

Online purchase intention: Purchase orientations and expected benefits

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Abstract-The aim of this article is to highlight the role of online purchase orientations and expected benefits of online purchasing in explaining the online purchase intention by taking into account a pivotal factor of the consumer's behavior, which is the perceived risk. Given that the choice of the Internet as purchasing channel is explained not only by the perceived advantages. A purely theoretical research allows us to present a conceptual model including the antecedents of the intention of online purchasing.

Index Terms- Purchase orientations, expected benefits, online purchase intention, attitude and the perceived risk

I. INTRODUCTION

Today the act of shopping goes beyond the simple purchase function, indeed the frequentation of the commercial space is not only for shopping but also to live emotional and sensual moments strong. Purchasing consumer behavior differs depending on the consumer's buying directions, ie the purchase motive and the benefits of the purchase, which influences the choice of channel (Swaminathan et al., 1999 Girard et al., 2003). These purchase orientations can be utilitarian, hedonic or social. So the arbitration between the point of sale and the Internet will be made according to what each channel can bring to the consumer.

While consumers recognize many advantages to online shopping, the choice of the Internet as a place to shop remains dependent not only on the expected benefits, but also on online purchase orientations on the one hand and on the other hand perceived risk because it is considered as the pivot of the consumer's behavior and makes it possible to understand the reasons for arbitration between a particular distribution channel (Cox and Rich, 1964). In the area of e-commerce, consumers select their buying channel by comparing the benefits and risks associated with it (Forsythe et al., 2006, Soopramanien and Robertson, 2007).

So our research aims to study the role of online purchase orientations in explaining online purchase intention. The first step is to determine the effect of online purchase orientations on the intention to buy online. Then study the effect of perceived benefits and perceived risk on purchase intention by taking into consideration the attitude towards online shopping.

II. CONCEPTUAL FRAME

1. Purchase orientations

The concept of purchase orientation first appeared in 1954 by Stone, through his purely sociological study, on the understanding of the social relations linking the residents of an urban community through their frequentation of the stores. Stone's research then constitutes one of the founding references in this field, through which the author has identified four purchase orientations: the search for low prices, the different facets of practicality, the saving of time and the purchase lived as a constraint that we try to avoid (the "apathetic" buyer). It has been the subject of several occasions that have resulted in a number of definitions. Among which we can name Gehrt and Carter (1992) who define purchase orientation as a "general predisposition towards shopping activity".

In a French context, Filser (2001) indicates that the concept of purchase orientations makes it possible to characterize the attitude towards the act of purchase in general, regardless of the category of product considered.

Initially, the purchase orientations serve as a means of segmenting consumers in relation to their purchasing habits and trends and to explain the reasons for choosing a specific purchasing method. In this way, purchase orientations can explain the reasons behind the change of buying environment (retail stores, catalog purchases, supermarkets, Internet, etc.). The work of Darden and Reynolds (1971) in the American context, or those of Jallais (1974) in France, demonstrated the ability of purchase orientations to explain the behavior of frequenting different forms of sales. In other words, purchase orientations could explain the choice of buying online (Girard, Korgaonkar and Silverblatt, 2003).

In the literature, the purchase orientations have been approached in terms of the cognitive and affective characteristics of the consumer (Tauber, 1972; Westbrook et Black, 1985) which refer to the motivations (needs) of consumers and their expectations of the point of sale, and in terms of consumer typologies (Darden and Reynolds, 1971) that refer to a segmentation of buyers based on shopping motivations.

The works of Tauber (1972) constitutes an undeniable contribution to highlight that shopping can be experienced as a form of entertainment, they put forward another facet of shopping. These are social and / or personal motivations through an analysis of the speeches of about thirty women and men on their shopping activities.

Since the work of Tauber (1972), it is emphasized that purchase orientations can be of a psychological as well as a hedonic or sociological order. Dans le cadre de cette recherche, nous nous intéresserons aux orientations d'achat en ligne.

2. Online purchase orientations

In order to better understand what directs customers in their online shopping choice, we propose to study the purchase orientation as it allows the individual to arbitrate between the purchase on the Internet and any other distribution form and thus could explain the purchase or not on the Internet (Swaminathan, White and Rao, 1999). In the same sense some authors approach shopping as the "dark side of buying" (Fisher and Arnold, 1990).

2.1. The utilitarian dimension of online shopping

The utilitarian dimension refers to shopping with a purpose of buying, then the purchase is apprehended as a mission to accomplish that could be sometimes stressful. In this case the purchase is considered as a chore.

This utilitarian value reflects an individual's desire to act as efficiently as possible by maximizing its utility. It is the consequence of reasoned and directed actions towards the realization of a task (Hartman and Samra, 2008). In other words, it gives importance to material attributes and appeals to the rationality and objectivity of the consumer. So the user will tend to plan his purchase while maximizing his effort, his time and his expenses (looking for the best combination price / quality).

2.2. The hedonic dimension of online shopping

Consumers buy online for utilitarian but also experiential or hedonistic reasons, guided by the search for pleasure.

The hedonic dimension corresponds to the subjective and personal aspect of the shopping experience including pleasure, fascination and escape (Holbrook and Hirschman, 1982, Dholakia and Uusitalo, 2002). It represents the playful side of shopping.

In other words, the purchase is an accessory and the consumer focuses on the intangible attributes of consumption. So shopping is perceived as an end in itself or as a pleasant activity that can be considered as a form of relaxation.

Through the "flow" concept advanced by Hoffman and Novak (1996), which refers to a particular case of total immersion or optimal experience (Fornerino, Helme-Guizon and Gotteland, 2006).), online shopping can be viewed as a source of hedonic rewards through immersion in the online experiential environment.

2.3. The social dimension of online shopping

Social value is the social aspect of the shopping experience, including social interactions, esteem and status. According to Tauber (1972) social interaction and communication with others can be motivations for shopping.

The Internet represents a virtual hypermedia environment that presents an "interactivity-person", which offers the user the opportunity to interact on an interactive basis with other users (Hoffman and Novak 1996). In addition to this, the growth of e-commerce and the development of the social web have given rise to a new form of online market called "social e-commerce".

According to Huang and Benyoucef (2013), social e-commerce is defined as "a commercial application on the Internet, based on social media and Web 2.0 technologies based on social interaction and content generated by Internet users to help consumers make decisions and acquire products and services in online markets and communities.». The goal of social e-commerce is to develop more social and interactive approaches that allow customers to express themselves and share their information with other customers as well as with businesses (Parise and Guinan, 2008).

The Internet contributes to the satisfaction of cognitive or hedonic needs but also to the satisfaction of social needs through the participation of Internet users in different virtual communities.

3. Link between online purchase orientations and online purchase intention

Works interested in the relationship between purchase orientations and purchase intention online are recent and rare (Girard, Korgaonkar and Silverblatt, 2003), however, the literature suggests that purchase orientations influence significantly the purchasing preferences of consumer (Girard et al., 2003, Levin et al., 2005, Shergill et al., Chen, 2005). Is it possible to say that purchase orientations are a determinant of the purchase mode, in other words they constitute a means of arbitrage between the purchase on the Internet and any other form of distribution and could explain the purchase or not on the Internet (Swaminathan, White and Rao, 1999).

In the context of online shopping, different features are more important for Internet users than for traditional consumers who do not buy online. Which joins the idea of a number of authors who assume that online consumers are more convenience-oriented, more innovative, variety applicants, less brand conscious and significantly involved in research information (Donthu and Garcia, 1999), Pan and Zinkhan, 2005, Zhou et al., 2007). Other research has shown that consumers who like to shop are unlikely to shop online due to pleasure from shopping made at the store in comparison to apathetic consumers who do not like shopping are more prone to shopping online. Thus the work of Pui et al. (2007) have shown that utilitarian orientation has a greater influence on online purchase intention than hedonic orientation, even though search for adventure is among the hedonic motives for online shopping. In the same vain, Sarkar's (2011) work has shown that consumers with high hedonic purchase values tend to avoid online shopping because they cannot touch the product or interact with sellers directly. The direct interaction with the product or the seller is a stimulus in the creation of hedonic excitation. Sum of all, buying online is largely driven by utilitarian and non-hedonic dimensions.

In terms of social value, online shopping is generally viewed as a way to avoid contact with store sales personnel (Nicholson et al., 2002). However, the virtual community is a new platform of sociality where Internet users can share and update informations and experiences with others buying (Wolfenbarger and Gilly, 2001). Currently virtual communities influence assessments, aspirations, the shopping process, or the behavior of individuals through social interactions (Pentina, 2008).

4. The expected benefits of online purchase

The choice of online purchasing is strongly conditioned by the perception and evaluation of the environment. Its consequences are the benefits that the consumer can draw from his online purchase. In other words, the majority of studies that have studied the impact of purchasing orientations on the intention to buy online stop at the functional character of online shopping (Forsythe, Liu, Shannon, Gardner, 2006). Indeed, convenience, saving time and effort, financial gain, the ability to buy at home and self-control are the expected benefits most frequently mentioned when using this mode of purchase. However other benefits, such as the abundance of information, lack of pressure, expert references, access to the opinion of other people are cited. In addition to these benefits, online purchase offers the advantage of presenting a wide range of available options (de Ruyter et al., 2001, Kim and Kim, 2004).

The work of Cases and Fournier (2003) reveals the high utility value associated with an online purchase and the benefits associated with a purchase on the Internet are rather functional (convenience, time saving ...). Nevertheless, it should not be neglect that the Internet can also provide hedonic benefits to its user (Powell, 2007). An analysis of utilitarian and hedonic motivations for online shopping behavior by Childers et al. (2001) found that both types of motivation are predictive factors

of equal importance regarding attitudes towards the web. More specifically, they have demonstrated that the immersive character caused by the pleasure, the perceived usefulness of technology and the ease of use of a site have a positive influence on the attitude of shopping on the Internet.

In the same vein, Wolfenbarger and Gilly (2001) proposed a typology of the benefits associated with online purchases for consumers, depending on whether their motivation for visiting the site: was either buying a specific product, the search for experience in a field that arouses the interest of the buyer. This research has shown that the customer who engages in the search for a specific product values on the Net the impression of control of the situation and freedom that it feels there. If the goal is the search for experience, pleasure is the main gratification that the Net provides to the buyer.

In light of these studies, it appears that shopping on the Internet can provide both utilitarian and hedonic benefits, however consumers with strong hedonic values will tend to advocate the traditional environment. While consumers with a strong utilitarian orientation, will find an experience that corresponding to their values in the purchase over the Internet.

5. The perceived risk

Perceived risk to the Internet can be a potential brake or source of resistance to innovation for the uninitiated (Ram, 1987). According to Cunningham (1967), the perceived risk is presented as a construct that combines multiplicatively (Bettman, 1973), an uncertainty component (subjective probability of occurrence) and a potential loss component (amount involved).

This concept strongly conditions online purchase intentions, via the online shopping attitude (Van der Heijden, Verhagen and Creemers, 2003). The authors Frini and Limayem (2000) in their comparative study of buyers and no-buyers raised several variables such as the lack of security for online payment and the fear of no-respect of the confidentiality of personal information.

6. The conceptual model and research hypotheses

The set of theoretical observations allowed us to build our conceptual model (see Figure 1). We consider that online shopping intention to be a complex behavior determined by online buying motives, purchase orientations, perceived risk and the individual's attitude towards online shopping.

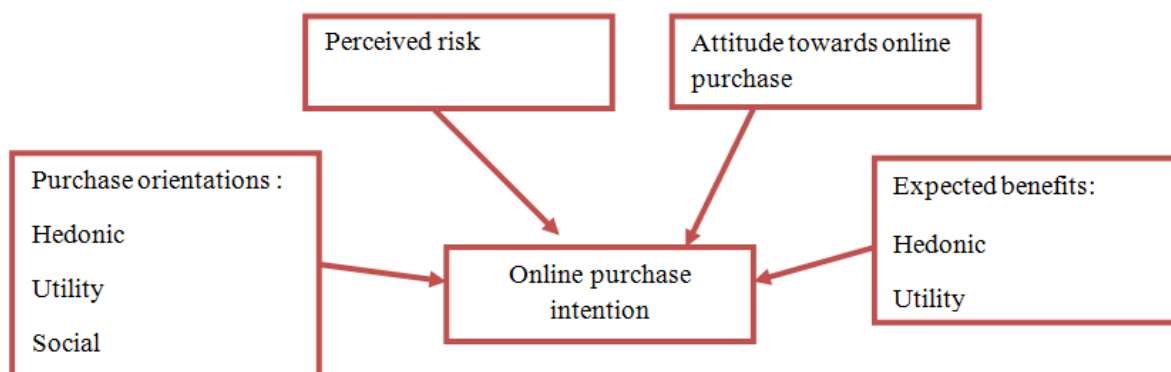


Figure 1: The theoretical model of research

6.1. Online purchase intention

As part of this research, the online purchase intention is the variable to explain. According to Triandis (1980), intentions represent the instructions that the individual gives himself to behave in a certain way. Heijdein et al. (2001) define the online purchase intention by the threshold at which the consumer is inclined to buy a product or service from a specific website.

6.2. Perceived risk

Perceived risk is one of the main obstacles put forward in the literature to explain the reluctance of consumers to engage in Internet shopping. According to Cases (2007), perceived risk is considered a key variable in the distance purchase decision.

Yurcik and al. (2002) state that the fear of unsecured transactions is the biggest inhibitor of Internet buying. In the same vein, Lee and al. (2001) consider that the perceived risk related to the context of online shopping has a significant negative impact on the online purchase intention. Thus, we make the following hypothesis:

H3: The level of perceived risk of buying on the Internet has a negative impact on the online purchase intention

6.3. The attitude towards online purchase

Attitude is defined as the positive or negative evaluation of behavior (Ajzen and Fishbein 1980, Davis 1989). Behavioral theories have all proposed attitude as a determinant of intentions and agree that the consumer's attitude is not directly correlated with his behavior, but rather with his intention.

In this research, we assume that a positive attitude towards buying on the Internet influences positively the consumer's intention to use the Internet to shop. Thus, we state the following hypothesis:

H2: The individual's attitude towards online purchase influences the online purchase intention

6.4. Online purchase orientations

Wolfenbarger and Gilly (2001) argue that buying on the Internet is not necessarily perceived as shopping in itself, but simply as "making a purchase". In the same vein, many studies support the idea that customers with a high utility orientation tend to buy online and perceive more profits in online shopping (Girard., Korgaonkar and Silverblatt, 2003; Mathwick., Malhotra and Rigdon 2001, Rohm and Swamiathan 2004). On the other hand, consumers with a hedonic orientation are likely to avoid online purchase and perceive less the benefits of online purchase (Sarkar, 2011).

Some authors (Wolfenbarger and Gilly 2001, Pentina 2008) agree on the role that virtual communities can play through the sharing of information, content and experiences on the one hand and on the other hand by the influence of aspirations and behavior of individuals through social interactions;

We can advance the following hypotheses:

H4a: The utilitarian orientation of shopping influences positively the online purchase intention

H4b: The hedonic orientation of shopping influences negatively t the online purchase intention

H4c: The Social orientation influences positively the online purchase intention

6.5. The expected benefits of online purchase

The choice of the Internet as a mode of purchase is conditioned by the benefit that the consumer can derive from it. Indeed the main benefits of online shopping raised by consumers are the saving of time, money and effort and convenience (Forsythe, Liu, Shannon, Gardner, 2006). Indeed the results of the work of Wolfinbarger and Gilly (2001) demonstrate that the expected benefits of online shopping could be both utilitarian and hedonic depending on the purpose.

We can advance the following hypothesis

H5: The expected benefits of online purchase influence online purchase intention

This assumption concerns both utilitarian and hedonic benefits.

III. CONCLUSION AND FUTURE PATHWAYS OF RESEARCH

The purpose of this article is to attempt to present a theoretical framework to identify the impact of online purchase orientations and the expected benefits of online purchasing on the online purchase intention by taking into consideration the role of perceived risk, which is one of the potential factors that hinder the adoption of this mode of purchase by consumers

This research allows for very interesting managerial implications. It allows managers to know in which measures the purchase orientations influence the intention thus allowing the professional to play on the purchase orientations supposedly neglected in the virtual domain namely the hedonic and social dimensions that are less present in the virtual world. This would help them adjust their marketing strategies in order to attract the maximum number of potential consumers or develop in this new niche.

This one is at its beginning, it allows many future ways of research. This model can be tested empirically or it can be enriched by other variables characterizing the Moroccan consumer in order to adapt it to the Moroccan context and this through an exploratory study.

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