

THE DIFFERENCES OF E-SHOPPER TYPOLOGY IN ONLINE BUYING SATISFACTION AMONG STUDENTS OF UNIVERSITI PUTRA MALAYSIA, SERDANG

Syhaily Osman
Then Sook Han
Universiti Putra Malaysia

Abstract

The purpose of this study is to determine the differences of e-shopper typologies in online buying satisfaction among students in Universiti Putra Malaysia. A systematic random sampling procedure was used to select 150 respondents. A self-administered questionnaire was used as a tool for data collection. The result showed that most of the respondents were grouped as convenience shoppers, who perceived that involvement in online shopping was largely due to online convenience motive. On the whole, a large proportion of respondents were categorised into the moderately satisfied cluster, which show moderate satisfaction towards their online buying experiences. One-way analysis of Variance (ANOVA) was used to examine the significant differences of four groups of e-shopper in terms of online buying satisfaction. Clusters of e-shopper were found to have significant differences in terms of online buying satisfaction ($F = 3.210, p \leq 0.05$). The mean differences of LSD post hoc test has shown that convenience shoppers as compared to balanced buyers were more satisfied towards their online buying experience. Findings from this study are beneficial to both e-retailers and in developing a better

understanding of e-shopper and enhancing consumers' self-understanding as an e-shopper.

Keywords: E-shopper typology, Online buying, Online buying satisfaction

Introduction

In the past decade, a large portion of consumers have been involved in online shopping and it is noted that the shopping mode has noticeably changed from stores shopping to online shopping. Undeniably, this is an impact of advancement in information and communication technologies (ICT) (Lim and Dubinsky, 2004). Online shopping is defined as shopping via the internet and also well accepted as e-shopping, network shopping, internet shopping, or web-based shopping (Hsiao, 2009). Kau, Tang and Ghose (2003) have indicated that the readiness of the people to become part of the internet community was on the rise on witnessing the capability of advanced technology. In addition, Valvi and Fragkos (2012) also stated that the enormous progression of the internet in the field of marketing and e-commerce has led to the prosperity in online business. E-shoppers are able to

