

Consumer Purchase Intention Effect on Online Shopping Behavior with the Moderating Role of Attitude

Anam Bhatti

Department of Business Management
Universiti Utara Malaysia
Changlun, Malaysia.
Email: Anambhatti1992@gmail.com

Abstract: *The major purpose of current study is to examine the impact of consumer purchase intention on online shopping behavior with moderating effect of attitude in the environment of Pakistan. Nowadays, purchasing goods via using internet growing rapidly in the whole world and it give confidence to researchers to examine that what predictors or factors online consumer see at the time of purchase goods via using internet. The framework of current research developed on the basis of theory of planned behavior. The data were collected by using questionnaire technique and most of the respondents are master's degree holder. In current research, convenience sampling technique used to collect data from students of universities in Gujranwala and Lahore. Confirmatory factor analysis and structural equation modeling technique used to analyze data. Findings elucidated that consumer purchase intention have significantly positively impact on online shopping behavior. Furthermore, attitude has also significantly positively impact on online shopping behavior. Moreover, attitude has positive moderating role between consumer purchase intention and online shopping behavior. At the end of this paper, limitations and future directions discussed.*

Keywords: Consumer purchase intention, attitude, online shopping behavior

1. INTRODUCTION

Consumer purchase intention is an important predictor for online shopping if consumer have intention then they can behave. The purpose of this study is to determine the consumer purchase intention (CPI) influence on online shopping behavior (OSB) with the moderating role of attitude. Regarding consumer purchase intention many studies have done in developed countries but in developing countries especially in Pakistan this is ignoring area there are few studied with moderator. global trends show that people moving towards online shopping rapidly [1] it is a third most popular activity in whole world [2] but in Pakistan scenario it is quite different people have intention and also want to purchase but could not actual behave due to lot of challenges like debt credit card hacking [3], uneducated people have traditional nature [4-7], personal information leakage [3, 4, 8-17], technological problems [18], cyber-crime, [3, 19-25], language [4, 6, 26] collectivist culture and many other issues due to which they avoid to perform actual behavior and could not purchase online shopping and it is tremendously bad for online shopping development in Pakistan that only 3% people of whole Pakistan purchase online and 97% people purchase with cash on delivery condition from that 3% [27]. The purpose of current research is to examine the influence of CPI on OBS and trying to make stronger this relationship so that people can actual behavior.

2. LITERATURE REVIEW

2.1 Consumer purchase intention and online shopping behavior

Purchase intention refers to the decision of consumer to act for purchase a specific product after evaluation in future [28]. Intentions indicate certain behavior and how much they try to in order to certain perform certain behavior, Furthermore intentions catch the motivational components of consumer that influence consumer behavior and most probably it occur [29]. Additionally, it is likelihood behavior of consumer about product so higher likelihood means he have higher intention to purchase and less likelihood means low purchase intention [30]. When consumers have intention to purchase then they gather information, make comparison, evaluation and take decision [31]. Attitude and unpredictable circumstances effect consumer purchase intention and intention effect behavior of consumer moreover, consumer purchase intention is important and silent of online shopping behavior and researcher show that consumer purchase intention with online shopping behavior need to explore [32-35]. Furthermore purchase intention has positive impact on actual behavior of online shopping and recommends that future research investigate the relationship between CPI and OSB [36-38]. Meanwhile studies show that there is significant relation between CPI and OSB and in future concentrate on strength the relation between intention and behavior and minimize weakness of this relation [39, 40].

H₁: Consumer purchase intention has significantly positive influence on online shopping behavior

2.2 Attitude and online shopping behavior

Attitude is a strong and predictor of online shopping and behavior [41, 42] attitude are feelings of consumer it may be positive or negative for purchasing product moreover, attitude is a mixture of emotions that effect and change consumer behavior [43, 44]. Furthermore, attitude have positive impact on consumer purchase intention and behavior [45, 46]. In addition the relation between intention and behavior is assumed that is based on available information and attitude of consumer can strength the relationship between intention and behavior [47].

Meanwhile, researchers shows that consumer can have strong intention but fail to transfer in actual behavior [48] many researcher use moderator to strength the transformation of intention in to behavior like need satisfaction [48], implementation intention [49], personality [50]. Moreover, authors describe that intention 62% explain behavior of consumer and 38% other variable that effect behavior so attitude use as a moderator between purchase intention and behavior to strength this relation [51]. Prior studies shows that attitude is significant predictor of intention and behavior [41, 42]. Furthermore some studies shows that attitude have significant positive impact on OSB [52-55].

H₂: Attitude has significant and positive influence on online shopping.

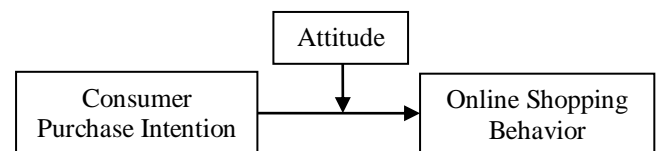
H₃: Attitude significantly moderate the relationship between Consumer purchase intention and online shopping behavior

3. THEORY OF PLANNED BEHAVIOR

Theory of reasoned action (TRA) extended and new theory comes into existence with the name of Theory of planned behavior (TPB) [44, 47] because in TRA had some silent limits TRA dealing with voluntary behavior while TPB said behavior is not under control completely thus voluntary action [29]. TPB is best theory for behavior and give better explanation regarding behavior, if person have control on behavior then assumed to perform a specific behavior [29]. According to TPB when a person have positive attitude and subjective norm and with the perceived behavioral control and intention, then person perform specific behavior [29, 39]. In TPB intentions 62% explain behavior means 38% other variables effect behavior we can use other variables between intentions and behavior to make more strengthen this relationship previous studies shows that there is consistent relation between intention and behavior yet [56, 57]. The findings shows that people have intention but could not behave [48]. Therefore, researcher use moderator to strengthen relationship between intention and behavior like, intention stability [58], anticipated regret and descriptive norms [59, 60], self-regulatory voluntary component [61]

and age [57] and in this study we use attitude moderator to strength and check the consistency of this relation in Pakistani context. In addition TPB still not perfect theory there are many unsolved issues that need to improve in this theory [40]. TPB consider only normative influence its does not account that environmental and economic factors may also influence person's intention to perform actual behave [62].

According to TPB consumer behavior depends on intention but intention and behavior depends on fear, threat it is ignoring in TPB furthermore, TPB assumes person's behavior is a outcome of linear decision making process and it does not consider that behavior can change with the passage of time, moreover, TPB is not consider the time frame between intention and behavioral action it is ignoring in TPB that intention to behavior if we have strong predictors like trust, attitude, belief then intention can be convert in actual behavior easily because mostly people have intentions but couldn't behave due to insecurities.



Theoretical Framework

4. RESEARCH METHODOLOGY

The conceptual model of current study contains three constructs and each construct was measured with several items. The aim of this study is to examine CPI impact on OSB with the moderating role of attitude. In this study quantitative approach used and data collected from general public who buying online by using convenience sampling from 150 people by questionnaire. Significantly, every item is measured with a five-Likert scale. CPI consists three items and adopted from [63], attitude consists five items and adopted from [64]. While online shopping behavior consists seventeen items and adopted from [53].

4.1 Data collection

The data of current study were collected by using convenience sampling via structured questionnaires from 150 consumers that purchase goods by using internet. The respondents of this study were drawn from Lahore and Gujranwala that involved in online shopping. 150 questionnaires distributed among online consumers and out of 150 only 100 questionnaires were usable for analysis and remaining 50 questionnaires excluded from the study due to too much missing values. Convenience sampling technique used to collect data from respondents. The method of distributing questionnaire to online shopping consumers was also used by [65].

4.2 Research analysis

In this research, demographic profile shows that most of the respondents from female side and equals to 68% and remaining 32% of the respondents from male side. Regarding age groups, most of the respondents were up to 26 years and equals to 62%, 22% in the age of 27-35, 12% in the age of 36-45, and remaining 4% of the respondents up to 45 years. Furthermore, in our sample the majority of the respondents had master degree holder that includes 51 respondents (51%), while 37 respondents (37%) were bachelor degree holders, 10 respondents (10%) were PhD students, and the remaining respondents were from others.

4.3 Reliability test

In calculating the reliability of the instruments Cronbach’s alpha calculated of these instruments. According to Cronbach’s alpha value should be at least 0.70 [66]. Table 1 show the Cronbach’s alpha of all constructs that used in this research.

Table 1 Reliability Test

Variable	Items	Cronbach’s Alpha
Consumer Purchase Intention	3	0.863
Attitude	5	0.721
Online Shopping Behavior	17	0.808

Table 1 show that consumer purchase intention, attitude, and online shopping behavior Cronbach’s alpha more than 0.70, and acceptable value is 0.70 that recommends [66]. Therefore, the instruments related consumer purchase intention, attitude, and online shopping behavior are reliable and available to proceed in further analysis.

4.4 Research analysis

Normality test shows that data used in study are normal or not and to examine normality test kurtosis and skewness used [67]. Data should be normal if range of kurtosis is -3.0 to +3.0 and range of skewness -1.0 to +1.0 [67]. In current research, results revealed that kurtosis as well as skewness values are in the above mentioned range. However, in current research, data fulfills both the requirements of normality test and data available to proceed in further analysis.

4.5 Confirmatory factor analysis (CFA)

To carry out CFA this research compute factor loading to estimate measurement model first. To check the reliability there are three major step that should be followed [68]. Reliability steps consist of factor loading, average variance

extract (AVE), and composite reliability (CR): factor loading values of comparative fit index (CFI) must more than 0.70, AVE value should be greater than 0.50, and CR value should be more than 0.80. In current research, consumer purchase intention factor loading range is 0.729 to 0.830. Furthermore, attitude factor loading range is .769 to .834. Finally, online shopping behavior factor loading range is .792 to .891. Furthermore, in current research AVE and CR were used in measuring convergent validity of variables. AVEs of consumer purchase intention, attitude, and online shopping behavior are 0.636, 0.753, and 0.552 respectively. Therefore, AVE values of all variables more than 0.50. CR of consumer purchase intention, attitude, and online shopping behavior is 0.839, 0.883, and 0.954 respectively. CR values of consumer purchase intention, attitude, and online shopping behavior are greater than 0.80.

4.6 Descriptive and correlation analysis

Table 2 show the descriptive and correlation analysis. Results elucidated that constructs correlated significantly with each other. This correlation matrix identifies that consumer purchase intention is highly significantly correlated with attitude ($r = .732, p < .05$)

Table 2 Descriptive & correlation analysis

Variable	Mean	S.D	CPI	ATD	OSB
CPI	3.96	.838	1		
ATD	4.08	.649	0.732**	1	
OSB	3.86	.525	0.476**	0.564**	1

Note: ** $p < .01$; SD= standard deviation; CPI= consumer purchase intention; ATD= attitude; OSB= online shopping behavior

Hypothesis Testing: Consumer purchase intention, attitude, and online shopping behavior

Structure Equation Modeling (Direct Effects)

Table 3: Standardized estimates of direct effects

Indication of relationship of variables	Standardize estimates	S.E	P-value	Results
OSB<--CPI	0.298	0.05	0.001	Significant
OSB<--ATD	0.456	0.06	0.000	Significant

Table 3 elaborate that consumer purchase intention is significantly related with online shopping behavior ($\beta = 0.298; p < .05$) and hypothesis 1 is accepted. Furthermore, results elucidated that attitude has the significant and positive influence on online shopping behavior ($\beta = 0.456; p < .05$) and supported hypothesis 2.

4.7 Testing moderator hypothesis and results

In the above section simple model test with direct relationship of CPI and attitude on OSB were carried out. In current section, moderating effect of attitude between CPI and OSB was considered. To measure the moderation effect of a variable is an interaction term [69]. For testing moderation hypothesis, current research develops a separate model for moderating variable to test the influence of standardized moderation score of the variable used in this research. In current research, SmartPLS 3.0 was used to test moderation hypothesis and during this process OSB was expressed on CPI, moderating construct attitude and interaction term. Furthermore, this interaction term was created by multiplying the scores that get from independent and moderating variable. The standardized values of these variables were used that was recommended [70], to stay away from the Multicollinearity problem. By doing this, the significant correlation between variables and interaction term did not make any problem to test the moderator [71].

4.8 Moderator: Attitude

In this research moderating effect of attitude was tested in the relationship between consumer purchase intention and online shopping behavior. The following table 4 elaborates the results of the moderation effect test. Table 4 shows the hypothesis testing results of the moderation effect of attitude on the relationship between consumer purchase intention and online shopping behavior. In SmartPLS 3.0 structural equation modeling analysis, moderating effect exists if interaction path is significant that mean t-value of interaction effect is atleast 1.96 or p-value is lesser than 0.05 [72]. To test moderating effect of attitude, all the constructs including (standardized consumer purchase intention), moderator variable (standardized attitude), and the interaction term (consumer purchase intention standardized score x attitude standardized scores) were regressed on online shopping behavior. To validate the moderation hypothesis that moderation exists or not all the effects that shows in table 4 must be significant. Table 4 elaborates that CPI has significant influence on OSB with ($\beta= 0.212$; $p<0.05$) and attitude has significant influence on OSB with ($\beta= 0.127$; $p<0.05$). Moreover, there is significant effect of interaction term with ($\beta= 0.138$; $p<0.05$) and our hypothesis H1a was accepted.

Table 4: Regression

H _{1a}	Model Constructs	Estimate	S.E	P-value	Results
H _{1a}	OSB ← CPI	0.212	0.055	0.000	Accept
	OSB ← ATD	0.127	0.048	0.001	
	OSB ← CPI*ATD	0.138	0.051	0.000	
	(Interaction)				

5. DISCUSSION

The objective of this research was to determine impact of CPI on OSB with moderating role of attitude. Current research was quantitative in nature as well as descriptive. Results elucidated that without moderating effect of attitude, CPI significantly positively impact on OSB and H₁ accepted. Our findings are same with the findings of [39, 40]. Furthermore, findings revealed that attitude significantly positively impact on OSB and H₂ accepted and our findings consistent with the research of [41, 42, 65]. Moreover, attitude significantly moderate the association between CPI and OSB and H₃ accepted. This research uses TPB theory to develop framework. One of the studies tells that TPB theory is the best theory in predicting consumer behavior [73].

6. CONCLUSION

Nowadays, customers move to purchase goods by using internet due to advancement of internet technology. Current research contributes to the body of knowledge regarding OSB in the context of Pakistan. In Pakistan most of the people have intention to purchase product via using internet but no attitude towards purchase goods online. In current research, attitude uses as moderating variable between CPI and OSB to strengthen the relationship between these variables. Results of this research will help both online users as well as online retailers. The major objective of current research is to examine hypothesis and provide evidence on the relationship between CPI and OSB. Findings elucidated that CPI and attitude have significant positive influence on OSB. Moreover, attitude also positively moderates the relationship between CPI and OSB.

7. FUTURE DIRECTIONS

In current research due to time constraints there are some limitations and further there is need to consider in upcoming or future research. Firstly, data was collected from two cities Lahore and Gujranwala and not generalize results to other cities. Secondly, our findings is one the basis of hundred respondents and there is need to increase sample size in future and findings might be changed. Thirdly, in this research only two predictors used CPI and attitude, and researcher can increase predictors to predict OSB in future. In current research, OSB of consumers considered and in future researchers can examine online shopping intention and online shopping adoption with same predictors. In future researchers can use financial risk, convenience risk, and privacy risk with OSB in developing and developed countries. Moreover, trust, attitude, descriptive norms, social norms as moderator with OSB. In future social exchange theory (SET) can be used to predict the relationship between perceived risk and OSB of consumers.

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