid and quality (Cho et al., 2006: 265). They search for sale prices and want to get the best value for money. They try to find the lowest price of products of the same quality (Bauer et al., 2006: 345).

As the price/value consciousness of a consumer increases, their tendency for searching products offering the highest benefit –to cost ratio also increases. They want a lower price product, but at the same time with a higher value option. Price/value consciousness is stated to influence consumers' choice and their purchase decision (Radam et al., 2011). Price/value conscious consumers spend more time for seeking information about prices and quality level. So high price/value conscious consumers are more likely to feel hesitation and delay their purchasing (Cho et al., 2006: 265). Based on this relationship between two concepts, this study proposes the following hypothesis, with regard to electronic product purchasing;

*Hypothesis (H4):* Price/value consciousness has a positive and statistically significant effect on shopping hesitation.

### *2.6. Confused by overchoice*

Confused by overchoice trait is one of the main mental characteristic in consumer's decision making (Walsh et al., 2001: 73). Mitchell and Bates (1998) state that in today's cluttered market place, confusing by overchoice plays a significant role in decision making (Mitchell and Bates, 1998: 202). Confused by overchoice means that there are many products and much product-related information available to be confusing (Walsh et al., 2001: 85). Uncertainty also appears with confusing by overchoice. If there are variety of products and too much information about products, consumers may experience with different prices and varies characteristics. So, they may feel confused and unstable (Cho et al., 2006: 265).

Confused by overchoice consumers often feel confused about the quantity of brands and products (Mitchell and Bates 1998: 209). Mitchell and Bates indicate that this trait characterizes consumers who are confused about the quality of different brands and the information available. For example, friends are likely to influence these people's decisions and they seek for another person who will influence the decision (Mitchell and Bates, 1998: 202). Mokhlis (2009) also defines "confused by overchoice" as consumer characteristics. One can suffer from vast number of alternatives whereas one having opposite characteristics can enjoy it and be more sure.

Walsh et al. (2001) point out that 28 % of German consumers find it hard to choose which stores to shop and 28 % declare that there are many brands to choose and this causes to feel of confused. So, consumers are less likely to make optimal choices if they experience information overload (Walsh et al., 2001: 85). When consumers are confused by much information, they hesitate and delay their purchase decisions to get more information about the product (Sproles and Sproles, 1990). Today, electronics stores offer different alternatives within a certain product category. Although consumers have chance to access to all types of products within a product category, in a specific store, it might be difficult to evaluate all available information. So, consumers who are confused by information overload can hesitate to pay for a product (Cho et al., 2006: 265). This trait may be especially important for electronic products including many details and technological information (Mitchell and Bates 1998: 218). Thus, the following hypothesis is proposed:

*Hypothesis (H5):* Confused by overchoice has a positive and statistically significant effect on shopping hesitation.

### *2.7. Time pressure*

Time pressure is another factor influencing consumers' hesitation behavior. Consumers' cognitive processing in purchasing is highly influenced by time pressure. When consumers perceive that they do not have enough time to devote to purchase decision, they hesitate to purchase the product. If there is a time pressure, they try to change their strategies, become more selective and more likely to feel hesitation (Cho et al., 2006: 264). Unlike, consumers who have more time during their purchase processes are more likely to feel they have made the best possible decision. So, time plays an important role in controlling the feeling of dissonance. If consumer does not spend much time in the purchase decision, he would get more anxious over his decision. Therefore, salespeople in the store should ensure enough time to make the decision. When the salespeople push the customer to buy quickly, the consumers may feel regretion (Hasan and Nasreen, 2012: 11).

Consumer's feeling a time pressure does not give himself much time to his purchase, shops quickly, spends little time in decision and prefers shopping in the same store (Mitchell and Bates, 1998: 202). Consumer sometimes has less control over the timing of his purchases and this may cause feelings of regret. Cooke et al. (2001) indicate that when consumer is forced to buy in a limited time, he is more likely to feel hesitation. Therefore, the current study proposes the following hypothesis:

*Hypothesis (H6):* Time pressure has a positive and statistically significant effect on shopping hesitation.

### *2.8. Negative past experience*

Experience is defined as the effect upon the judgment or feeling emerged from a stimulus or an event affected by external and internal factors (Chodchuang and Haron, 2012: 11). It is an internal and subjective response of customers resulted from any indirect or direct contact with a company. Creating a superior experience is one of the important aims in today's retailing environment (Verhoef et al., 2009: 31-32). The creation of positive customer experience is one of the central objectives in the retailing industry. The retail sector has to increase their focus on customer experience. This is especially important in the retail experience for in-store customers (Chodchuang and Haron, 2012: 10). Experience can not sell the same product and service or provides benefits directly, but it can gather emotions of the customer's needed stimulate motivation to buy the product or service (Chodchuang and Haron, 2012: 11).

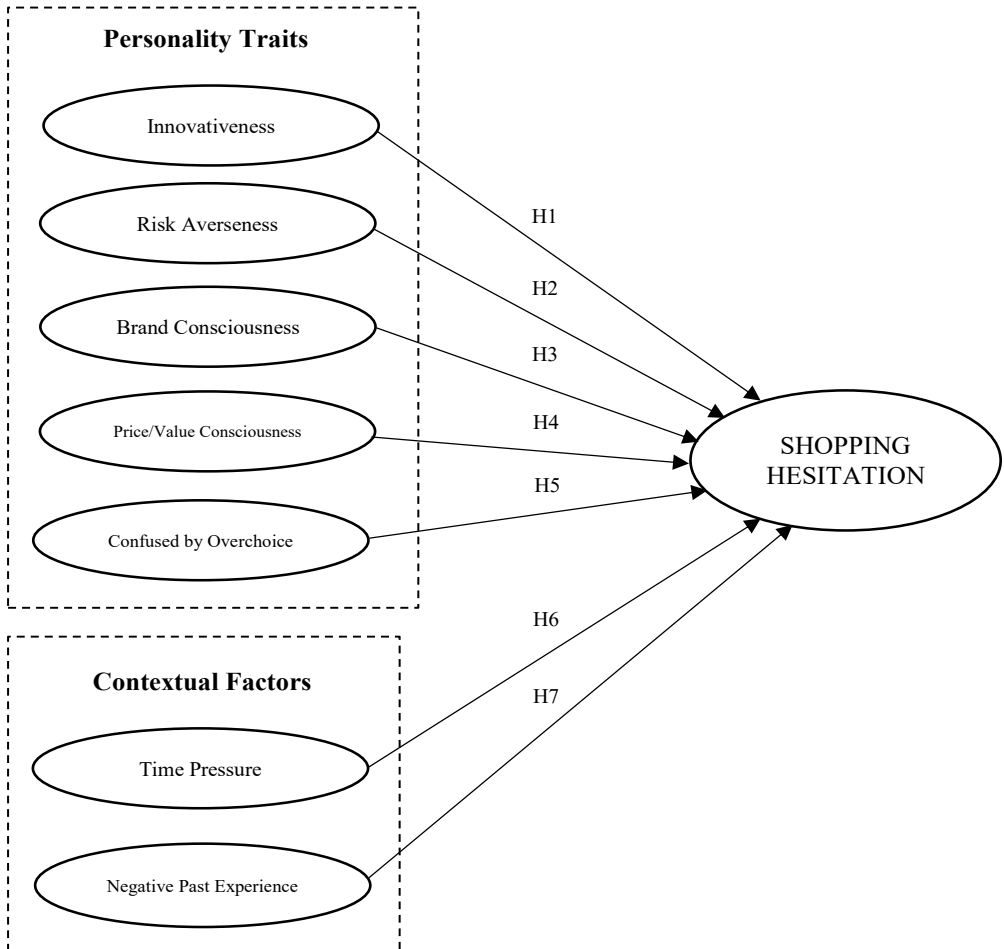
Experience influences the determinants on current customer experience and emerges from generally in the course of a purchase or use of a product by customers (Verhoef et al., 2009). If the customers have greater usage experience and familiarity with a department store, they are more likely to purchase the product in

that store (Chodchuang and Haron, 2012: 12). In addition, past experience is also an important predictor of behaviour and affects present decision-making process (Cho et al., 2006: 265; Su et al., 2012: 401). Negative past experience or past dissatisfaction is a bias of previous experience and affects present decision-making process. Customer behaviour can change as he gains more experience and knowledge from past transactions (Su et al., 2012: 401). If consumers perceive past transactions as negative, the likelihood of hesitation increases. Therefore, this study predicts that if consumers have negative past experiences associated with electronic product purchasing, they are more likely to hesitate when buying an electronic product, and offers following hypothesis:

*Hypothesis (H7):* Negative past experience has a positive and statistically significant effect on shopping hesitation.

This study tries to answer the question why people hesitate or delay in purchasing electronic products during their shopping trips. Specifically, the study predicts the relationships between seven constructs, mentioned above, and shopping hesitation. The antecedents of the model are innovativeness, risk averseness, brand consciousness, price/value consciousness, confused by over choice, time pressure and negative past experience, and the consequent is shopping hesitation. The research model is presented in Figure 1.

**Figure 1**  
Research Model



### 3. Research methodology

#### 3.1. Sampling and data collection

This study investigates consumers' feelings of hesitation in purchasing electronic products, during their visit to offline electronics stores, such as Teknosa, Bimex, Media Markt, Vatan Computer and so on. The empirical analysis was

carried out based on the data obtained from customers having experience of buying consumer electronic products. The sample includes 500 customers visiting electronics stores in a shopping mall in Ankara. The selected shopping mall included various electronic stores. Convenience sampling and face to face survey methods were used in order to collect the data. Questionnaires were gathered from the shoppers voluntarily participated with in the research, between June and July, 2016.

Respondents were wanted to rate their level of overall hesitation during their purchasing electronic products. That means they were wanted to explain whether they would feel hesitation or how much they would feel hesitation when they were in an offline consumer electronics store and deciding to buy an electronic product. Besides, every respondent was wanted to rate their certain personality traits and the factors that may have influence on their feelings of hesitation.

### *3.2. Questionnaire design and measures*

This study used the previous studies' measurement scales to design questionnaire items. A five-point Likert scale was used to measure the questionnaire items. Firstly, Goldsmith and Hofacker's (1991) domain specific innovativeness scale was used to measure consumer's innovativeness. In spite of the importance of innovativeness, there is not yet a unique scale for measuring it (Chao et al., 2013: 614). Domain specific innovativeness scale is characterized with speed of purchase and new product information (Chao et. al. 2012: 215). Since the measurement items at domain specific level are about new products in a specific product category (Roehrich, 2004, p. 675), this study preferred to use Goldsmith and Hofacker's (1991) domain specific innovativeness scale by adopting it into electronic products. Measurement of risk averseness was measured with four items adopted from De Matos et al. (2007). Brand consciousness was measured by using five items adopted from the work of Mitchell and Bates (1998) whereas price/value consciousness was measured by five- item scale adopted from Lichtenstein et al. (1993). This study refers to Walsh et al. (2001) in order to measure confused by overchoice including four items. The questionnaire items for time pressure, negative past experience and shopping hesitation were adopted from Cho et al. (2006), including three, two and five items respectively. Items used to measure the constructs are presented in Appendix A (see Table 6).

### *3.3. Analytical procedure*

Data were analyzed using Statistical Package for Social Science (SPSS) version 20.0 and AMOS version 6.0. Firstly, exploratory factor analysis was employed to see the factor structure of the measure. Reliability was tested to determine the internal consistency of each construct. Then, confirmatory factor

analysis (CFA) was conducted to confirm significance of variables on their respective constructs and reliability and validity analyses were conducted. Finally, structural model fit and causal relationships between constructs were tested by using Structural Equation Modeling (SEM) technique, a multivariate analysis method examining the casual relationships between observed variables and latent variables, or among latent variables (Hair et al., 1998).

## 4. Research findings

### *4.1. Descriptive statistics*

A total of 500 respondents participated in the survey. The demographic profile of the respondents and their habits of purchasing electronic product is presented in Table 1. Among the respondents, 62% of them were male and 46% of them were married. About 37% of the respondents were between the ages of 18 and 25, whereas 21% of them were between 26 and 35 and 20% of them were between 36 and 45. That is, the majority of respondents are young and in the middle age. According to the survey, 40% of the sample indicated that they had university graduate degree and 13% of them indicated having post graduate degree. That is, a majority of respondents seems to be highly educated. The average monthly income of 40% of the respondents were stated to be between 3001 and 4000 Turkish Lira. In terms of their occupation, 24% of the respondents stated their occupations as government employee and %24 as self employed. 30% of the participants reported the amount spent on electronic products in recent year between 1000 and 1999 Turkish Lira. Approximately 50% of the respondents indicated that they had been visiting offline electronic stores -once every six months-, whereas 42% indicated this frequency as once every three months. Among the survey respondents, 27% of them reported Teknosa as their favorite electronics store. 31% of the respondents indicated their most frequently bought product from offline electronic stores as 'mobile phone'. Finally, 64% of the respondents stated that they had hesitated mostly when they were browsing the products inside the store. Of the respondents, 62% of them stated that they had mostly postponed or delayed their purchasing, when shopping in offline electronic stores. That means over half of he respondents hesitate in buying electronic products from offline electronic stores and they delay their purchasing because of hesitation.

**Table 1**  
Demographic Characteristics of the Respondents (n=500)

| <b>Gender</b>   | <b>Frequency</b> | <b>Percent</b> | <b>Marital Status</b>                                      | <b>Frequency</b> | <b>Percent</b> |
|---|------------------|----------------|--|------------------|----------------|
| Male  | 310              | 62.0           | Married  | 229              | 45.8           |
| Female  | 190              | 38.0           | Single   | 271              | 54.2           |
| <b>Age</b>  | <b>Frequency</b> | <b>Percent</b> | <b>Education level</b>                                     | <b>Frequency</b> | <b>Percent</b> |
| 18-25   | 184              | 36.8           | Elementary Education                                       | 73               | 14.6           |
| 26-35   | 107              | 21.4           | Secondary Education  | 160              | 32.0           |
| 36-45   | 102              | 20.4           | University Graduate  | 201              | 40.2           |
| 46-55   | 60               | 12.0           | Post Graduate  | 66               | 13.2           |
| 56-65   | 35               | 7.0            | <b>Occupation</b>  | <b>Frequency</b> | <b>Percent</b> |
| Over 66   | 12               | 2.4            | Government Employee  | 121              | 24.2           |
| <b>Average Income (Monthly)</b>                                 | <b>Frequency</b> | <b>Percent</b> | Worker   | 57               | 11.4           |
| Less than 1000 TL   | 22               | 4.4            | Self-employed  | 120              | 24.0           |
| 1001-2000 TL  | 69               | 13.8           | Housewife  | 102              | 20.4           |
| 2001-3000 TL  | 133              | 26.6           | Retired  | 38               | 7.6            |
| 3001-4000 TL  | 200              | 40.0           | Student  | 53               | 10.6           |
| 4001-5000 TL  | 45               | 9.0            | Others   | 9                | 1.8            |
| More than 5000 TL   | 31               | 6.2            | <b>Money spent on electronic products (in recent year)</b> | <b>Frequency</b> | <b>Percent</b> |
| <b>The frequency of visiting electronic stores</b>              | <b>Frequency</b> | <b>Percent</b> | Less than 500 TL   | 88               | 17.6           |
| Once per month  | 42               | 8.4            | 500-999 TL   | 73               | 14.6           |
| Once every three months   | 211              | 42.2           | 1000-1999 TL   | 150              | 30.0           |
| Once every six months   | 247              | 49.4           | 2000-2999 TL   | 134              | 26.8           |
| <b>Most frequently bought electronic products</b>               | <b>Frequency</b> | <b>Percent</b> | 3000-3999 TL   | 31               | 6.2            |
| Mobile phone  | 154              | 30.8           | More than 4000 TL  | 24               | 4.8            |
| Computer  | 92               | 18.4           | <b>Favorite electronic store</b>                           | <b>Frequency</b> | <b>Percent</b> |
| Television  | 101              | 20.2           | Bimex  | 113              | 22.6           |
| White good  | 49               | 9.8            | Gold Computer  | 45               | 9.0            |
| Heating and cooling systems                                     | 41               | 8.2            | Media Markt  | 76               | 15.2           |
| Electrical household appliances                                 | 63               | 12.6           | Teknosa  | 137              | 27.4           |
| <b>When shopping in electronic stores, mostly hesitate.....</b> | <b>Frequency</b> | <b>Percent</b> | Vatan Computer   | 117              | 23.4           |
| While browsing the products at the store                        | 321              | 64.2           | Others   | 12               | 2.4            |
| While going to pay desk   | 125              | 25.0           | <b>When shopping in electronic stores, mostly.....</b>     | <b>Frequency</b> | <b>Percent</b> |
| At the pay desk (at the final stage)                            | 54               | 10.8           | Purchase the desired product                               | 192              | 38.4           |
|   |                  |                | Delay (or) postpone purchasing                             | 308              | 61.6           |



#### *4.2. Reliability and validity analysis*

Exploratory factor analysis was firstly used to determine the number of constructs and factor loading of each item. Kaiser- Meyer-Olkin (KMO) measure of sampling adequacy was calculated at 0.813 and Bartlett's test of sphericity revealed statistically significant result ( $p=.000$ ). Accordingly, the data set for this study can be indicated as suitable for factor analysis. Principal component analysis with varimax rotation technique was used for factor reduction. A total of eight factors, having eigenvalues greater than 1, were determined. Factor loading of each item was calculated as greater than the recommended level of 0.5 (Gegez, 2007: 371)<sup>1</sup>. Only one item's factor loading, belonging to brand consciousness construct, was found less than the level of 0.5. Eight factors accounted for 69.31% of total variance explained, greater than the recommended level of 0.6 (Gerbing and Anderson, 1988). Besides, the internal consistency of the scale used in the study was tested via Cronbach's alpha coefficient. Cronbach's alpha value for each factor was greater than 0.7 which is a sufficient indicator of reliability (Hair et al., 1998). So, the scale can be proved to be reliable. The results of exploratory factor analysis and Cronbach's alpha values are presented in Table 2.

After exploratory factor analysis and internal reliability test were conducted, composite reliability and validity of measurement were tested by using confirmatory factor analysis. Table 3 presents the results of confirmatory factor analysis. Factor loadings (standardized regression weights) of all items (except BC2 and BC3)<sup>2</sup> were calculated as greater than the recommended level of 0.5 (Hair et al., 2010). All constructs had significant standardized regression weights ( $p<.001$ ). This means all items, apart from only two, are significantly important to measure their constructs. Besides, the composite reliability value of each construct was calculated greater than 0.7 and the average variance extracted (AVE) for each was determined greater than 0.5. The acceptable level for composite reliability and AVE are values  $>0.7$  and  $>0.5$  respectively (Fornell and Larcker, 1981). In addition, when the AVE of a construct is greater than 0.5, this indicates convergent validity for the construct (Fornell and Larcker, 1981). Since the AVEs of the eight constructs are higher than 0.5, the convergent validity of the measurement is also proved to be acceptable. Thus, the measurement model proves an adequate level of reliability and validity.

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<sup>1</sup> The level of factor loading represents how well a factor explains a variable in factor analysis. The factor loading greater than 0.3 represents minimum level whereas the loading greater than 0.4 represents a more important explanation of the factor. Besides, the factor loading greater than 0.5 represents a really significant explanation of the factor (Gegez, 2007: 371).

<sup>2</sup> Since the standardized regression weights of BC2 and BC3 were less than recommended level of 0.5 (Hair et al., 2010), these items were extracted and not included in further analyses. Descriptions of these items are shown in Appendix A (see Table 6).

**Table 2**  
Exploratory Factor Analysis Results

| Constructs                       | Items | Factor Loadings      |          |            |       |       |       |       |       | Variance Explained | Cronbach's alpha |
|----------------------------------|-------|----------------------|----------|------------|-------|-------|-------|-------|-------|--------------------|------------------|
|                                  |       | 1                    | 2        | 3          | 4     | 5     | 6     | 7     | 8     |                    |                  |
| Innovativeness                   | I1    | 0.798                |          |            |       |       |       |       |       | 9.401              | 0.843            |
|                                  | I2    | 0.828                |          |            |       |       |       |       |       |                    |                  |
|                                  | I3    | 0.805                |          |            |       |       |       |       |       |                    |                  |
|                                  | I4    | 0.826                |          |            |       |       |       |       |       |                    |                  |
| Risk Averseness                  | RA1   |                      | 0.766    |            |       |       |       |       |       | 5.107              | 0.704            |
|                                  | RA2   |                      | 0.816    |            |       |       |       |       |       |                    |                  |
|                                  | RA3   |                      | 0.750    |            |       |       |       |       |       |                    |                  |
| Brand Consciousness              | BC1   |                      |          | 0.700      |       |       |       |       |       | 7.439              | 0.707            |
|                                  | BC2   |                      |          | 0.434      |       |       |       |       |       |                    |                  |
|                                  | BC3   |                      |          | 0.537      |       |       |       |       |       |                    |                  |
|                                  | BC4   |                      |          | 0.756      |       |       |       |       |       |                    |                  |
|                                  | BC5   |                      |          | 0.802      |       |       |       |       |       |                    |                  |
| Price/Value Consciousness        | PVC1  |                      |          |            | 0.795 |       |       |       |       | 19.697             | 0.934            |
|                                  | PVC2  |                      |          |            | 0.821 |       |       |       |       |                    |                  |
|                                  | PVC3  |                      |          |            | 0.809 |       |       |       |       |                    |                  |
|                                  | PVC4  |                      |          |            | 0.851 |       |       |       |       |                    |                  |
|                                  | PVC5  |                      |          |            | 0.747 |       |       |       |       |                    |                  |
|                                  | PVC6  |                      |          |            | 0.785 |       |       |       |       |                    |                  |
|                                  | PVC7  |                      |          |            | 0.701 |       |       |       |       |                    |                  |
| Confused by Overchoice           | CO1   |                      |          |            |       | 0.764 |       |       |       | 6.625              | 0.817            |
|                                  | CO2   |                      |          |            |       | 0.673 |       |       |       |                    |                  |
|                                  | CO3   |                      |          |            |       | 0.766 |       |       |       |                    |                  |
|                                  | CO4   |                      |          |            |       | 0.832 |       |       |       |                    |                  |
| Time Pressure                    | TP1   |                      |          |            |       |       | 0.751 |       |       | 6.290              | 0.719            |
|                                  | TP2   |                      |          |            |       |       | 0.731 |       |       |                    |                  |
|                                  | TP3   |                      |          |            |       |       | 0.755 |       |       |                    |                  |
| Negative Past Experience         | NE1   |                      |          |            |       |       |       | 0.860 |       | 5.222              | 0.755            |
|                                  | NE2   |                      |          |            |       |       |       | 0.833 |       |                    |                  |
| Shopping Hesitation              | SH1   |                      |          |            |       |       |       |       | 0.617 | 9.537              | 0.845            |
|                                  | SH2   |                      |          |            |       |       |       |       | 0.770 |                    |                  |
|                                  | SH3   |                      |          |            |       |       |       |       | 0.802 |                    |                  |
|                                  | SH4   |                      |          |            |       |       |       |       | 0.778 |                    |                  |
|                                  | SH5   |                      |          |            |       |       |       |       | 0.788 |                    |                  |
| Eigen Values                     |       | 2.853                | 1.023    | 2.041      | 8.257 | 1.914 | 1.552 | 1.371 | 3.865 |                    |                  |
| Total Variance Explained (%)     |       | 69.318               |          |            |       |       |       |       |       |                    |                  |
| KMO Measue of Sampling Adequacy: |       | 0.813                |          |            |       |       |       |       |       |                    |                  |
| Barlett's Test of Sphericity:    |       | Chi-Square: 9740.45; | df: 528; | Sig: 0.000 |       |       |       |       |       |                    |                  |

Although composite reliability and AVE values are acceptable, it is also important to test the discriminant validity of the measurement. In order to assess the validity of the constructs, Fornell and Larcker's (1981) measure of discriminant validity was conducted. According to this measure, correlation between constructs must be less than the square root of the constructs' AVEs. For instance, the correlation between innovativeness and brand consciousness is 0.469 and the square root of the AVEs of innovativeness and brand consciousness were 0.766 and 0.738, respectively; that means both square root of AVEs were greater than the correlation (0.469). Similarly, the square roots of all constructs' AVEs are more than the correlations among all constructs. Thus, all constructs have acceptable discriminant validity. So, the results satisfy the requirement of the discriminant validity. According to all these results, reliability and validity tests are adequate in this study. Table 4 presents the results of discriminant validity test.

After the reliability and validity of the measurement model were tested, its relevance to the observed data was evaluated. The assesment of measurement model fit was based on some multiple criteria; chi-square ( $\chi^2$ ) = 1094.419 with 352 degree of freedom (df); adjusted chi-square ( $\chi^2/df$ ) = 3.109; comparative fit index (CFI) = 0.962; incremental fit index (IFI) = 0.963; Tucker Lewis index (TLI) = 0.957; normed fit index (NFI) = 0.940; relative fit index (RFI) = 0.905 and root mean square error of approximation (RMSEA) = 0.055. All these values are acceptable based on model fit criterias recomended by Schumacker and Lomax (2004).

Since the measurement model proved an adequate level of reliability, validity and model fit indices, SEM was conducted to test the research hypotheses.

**Table 3**  
Confirmatory Factor Analysis Results

| Constructs | Items | Standardized Regression Weights | Composite Reliability | AVE   | The Square Root of AVE |
|------------|-------|---------------------------------|-----------------------|-------|------------------------|
| I          | I1    | 0.686***                        | 0.884                 | 0.588 | 0.766                  |
|            | I2    | 0.773***                        |                       |       |                        |
|            | I3    | 0.768***                        |                       |       |                        |
|            | I4    | 0.811***                        |                       |       |                        |
| RA         | RA1   | 0.785***                        | 0.821                 | 0.715 | 0.846                  |
|            | RA2   | 0.863***                        |                       |       |                        |
|            | RA3   | 0.819***                        |                       |       |                        |
| BC         | BC1   | 0.503***                        | 0.735                 | 0.545 | 0.738                  |
|            | BC4   | 0.737***                        |                       |       |                        |
|            | BC5   | 0.813***                        |                       |       |                        |
| PVC        | PVC1  | 0.803***                        | 0.916                 | 0.613 | 0.783                  |
|            | PVC2  | 0.837***                        |                       |       |                        |
|            | PVC3  | 0.889***                        |                       |       |                        |
|            | PVC4  | 0.908***                        |                       |       |                        |
|            | PVC5  | 0.838***                        |                       |       |                        |
|            | PVC6  | 0.811***                        |                       |       |                        |
|            | PVC7  | 0.662***                        |                       |       |                        |
| CO         | CO1   | 0.610***                        | 0.861                 | 0.612 | 0.782                  |
|            | CO2   | 0.618***                        |                       |       |                        |
|            | CO3   | 0.797***                        |                       |       |                        |
|            | CO4   | 0.785***                        |                       |       |                        |
| TP         | TP1   | 0.719***                        | 0.834                 | 0.626 | 0.791                  |
|            | TP2   | 0.639***                        |                       |       |                        |
|            | TP3   | 0.658***                        |                       |       |                        |
| NPE        | NPE1  | 0.868***                        | 0.773                 | 0.636 | 0.797                  |
|            | NPE2  | 0.635***                        |                       |       |                        |
| SH         | SH1   | 0.585***                        | 0.882                 | 0.607 | 0.779                  |
|            | SH2   | 0.918***                        |                       |       |                        |
|            | SH3   | 0.877***                        |                       |       |                        |
|            | SH4   | 0.683***                        |                       |       |                        |
|            | SH5   | 0.610***                        |                       |       |                        |

\*\*\*p<0.001

**Table 4**  
Discriminant Validity Test

| Constructs | I       | RA      | BC      | P/VC    | CO      | TP      | NE      | SH      |
|------------|---------|---------|---------|---------|---------|---------|---------|---------|
| <b>I</b>   | (0.766) |         |         |         |         |         |         |         |
| <b>RA</b>  | 0.000   | (0.846) |         |         |         |         |         |         |
| <b>BC</b>  | 0.469   | -0.214  | (0.738) |         |         |         |         |         |
| <b>PVC</b> | -0.001  | 0.613   | -0.190  | (0.783) |         |         |         |         |
| <b>CO</b>  | 0.272   | 0.327   | 0.110   | 0.420   | (0.782) |         |         |         |
| <b>TP</b>  | -0.19   | 0.341   | 0.082   | 0.337   | 0.282   | (0.791) |         |         |
| <b>NPE</b> | 0.216   | 0.197   | 0.264   | 0.068   | 0.337   | 0.274   | (0.797) |         |
| <b>SH</b>  | 0.009   | 0.308   | -0.186  | 0.393   | 0.322   | 0.283   | 0.145   | (0.779) |

\*Values in bracket indicates square root of the AVEs of the constructs.

### 4.3. Structural model assessments

#### 4.3.1. Structural model fit and hypothesis testing

Following adequate level of reliability, validity and model fit indices of the measurement model, structural model fit was tested. Then, relationships in the model were tested through path analysis.

The overall fit statistics of the structural model are as follows; chi square = 1191.084;  $df = 360$ ;  $\chi^2/df = 3.309$  is lower than 5; CFI = 0.951; IFI = 0.953; TLI = 0.947 are higher than or at 0.95; NFI = 0.930 and RFI = 0.895 are higher than or at 0.90 and RMSEA = 0.058 is close to <0.05 level of recommended (Schumacker and Lomax, 2004: 82). Since all fit indices are at recommended levels, the research model fit can be acceptable. The results of hypotheses test are shown in Table 5. In addition, the regression weights of structural model and a more detailed table is shown in Appendix B (see Table 7).

**Table 5**  
Hypotheses Testing of the Structural Model

| Path     | Hypothesis | Path Coefficient | Standard Error | t- statistic <sup>a</sup> | p value  | Result        |
|----------|------------|------------------|----------------|---------------------------|----------|---------------|
| I → SH   | H1         | 0.070            | 0.045          | 1.545                     | 0.122    | Not Supported |
| RA → SH  | H2         | 0.180            | 0.087          | 2.068                     | 0.039**  | Supported     |
| BC → SH  | H3         | -0.209           | 0.054          | -3.856                    | 0.000*** | Supported     |
| PVC → SH | H4         | 0.366            | 0.119          | 3.073                     | 0.002*** | Supported     |
| CO → SH  | H5         | 0.181            | 0.048          | 3.476                     | 0.000*** | Supported     |
| TP → SH  | H6         | 0.192            | 0.063          | 3.042                     | 0.002*** | Supported     |
| NPE → SH | H7         | 0.074            | 0.076          | 0.977                     | 0.329    | Not Supported |

<sup>a</sup> t- values (two tailed test) \*\*\*2.58 (sig. level 1%).\*\*1.96 (sig. level 5%).

The results of the research hypotheses verify that five of the seven hypotheses are supported. H3, H4, H5 and H6 are supported at  $p < .01$ , whereas H2 is supported at  $p < .05$ . Specifically, the findings show that price/value consciousness and brand consciousness have relatively stronger effects on shopping hesitation compared to other constructs' effects. Price/value consciousness has a positive and statistically significant effect on shopping hesitation (H4:  $\beta = 0.366$ ,  $t = 3.073$ ,  $p < .01$ ). That means as the level of price/value consciousness increases, the level of shopping hesitation also increases. This finding is also supported by the study of Cho et al. (2006). In addition, the more brand conscious a consumer is the less hesitation he feels inside the store when buying an electronic product. So, there is a negative relationship between brand consciousness and shopping hesitation and this effect is also one of the strongest effect on hesitation (H3:  $\beta = -0.209$ ,  $t = -3.856$ ,  $p < .01$ ). Thus, H3 and H4 are supported.

Findings also support the prediction that time pressure has a statistically significant effect on shopping hesitation (H6:  $\beta = 0.192$ ,  $t = 3.042$ ,  $p < .01$ ), supporting H6. Since the relation between two constructs is positive, the greater the time pressure is the more likely consumers hesitate in purchasing electronic product inside the store. Further, the study proved that a consumer confused by overchoice is more likely to feel hesitation in his electronic product purchasing. That means there is a positive and statistically significant relationship between confused by over choice and shopping hesitation (H5:  $\beta = 0.181$ ,  $t = 3.476$ ,  $p < .01$ ). Thus, H5 is supported. Similarly, Walsh et al. (2001) point out that consumers are less likely to make optimal choices if they experience information overload.

Findings of this study also show that risk averseness has a positive and significant effect on shopping hesitation (H2:  $\beta = 0.180$ ,  $t = 2.068$ ,  $p < .05$ ),

supporting H2. Similar to this finding, Yousaf et al. (2012) indicate the important role of risk factor on consumer hesitation in their study.

Lastly, two hypotheses (H1 and H7) received no support. The exception is the prediction that there is a positive relationship between consumer innovativeness and shopping hesitation. Yet, this study found no significant effect of innovativeness on shopping hesitation (H1:  $\beta = 0.070$ ,  $t = 1.545$ ,  $p = 0.122$ ). Thus, H1 is not supported. This result differs from the findings of Chao et al. (2013), indicating a relation between hesitation of adopting an electronic product and innovativeness. This contradiction may emerge from the differences between focus points of two studies. This study focuses on hesitation during purchasing an electronic product, whereas Chao et al. (2013) focus on hesitation of adopting an electronic product. Contradictory findings may also emerge from different scales used to measure innovativeness. The current study adopted domain specific innovativeness scale, characterizing consumer with his speed of purchase and early buyer of a new product (Goldsmith and Hofacker, 1991). Nevertheless, no significant relation is found between these characteristics (e.g. speed of buying a new electronic product) and feeling of hesitation during electronic product purchasing.

Unexpectedly, no significant relation between negative past experience and hesitation in purchasing electronic product is found (H7:  $\beta = 0.074$ ,  $t = 0.977$ ,  $p = 0.329$ ), consequently not supporting H7. Although proved effect of experience on decision making (Su et al., 2012), negative past experience is not treated as the predictor of shopping hesitation in this study. When consumers experience negative feelings about electronic product purchased, they can more clearly know their expectations and reasons why the product purchased did not satisfy these expectations. In other words, negative experiences can clarify consumers' expectations and next shopping decisions, which in turn do not create hesitation.

In sum, all hypotheses about consumers' shopping hesitation (except for H1 and H7) are supported in the study.

## 5. Discussion, limitations and future research

This study offers a model of hesitation in purchasing electronic product from offline electronics stores. The study reveals that different sets of factors are closely related to overall hesitation while shopping for electronic products. Firstly, most of the personality trait factors are found to affect shopping hesitation. The analysis results support the significant effects of brand consciousness, price value consciousness, risk averseness and confused by overchoice on hesitancy to buy electronic product. Especially, findings propose the strong influences of brand consciousness and price/value consciousness on shopping hesitation.

It is supported in this study that as the level of consumers' brand consciousness increases, the feeling of hesitation in purchasing electronic product

decreases. Since brand conscious consumers tend to buy their favorite and well-known brands, they will be more likely to ignore other product brand. So, there will be no need for brand conscious consumers to hesitate. It can be inferred from this finding that a well-known brand may create a feeling of trust. As a result, brand conscious consumer feels less hesitation during his purchasing. In other words, brand conscious consumers are more likely to close their buying successfully, without feeling hesitation. This supports the study of Malik et al. (2013) that indicates important role of a well-known brand while buying a product. This finding of current study is also similar to Radam et al. (2011) indicating sensitivity of consumers towards brand name products and its strong influence on a successful purchasing. Thus, it is advisable for electronics stores to dictate brand name product and have strategy for their brands to reduce consumers' hesitation. Another way for hesitation reduction is to sell speciality brands in their electronics stores or create trust and love for their brands in the minds of consumers in order to compete with rivals.

While brand conscious consumers search for quality and may ignore the price for high quality, price/ value conscious consumers are sensitive to both price and quality. This study reveals that there is a positive relationship between price/value consciousness and shopping hesitation. Since decision makers belonging to this group need more time to compare price paid and quality, they feel more hesitation and are more likely to delay their purchasing. This finding is also supported by Cho et al. (2006). Logically, one of the reason to postpone purchasing can be a need for a chance to compare other alternatives. Thus, big stores can be more advantageous for price/value conscious consumers because they can find many products in one store. So, electronics stores can extend their product variety, try to sell different brands, having different prices and quality. After all, they should target and differentiate individuals since they have different needs.

Findings also emphasize the importance of risk averseness and confused by overchoice as personality traits on consumers' feelings of hesitation. The factors that create hesitation while shopping are thought to be especially important because of increased technology and variety of products in consumer electronics industry. So, it is not surprising that overload of information, many kinds of products and need to know about these products cause hesitation while purchasing electronic products. This result is consistent with the results of Inman and Zeelenberg's (2002) study. They indicate that when faced with new options, consumers tend to repeat the decision they made before to avoid anticipated regret. So they may apply hesitation reduction strategies in order to increase satisfaction. For example, they may choose the same or a well known brand. One way to reduce hesitation resulted from confused by overchoice is to provide consumers with desired information. At this point, the role of salesperson should not be ignored. Because providing the desired information immediately and trying to persuade consumers can be an important



competitive advantage of offline consumer electronics stores. This strategy is also advisable for persuading risk averse consumers. Since risk averse consumers want to avoid risky alternative and want to be sure that purchase decision is right, there is also need to reduce their hesitation. Significant effect of risk averseness on hesitation behavior is also supported by the studies of Cho et al. (2006) and Yousaf et al (2012). Since level of risk aversion influence feeling of hesitation, consumer's risk profile should be identified. Offering money back guarantee can also be a way for reducing shopping hesitation because it may help consumers to feel safe. Moreover, offline electronic stores are more likely to identify these certain traits, because these stores have a chance for face to face communication with their customers.

When contextual factors are examined, time pressure is stated as an antecedent of shopping hesitation. The positive effect of limited time on shopping hesitation is also supported by the study of Cooke et al. (2001). As Hasan and Nasreen (2012) indicate, one way to reduce hesitation is to give enough time to customers inside the store, so that they can make up their mind. The role of salesperson should also not be ignored at this stage. In the context of time pressure, it is advisable for consumers to have more time during their electronic product purchasing in order to avoid hesitation.

In the context of negative past experience as a contextual factor, this study finds no significant relationship between negative past experience and shopping hesitation. Although Su et al. (2012) indicate that consumers' behaviors can be shaped by experiences, the current study reveals that similar relation can not be talked between negative past experience and offline shopping hesitation. This finding also differs from the study of Cho et al. (2006), indicating a positive relationship between two variables in online shopping environment. Since this study is based on in-store shopping hesitation, consumers can have more opportunity to decrease and control their negative feelings about past experiences by better evaluating the products and having more product information in real world than virtual environment. So that, they can be more sure about their next purchases. Thus, negative past experience can not have an important effect on offline shopping hesitation.

The manuscript reveals a key point that hesitation can be managed and be used to increase positive outcomes. It means negative feelings can be overcome by using true strategies. It is important for managers to know and have knowledge about the characteristics and decision styles that create hesitation. If so, especially the store staff can terminate the sale successfully. They can use different sales techniques for customers having different traits. For example, risk averse consumers will be more likely to revisit the store and satisfied if they are informed about money back guarantee. If a consumer is more likely to hesitate because of time pressure, spending more time can please him and feel comfortable in the store.

This can increase both customer satisfaction and revisit intention to the store. Similarly, a store having a wide variety of products can be a priority preference for price conscious consumers since their feelings of hesitation decrease by comparing alternatives. So that they can be more likely to revisit the store.

This study is limited with offline stores. Future studies can also compare if the seven factors differ in online environment. So that researchers can make comparison between two different shopping environments. Future researches can also develop the model by adding several store attributes (such as atmosphere, personnel, helpful staff) that can affect consumer decision in an offline shopping environment. Besides, there are other decision making styles (such as recreational shopping consciousness, impulsiveness, shopping experiences, time-energy conserving and variety seeking) that can cause hesitation. Future researches can also test these factors.

Different findings may also emerge from different scales used to measure the construct “innovativeness” because this construct can be measured with three different scales as innate innovativeness, vicarious innovativeness and domain specific innovativeness. The current study adopted domain specific innovativeness scale, characterizing consumer with his speed of purchase and early buyer of a new product (Goldsmith and Hofacker, 1991).

The findings of this research reveal that it is important for electronic stores to successfully target and differentiate individuals. This research does not include a certain kind of electronic product. So, it generally examines hesitation in purchasing electronic products. Future researches can also choose among different electronic products (e.g. mobile phone, television, computer, white good, and home appliances) to make comparison. Comparing different kinds of electronic products can provide marketers with a more specific view to differentiate their customers and to develop strategies for hesitation reduction.

This research is also limited with consumer electronics stores only. Future researches can test the proposed model on different kinds of stores, such as grocery stores, clothing stores and personal care stores. Thus, consumers' hesitation behavior can be compared among the stores in different industries.

## Appendix A

**Table 6**  
Measurement of Constructs

| Items                            | Reference  |
|----------------------------------|--|
| <b>Innovativeness</b>            |  |
| I1                               | I will buy a best new electronic product, even if I have not heard it yet.   |
| I2                               | In general, I am among the first in my circle of friends to buy a new electronic product when it appears.                      |
| I3                               | If I heard that a new electronic product was available in the store I will be interested enough to buy it.                     |
| I4                               | I know the names of electronic products before other people do.  |
| <b>Risk Averseness</b>           |  |
| RA1                              | When I buy something, I prefer not taking risk.  |
| RA2                              | I like to be sure the product is a good one before buying it.  |
| RA3                              | I don't like to feel uncertainty when I buy something  |
| <b>Brand Consciousness</b>       |  |
| BC1                              | I have favorite brands which I buy every time.   |
| BC2                              | <i>I prefer buying the best-selling brands.</i>  |
| BC3                              | <i>I usually buy well known brands.</i>  |
| BC4                              | I usually buy the more expensive brands  |
| BC5                              | The most advertised brands are usually god choices.  |
| <b>Price/Value Consciousness</b> |  |
| PVC1                             | I am very concerned about low prices, but I am equally concerned about product quality.  |
| PVC2                             | When buying electronic product, I compare theprices of different brands to be sure I get the best value for money.             |
| PVC3                             | When purchasing electronic product, I always try to maximize the quality I get for the money spend.                            |
| PVC4                             | When I buy electronic product, I like to be sure that I am getting my money's worth.   |
| PVC5                             | I generally shop around for lower prices on products, but they still must meet ceratin quality requirements before I buy them. |
| PVC6                             | When I shop, I usually compare the 'price per ounce' information brands I normally buy.  |
| PVC7                             | I always check prices at the technological store to be sure I get the best value for money.                                    |

Goldsmith and  
Hofacker (1991)

De Matos et al.,  
(2007)

Mitchell and Bates  
(1998)

Lichtenstein et al.,  
(1993)

**Table 6** (continue)

|                          |  |                      |
|--------------------------|--|----------------------|
| Confused by Overchoice   |  |                      |
| CO1                      | The more I learn about products, the harder it seems to choose the best.   |                      |
| CO2                      | All the information I get on different products confuses me.   | Walsh et al., (2001) |
| CO3                      | Sometimes it is hard to choose which stores to shop.   |                      |
| CO4                      | There are so many brands to choose from that I often feel confused.  |                      |
| Time Pressure            |  |                      |
| TP1                      | I am too busy to devote time to the purchase decisions.  |                      |
| TP2                      | I spend little time deciding on the products and brands I buy.   | Cho et al., (2006)   |
| TP3                      | I shop quickly, buying the first product or brand I find that seems good enough.   |                      |
| Negative Past Experience |  |                      |
| NPE1                     | I am overall dissatisfied with the electronic products I have purchased.   | Cho et al., (2006)   |
| NPE2                     | My overall shopping for electronic products are unsatisfactory.  |                      |
| Shopping Hesitation      |  |                      |
| SH1                      | I hesitate to purchase electronic products at the final stage after spending some time finding products.                               |                      |
| SH2                      | I sometimes delay my final purchase decision at the store at the checkout stage  | Cho et al., (2006)   |
| SH3                      | I can decide not to buy products that I spend some time at the store trying to find.   |                      |
| SH4                      | I am almost ready to buy electronic products; I can not make the final decision (it is hard for me to make the final decision)         |                      |
| SH5                      | I search for specific electronic products with some purchase intention, but do not make the final decisions at the same time in store. |                      |

Items in italics (BC2 and BC3) were extracted from further analysis because of their low factor loadings in confirmatory factor analysis.

## Appendix B

**Table 7**  
Regression Weights of Structural Model

|      |     |     | Estimate | Standard Error | Critical Ratio | P     |
|------|-----|-----|----------|----------------|----------------|-------|
| SH   | <-- | I   | 0.070    | 0.045          | 1.545          | 0.122 |
| SH   | <-- | RA  | 0.180    | 0.087          | 2.068          | 0.039 |
| SH   | <-- | BC  | -0.209   | 0.054          | -3.856         | 0.000 |
| SH   | <-- | PVC | 0.366    | 0.119          | 3.073          | 0.002 |
| SH   | <-- | CO  | 0.181    | 0.048          | 3.746          | 0.000 |
| SH   | <-- | TP  | 0.192    | 0.063          | 3.042          | 0.002 |
| SH   | <-- | NPE | 0.074    | 0.076          | 0.977          | 0.329 |
| I1   | <-- | I   | 0.741    | 0.046          | 16.259         | 0.000 |
| I2   | <-- | I   | 0.829    | 0.044          | 18.789         | 0.000 |
| I3   | <-- | I   | 0.963    | 0.852          | 18.557         | 0.000 |
| I4   | <-- | I   | 1.000    |                |                |       |
| RA1  | <-- | RA  | 1.252    | 0.062          | 20.089         | 0.000 |
| RA2  | <-- | RA  | 1.118    | 0.048          | 23.052         | 0.000 |
| RA3  | <-- | RA  | 1.000    |                |                |       |
| BC1  | <-- | BC  | 0.441    | 0.058          | 7.564          | 0.000 |
| BC4  | <-- | BC  | 0.833    | 0.067          | 12.380         | 0.000 |
| BC5  | <-- | BC  | 1.000    |                |                |       |
| PVC1 | <-- | PVC | 1.322    | 0.081          | 16.283         | 0.000 |
| PVC2 | <-- | PVC | 1.235    | 0.072          | 17.110         | 0.000 |
| PVC3 | <-- | PVC | 1.263    | 0.072          | 17.499         | 0.000 |
| PVC4 | <-- | PVC | 1.217    | 0.068          | 17.791         | 0.000 |
| PVC5 | <-- | PVC | 1.088    | 0.070          | 15.525         | 0.000 |
| PVC6 | <-- | PVC | 1.263    | 0.060          | 20.895         | 0.000 |
| PVC7 | <-- | PVC | 1.000    |                |                |       |
| CO1  | <-- | CO  | 0.780    | 0.060          | 13.098         | 0.000 |
| CO2  | <-- | CO  | 0.706    | 0.055          | 12.930         | 0.000 |
| CO3  | <-- | CO  | 0.947    | 0.055          | 17.265         | 0.000 |
| CO4  | <-- | CO  | 1.000    |                |                |       |
| TP1  | <-- | TP  | 1.193    | 0.104          | 11.460         | 0.000 |
| TP2  | <-- | TP  | 0.952    | 0.086          | 11.020         | 0.000 |
| TP3  | <-- | TP  | 1.000    |                |                |       |
| NP1  | <-- | NP  | 1.868    | 0.282          | 6.628          | 0.000 |
| NP2  | <-- | NP  | 1.000    |                |                |       |
| SH1  | <-- | SH  | 0.758    | 0.66           | 11.520         | 0.000 |
| SH2  | <-- | SH  | 0.807    | 0.068          | 11.819         | 0.000 |
| SH3  | <-- | SH  | 1.330    | 0.111          | 12.025         | 0.000 |
| SH4  | <-- | SH  | 1.219    | 0.097          | 12.518         | 0.000 |
| SH5  | <-- | SH  | 1.000    |                |                |       |

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## Özet

### Alışveriş tereddütüne neden olan faktörlerin belirlenmesine yönelik bir araştırma

Bu çalışma, tüketicinin genel olarak elektronik ürünler satın alırken yaşadığı tereddüte neden olan faktörleri anlamaya yöneliktir. Çalışmada alışveriş tereddütünü tahmin etmek üzere yedi boyut yer almaktadır. Araştırma modelinde yenilikçilik, riskten kaçınma, marka bilinci, fiyat/değer bilinci, çeşit fazlalığı nedeniyle yaşanan karmaşa gibi tüketici özellikleri ile zaman baskısı ve negatif tecrübe gibi durumsal faktörlerin, alışverişte tereddüte neden olabileceği öngörülmektedir. Çalışmada söz konusu yedi faktörün, tüketicilerin geleneksel elektronik mağazalardan alışverişlerinde, tereddüte neden olup olmadığı sorusuna cevap aranmaktadır. Araştırmanın örneklemi, Türkiye'nin başkenti Ankara'da bulunan bir alışveriş merkezinde, elektronik mağazaları ziyaret eden 500 tüketiciden oluşmaktadır. Veriler, kolayda örnekleme yöntemi kullanılarak, yüz yüze anket metodu ile toplanmıştır. Elde edilen veriler, Yapısal Eşitlik Modellemesi (YEM) kullanılarak analiz edilmiştir. Araştırmanın sonuçlarına göre fiyat/değer bilinci, riskten kaçınma, çeşit karmaşası ve zaman baskısı ile alışveriş tereddütü arasında pozitif bir ilişki bulunmaktadır. Ayrıca, marka bilinci ile alışveriş tereddütü arasında negatif bir ilişki söz konusudur. Dolayısıyla, hem tüketici kişilik özellikleri hem de durumsal faktörler, tüketicilerin elektronik ürün alışverişlerinde tereddüt yaşamalarına neden olabilmektedir.

*Anahtar kelimeler:* Alışveriş tereddütü, tüketici elektroniği ürünü, tüketici elektroniği mağazası (teknoloji mağazası).

*JEL kodları:* M30, M31