

Predicting Online Buying using Shopping Orientation - A Study on Online Grocery Shopping among Women

Prof. Seema Sambargi & Dr. R K Gopal

Abstract

India is expected to become the world's fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. The objectives of this empirical study is to come up with valid and reliable items to measure the orientation of women consumers and then to find if they influence their shopping behaviour. That is, this study attempts to predict women online consumers using shopping orientation of women. Exploratory factor analysis is used to come up with sub scales to measure the shopping orientation and a confirmatory factor analysis is conducted for establishing the validity of the so obtained sub scales. Logistic regression is then used to model the online purchase behaviour using the sub scales of shopping orientation.

Keywords: *Online shopping, shopping motivation, hedonistic and utilitarian orientations*

Introduction and Background

Business-to-consumer e-commerce, or commerce between companies and consumers is the subset of e-business focused on transactions that include buying/selling online, digital value creation, virtual marketplaces and storefronts, and new distribution channel intermediaries (Frost and Strauss, 2012). It is the second largest and the earliest form of e-commerce. Its origins can be traced to online retailing (or e-tailing).

The retail industry in India has developed as one of the most vibrant and fast-paced one due to the entry of several new players (India in business, 2016). It accounts for around 8 per cent of the employment and more than 10 per cent of the country's Gross Domestic Product (GDP). India is the world's fifth-largest global

destination in the retail space.

In a report titled 'Retail 2020: Retrospect, Reinvent, Rewrite' by The Boston Consulting Group and Retailers Association of India, it is highlighted that India's retail market is expected to nearly double to US\$ 1 trillion by 2020 from US\$ 600 billion in 2015, driven by income growth, urbanisation and attitudinal shifts. The report adds that while the overall retail market is expected to grow at 12 per cent per annum, modern trade (meaning e-commerce) would expand twice as fast at 20 per cent per annum and traditional trade at 10 per cent. Retail spending in the top seven Indian cities amounted to Rs 3.58 trillion (US\$ 53.7 billion), with organised retail penetration at 19 per cent as of 2014. Online retail is expected to be at par with the physical stores in the next five years.

India is expected to become the world's fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users (Retail Industry in India, 2016). Various agencies have high expectations about growth of Indian e-commerce markets. Indian e-commerce sales are expected to reach US\$ 55 billion by FY2018 from US\$ 14 billion in FY2015. Further, India's e-commerce market is expected to reach 530 million shoppers and US\$ 220 billion in terms of gross merchandise value (GMV) by 2025, led by increased bandwidth on internet and increased internet penetration, faster adoption of online services and better variety as well as convenience.

It is however significant, that most online retailers in India sell tickets (for movies, buses, trains etc.), electronic items, gadgets, books, apparel and accessories whereas groceries and FMCG-which form the bulk of traditional brick-and-mortar-retail, a giant 60 to 70 percent of it-form a miniscule part of the total online retail space, which is worth \$2.3 billion. The grocery market in India, which is the sixth largest in the world is worth at \$360 billion (Rs 21, 60,000 crore) (Joshi & Dhadhal, 2014).

Selling perishable or fast moving consumer goods online is far more different and difficult than selling consumer goods or services; storing and supplying fresh fruits or packaged biscuits are far more different from storing and supplying books, cell phones or air tickets. Online grocery stores are up against age-old local grocers who have built their loyal customer base on trust, reliability and quick, customised service. Selling groceries is a low-

margin business (margins are generally below 10 percent) although it requires expensive investments to build an efficient supply chain, quality warehousing and storage facilities, and an efficient delivery system. The costs of online groceries online would include all these plus will require expensive investments to build high-end IT infrastructure. To sum up, the challenges and opportunities of FMCG and grocery retailing are specific to this sector and hence warrant special attention and approach. Also, since women traditionally have been the major buyers of fast moving consumer goods (FMCG) and groceries it is important to study the online shopping behaviour of women consumers towards FMCG retailing.

Literature Review

In an exploratory research through survey of literature to find the prospects of grocery e-tailing, profile of online grocery customer, sustainability of e-tailers, the key success factors and impediments to success by (KEh&Shieh, 2001) it was found that grocery shopping online appeals to time pressed, elderly, infirm. But characteristics like impulse buying, browsing, instant gratification and product freshness are hard to replicate online. In their opinion, in all likelihood both e-tail and retail would co-exist (Lynch & Beck, 2001) in their study to find if internet buyers' beliefs, attitudes and internet behavior will differ among world regions, between countries within a world region, as well depend on the amount of time they spend on the internet, found that there is a need to micro market to different niches because of differences in culture albeit this study did not include India.

In a study involving survey of US consumers Hansen (2005), found that online grocery shoppers had higher house hold income than the non-adopters. Brashear, Kashyap, Musante, & Donthu, (2009), in their study across six countries to understand the characteristics relating to attitudes, motivations and demographics in six countries (USA, UK, NZ, China, Brazil & Bulgaria), and the differences between internet users and online shoppers showed with the help of statistical tools like ANOVA and chi square tests that online shoppers across the countries show similar traits-desire for convenience, impulsive, favorable attitude towards direct marketing and ads, wealthier and are heavy users of both email and internet.

In an India specific study, to profile Indian online shoppers, Parikh, (2006) the results suggested strong association between length of Internet surfing and actual Internet shopping. Also, a strong association was revealed between Internet usage and actual Internet shopping. In addition to this, prior experience of Internet shopping had a multiplying impact on future intention to shop through the Internet. Contrary to expectations there were no significant associations between the shopping segments and demographic variables.

In line with the findings of the above study, another study conducted in Delhi on college going students by (Handa & Gupta, 2009) also found that gender has no influence on the innovativeness of online shoppers.

In a comprehensive survey(Zhou, Dai, & Zhang, 2007), an attempt to identify the

convergent factors that were highlighted from 35 empirical researches regarding online shopping behavior it was opined that with increasing competition in online business, business needs to devise strategies that are based on sound consumer demographics and psycho graphics recognized by consumer behavioral research.

A significant body of research in psychology has supported general motivation theory as an explanation for behavior. Several studies have examined motivational theory and adapted it for specific contexts. (Vallerand,1997) presents an excellent review of the fundamental tenets of this theoretical base. Within the information systems domain, Davis et al., (1989) applied motivational theory to understand new technology adoption and use .It was found that 'enjoyment'- an intrinsic motivator significantly influences the behavioral intention.

Shopping motivation is another "old" factor inherited from traditional consumer studies, which continues to show its effects on consumer shopping behavior in the online environment. In particular, motivational factors (economic, information and socialization) were found by Joines, Scherer, & Scheufele, (2003) to play a key role in determining time spent on online product searching and shopping In traditional retail stores, consumers shop differently, depending on whether their motivations for shopping are hedonic or utilitarian.

Referring to studies by Babin, Darden, & Griffin (1994; 2002; 1982). Utilitarian consumers (also called goal-oriented shoppers) are concerned with purchasing products in an efficient and

timely manner to achieve their goals with minimum irritation; while hedonic consumers (also called experiential shoppers) are equivalent to brick-and-mortar window shoppers for whom the shopping experience is for entertainment and enjoyment (Childers et al., 2002).

In an internet or online shopping environment, the utilitarian motivation has been studied extensively by Bhatnagar & Ghose (2004a, 2004b; 2000), Kolsaker, Lee-Kelley, & Choy, (2004) and Brengman, Geuens, Weijters, Smith, & Swinyard, (2005), and considered to be more important than the hedonic motivation.

The reasons for a very high numbers of utilitarian shoppers were found by Bellman, Lohse, & Johnson, (1999) in several factors--time-starvation, emphasis of freedom and control for early adopters, and by Wolfinbarger & Gilly, (2001) the attributes of online shopping--convenience, accessibility, selection, and availability of information. Hedonic (or experiential) shoppers were found by Wolfinbarger & Gilly, (2001) to exist in the online environment for information gathering purposes such as ongoing hobby-type searches, involvement with a product category, positive sociality and surprise, and bargain hunting. They were more attracted to well-designed online shopping sites that were easy-to-navigate and visually appealing. Such Web sites offer great relationship building tools to establish a sense of community for consumers.

The degree of interactivity that a Web site offers is a strong factor in support of establishing this relationship, because experiential shoppers usually find more enjoyment in interactive

environments than in pure text environments as indicated by Childers et al., (2002). In addition, consumers who are novice Web users are more likely to go online for experiential activities; while experienced Web users are more likely to use an online channel for task-oriented activities as indicated in studies by Novak, Hoffman, & Yung, (2000) and Johnson, Moe, Fader, Bellman & Lohse, (2004). For experiential shoppers, a retailer can inform and influence their choices, because they do not have a specific goal in mind when visiting an online shopping site. Therefore, the design of a website to attract experiential shoppers merits special attention to insure the conversion of shoppers' product navigation into purchases.

Objective of the Study

To analyse the shopping orientation of women consumers towards FMCG / groceries.

Research Methodology

As part of a larger study to profile women online consumers of FMCG data was collected as responses to a structured questionnaire from 518 women professionals-95 online and 423 offline in Bangalore city. 490 responses were found useful for the analysis. Items to measure buying behaviour and shopping orientation were part of this questionnaire.

EFA: Shopping Orientation

Shopping orientation was measured using the following items due to Babin et al., (1994).

1. I usually find items that I'm looking for through online shopping.
2. I can find what I need online, most of the time.

3. I shop online for products that I NEED only.
4. When online shopping, I'm able to forget my problem.
5. When online shopping, I feel a sense of adventure compared to traditional shopping.
6. Online shopping is one of my favorite leisure activities.
7. I enjoy being immersed in exciting virtual experience during online shopping.
8. During online shopping, I feel the excitement of the hunt.
9. While shopping, I was able to forget my problems.
10. Online shopping is truly an escape from daily chores.

When all the above variables were subjected to Principal Component Analysis, the correlation matrix showed many variables that did not have at least one correlation with another variable greater than the 0.3 cut off and hence were unworthy of inclusion in the PCA. Also, the rotated component matrix yielded a complex structure that did not make any sense. Hence we tried through multiple trials and iterations by dropping and adding variables until we arrived

at a rotated solution that made sense. We dropped a few variables and retained the following –

1. I usually find items that I'm looking for through online shopping.
2. I can find what I need online, most of the time
3. I shop online for products that I NEED only.
4. When online shopping, I'm able to forget my problem.
5. When online shopping, I feel a sense of adventure compared to traditional shopping
6. Online shopping is one of my favorite leisure activities.
7. I enjoy being immersed in exciting virtual experience during online shopping.
8. During online shopping, I feel the excitement of the hunt.

In the correlation matrix that was obtained all the variables have at least one correlation with another variable greater than the 0.3 cut off and hence are worthy of inclusion in the PCA. The KMO measure is 0.865 which is 'Meritorious' on Kaiser's (1974) classification of measure values as shown in the Table-1.

Table 1: EFA - Shopping Orientation- KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.865
Bartlett's Test of Sphericity	Approx. Chi-Square	1726.731
	Df	28
	Sig.	.000

Table 2 :EFA:-Shopping Orientation - Anti - Image Matrices

		OR2	OR4	OR5	OR7	OR8	OR9	OR10	OR12
Anti-image Covariance	OR2	.566	-.259	-.131	-.003	-.078	-.002	-.015	-.018
	OR4	-.259	.606	-.124	-.019	-.002	-.022	-.007	-.026
	OR5	-.131	-.124	.752	-.100	.012	.046	-.006	-.048
	OR7	-.003	-.019	-.100	.554	-.108	-.164	-.002	-.030
	OR8	-.078	-.002	.012	-.108	.463	-.049	-.091	-.089
	OR9	-.002	-.022	.046	-.164	-.049	.436	-.140	-.030
	OR10	-.015	-.007	-.006	-.002	-.091	-.140	.339	-.165
	OR12	-.018	-.026	-.048	-.030	-.089	-.030	-.165	.410
	OR2	.824^a	-.443	-.200	-.006	-.152	-.004	-.035	-.037
Anti-image Correlation	OR4	-.443	.819^a	-.184	-.033	-.003	-.044	-.014	-.052
	OR5	-.200	-.184	.864^a	-.155	.021	.080	-.012	-.087
	OR7	-.006	-.033	-.155	.889^a	-.213	-.333	-.006	-.064
	OR8	-.152	-.003	.021	-.213	.912^a	-.108	-.229	-.204
	OR9	-.004	-.044	.080	-.333	-.108	.867^a	-.365	-.070
	OR10	-.035	-.014	-.012	-.006	-.229	-.365	.842^a	-.442
	OR12	-.037	-.052	-.087	-.064	-.204	-.070	-.442	.880^a

a. Measures of Sampling Adequacy(MSA)

Also all KMO measures are greater than 0.81 as seen in Table 2. Hence, there is adequacy of sampling. Also, Bartlett's test of sphericity is statistically significant (i.e. $p < 0.05$) implying that there is correlation between variables.

The communalities after extraction have been shown in Table 3. The Eigenvalue one criterion and percentage of variance explained (Table 3), scree plot (Figure 1) and Interpretability criterion (Table 4) all justify the retention of two factors.

Table 3 EFA Shopping orientation-Communalities

	Initial	Extraction
I usually find items that I am looking for through online shopping	1.000	.693
I can find most of the time what I need online	1.000	.689
I shop online for products that i need only	1.000	.567
When online shopping ,I am able to forget my problem	1.000	.564
When online shopping ,I feel a sense of adventure compared to traditional shopping	1.000	.680
Online shopping is one of my favorites leisure activities	1.000	.719
I enjoy being immersed in exciting virtual experience during online shopping	1.000	.771
During online shopping, I feel the excitement of the hunt	1.000	.695
Extraction Method: Principal Component Analysis.		

Table 4 : EFA-Shopping Orientation Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	4.149	51.86	51.86	4.149	51.867	51.867	3.336	41.694	41.694
2	1.230	15.37	67.237	1.230	15.370	67.237	2.043	25.543	67.237
3	.664	8.295	75.532						
4	.557	6.956	82.488						
5	.440	5.505	87.994						
6	.383	4.786	92.779						
7	.340	4.249	97.028						
8	.238	2.972	100.00						

Extraction Method: Principal Component Analysis.

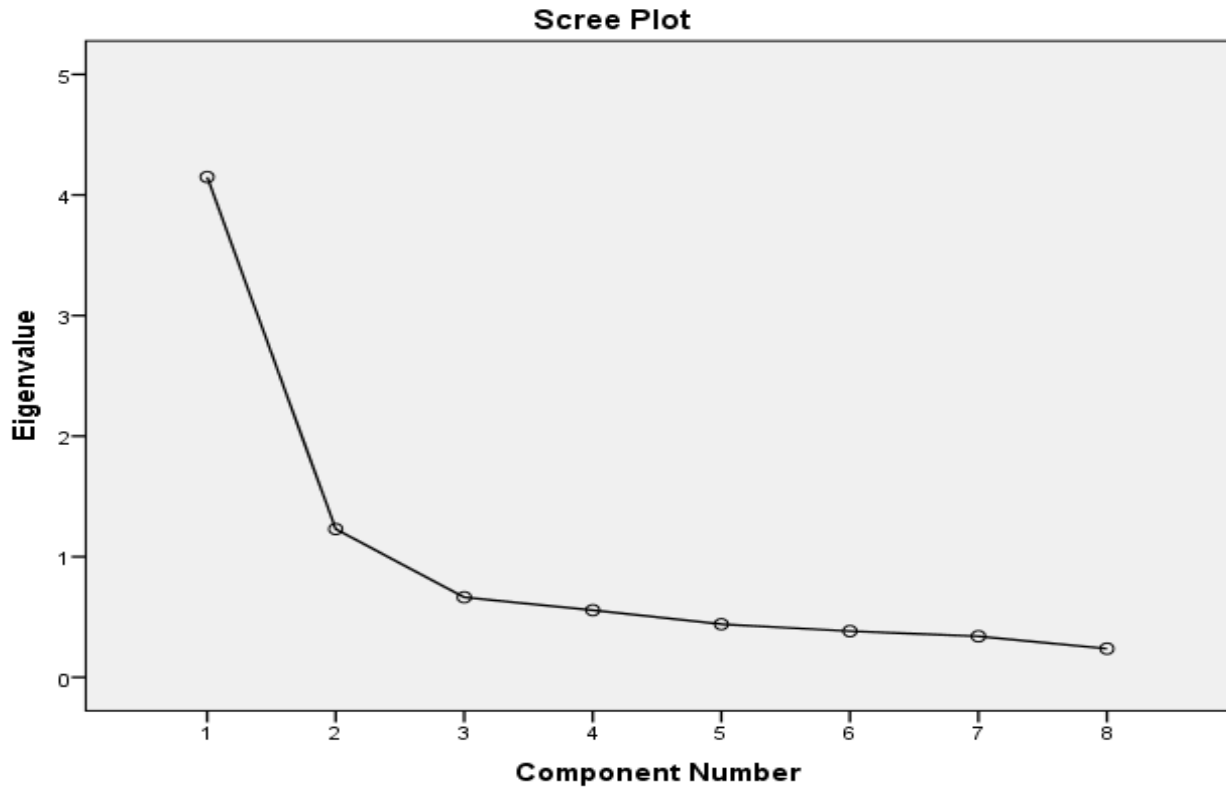


Figure 1: EFA-Shopping orientation-scrree plot

Table 5: EFA -Shopping Orientation - Rotated Component Matrixa

	Component	
	1	2
I enjoy being immersed in exciting virtual experience during online shopping	.857	
Online shopping is one of my favorite leisure activities	.839	
During online shopping, I feel the excitement of the hunt	.794	
When online shopping ,I feel a sense of adventure compared to traditional shopping	.787	
When online shopping ,I am able to forget my problem	.714	
I can find most of the time what I need online		.803
I usually find items that I am looking for through online shopping		.786
I shop online for products that I need only		.741
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		

The unrotated component matrix is shown in Table 6.

The two retained components are named 'Hedonistic' and 'Utilitarian'.

Hedonistic component includes the following items-

1. When online shopping, I'm able to forget my problem
2. When online shopping, I feel a sense of adventure compared to traditional shopping

3. Online shopping is one of my favorite leisure activities
4. I enjoy being immersed in exciting virtual experience during online shopping
5. During online shopping, I feel the excitement of the hunt

Utilitarian component included-

1. I usually find items that I'm looking for through online shopping
2. I can find what I need online, most of the time
3. I shop online for products that I NEED only

Table 6 :EFA: Shopping Orientation-Unrotated Component Matrixa

	Component	
	1	2
I enjoy being immersed in exciting virtual experience during online shopping	.830	-.288
During online shopping, I feel the excitement of the hunt	.808	-.205
When online shopping ,I feel a sense of adventure compared to traditional shopping	.798	-.208
Online shopping is one of my favorite leisure activities	.777	-.340
When online shopping ,I am able to forget my problem	.730	-.178
I usually find items that I am looking for through online shopping	.648	.523
I can find most of the time what I need online	.603	.571
I shop online for products that I need only	.503	.560
Extraction Method: Principal Component Analysis.		
a. 2 components extracted.		

Summary of the Exploratory Factor Analysis

A principal components analysis (PCA) was run on a set of 8 variables that measured the 'shopping orientation' of online FMCG /grocery shopping by 490 working women. The suitability of PCA was assessed prior to

analysis. Inspection of the correlation matrix showed that all variables had at least one correlation coefficient greater than 0.3. The overall Kaiser-Meyer-Olkin (KMO) measure was 0.865 with individual KMO measures all greater than 0.81, classifications of all

'meritorious' according to Kaiser (1974). Bartlett's test of sphericity was statistically significant ($p < 0.05$), indicating that the data was likely factorizable.

PCA revealed three components that had eigenvalues greater than one and which explained 51.86 % and 15.370% of the total variance, respectively. Visual inspection of the scree plot indicated that two components should be retained (Cattell, 1966). In addition, the two-component solution met the interpretability criterion. As such, two components were retained.

The two-component solution explained 67.237 % of the total variance. A Varimax orthogonal rotation was employed to aid interpretability. The rotated solution exhibited 'simple structure' (Thurstone, 1947). The interpretation of the data was consistent with the 'shopping orientation' the questionnaire was designed to measure with strong loadings of 'Hedonistic shopping orientation' items on Component 1 and 'Utilitarian shopping orientation' items on Component 2. Component loadings and communalities of the rotated solution are presented in Table 7.

Table 7: EFA : Shopping orientation - Rotated Component Matrix and communalities

	Component		Communalities
	1	2	
I enjoy being immersed in exciting virtual experience during online shopping	.857	.193	.693
Online shopping is one of my favorite leisure activities	.839	.121	.689
During online shopping, I feel the excitement of the hunt	.794	.253	.567
When online shopping, I feel a sense of adventure compared to traditional shopping	.787	.244	.564
When online shopping, I am able to forget my problem	.714	.234	.680
I can find most of the time what I need online	.210	.803	.719
I usually find items that I am looking for through online shopping	.274	.786	.771
I shop online for products that I need only	.132	.741	.695
Extraction Method: Principal Component Analysis.			
Rotation Method: Varimax with Kaiser Normalization.			
a. Rotation converged in 3 iterations.			

CFA for Shopping Orientation

Exploratory factor analysis of the items measuring the shopping orientation of the respondents led to two factors which were named 'Utilitarian' and 'Hedonistic' as seen in the previous section. We now use CFA to provide a confirmatory test to specify how the

measured variables logically and systematically represent those constructs (factors). Recall that 'Hedonistic' had the following items-

1. When online shopping, I'm able to forget my problem.
2. When online shopping, I feel a sense of adventure compared to traditional shopping

3. Online shopping is one of my favorite leisure activities.
4. I enjoy being immersed in exciting virtual experience during online shopping
5. During online shopping, I feel the excitement of the hunt.

Utilitarian had the following items

1. I usually find items that I'm looking for through online shopping.
2. I can find what I need online, most of the time
3. I shop online for products that I NEED only.

A first order confirmatory factor analysis is conducted using SPSS AMOS version 21 to get the output as in *Figure 2* and *Table 8*. The standardized coefficients range between 0.54 and 0.84, which is quite good). All the relations

are significant at 0.01 level of significance. From the estimates, it is clear that the correlation between the two factors 0.59 and is significant at 0.001 level of significance (Table 9).

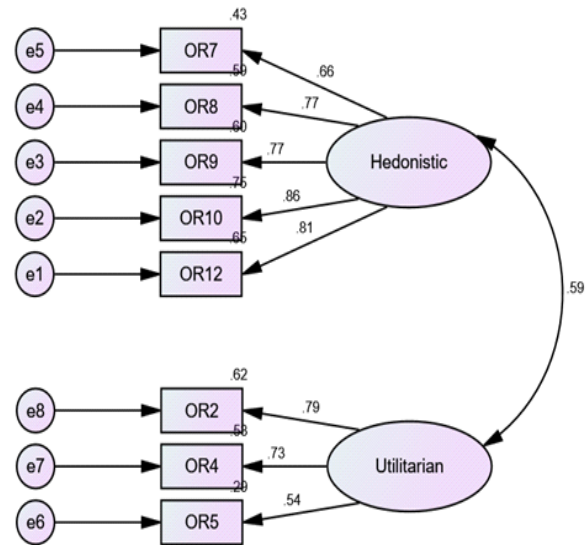


Figure 2:CFA:-Shopping orientation AMOS graphical output

Table 8:CFA- Shopping Orientation –Regression Weights

		Std estimate	Estimate	S.E.	C.R.	P
OR12	←---Hedonistic	.807	3.031	.053	57.634	***
OR10	←---Hedonistic	.864	2.941	.051	57.753	***
OR9	←---Hedonistic	.774	2.784	.051	54.501	***
OR8	←---Hedonistic	.769	2.943	.051	57.193	***
OR7	←---Hedonistic	.659	2.741	.050	54.586	***
OR5	←---Utilitarian	.541	3.369	.052	65.086	***
OR4	←---Utilitarian	.730	3.302	.047	70.929	***
OR2	←---Utilitarian	.790	3.406	.048	71.342	***

Table 9 : CFA Shopping Orientation-Covariance Estimates

			Estimate	S.E.	C.R.	P	Correlationest.
Hedonistic	<-->	Utilitarian	.345	.046	7.518	***	.593

*** <.000 ** <.00 * <.05

Table 10 : CFA Shopping Orientation –Selected Indices for Model Fit

Statistics	CMIN/DF	GFI	CFI	TLI	RMR	RMSEA	SRMR
	3.655	.966	.968	.954	.046	.076	.376
Threshold value	Between 2 to 5 is very good, < 7 is good	>.9	>.9	>.9	Close to zero	Close to zero	Close to zero

The indices assure that the model fits data well. GFI, CFI and TLI are more than 0.90 and RMR and RMSEA are close to zero as seen in Table10. The CFA results suggest that 'Shopping Orientation' measurement model provides a reasonably good fit. Issues related to construct validity and reliability will be examined next.

Table 11:CFA:-Shopping Orientation-Reliability and Validity Measures

	CR	AVE
HCA	0.669	0.539
UNA	0.687	0.563

CR, as seen in Table 11, between 0.6 and 0.7 for both 'Hedonistic' and 'Utilitarian' and may be acceptable provided that other indicators of a model's construct validity are good. Now, here

since there are only two constructs, $SV=MSV=ASV=r^2= (0.615)^2=0.3782$. Hence, convergent validity for both the factors is established because $CR > AVE$, $AVE>0.5$.Discriminant validity is also established because $MSV < AVE$, $ASV < AVE$

Logistic regression to find the shopping orientation of working women online shoppers of groceries/FMCG

A logistic regression was performed to ascertain the effects of utilitarian shopping orientation and hedonistic shopping orientation on the likelihood that working women shop online for groceries/FMCG. The logistic regression model was statistically significant, $\chi^2 (2) = 27.402$, $p < 0.05$ (Table 12). The model explained 8.2% (Nagelkerke R^2) of the variance in online buying (Table 13) and correctly classified 66.0% of

cases (Table 14). Sensitivity was 27.5%, specificity was 89.4%, positive predictive value was 60.97% and negative predictive value was 67.08%. Both the predictor variables –utilitarian and hedonistic shopping orientation, were statistically significant. Increasing utilitarian shopping orientation was associated with an increased likelihood of buying online.

Table 11: Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
	Step	30.024	2	.000
Step 1	Block	30.024	2	.000
	Model	30.024	2	.000

Table 12: Model Summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	609.933 ^a	.060	.082

a. Estimation terminated at iteration number 4 because parameter estimates changed by less than 0.001.

Table 13: Classification Table^a

Observed		Predicted			
		Bought groceries online		Percentage Correct	
		No	Yes		
Step 1	Bought groceries online	No	269	32	89.4
	Yes	132	50	27.5	
Overall Percentage					66.0

a. The cut value is .500

Table 14: Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I. for EXP(B)	
								Lower	Upper
Step 1 ^a	Utilitarian	.353	.133	6.987	1	.008	1.423	1.095	1.848
	Hedonistic	.349	.119	8.639	1	.003	1.418	1.123	1.789
	Constant	-2.728	.459	35.374	1	.000	.065		

a. Variable(s) entered on step 1: Utilitarian, Hedonistic.

Conclusion

'Shopping orientation' is one the various factors influencing the online buying behaviour of women towards FMCG / groceries. This study indicates that women with increased utilitarian shopping orientation are more likely to purchase FMCG/ groceries online. Grocery buying has

traditionally been dominated by women buyers. But, changing socio economic factors, with increasing number of women joining the work force, have made the time available for this already low involvement chore very less. It would augur well if online retailers bear in mind this important fact while designing strategies to sell FMCG/groceries online to women.

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About the Authors

Prof. Seema Sambargi is an Associate Professor of MBA Department at Adarsh Institute of Management and Information Technology, Bangalore. She can be reached at seemasambargi@agieducation.org

Dr. R.K. Gopal is a Professor and Department Chairperson of MBA Program, at PES University, Bangalore. He can be reached at drgopalrk@pes.edu