

CULTURE, CONSUMPTION VALUE AND
ONLINE SHOPPING BEHAVIOR: A CROSS - CULTURAL STUDY ON
TURKEY AND THE UNITED KINGDOM

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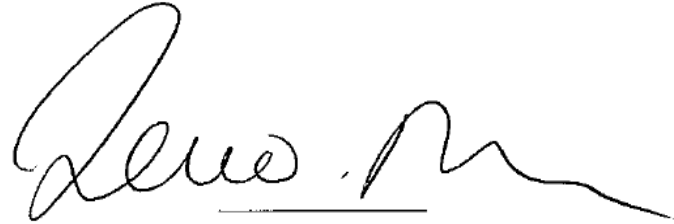
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on Turkey and the United Kingdom

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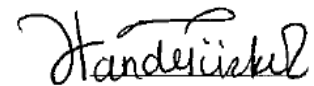
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Thesis Abstract

Nagehan Soyer, “Culture, Consumption Value and Online Shopping Behavior:
A Cross-cultural Study on Turkey and The United Kingdom”

The Internet is globally accessible, crosses national boundaries and allows consumers around the world to participate equally. Internet usage is in an increasing trend and popularity with the improvements in computer based technology. This development brings online shopping to consumers as a new shopping channel. Consumers from different cultures and with different consumption values are using online shopping due to benefits such as ease of search, order and entertainment.

Previous studies on online shopping investigated the factors that influence online shopping as well as motives for, value of, and antecedents of online buying behavior. There has been a scarcity of research on cultural differences in online shopping. The purpose of this study is to explore cultural differences in online shopping behavior and consumption value. Data on consumption value, consumer perceptions of the advantages and disadvantages of online shopping, and online shopping behavior dimensions of online purchase frequency, goods purchased, online site type and payment method used was collected by a survey conducted on 201 consumers in two different cultures – Turkey and The United Kingdom. For the statistical analysis of data, frequency, one-way ANOVA and independent samples t-test were employed.

The findings reveal that there are differences in online shopping behavior of Turkish and British consumers in the sample while the two groups share similar consumption values; and that some dimensions of online shopping behavior of utilitarian and hedonic online shoppers differ for the overall sample.

Tez Özeti

Nagehan Soyer, “Kültür, Tüketim Değeri ve İnternette Alışveriş:

Türkiye ve İngiltere Üzerine Kültürler Arası Bir Çalışma”

İnternet global olarak ulaşılabilir ve ulusal sınırları aşarak dünyanın her yerindeki insanların eşit olarak erişimine izin vermektedir. Bilgisayar bazlı teknolojilerin gelişimi ile İnternet kullanımı artan bir trend ve popülerite kazanmıştır.

Bu gelişme İnternette alışverişi tüketicilere yeni bir kanal olarak sunmaktadır. Farklı kültür ve farklı tüketim değerlerine sahip tüketiciler İnternette alışverişi, arama ve sipariş kolaylığı ve eğlence gibi avantajlarından dolayı kullanmaktadır.

İnternette alışveriş üzerine yapılan araştırmalar, bu olayı etkileyen faktörleri, İnternette alışverişin değerini, bu davranışa ilişkin değişkenleri incelemiştir. İnternette alışveriş davranışındaki kültürel farklılıklar araştırmacılar tarafından nadiren incelenen bir konu olarak kalmıştır. Bu çalışmanın amacı İnternette alışverişin değişik kültürler ve tüketim değerlerine bağlı olarak farklılık gösterip göstermediğini araştırmaktır. Değişik kültürlere sahip iki ülkede - Türkiye ve İngiltere’de 201 tüketici ile yürütülen anket çalışması ile İnternette alışverişin yarar ve sorunları, İnternette satın alma sıklığı, satın alınan ürün miktarı ve tipi, kullanılan sanal site tipi ve ödeme yöntemi gibi İnternette alışveriş davranışı boyutlarına ilişkin veri toplanmıştır. Verilerin istatistiksel incelenmesinde frekans, ANOVA ve t-testi kullanılmıştır.

Bulgular Türk ve İngiliz tüketicilerin İnternette alışveriş davranışlarının farklı, ve bu iki grubun tüketim değerlerinin benzer olduğuna işaret etmektedir. Toplam örneklem üzerinde yapılan analiz faydacı ve hazcı tüketim değerine sahip alıcıların, İnternette alışveriş davranışının bazı boyutlarında farklılık gösterdiklerini ortaya çıkartmıştır.

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CHAPTER 1

INTRODUCTION

Background

Internet is inherently global. It crosses national boundaries and allows consumers around the world to participate equally. Internet usage as in part of population is in an increasing trend through the world (World Bank Development Indicators, 2010). There are 1,966,514,816 Internet users in the World By World regions; the highest usage rate is seen in Asia, followed by Europe. World Internet usage and population statistics are presented in Appendix B, Table 18 (page 73). In Europe, Germany is the leading country with 65 million users. United Kingdom ranks third with 51, 4 million users and Turkey ranks as the fifth country (Miniwatts Marketing Group, 2010). Along with the increasing trend in Internet usage, online shopping is becoming increasingly popular and many consumers use online shopping as an alternative shopping channel (Chung & Park, 2009). More than 84 % of global Internet users are shopping online (Nielsen, 2010).

Internet is fast and becoming a new way to market to consumers who are rapidly adopting online shopping. Although there is financial turbulence and increasing competition, online shopping becomes a substitute for conventional retailing channels, mail or phone order stores, catalogues and sales forces (Yoo & Donthu, 2001).

The World Wide Web became popular around 1989 and 1990 and has since seen an explosion. The first World Wide Web server and browser were created in

1990 by Tim Berners-Lee. It was accessible for commercial use in 1991. In 1994, other sites such as online banking and an online pizza shop by Pizza Hut were in service. In the same year, Netscape introduced SSL encryption of data transfer online, which was necessary for secure online shopping. In addition, in 1994 the German company Intershop introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996 eBay was introduced (Palmer & Kimberly, 2007).

Online shopping is affected by many factors. Shopping patterns in the United States show that, between 1980 and 1990, customer traffic in U.S. malls declined by 50% (Rubinstein, 1995). The main reason for the decline of mall traffic was the growth of alternative distribution channels such as mail order, direct marketing, and the Internet. Online shopping offers a basic difference between enjoyable, recreational shopping and shopping that becomes either routine plodding or suddenly unpleasant due to holiday traffic crush, weather, and overcrowded schedules. Additionally, online retailers can better understand customer needs and wants by directly analyzing the interaction between a customer and the online shop (Burke, 1995).

Contrary to the current positive developments in and approach to online shopping, early market reactions to online shopping were disappointing. Between 1986 and 1991, many of the online stores were shut down. The poor design of shopping interfaces was considered to be the most important factor that created this disappointment (Baty & Lee, 1995).

Studies on online shopping investigated the factors that influence online shopping as well as motives for, value of, and antecedents of online buying behavior. There has been a scarcity of research on cultural differences in online shopping.

Culture, consumption value and online shopping behavior are the constructs within the scope of this study. The Cross-cultural study on online shopping behavior and consumption value was carried out in Turkey and The United Kingdom. Assessment of the cultural distance between the two countries indicated that they are culturally different (Morosini, Shance & Singh, 1998, Appendix C, page 90). During the last decade Internet usage and online shopping have been increasing in both countries (Table 1). A brief fact of Online shopping in Turkey and The United Kingdom is presented below.

Table 1. Internet Usage and Online Shopping in Turkey and The United Kingdom (Miniwatts Marketing Group, 2010)

	Turkey	United Kingdom
Population (2010 Est.)	77,804,122	62,348,447
Internet Users (Latest Data)	35,000,000	51,442,100
Penetration (% of Population)	45	83
User Growth (2000-2010 %)	2	234
Online Shoppers (2009 Million, TL & Pound)	1,516	19,646
Percent of Total European Users (2009)	7	11

Currently there are 35 million Internet users in Turkey (Miniwatts Marketing Group, 2010). In the 16-74 age group 41.6 % of the population is using the Internet, and usage rate is 53.4% for females and 50.5% for males. 59.3% of the people that are in this group are using Internet every day. Home is the first place for Internet usage with 62.8%, and work place come as second with 17.5%. Usage rate is the highest in the 16-24 age group and also in the high education level group. Internet is mostly used for e-mailing purposes (72.8%) (TUIK, 2010). Purposes of Internet usage data for Turkish population is provided in the Table 19 in Appendix B (page 74).

Online shopping had 14% value growth between the years 2008 and 2009, and has reached 1.5 billion YTL in Turkey in 2009. The growth rate did not suffer much despite the economic crisis in 2008 as consumers could find better deals over the Internet. Despite the economic crisis, online shopping registered positive constant value growth, as people became more aware of the benefits of online shopping as well as more familiar with it. The fact that Turkey has a high number of young consumers further contributes to the growth, as younger people are more likely to use alternative forms of retailing than their older counterparts. A rise in the number of Internet connections in the country was another important reason for this growth. In 2008, nearly 34% of the population used the Internet, up from just 5% in 2000. The increasing level of credit card ownership in the country also stimulated the growth of online sales. With the 3D secure system developed in 2006, positively affecting the security of online payments, online shopping sales recorded a jump in between 2005-2006, with 30% growth rate. Compared to other sectors, consumer electronics and, electrical appliances categories have the highest online retailing size in Turkey (Euromonitor, 2010). Product category online retailing values for Turkey can be seen in Table 20 in Appendix B (page 70).

Compared to domestic e-tailers, International companies have smaller shares in online shopping in Turkey. The security of online shopping is consumers' main concern. International companies are perceived to be less secure in terms of shipment. Consumers also feel that if they have problems, international companies will be difficult to reach. Turkish consumers also tend not to trust new websites and many new foreign companies that tried to enter Turkish online shopping market during 2009 were not adopted. Consumers also focus on payment options and discounts. However, they still shy away from purchasing expensive products, which

also tend to be more difficult for Internet retailers to deliver (Euromonitor, 2010).

The most popular online shopping website was www.hepsiburada.com in 2009.

Market shares of the most popular online shopping websites in Turkey can be seen in Appendix B, Table 21 (page 76).

Similarly Internet usage in The United Kingdom is also increasing rapidly.

There are more than 54 million Internet users in United Kingdom and the usage rate has been increasing during the last decade at 234 % (Miniwatts Marketing Group, 2010). Parallel to the increase in Internet usage, online sales reached over £19.6 billion in 2009, and grew 16% in current value terms over 2009 to 2010 in The United Kingdom. Despite the economic slowdown in 2009 which effected consumer confidence and spending, online retailing was the retailing channel least affected. Online shopping provided flexibility, as consumers could go online to find bargains and to compare prices from a large number of retailers in order to achieve the best offer (Euromonitor, 2010).

In The United Kingdom online retailers use partnership in social networking sites in order to promote their products and make their own online retailing sites more visible. This led to the widening of customer forums or online magazines offering hints and tips to consumers. In summer 2008, HMV which is the popular record store for example launched Getcloser.com, allowing customers to recommend bands or films and watch movie trailers or interviews. This encouraged consumers to spend more time on the companies' website and thus increased the chances of online purchase (Euromonitor, 2010).

Euromonitor Trade Association data indicates that compared other sectors, food and drink online retailing size is the largest in The United Kingdom. The most popular online shopping website in 2009 was www.tesco.com. Product category

sales values and market shares of the most popular online shopping websites in The United Kingdom can be seen in Tables 22 and 23 in Appendix B (pages 77 and 78).

In line with the arguments of globalization, a review of Internet usage and online shopping in Turkey and The United Kingdom indicates an increasing trend parallel to the world. High rate of global online shoppers brings the global markets and globalization issues. The globalization of the marketplace is shaping the values and behavior of people and thus, cultural characteristics around the world. This is arguably the most critical issue that international corporations are facing today. Powerful forces such as capitalism, global transportation, communications which are also affected by Internet technology, marketing and advertising, and transnational cosmopolitanism are interacting to dissolve the boundaries across national cultures and economies, and in the eyes of some, accelerating the emergence of a homogeneous global consumer culture (Cleveland & Laroche, 2006). Scholars have claimed that globalization has created a more homogeneous world market, where a growing number of consumers from different geographic locations and cultural backgrounds share the same preferences and needs (Levitt, 1983). Although globalization is increasing, people from different cultures, still continue to keep their habits, tastes, values, norms and traditions. (Zhu, Quan, & Xuan, 2006). Some scholars content that there is no empirical proof of homogenization of tastes or the appearance of world wide price-minded consumer segments (Usunier, 1996, 2000).

Regardless of the arguments for and against the homogenization of world culture, culture affects the needs consumers satisfy by purchasing and using of goods (Roth, 1995) and culture of a country is the main environmental characteristic that underlies the differences in consumer behavior (Lynn, Harris & Zinkhan, 1993). People of different cultures may adopt different consumption values as a result of

their own personal development, their actions as becoming citizens and consumers (Lowe & Corkindale, 1998). They may perceive different attributes of products, their shopping motivations may be utilitarian or hedonic, and consumption may serve as a reason for creating interest in, wish and acceptance for buying goods and services (Tse, Wong, & Tan 1988). Thus, it can be said that culture may affect the consumers' needs and their behavior for online shopping as well. Understanding cross cultural consumer behavior and where differences do and do not have an impact is important for reducing the gaps of international management styles and success of global companies (Leng & Botelho, 2010).

Purpose of the Study

Previous research streams on online shopping behavior investigated main factors influencing online shopping adoption by examining the effects of demographics, web-site attributes and quality of web- site on online shopping (Hairong, Kuo & Russell, 1999; Lin & Lu, 2000; Fiore, Jin & Kim, 2005), attitudinal (affective, cognitive, behavioral) antecedents of online buying (Li & Zhang, 2002; Eroglu, Machleit & David, 2003; Kim & Park, 2005), and consumer online shopping experience (Molesworth & Suortti, 2002; O`cass & French,2003). The effect of culture on marketing strategy, sales promotion, decision making styles is also widely explored (Kwok & Uncles, 2005; Leng & Botelho, 2010). There has been limited number of studies however on cultural differences in online shopping behavior. Chen and Dubinsky (2003) investigated the effect of culture on online shopping by using constructs like online experience, reputation, and quality of goods. Moon, Chadee

and Tikoo (2008) studied the effects of culture and product type on online shopping intention.

This exploratory study is on cultural differences in online shopping behavior and consumption value. Online purchase frequency, goods purchased, and online shopping site type and payment method used dimensions of online shopping behavior along with consumption values of the consumers were compared between two distant cultures which are Turkey and The United Kingdom. Research objectives and model were based on the reviews of online shopping behavior, culture and consumption value literatures, and on current online shopping trends of the two countries. For the measurement of the constructs, previously developed scales along with those developed for this study were used.

The next chapter provides the conceptual framework for the study. It covers a review of online shopping behavior literature and its dimensions, along with the discussions of consumption value and cultural distance. Chapter Three focuses on the research design and method; research objectives, variables of the study, the research instrument, sampling, and data collection are discussed in this chapter. Findings regarding the differences in online shopping behavior and consumption value between Turkey and The United Kingdom, as well as the findings on differences in online shopping Behavior by consumption value are presented in Chapter Four. Chapter Five concludes with a discussion of findings, the contribution and limitations of the study along with implications for future research and business practices.

CHAPTER 2

REVIEW OF LITERATURE

Online Shopping Behavior Research

Online shopping is the system where consumers can directly buy goods and services from a seller interactively in a real-time without an intermediary service over the Internet (Milong, 2010: 709). Compared to alternative channel formats, online shopping has advantages both for marketers and consumers. It eliminates time and space barriers and allows efficient information search for consumers (Hoffman & Novak, 1996; Peterson Balasubramaniam & Bronnenberg, 1997). Besides giving consumers specific information about important attributes and opportunity of personalization of the product alternatives, online shopping also provides for the clarification of the match between attribute specifications and individual preferences. The number of products sold online is very rich and consumers can choose goods or services according to their own needs (Wenjie, 2010).

In the traditional commodity buying process, it is generally needed to go through a process of sample searching, product choosing, determining the goods, payment, packaging, picking up or delivery. The process is mostly completed in the sales location, short for a few minutes or long for a few hours, with additional time spent to and from the store. The task of goods buying and selling is extended, while the car traffic and growing number of stores are the excess costs for consumers' time and effort in shopping. As a result, it is hard for people to increase the value of their leisure times. Online shopping can ease consumer shopping, save consumer time and

effort, and meet consumer demand for comfortable shopping (Wenjie, 2010).

Consumers prefer online shopping mostly because of convenience, reasonable price, variety of commodities and unlimited time (Hu, Zang, Zhang, Luo & Huang, 2009).

In addition, online shopping lowers the cost of distribution and consumer search, thus lowering entry barriers and encouraging price competition. The time-saving issue and product-matching features of online markets can also encourage consumer motivation to search for price information, resulting in consumers becoming more price-sensitive (Alba, Lynch, Weitz, Janiszewski, Lutz & Sawyer, 1997; Bakos, 1997; Jiang, 2002).

The major limitation of online shopping is that shoppers can not physically experience a product at the time of buying. Indeed, the popular products bought on the Internet are products in a specific price interval, and search goods for which information search on the attributes is sufficient for buying decision (Rosen & Howard, 2000). Brynjolfsson & Smith (2000) suggested that the spatial and temporal differences between online consumers and web retailers are some of the implicit uncertainties and inherent risks around online surroundings. These differences exist for the following reasons: first, there are monetary-loss relevant risks because online consumers are dependent on electronic information, and thus consumers are facing a problem of exposure to incomplete or distorted product information; second, there are risks related with the sharing of personal information with online shopping malls and third parties. Therefore, consumers who have a high level of trust toward specific online shopping sites tend to be more inclined to pay price-premiums for the purchase of specific products. Concerns about misleading information on products from the Internet, badly organized online shopping sites, as well as having too many

product choices from online shopping sites are the other disadvantages of online shopping for the customers (Allen & Overy, 2011).

Three streams of research on online shopping behavior emerged in the last decade (Chung & Park, 2009). First stream mainly deals with main factors influencing online shopping adoption by examining the effects of demographics, web-site attributes and quality on online shopping. Hairong *et al.* (1999) and Kamurulzaman (2007) claim that demographics affect attitudes on online purchases, channels and shopping orientations which in turn affect buying decisions for online shopping as well as purchase frequency. Furthermore, type of websites and their characteristics along with user interface and payment and security issues are the points that play a role in online shopping process (Lin & Lu, 2000; Yoon, 2002; Fiore *et al.*, 2005). Second group of studies deal with motives or values for online purchases such as affective, cognitive and behavioral. So *et al.* (2005), investigated the factors effecting intentions for online purchase as web search behavior, web shopping adaptations and web shopping attitudes. Final stream of research focuses on consumer experience rather than consumer's perception, motive, satisfaction and attitude. Kim & Park (2005), Levin, Levin & Peller (2005) and Moon *et al.* (2008) investigated the goods purchased effect; and Molesworth and Suortti, (2002) investigated the importance of the customer experience in online shopping behavior. Analysis of these research streams point out online purchase frequency, goods purchased, online site type and payment method used as important dimensions of online shopping behavior.

Online Purchase Frequency

Purchase frequency for online shopping is defined as specific purchasing amount per specific time. This specific time can be a week, a month and a year according to

buying behavior of the online shopper (Milong, 2010). Research findings indicate that online purchase frequency varies between different countries. For example, Chinese shoppers shop online more than once a month (Milong, 2010). On the other hand, just over half of online shoppers in six European countries (United Kingdom, Poland, Italy, Spain, Germany and France) are buying goods or services online at least several times per month. Most European consumers are likely to shop online several times a week or more, whereas French online shoppers, in contrast, are the least likely to buy online more than once a week (Allen & Overy, 2011). Understanding online shopping frequencies of consumers in different cultures is important for international e-tailers in determining their marketing strategies.

Goods Purchased

The goods which are selected and bought online are different than those in traditional shopping (Milong, 2010). Goods can be grouped in two categories as search and experience goods. A search good is a product or service with features and characteristics easily evaluated before purchase. On the other hand, an experience good is a product or service where product characteristics such as quality and price are difficult to assess in advance, but these characteristics can be ascertained upon consumption (Nelson, 1970). Online retailing is more suitable for selling search goods than experience goods as consumers do not feel the need to examine the quality and to try them before purchasing. For search goods, consumers can surf on the Internet and can find large amount of information on product attributes (Klein, 1998; Girard *et al.*, 2002; Citrin, Stem, Spangenberg, Clark 2003; Milong, 2010). Moon *et al.* (2008) in their investigation of the effect of culture and product type on online shopping intention tested the good type by a pilot study and classified

sunglasses as experience goods and computer desks as search goods. The potential impact of experience goods on online purchase preference is not very clear. Buying those products generally includes non-monetary costs such as additional time, effort, uncertainty, and monetary costs like price premiums (Broekhuizen & Alsem, 2002).

Another classification of goods bought online is personalized and mass customized goods. The origin of personalization is to provide what particular customer wants by changing a standard product into a specialized solution for that individual (Pine & Gilmore, 1999). Some people prefer online shopping for its ability to personalize products for themselves and especially in gift buying, for their friends. Consumers are more satisfied in online shopping when they can specify their attribute preferences (Huffman & Kahn, 1998). Personalizing products can also give consumers a sense of control over the exchange process, which also makes them to buy more (Van Raaij & Pruyn, 1998). On the other hand, mass customization is defined as offering products online tailored to customers' needs but at costs that are almost the same as that of standardized production and mass marketing (Pine & Gilmore, 1999).

Online Shopping Site Type Used

Internet shopping sites are retail sites in which customers can search, evaluate, order and buy products or services. Online shopping sites are online versions of physical retail stores where all transactions and activities are done in the cyber space (Yoo & Donthu, 2001). Even though web site attributes has been an extensively investigated issue, few studies exist on the classification of online shopping sites (Lee & Lin, 2005; Shih, 2004; Jose-Cabezudo, Gutierrez-Cillan, Gutierrez-Arranz, 2008).

Clark (1997) classified online shopping sites as manufacturer sites, off-line brick and mortar retail sites, catalogue hybrid sites, pure dot.com sites, mall sites and broker sites. From manufacturer sites like Sony.com and Compaq.com, manufacturers sell products directly to their target markets online. There are many online outlets for both small and large stores and manufacturers whereby consumers can buy directly from the retailer or producer and the best part is that a lot of information is available. Brick and mortar retail sites like Walmart.com and Teknosa.com are physical stores that are making their products available on the web. Catalogue hybrid sites like Fingerhut.com and ColumbiaHouse.com put their printed catalogues on the web. Pure dot.com sites like Amazon.com and Limango.com buy products from manufacturers at wholesale and sell them online at retail without owning physical stores. Mall sites like Shopping.yahoo.com and Bizrate.com create a location where they sell the products of manufacturers on the web and make money by charging retail fees. Finally, broker sites also called auction sites like Ebay.com and Gittigidiyor.com unite buyers and sellers on the web and charge a portion of the transaction for the service. Online broker sites are popular places for trading goods and both merchants and consumers can sell or buy anything they want to. Advantages of online auctions sites include cheaper prices however it may be hard for buyers to get the items they want. In these sites, users have the option of examining the past history of traders for assessing their honesty. Disadvantages are that the vendors may not be willing to ship overseas and that those who are registered with the auction house may not be official businesses thus leading to a higher risk (Clark, 1997).

Online shoppers' choice of Internet site type is important due to security issues. Buyers and sellers wish a good performance and guarantee regarding their

deliveries and payments. Many online purchasers would not shop on a particular website a second time if they have an unpleasant experience with it. On the web, shopping enjoyment is positively and significantly related to both attitudes and intentions toward shopping online (Eighmey, 1997). Design of the website is also an important factor effecting online shopping website preference. In order to respond to the customers' desires for control and convenience, web stores have to design an efficient system to enable consumers to easily find what they need, to learn more about the site, and enable to quickly make a purchase decision (Baty & Lee, 1995). Internet retailers need to ensure that they are providing adequate utilitarian value to e-customers before attempting to focus on other aspects of their website development (Overby & Lee, 2006).

Payment Method

Payment method is another important dimension of online shopping which is important for consumers, due to trust issues. Trust in online shopping is related to all online shopping activities (Jiang, Chen & Wang, 2008).

Trust is an important factor under conditions of uncertainty and risk (Lee & Turban, 2001). Mayer, Davis, and Schoorman (1995: 346) define trust as “the willingness of a party to be vulnerable to the actions of another party based on the expectation that the other party will perform a particular action important to the trustor. Their definition shows that trust is perceptual and is a subjective interpretation or a belief by one party with regard to another and can change across cultures. Thus, trust is particularly identified as a critical part in transactional relationships with uncertainties between sellers and buyers. In particular, trust in the online shopping area can result in higher online shopping preference (Kuan & Bock,

2007). It helps entrench that one party will not gain benefit of the vulnerability of the other during or after a transaction.

Lack of consumer trust is a critical obstacle to the success of transactions (Salam, Iyer, Palvia & Singh, 2005). This obstacle is especially difficult in the online shopping, where parties in the transaction cannot physically see each other. Thus people have lower levels of trust when communication is via the Internet rather than face to- face (Naquin & Paulson, 2003). Trust has been found as one significant must for online shopping. It provides the buyer with social control and impressions on the reliability, capability and honesty of possible business sides. Thus, one challenge for organizations participating in e-shopping is to ensure sufficient trust to attract customers online (Gefen, 2000).

Chen and Barnes (2007) claim that both online initial trust and familiarity with online purchasing have a positive effect on buying. Due to having insufficient trust, people do not prefer to buy online, thus, they may use Internet just for gathering information (Tsao & Sibley, 2004; Thatcher, Loughry, Lim& Mcknight 2007, Yao & Li, 2009). When making transactions online, consumers cannot physically check the product quality before making a purchase, and also they cannot monitor the safety and security of their personal information or credit card numbers and financials (Lee & Turban, 2001).

Payments for online shopping can be made online or as cash on delivery. Online payments can be made by direct money transfer through local or international financial institutions by giving personal information, by credit card information and by using virtual credit card information. On the other hand, cash on delivery is a transaction method in which goods are paid for in full in cash or by credit card immediately when they are received by the buyer. Additionally, with the

development of technology and improvements in security, consumers started to use some new purchasing methods such as mobile payment the use of which has a high potential for growth in the future (Milong, 2010).

Consumption Value & Culture

Consumption Value

Value is expressed as a continued belief that a specific mode of conduct is preferable to an opposite or converse mode of conduct. The individual's personal, societal, and cultural experiences generate value differences, as well as the permanency of values and value systems. An individual tends to have fewer values than attitudes, thus, using the value concept is considered a more parsimonious way to describe and explain the similarities and differences among individuals, groups, or cultures (Rokeach, 1968).

Consumption value is defined as the perceived attributes of products or services for consumers (Tse, Wong & Tan, 1988: 390). Consumption value can serve as a reason for buying goods and services, and can create interest in, wish and acceptance for buying. Consumption value can vary between cultures. Consumers in China who have high collectivistic culture emphasize the functional value of products in shopping (Xiao & Kim, 2009). High levels of hedonic shopping value might be expected in the U.S. culture (Hirschman 1984).

Consumption value has been used for analyzing and explaining consumer attitudes and behavior. There are several consumption value classifications. Sheth, Newman, and Gross (1991) and Xiao and Kim (2009) have suggested that products can provide functional, social, emotional and epistemic values thereby effecting consumers' purchase motivations. They measured these values by using statements

such as “They are trustworthy,” “They are everywhere and easy to get,” an “I like the (taste, feel, look) of these brands.” for functional value. Social value scales included statements like “They are prestigious,” “They give me social status,” and “Rich and successful people use these brands.” For emotional, value they used” They make me feel happy,” “They make me feel sophisticated,” and “They make me feel good.” “I am bored with domestic brands,” “I am curious about these foreign brands,” and “I like to experience things that are new and different” were the three statements for measuring the epistemic value.

Babin, Darden and Griffin (1994) used a two category classification for consumption value as hedonic and utilitarian. Previous research has shown that both utilitarian and hedonic views of the shopping experience were important contributors to the general consumption value perceived by consumers. The two primary motivations for general retail shopping (goal-oriented/ utilitarian and hedonic/ fun) also were applied to the online shopping environment (Babin *et al.*, 1994; Wolfinbarger & Gilly, 2001). According to Grange and Benbasat (2010), online shopping behavior changes with the effects and perceptions of utilitarian and hedonic value. Online shopping represents an ideal application for studying the utilitarian and hedonic consumption values because it defines characteristics that can support entertaining behavior which may include tracking other shopper’s activities and following new products, as well as goal-directed product like reading product reviews for gaining product knowledge (Grange & Benbasat, 2010).

Utilitarian Consumption Value

Utilitarian value is about task-related worth and is an overall evaluation of functional benefits and costs (Overby & Lee, 2006). Utilitarian consumer behavior has been described as task-related and effective. Perceived utilitarian shopping value encourages the completion of the shopping trip for a particular consumption need in a reasonable period of time. Often, this means that a product is purchased in a sober and rational manner (Babin *et al.*, 1994). Utilitarian value leads to shopping with a work mentality (Hirschman & Holbrook 1982). It may be used in exploring the "dark side of shopping". For example, utilitarian value can help to understand why male consumers view Christmas shopping as "women's work" and expect them to go through it as a difficult process. Utilitarian shoppers just try to purchase the products they need by spending minimum time and effort (Carlson, 2008). One of the most important factors which make consumers prefer online shopping is its benefits and ease of usage. Online shopping research has mostly focused on the sections of the websites addressing utilitarian needs. Relationship between product presentation format and product understanding are investigated (Hu *et al.*, 2009).

Utilitarian shoppers shop online because of convenience of locating and comparing products, evaluating price and quality ratios, and conserving temporal and psychological resources. They are considered as attractive and profitable targets by sellers (Mathwick, Malhora & Rigdon 2001; Grewal, Gopalkrishnan & Sharma, 2003). Satisfying the hedonic needs of users has not been considered a main issue, however one fifth to one third of online consumers are not engaged in goal-focused shopping behavior but rather look for joy in their shopping experiences (Wolfenbarger & Gilly, 2001).

Hedonic Consumption Value

Hedonic value is about entertainment and emotional worth, and is an overall evaluation of experiential benefits and costs of shopping (Overby & Lee, 2006). An inventory of six hedonic consumption motives was developed by Arnold and Reynolds (2003). The adventure motive leads to shopping for stimulation and for the feeling of being in a different world. Social motive is behind the practice of shopping with company. Shopping for stress relief or to give a special treat to oneself is motivated by the need for satisfaction. Value motive leads to shopping for discounts and bargains. Role motive is responsible for shopping for the joy of finding the perfect gift for others and idea shopping for related trends and fashions is initiated by idea motives (Arnold & Reynolds, 2003).

Hedonic consumers do not choose goods for their practical value only, but focus more on their creative and distinctive personalities. The unique environment of online shopping creates beneficial conditions for consumers' self-expression. Thus, consumers often spend more time on searching, comparing and selecting online virtual stores, and fully show themselves when consuming (Wenjie, 2010).

Consumers can get a large number of product information during online shopping without meeting sellers; they get a lot of fun that they cannot get from a variety of traditional shops. They complete searching freely and easily, choose, bargain, purchase, and get maximized levels of satisfaction. They attain the spirit of joy, realization of personality and satisfaction of their emotional needs. Some customers do not value practicality of products but prefer the happiness from buying products that is they care for the process rather than results (Wenjie, 2010). Online shopping gives individuals happiness, joy and consumers may have more fun while shopping relative to traditional channels, as online shopping is more likely to create a novel,

intrinsically enjoyable virtual environment. Thus online shopping satisfies the consumers' hedonic consumption values (Childers, Carr, Peck & Carson, 2001). Consumers, with dominantly hedonic consumption values are known as impulse buyers. They are less driven by price comparisons relative to utilitarian shoppers. This situation makes them an attractive target segment for marketers. They become more loyal and influential with word of mouth (Kim & Larose, 2009; Williams, Salama & Rogers, 1985). They love shopping and tend to spent more time on information seeking, make more unplanned buying, and enjoy social interactions. Thus, they are more sociable, deal prone and fashion oriented (Bellenger & Korgaonkar, 1980; Carlson, 2008).

Customers are self-determining and intrinsically motivated in online shopping when they are interested in it or enjoy doing it (Chiu, Chang, Cheng & Fang, 2009). Triandis (1980) argued that the feelings of joy, enjoyment and pleasure have an impact on an individual's behavior. Hirschman and Holbrook (1982) found that positive consumption related to emotions in a hedonic context is likely to create very high commitment and repurchase intention.

Research results on the effects of hedonic and utilitarian consumption values on online shopping preference suggest a stronger relationship between online preference and utilitarian consumption value. Ahn, Ryu & Han (2007) claimed that perceived usefulness has a stronger influence on online shopping preference than playfulness. Lee (2005) found that perceived usefulness significantly affects online shopping and that the effect of perceived enjoyment and fun is not significant. Similarly, Koufaris (2002) found that perceived usefulness has a stronger effect on intention to return to an online shopping store than shopping fun. On the other hand, Cyr, Hassanein, Head & Ivanov (2007) showed that enjoyment has a stronger effect

on loyalty towards a mobile service than perceived usefulness, whereas perceived usefulness has a stronger effect on loyalty towards an online shopping web site. Decision making styles in online shopping mostly fit those of value shoppers who aims to benefit from the shopping activity (Lin, Cassaigne & Huan, 2010). Distinct from the mentioned studies, Chiu *et al.* (2009) found that enjoyment along with ease of use and usefulness is related with online shopping preferences and intention.

Cultural Distance

Culture is “the collective programming of the human mind that distinguishes the members of one human group from those of another. Culture in this sense is a system of collectively held values” (Hofstede, 1980: 25). It is a learned, pooled, forcible, interdependent set of symbols which gives the specific characteristics to members of society (Terpstra & David, 1991). It is also set of norms and beliefs that are shared among a group of people and give direction to their lives (Kroeber & Kluckhohn, 1952; Goodenough, 1971; Schwartz & Bilsky, 1987, 1990).

National cultures differ. Hofstede (1980 & 1991) characterized national culture into five dimensions as power distance index, uncertainty avoidance, individualism, masculinity and long term orientation. These dimensions have been used by many marketing researchers in comparing the cultures of countries (Lynn *et al.*, 1993; Roth, 1995). Studies showed that Hofstede`s dimensions are conceptually valid for explaining cultural differences (Uncles & Kwok, 2005). Using Hofstede`s dimensions, a cultural distance index was developed for measuring the distance between national cultures (Kogut & Singh, 1988; Morosini *et al.*, 1998).

Power distance is defined as the extent to which the less powerful person in a society accepts inequality in power and considers it as normal. Power Distance Index

is explaining how much the less powerful members of organizations and institutions accept and expect that power is distributed unequally. Inequality exists within any culture at varying degrees, thus power distance dimension differs between cultures (Hofstede, 1984 & 2001). In China, a large power distance country, it is very normal to see many types of formalities at school, students call their teachers by their last names; at the workplace, orders from superiors are accepted without objection; and at home, the youngest is supposed to respect and listen to the oldest. By contrast, for example, in the workplace, American workers and superiors are playing different roles that can change in the future, consider each other equal (Leng & Botelho, 2010).

Uncertainty avoidance index measures the degree of latitude for uncertainty. It is related to the level of discomfort regarding future uncertainties (Nakata & Sivakumar, 2001). Cultures which have higher uncertainty avoidance index are less tolerant to unexpected situations and uncertainty; therefore their societies are coordinated with stricter rules for social behavior, acting as planned in a very precise way. Disappointment and intolerance are visible when things do not happen as expected (Hofstede, 1991). Following instructions and procedures, and standardized work procedures are very important (Yoo, Donthu & Thomas, 2004).

Individualism refers to social relations (Nakata & Sivakumar, 2001). Individualism index measures the degree at which individuals value, and make decisions focusing on 'I' rather than 'we' (Hofstede, 1991). In individualistic countries, individuals are mainly interested in their own opinions, in creating personal time to spend on their personal activities, in having freedom to coordinate their work schedule to suit their lifestyles better, and are challenged more for achieving a personal goals rather than goals of a group (Hofstede, 1991). In these

countries social relations serving personal goals are favored over group needs (Watkins & Liu, 1996). Individualism is related to competition, independence, self-orientation, idiocentricism, freedom, self-confidence and fairness (Hui, 1984; Triandis *et al.*, 1993). Individualism can be used for analyzing the search and choice processes of buying (Doran, 1994). In addition, hedonic benefits can provide more value to the individualist and provide opportunity for self-expression (Kwok & Uncles, 2005). By contrast, members from collectivistic cultures feel that they are the members of a large group and care about the well-being of other members. Collectivism is related to co-operation, interdependence, others-orientation, harmony, conformity, friendship, forgiveness and social usefulness (Hui & Triandis, 1984, 1986). For example brand loyalty is higher in collectivist cultures (Yoo, 2009).

Masculinity index is related to what extent a culture has its social roles clearly distributed between its members. Masculine societies value male characteristics more like insistency, competitive power, achievement, status. Feminine societies are more familiar with co-operation, modesty, caring and quality of life. The values of wealth, material success, ambition and achievement are common in masculine societies; whereas charity, equality, caring for the weak and saving the environment are values that are emphasized by feminine societies (Hofstede, 1991).

Long term orientation which is also called as Confucian dynamism focuses on the degree the society embraces, or does not embrace long-term devotion to traditional, forward thinking values (Hofstede, 2001). Confucian dynamism concerns the time orientation and is bipolar (Kwok & Uncle, 2005). Understanding the way they allocate their time can help to explain differences in consumer behavior (Brodowsky & Anderson, 2000). A higher or positive long term orientation

index is related to a future-oriented perspective with values placed on desires and loyalty (Fletcher & Brown, 1999). In such cultures, consumers are more open to make short-term sacrifices or investments for long-term gains (Nakata & Sivakumar, 2001). People with a future orientation have a preference for delayed rewards (Klineberg, 1968). They work hard for success in the future (Yoo *et al.* 2004). By contrast, a lower or negative index is characterized by a past-oriented perspective, with a focus on traditions (Fletcher & Brown, 1999). People in such cultures favor “short-term planning and more immediate financial gains” (Nakata and Sivakumar, 2001). People with past orientation are less likely to save money for the future (Spears, Lin & Mowen, 2001).

National cultural distance can be defined as “the degree of difference in cultural norms between countries” (Kogut & Singh, 1988: 422) and suggest a mixed index based on deviations from Hofstede’s scores (1980, 1991) on national culture dimensions to estimate cultural distance. Cultural distance measures the extent to which national cultures are different from and similar to the culture of the other country (Shenkar, 2001). Cultural distance as a measure of cultural gaps represents sources of friction between cultural systems that may potentially disrupt corporations, and the people they employ, from interacting effectively with one another (Crotts, 2004). Using Kogut and Singh’s formula, Morosini *et al.* (1998, p. 144) developed a multidimensional measure for the cultural distance between countries:

$$CD_j = \sqrt{\sum (I_{ij1} - I_{ij2})^2}$$

where:

CD_j ~ The cultural distance for the j th country;

j ~ Country;

I ~ Cultural dimension;

I_{ij_1} ~ Hofstede's score on i th cultural dimension and country one (j_1);

I_{ij_2} ~ Hofstede's score on i th cultural dimension and country two (j_2).

The composite index is an effective indicator and an objective measure of cultural distance. The measure of cultural distance was used numerous international studies (Luo, Zhao & Du, 2005; Sakarya, Eckman & Hyllegard., 2007).

CHAPTER 3

RESEARCH METHOD

Research Objective

Online shopping is becoming increasingly popular in the world with the developments in information technology. Even though online shopping behavior is an extensively researched area, few studies examined cultural influences on online shopping behavior (Park & Jun, 2003; Mohmood *et al.*, 2004; Chai & Pavlov, 2004; Lopez & Martinez, 2005; Moon *et al.*, 2008). The main objective of this study is to explore cultural differences in online shopping behavior and consumption value. The research process involved the selection of constructs for measurement through a review of literature on online shopping behavior, consumption value and cultural distance. The literature review revealed online purchase frequency, goods purchased, online site type used and payment method as dimensions of online shopping behavior (Hairong *et al.*, 1999; Lin & Lu, 2000; Yoon, 2002; Fiore *et al.*, 2005; Kim & Park, 2005; Levin *et al.*, 2005; So *et al.*, 2005; Kamurulzaman *et al.*, 2007; Moon *et al.*, 2008). Utilitarian and hedonic consumption value classification of Babin *et al.* (1994) was adapted for measuring consumption values of online shoppers in two cultures. Hofstede's cultural dimension index scores and Morosini *et al.*'s (1998) cultural distance formula were used for determining and ensuring the cultural difference between the two nations selected. The conceptual framework developed is presented in Figure 1.

Online shopping behavior and consumption value differences between two culturally distant countries – Turkey and The United Kingdom along with differences in online shopping behavior of hedonic and utilitarian shoppers are investigated. The study addresses the following research questions:

- Does online shopping behavior differ between two culturally distant countries - Turkey and The United Kingdom along the dimensions of online purchase frequency, goods purchased, online site type used and payment method?
- Do British and Turkish online shoppers have similar consumption values?
- Does the behavior of hedonic and utilitarian online shoppers differ along the online shopping behavior dimensions of online purchase frequency, goods purchased, online site type used and payment method?

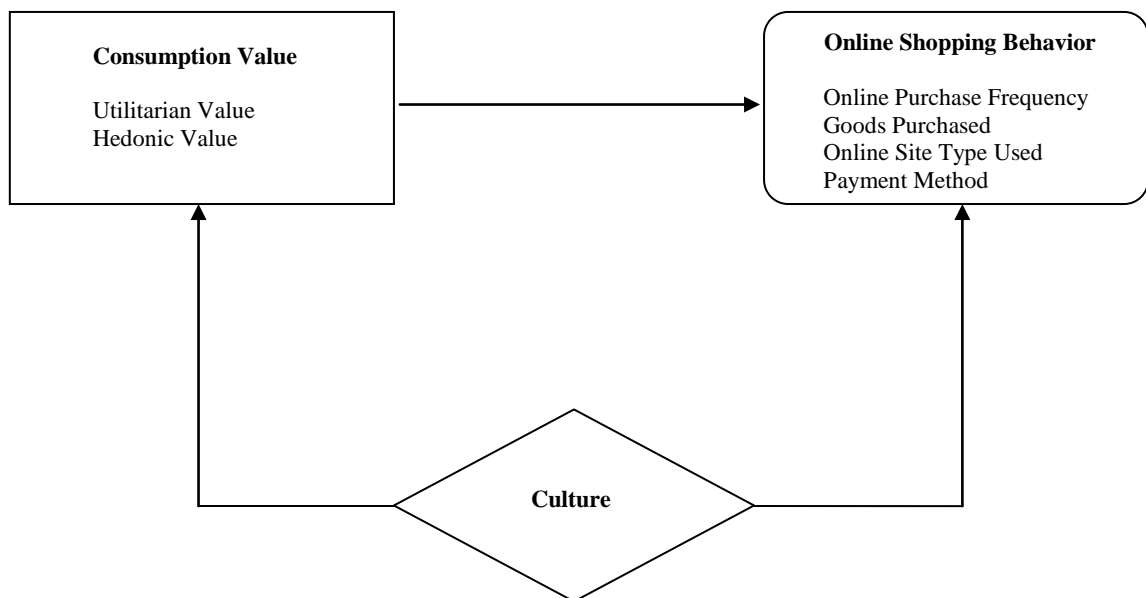


Fig. 1 Conceptual framework

Research Instrument

A questionnaire was developed for the study. Scales for the measurement of consumption value were borrowed from the literature; others were developed by adapting existing scales. The respondent answered fourteen questions measuring online shopping behavior dimensions and consumption value, their opinions on the advantages and disadvantages of online shopping, their product type perceptions for eleven product categories as experience and search goods and demographics on nationality, age, gender, education and income level. The variables measured and the scales used are presented in Table 2. The English and Turkish versions of the research instruments used for the British and Turkish samples can be seen in Appendix A (pages from 59 to 72).

Table 2. Variable List and Measures

Construct	Number of Items	Scale	Source
Use of Online Shopping	1	Nominal	
Online Shopping Behavior			
Online Purchase Frequency	1	7 Point Scale*	Milong, 2010
Goods Purchased	11	5 Point Scale**	Milong, 2010 & Moon <i>et al.</i> 2008
Online Site Type Used	6	5 Point Scale**	Clarck, 1997
Payment Method	4	5 Point Scale**	Milong, 2010
Product Type Perception	18	5 Point Scale***	Milong, 2010 & Moon <i>et al.</i> 2008
Consumption Value (Hedonic/Utilitarian)	15	5 Point Likert Scale	Babin <i>et al.</i> , 1994
Demographics	5	nationality, age, gender, education and income level	

* more than once a week (1), less than once a year (7);

** none/very low (1), very high (5);

*** definitely disagree (1) , definitely agree (5)

The preliminary questionnaire was developed in Turkish and was tested on ten Turkish respondents. As cross-cultural studies entail employment of a back-translation in the pursuit of the translation procedure (Brislin, 1970), the final questionnaire after the revisions went through two back translation processes from Turkish to English and from English to Turkish. Three Turkish people with post graduate degrees who have been living in The United Kingdom for a minimum of fifteen years after their university educations in Turkey contributed to translations.

The first question of the survey inquired online shopping usage of the sample units. This question was used for eliminating from the sample those respondents who do not shop online. Second and third questions were on advantages and disadvantages of online shopping. The respondents were provided 6 items on each category derived from the literature review. (Hoffman & Novak, 1996; Alba *et al.*, 1997; Bakos, 1997; Peterson *et al.*, 1997; Brynjolfsson & Smith 2000; Rosen & Howard, 2000; Jiang, 2002; Hu *et al.*, 2010; Wenjie, 2010). As an addition to listed advantages and disadvantages, an “other” item was included in the questions for determining other advantages and disadvantages of online shopping that are not included in the list. The items used for the advantages and disadvantages of online shopping are presented in Table 3.

Table 3. Advantages and Disadvantages of Online Shopping

Advantages	Disadvantages
Elimination of time and space barriers	Lack of opportunity to physically examine the goods
Reaching variety of products	Concerns about security
Finding lots of information about products	Concerns about misleading information on products
Opportunity to customize by choosing attributes	Paying extra premiums for products
Reaching reasonable prices	Badly organized sites
Feeling joy	Too many product choices

Literature review revealed online purchase frequency, goods purchased, online shopping site type used and payment method as four dimensions of online shopping behavior (Clarck, 1997; Moon *et al.*, 2008; Milong, 2010). In this study these four dimensions were used as variables for measuring online shopping behavior.

Questions 4 through 8 measured online shopping behavior dimensions. Researchers used different scales for measuring online purchase frequency. Jiang *et al.* (2008) measured online purchase frequency with a single Likert scale item which asked respondents to indicate their agreements with the statement “Do you go online shopping frequently?” Similarly, Chiu and Chang (2009) and Gefen *et al.* (2003) used Likert scale for measuring the online repurchase intention. Milong (2010) however measured online purchase frequency by providing seven time intervals for this variable by separating time intervals as “more than once a week”, “once a week”, “once a month”, “once every three months”, “once every six months”, “once a year” and “less than once a year”. In this research, Milong’s scale was used for measuring the online purchase frequency as it provides specific time intervals.

Question 4 measured online purchase frequency.

The amount of goods purchased online was explored either by product type (as search and experience) or by product category in previous research. Product type was found to affect online purchases indicating that e-tailing is more appropriate for selling search goods than experience good (Klein, 1998; Citrin *et al.*, 2003; Milong, 2010; Girard *et al.*, 2002). Yoo and Donthu (2001) measured goods purchased dimension by first determining the product type. They asked respondents to classify thirteen product categories as search and experience goods before measuring the buying amount of each product category. Then the respondents were asked to rank to thirteen product categories according to their buying amounts. The thirteen product

categories were apparel, auctions, books and magazines, computer hardware, DVD`s and videos, electronics, food and drink, gift and flowers, health and beauty, home and garden, music, sport and hobbies and finally toys and games. Milong (2001) and Kim *et al.* (2010) also used a similar product categorization with a more limited number of categories. In this study, eleven of the thirteen product categories of the Yoo and Donthu (2001) study were used for measuring the level of buying amounts for product categories. The auction and music categories were excluded from the list as they were found confusing by respondents during the pilot study. Question 5 in the questionnaire measured level of buying amounts for goods purchased dimension. Rather than having respondents rank the product categories by the amounts bought as both Yoo and Donthu (2001), Milong (2001) and Kim *et al.* (2010) did, level of buying amounts for the product categories were determined by providing 5 point scales ranging from “none/very low” (1) to for “very high” (5) for product categories.

In line with previous research, Question 6 measured products type perceptions of the respondents. In order to determine their perceptions of products as search and experience goods, The British and Turkish online shoppers were provided statements on the need to examine the quality and to try before a purchase decision. The respondents indicated their levels of agreement with these statements on five point Likert scales ranging from “definitely disagree” (1) to “definitely agree” (5). The product categories and representing products used can be seen in Table 26 in Appendix B (page 81).

Site type used dimension of the online shopping behavior was measured in Question 8. Previous researchers used similar scales for measuring online shopping site type used. In his study on the characteristics of consumers in online shopping

and related marketing strategies, Milong (2010) directly asked online purchase place with an open ended question. In measuring site type used, Clark (1997) provided respondents with six site types and asked them to indicate the ones they use. In this study Clark's (1997) classification of site types as manufacturer sites, mortar retailer sites, catalogue hybrid sites, pure dot.com sites, mall sites and broker sites was used. For a better understanding of the site types by the participants, real life examples of site types are integrated into the order type question. However, rather than simply asking respondents whether or not they are using these site types, their level of usage amounts for the site types was measured by providing scales ranging from "none/very" low (1) to "very high" (5) .

Payment method for online purchases is measured by providing two payment options that are online payment and cash on delivery (Koreeda, 1999; Milong, 2010; Lin *et al.*, 2010). Payment online can be made by direct money transfer through local or international financial institutions, or by giving credit card information. In recent years, consumers are also using virtual credit cards for paying online. In Question 8 levels of usage for the four payment methods, "online payment by giving credit card information", "online payment by virtual credit card", "online payment by direct money transfer" and "cash on delivery" were measured on five point scales ranging from "none/very low" (1) to "very high" (5).

The second construct explored in the study is consumption value. Sheth, Newman, and Gross (1991) and Xiao and Kim (2009) have suggested that products can provide functional, social, emotional and epistemic values thereby effecting consumers' purchase motivations. They measured each consumption value item by seven point Likert Scales ranging from "strongly disagree" (1) to "strongly agree" (7). Babin *et al.* (1994), on the other hand, analyzed consumption value in two

categories which are hedonic and utilitarian expressions. Surprise, curiosity, fun, creativity and fantasy are the expressions for the hedonic value; quick and simple, control, efficiency, rationality and informativeness are the expressions for the utilitarian value. They used five- point Likert Scale for measuring hedonic and utilitarian consumption values. Initially, they developed a large number of utilitarian and hedonic value variables, the statements for which are listed in Tables 24 and 25 in Appendix B (pages 79 and 80). This list was then reduced to a fifteen item scale which is commonly used in measuring utilitarian and hedonic consumption value. Factor analyses revealed a total of 15 factors which formed the basis of their scale for measuring consumption value. Value items were measured by five point Likert Scales ranging from “strongly disagree” (1) to “strongly agree” (5). In this study Babin *et al.*’s (1994) consumption value scale is used, and the scale items are provided in Table 4 below.

Table 4. Consumption Value Scale Items (Babin *et al.*, 1994)

Hedonic Consumption Value:
1. This shopping trip was truly a joy.
2. I continued to shop, not because I had to, but because I wanted to.
3. This shopping trip truly felt like an escape.
4. Compared to other things I could have done, the time spent shopping was truly enjoyable.
5. I enjoyed being immersed in exciting new products.
6. I enjoyed this shopping trip for its own sake, not just for the items I may have purchased.
7. I had a good time because I was able to act on the "spur-of-the-moment."
8. During the trip, I felt the excitement of the hunt.
9. While shopping, I was able to forget my problems.
10. While shopping, I felt a sense of adventure.
11. This shopping trip was not a very nice time out.
Utilitarian Consumption Value
12. I accomplished just what I wanted to on this shopping trip.
13. I couldn't buy what I really needed.
14. While shopping, I found just the item(s) I was looking for.
15. I was disappointed because I had to go to another store(s) to complete my shopping.

Questions 10 to 13 on demographics measured the respondents' age ranges in seven categories, their gender, their level of education in four categories and their income level in seven categories (Appendix A, Research instruments for Turkish and British samples pages 59 and 66). Income levels were narrowed and analyzed in three groups after data collection. Question 14 asked respondents to indicate their nationalities as "Turkish", "British" or "Other". This question was used for classifying the sample as British and Turkish and for excluding respondents from other nationalities.

Sample, Data Collection & Analysis

The two countries selected for the study are Turkey and United Kingdom. The countries have similar positions in Internet usage rankings in Europe, and online shopping have been growing annually at 15% and 14% in The United Kingdom and Turkey respectively in recent years even though the value of internet retailing business is considerably different between the two countries (Euromonitor, 2010; Miniwatts 2010). As the study aims to explore cultural distance in online shopping behavior, cultural difference between the two countries was analyzed. Application of Morosini *et al.*'s (1998) cultural distance measure which utilizes Hofstede's cultural dimension indexes revealed a difference between the two countries. The detail of cultural distance analysis between Turkey and The United Kingdom is provided in Table 35, in Appendix C on page 90. Even though the sizes of e-tailing businesses differ between the two countries, both internet and online shopping usage are growing.

Online shoppers normally have two basic characteristics. They are more educated and sophisticated relative to nonusers of online shopping, have some networking knowledge and strong purchasing power (Wenjie, 2010). The sample unit in the study was online shoppers who are professionals working for international companies that are operating both in Turkey and The United Kingdom. For the explanatory study, a sample consisting of 323 (173 from Turkey, 150 from The United Kingdom) professionals, working for Villeroy & Boch, Pricewaterhouse Coopers, SAP, Coca-Cola, Nielsen and British American Tobacco, L'Oreal, Vodafone and Intema was selected. The motive behind the sample selection decision was an attempt to control the samples from the two countries for non-cultural confounding factors. As Foxman *et al.* (1988) claimed, both macroeconomic and socio-demographic factors can affect consumers of different cultures. Macroeconomic factors, such as the economic level of the country which effects income, were effectively controlled by selecting sample units with similar socio economic levels. Socio-demographic factors like gender, age, education and income were treated as covariates in studies (Kwock & Uncle, 2005). Although they may affect consumer behavior, in this study they were used for identification of sample units and the relationship between online shopping behavior and demographic characteristics of the sample was not examined. The information on the age of respondents was used to select sample units within the age range of 20-50 years. According to the survey results, online shopping is highest among the 20-43 age group in Turkey, and the 35-44 age group in The United Kingdom (TUIK, 2010; Just-style, 2010).

Online survey method was used for data collection which took place between 5 April and 30 April of the year 2011. Questionpro.com site was used for the online

survey. Questionnaire links were sent directly to the sample units by an e-mail message. A total of 173 questionnaires were sent to Turkish Online shoppers and 150 questionnaires were sent to British online shoppers. The response rate was 73 % and 244 questionnaires were received. The total sample of 201 consisted of 100 Turkish and 101 British consumers after the elimination of the responses with missing data, those beyond the predetermined age range of 20 - 50, those with a degree below high school education and those with other nationalities than Turkish and British. The response rate for the survey is presented in the Table 5 below.

Table 5. Response Rate for the Survey

	Turkish	British	Total
Number of questionnaires sent	173	150	323
Number of questionnaires received	128	116	244
Response Rate	73%	77%	75%

The data was analyzed using Statistical Package for the Social Sciences (SPSS 16). For statistical analysis, descriptive statistics, ANOVA and independent sample t-test were employed. As a first step, an analysis of descriptive statistics for the research variables was conducted. In line with the research objectives, firstly online shopping behavior dimensions of online purchase frequency, goods purchased, online site type used and payment method for Turkish and British samples was analyzed and compared for differences by using one way ANOVA. Next, consumption values of the two samples were analyzed and tested for differences by using an independent sample t-test. Finally, relationship between consumption value and dimensions of online shopping behavior was analyzed for differences for the total sample by using one way ANOVA.

CHAPTER 4

ANALYSIS & RESULTS

Analysis of the data collected and the findings of the study are discussed in this chapter. As a first step descriptive statistics are presented. Secondly, differences in online shopping behavior and consumption values of the British and Turkish consumers are analyzed. Finally, a third analysis on the difference between online shopping behavior of hedonic and utilitarian shoppers is conducted for the total sample.

Descriptive Statistics

Sample Descriptives

An analysis of sample characteristics indicates that Turkish and British samples are similar in terms of demographic characteristics. The total sample consists of 51.7% female and 48.3% male respondents. The number of female respondents is slightly higher than male respondents for both samples. Among the three age groups, the highest number of respondents (51.7%) are in the 21-30 age range, followed by 32.8% in the 31-40 age range. The distribution of sample units among the age groups is similar in the two samples. 97.5% of the sample units have either a bachelors or a postgraduate degree. This distribution is similar for Turkish and British samples. Finally, there is a high concentration in the middle income level group which is defined as the £1401 - 3000 income range for the United Kingdom, and the 2000 - 7500 TL income range for Turkey. 86.6% of the sample units in the total sample are

online shoppers. Percentages for the British and Turkish samples are 79% and 94, 1% respectively indicating a higher level of usage for the Turkish Sample. The analysis of research questions was conducted for a total sample of 174 online shoppers. Sample characteristics are presented in Table 6 below.

Table 6. Sample Characteristics

		Turkish n=100		British n=101		Total Sample n=201	
		frequency	%	frequency	%	frequency	%
Gender	Female	51	51	53	2.5	104	51.7
	Male	49	49	48	7.5	97	48.3
	Total	100	100	101	100.0	201	100.0
Age Groups	21-30	59	59	45	44.6	104	51.7
	31-40	26	26	40	39.6	66	32.8
	41-50	15	15	16	15.8	31	15.4
	Total	100	100	101	100.0	201	100.0
Education Level	High School	4	4	1	1.0	5	2.5
	Bachelor Degree	61	61	44	43.6	105	52.2
	Post Graduate degree	35	35	56	55.4	91	45.3
	Total	100	100	101	100.0	201	100.0
Income Level	Low	13	13	14	14.4	27	13.7
	Middle	54	54	46	47.4	100	50.8
	High	33	33	37	38.2	70	35.5
	Total	100	100	97	100.0	197	100.0
Use of Online Shopping	Yes	79	79	95	94.1	174	86.6
	No	21	21	6	5.9	27	13.4
	Total	100	100	101	100	201	100

Advantages and Disadvantages of Online Shopping

Respondents were asked about their opinions on the advantages and disadvantages of online shopping. Most important advantages of online shopping are elimination of time and space barriers and reaching reasonable prices for both Turkish and British shoppers. Lack of opportunity to physically examine the goods, and concerns about security rank highest as disadvantages for both samples. The analysis of the data in Table 7 shows that the frequencies for the rankings of all the advantages of online shopping are higher for the British sample relative to the Turkish sample; and the frequencies of the top three ranking disadvantages of online shopping are higher for the Turkish sample relative to the British sample. This may be an indication of the difference in the efficiencies and value providing capabilities of the e-tailers serving these markets.

Table 7. Advantages & Disadvantages of Online Shopping

	British n=101		Turkish n=100		Total Sample n=201	
	frequency	%	frequency	%	frequency	%
Advantages						
Elimination of time and space barriers	68	20.9	59	24.6	127	22.5
Reaching variety of products	62	19.1	50	20.8	112	19.8
Finding lots of information about products	61	18.8	38	15.8	99	17.5
Opportunity to customize by choosing attributes	40	12.3	27	11.3	67	11.9
Reaching reasonable prices	66	20.3	57	23.8	123	21.8
Feeling joy	28	8.6	9	3.8	37	6.5
Total	325	100.0	240	100.0	565	100.0
Disadvantages						
Lack of opportunity to physically examine the goods	64	23.4	78	28.5	142	26.0
Concerns about security	62	22.7	70	25.5	132	24.1
Concerns about misleading information on products	33	12.1	52	19.0	85	15.5
Paying extra premiums for products	50	18.3	37	13.5	87	15.9
Badly organized sites	46	16.8	36	13.1	82	15.0
Too many product choices	18	6.6	1	0.4	19	3.5
Total	273	100.0	274	100.0	547	100.0

Online Shopping Behavior

Online Purchase Frequency

Online purchase frequency was measured by using time intervals as “more than once a week”, “once a week”, “once a month”, “once every three months”, “once every six months”, “once a year” and “less than once a year” (Milong, 2010).

Majority of the Turkish consumers in the sample shop online once a month (40.2 %), whereas most consumers in the British sample shop once a week (41.1 %). 85.3 % of British shoppers shop at least once every month, whereas 69.5 % of Turkish consumers shop at least once a month.

Table 8. Online Purchase Frequency

	Turkish n=79		British n=95		Total Sample n=174	
	frequency	%	frequency	%	frequency	%
More than once a week	4	4.9	14	14.7	18	10.2
Once a week	19	24.4	39	41.1	58	33.3
Once a month	32	40.2	28	29.5	60	34.5
Once every three months	17	22.0	9	9.5	26	15.3
Once every six months	2	2.4	4	4.2	6	3.4
Once a year	4	4.9	1	1.1	5	2.8
Less than once a year	1	1.2	0	0.0	1	0.6
Total	79	100.0	95	100.0	174	100.0

Goods Purchased

Products bought online are grouped as experience and search goods (Moon *et al.*, 2008). Consumers decide to buy some goods based on information on the attributes, look and price without physically examining the quality and/or trying. For some other products they feel the need to examine the quality and/or try the good before they buy. In order to determine perceptions of product types, the respondents in the

sample were asked to provide information on the information search, alternative evaluation and purchase decision stages of their buying decision processes. A list of products representing eleven of the thirteen product categories used by Yoo and Donthu (2001) were used. Considering their buying behavior, respondents were asked to indicate their levels of agreement with statements representing search and experience good buying Behavior. The use of a subjective classification criterion of a mean of 3.5 is used. Turkish and British consumers in the sample have similar product type perceptions for all products inquired except for vegetable. Table 9 shows the results of product type classification according to the subjective criteria used. Significance of the differences in product type perceptions for categories are presented in Table 29 on page 84 in Appendix B.

Table 9. Product Type Perceptions of British & Turkish Consumers

	British n= 95			Turkish n= 79		
	Mean	Std. Dev.	Product Type	Mean	Std. Dev.	Product Type
Shirt	3.74	0.97	Experience	3.91	1.25	Experience
Book	2.41	1.03	Search	2.66	1.23	Search
Magazine	3.07	1.22	Search	2.82	1.14	Search
Computer Hardware	2.23	0.99	Search	2.58	1.32	Search
DVD/Video	2.87	1.27	Search	2.81	1.26	Search
Laptop	3.59	1.35	Experience	3.64	1.34	Experience
Vegetables	3.33	1.03	Search	3.60	1.25	Experience
Wine	2.13	0.89	Search	2.44	1.20	Search
Gift	3.32	0.96	Search	3.39	1.05	Search
Flower	2.76	0.94	Search	2.74	1.24	Search
Vitamins	3.20	1.17	Search	3.13	1.21	Search
Make up product	3.26	1.06	Search	3.44	1.28	Search
Tableware	2.48	0.90	Search	2.64	1.28	Search
Lawn seed	2.75	0.85	Search	2.88	1.29	Search
Sport Equipment	2.40	0.83	Search	2.47	1.22	Search
Hobbies	3.11	0.99	Search	3.38	1.05	Search
Toys	2.42	0.83	Search	2.56	1.10	Search
Games	3.17	1.16	Search	2.92	1.28	Search

Respondents were also asked to indicate their online purchase amount levels for eleven product categories on a five point scale ranging from “none/very low” (1) to “very high” (5). Food and drink, books and magazines and gift and flowers are the three product categories which are bought online at highest levels by British consumers. Turkish consumers also buy these three categories at highest levels.

Table 10. Product Categories and Online Buying Levels

	Turkish n=79				British n=95	
	Mean	Std. Dev.	Ranking		Mean	Std. Dev.
Food/Drink	3.21	1.45	1	Food/Drink	3.52	1.16
Gift/Flower	2.90	1.25	2	Books/Magazines	3.18	1.08
Books/Magazines	2.50	1.2	3	Gift/Flower	3.17	1.12
Apparel	2.44	1.3	4	Toys/Games	3.07	1.27
Electronics	2.40	1.25	5	Sport and Hobbies	3.01	1.10
Health/Beauty	2.37	1.22	6	Health/Beauty	3.00	1.13
Sport and Hobbies	2.29	1.24	7	DVD/Video	2.99	1.23
DVD/Video	2.28	1.15	8	Apparel	0.00	1.12
Computer Hardware	2.15	1.17	9	Electronics	2.87	1.16
Toys/Games	2.13	1.29	10	Home/Garden	2.74	1.20
Home/Garden	1.84	1.04	11	Computer Hardware	2.59	1.16

Online Shopping Site Type Used

Online site type used variable was measured using the six type classification by Clark (1997). Respondents were asked to indicate their usage levels for manufacturer, mortar retailer, catalogue hybrid, pure dot.com, mall and broker sites on a five point scale ranging from “none/very low” (1) to “very high” (2). For a better understanding of the site types by the participants, real life examples of each site type were provided with the question. Online shopping type usage levels of the British and Turkish consumers are presented in Table 11.

Table 11. Online Shopping Site Type Usage Levels

	Turkish n =79			British n=95		
	Mean	Std. Dev.	Ranking	Mean	Std. Dev.	
Mortar retailer site	3.12	1.33	1	Mortar retailer site	3.85	1.22
Pure dot.com site	3.11	1.18	2	Manufacturer site	3.77	1.10
Manufacturer site	3.01	1.48	3	Pure dot.com site	3.75	1.13
Broker site	2.92	1.59	4	Catalogue hybrid site	3.66	1.13
Catalogue hybrid site	2.83	1.31	5	Mall site	3.42	1.33
Mall site	2.59	1.29	6	Broker site	3.37	1.57

Both British and Turkish online shoppers use the same site types at highest levels, the ranking however are different. Top three mostly used online shopping sites by the British consumers are mortar retailer, manufacturer and pure dot.com sites. The most used online shopping sites by the Turkish shoppers use mortar retailer, pure dot.com and manufacturer sites respectively

Payment Method

Payments for online purchases can be made online and also by cash on delivery.

Online payments can be made by direct money transfer through local or international financial institutions, by giving the credit card information and by using virtual credit cards. Respondents were provided with the four types of payment methods in Table 12 and were asked to indicate their levels of usage of each payment method on a five point scale ranging between “none/very low” (1) and “very high” (5).

Table 12. Payment Methods Usage Levels for Online Purchases

	Turkish n=79				British n=95	
	Mean	Std. Dev.	Ranking		Mean	Std. Dev.
Online payment with giving credit card info	3.84	1.30	1	Online payment with giving credit card info	3.89	0.93
Online payment with virtual credit card	2.3	1.43	2	Online payment with virtual credit card	2.34	1.36
Cash on delivery	2.29	1.27	3	Online payment with direct money transfer	1.82	1.14
Online payment with direct money transfer	2.15	1.29	4	Cash on delivery	1.22	0.70

For both British and Turkish consumers online payment by giving credit card information has the highest usage level. Top three payment types for British shoppers are online payment with giving credit card information, online payment with virtual credit card and online payment with direct money transfer. Top three payment types for Turkish shoppers are online payment with giving credit card information, online payment with virtual credit cards and cash on delivery.

Consumption Value

Consumption value was measured by a scale developed by Babin *et al.* (1994) where respondents indicate their level of agreement with statements expressing hedonic and utilitarian value. Individuals with an average score of 3 and above are classified as having hedonic consumption values. 63% of the respondents in the British and 84% of the respondents in the Turkish sample have consumption value averages (3, 12 and 3, 23) above 3 and can be classified as hedonic consumers (Table 13). Overall analysis of the sample means indicate that both British and Turkish samples tend to have hedonic values.

Table 13. Consumption Values for the Sample

	British n=95	Turkish n=79	Total n=174
Hedonic Consumers %	63.00	84.00	72.50
Utilitarian Consumers %	37.00	16.00	27.50
Mean	3.12	3.23	3.17

Online Shopping Behavior and Culture

In addressing the research question on the effect of culture on online shopping behavior, data on online purchase frequencies, goods purchased, site types used and payment methods of Turkish and British consumers in the sample were analyzed for differences using one way ANOVA. The analysis reveals significant differences in all dimensions of online shopping behavior between the two samples. A summary of the significant differences in online shopping behavior dimensions between Turkish and British consumers is given in Table 14 below. ANOVA Tables for individual online shopping behavior dimensions are given on pages 82 and 83 in Appendix B.

Table 14. Summary Table for the Analysis of Variance Differences:
In Online Shopping Behavior Dimensions between Turkish and British Consumers

	F	Sig.
Online Shopping Frequency	13.40	0.00
Goods Purchased		
Apparel	6.81	0.01
Books/Magazines	15.68	0.00
Computer hardware	6.38	0.01
DVD/ Video	15.51	0.00
Electronics	6.78	0.01
Health/Beauty	2.47	0.00
Food/Drink	2.23	0.12
Home/Garden	12.85	0.00
Gift/Flower	27.64	0.14
Sport/Hobbies	16.68	0.00
Toys/Games	23.61	0.00
Online Site Type Used		
Manufacturer site	15.19	0.00
Mortar retailer site	14.43	0.00
Catalogue hybrid site	20.69	0.00
Pure dot.com site	13.50	0.00
Mall site	17.99	0.00
Broker site	3.63	0.06
Payment Method		
Online payment with giving credit card information	0.10	0.76
Online payment with virtual credit card	0.02	0.88
Online payment with direct money transfer	3.18	0.08
Cash on delivery	49.88	0.00

ANOVA revealed significant differences between online shopping behavior of Turkish and British consumers on all dimensions (Tables 27 and 28, Appendix B, pages 82 and 83). Shopping frequencies of British and Turkish online shoppers are significantly different (Tables 16 and 27). British consumers shop online more frequently than their Turkish counterparts. Majority of British shoppers (85.3 %) and 69.5 % of Turkish shoppers shop online at least once a month.

Regarding the good purchased dimension of online shopping behavior, level of online buying amounts for goods purchased is significantly different between the Turkish and British consumers for nine of the eleven product categories investigated. In food/drink and gift/flower product categories, the level of online buying amounts between the British and Turkish consumers do not differ significantly (Table 16). Analysis of variance table for goods purchased dimension of the online shopping behavior is presented in Table 27, Appendix B (page 82). Within the context of goods purchased dimension of online shopping behavior, product type perceptions for the two samples were measured. Related to the level of purchase amounts for goods, product type perceptions of the two samples were also measured for an assessment of the effect of product type on online purchase amount. An analysis of the differences in perceptions of product types for eleven product categories was conducted (Table 29, Appendix B, page 84). The results indicate that there is a difference in product type perceptions between Turkish and British consumers for three product categories. These are computer hardware, food/drink (vegetables and wine) and sport/hobbies (Table 15).

Table 15. Summary Table for the Analysis of Differences:
In Product Type Perceptions of between Turkish and British Consumers

	F	Sig.
Apparel (Shirt)	1.13	0.29
Books/Magazine (Books/Magazine)	0.00	0.98
Computer Hardware (Computer Hardware)	4.53	0.03
DVD/Video (DVD/Video)	0.12	0.73
Electronics (Laptop)	0.06	0.81
Food/Drink (Vegetables/Wine)	8.70	0.00
Gift/Flower (Gift/Flower)	0.07	0.79
Health/Beauty (Vitamins, Make-up Products)	0.15	0.70
Home/Garden (Tableware/Lawn Seed)	1.33	0.25
Sport/Hobbies (Sport Equipment/Hobbies)	3.44	0.07
Toys/Games (Toys/Games)	0.25	0.62

The online shopping sites used for purchases also differ significantly for Turkish and British consumers. The differences in the usage levels of manufacturer sites, mortar retailer sites, catalogue hybrid sites and pure.com sites are highly significant. The significance of the difference in usage of broker site is at 0.06 levels (Table 14, Appendix B, Table 28, page 83). British customers have a higher usage level of all types of online shopping sites relative to Turkish consumers.

British and Turkish online shoppers' usage levels of payment methods for online purchases differ for two of the four payment methods (Table 14, Appendix B, Table 28, page 83). The usage levels for online payment methods of direct money transfer and cash on delivery differ significantly between the two samples. These payment types are used at higher levels by Turkish consumers. The usage levels for credit cards and virtual credit cards for online payment are not significantly between the two samples.

Culture and Consumption Value

For addressing the research question on the differences of consumption value between cultures, consumption values of the Turkish and British online shoppers were measured. The significance of the differences in consumption values was tested by using independent sample t-test. The result indicates that there is not a significant difference between the consumption values of the two samples ($F \sim 0,58$; $\text{sig} \sim 0,82$). Majority of online shoppers in both cultures have hedonic consumption values. Details of the analysis are presented in Appendix B, Table 30 in on page 85.

Online Shopping Behavior and Consumption Value

For investigating differences in online shopping behavior by consumption value, data from the total sample was analyzed using one-way ANOVA. Differences in online purchase frequency, goods purchased, site type used and payment method dimensions of online shopping behavior between utilitarian and hedonic consumers was investigated. A summary of the analysis for differences in online shopping behavior dimensions between utilitarian and hedonic consumers is given in Table 16. ANOVA Tables for individual online shopping behavior dimensions are given in Appendix B, in Tables 31 to 33 (pages 86-88).

Table 16. Summary Table for the Analysis of Variance Differences: In Online Shopping Behavior Dimensions between Utilitarian and Hedonic Consumers

	F	Sig.
Online Shopping Frequency	0.34	0.56
Goods Purchased		
Apparel	2.54	0.11
Books/Magazines	0.01	0.92
Computer hardware	4.42	0.04
DVD/ Video	0.96	0.33
Electronics	0.61	0.44
Food/Drink	0.48	0.49
Gift/Flower	1.37	0.24
Health/Beauty	5.71	0.02
Home/Garden	0.03	0.86
Sport/Hobbies	1.92	0.17
Toys/Games	6.77	0.01
Online Shopping Site Type Used		
Manufacturer site	0.00	0.95
Mortar retailer site	0.39	0.53
Catalogue hybrid site	0.23	0.63
Pure dot.com site	0.76	0.38
Mall site	0.06	0.81
Broker site	0.44	0.51
Payment Method		
Online payment with giving credit card information	0.08	0.78
Online payment with virtual credit card	1.21	0.27
Online payment with direct money transfer	1.29	0.26
Cash on delivery	0.44	0.51

The results of the analyses do not reveal significant difference between online shopping behavior of utilitarian and hedonic consumers in general (Tables 31 and 32, Appendix B, pages 86 and 87). Online shopping frequency, shopping site type and payment method used dimensions of online shopping behavior are similar for utilitarian and hedonic online shoppers (Tables 16, 31 and 32).

Regarding the goods purchased dimension of online shopping behavior, level of online buying amounts between utilitarian and hedonic consumers do not differ for eight of the product categories. It is however significantly different for computer hardware, health/beauty (vitamins, make-up products), and toys/games product categories between the utilitarian and hedonic consumers (Table 31, page 104). Utilitarian consumers buy computer hardware and toys/games online more, while hedonic consumers buy health/beauty products online in higher amounts. Within the context of goods purchased dimension of online shopping behavior, product type perceptions for the two different consumption value groups for the total sample was also measured. A test of difference in perceptions of product types for the eleven product categories was conducted. Results indicate that product type perceptions of utilitarian and hedonic online shoppers differ for three product categories which are apparel (shirt), health/beauty (vitamins, make-up products), and home/garden (tableware, lawn seed) out of eleven groups (Table 17). For two of these product categories which are apparel and health/beauty, the mean product type perceptions of both hedonic and utilitarian consumers are within the 3- 4 range implying an experience good classification (Table 34, in Appendix B, page 89). The significant difference in product type perceptions which was indicated by ANOVA stem from the strength of perception regarding the product type. Home/garden group is perceived as a higher level of experience good for utilitarian consumers.

Table 17. Summary Table for the Analysis of Variance Differences: In Product Type Perceptions of between Utilitarian and Hedonic Consumers

	F	Sig.
Apparel (Shirt)	18.06	0.00
Books/Magazine (Books/Magazine)	0.94	0.33
Computer Hardware (Computer Hardware)	0.07	0.79
DVD/Video (DVD/Video)	0.10	0.75
Electronics (Laptop)	0.38	0.54
Food/Drink (Vegetables/Wine)	0.08	0.78
Gift/Flower(Gift/Flower)	1.47	0.23
Health/Beauty (Vitamins, Make-up Products)	3.02	0.08
Home/Garden (Tableware/Lawn Seed)	21.64	0.00
Sport/Hobbies (Sport Equipment/Hobbies)	0.97	0.33
Toys/Games (Toys/Games)	0.57	0.45

CHAPTER 5

CONCLUSION

Discussion of Results

In this study, effect of culture on online shopping behavior and consumption value, as well as the effect of consumption value on online shopping behavior were explored. The findings indicate that online shopping behavior significantly varies between the two distant cultures studied, and that culture does not have a significant differentiating effect on consumption value. The results of the analysis regarding the relationship between consumption value and online shopping behavior show that the behavior of hedonic and utilitarian shoppers vary significantly in terms of the amount of some goods purchased. The two groups however do not behave differently in terms of their shopping frequencies and their usage levels of online shopping sites and payment methods. These findings on the dimensions of online shopping behavior will be discussed below as they relate to culture and consumption value.

All four of the online shopping behavior dimensions - shopping frequency, goods purchased, and online shopping website type and payment method used – were found to vary between the Turkish and British samples studied. Online shopping frequencies of the two samples are different; and British consumers shop online more frequently relative to Turkish consumers. The reason for this result could be the security perceptions in the sample as expressed by the disadvantages of online shopping mentioned. For both British and Turkish consumers, a concern for security

is one of the important disadvantages of online shopping. However for Turkish shoppers, this is a more frequently expressed problem compared to British shoppers. Within the context of Hofstede's cultural dimensions (1981, 2001), when the risk avoidance indexes of the two countries are analyzed, Turkey has a higher index which implies that Turks are less tolerant to risk. Turkish customers do not trust online shopping as much as the British consumers. For Turkish customers, online shopping has disadvantages such as security concerns, not having sufficient information about products, and not having the chance of physically trying the goods which are all related to trust. The results of the study indicate that British and Turkish samples are similar in terms of consumption value. Thus, an analysis of the relationship between online shopping behavior dimensions and consumption value for the total sample was carried out. The findings indicate that online shopping frequency does not differ significantly between utilitarian and hedonic consumers.

Regarding the goods purchased dimension of online shopping behavior, Turkish and British consumers' levels of buying amounts are different for nine of the eleven product categories studied. These are apparel, books/magazine, computer hardware, DVD/video, electronics, health/beauty, home/garden, sport/hobbies and toys/games. When the product type perceptions of the sample for these product categories are analyzed, it is seen that almost all categories are perceived as experience goods by Turkish customers and the buying amounts are lower relative to British online shoppers. Turkish online shoppers prefer to buy search goods online. This may be attributed to the higher risk avoidance characteristic of the culture. The results imply that Turkish consumers' level of trust for online shopping is lower than British consumers. Additionally, amount of goods purchased by utilitarian and hedonic consumers differ for four product categories which are computer hardware,

health /beauty products and toys/games product categories. Utilitarian consumers purchase amounts for computer hardware and toy/games product categories which are experience goods, were found to be higher relative to hedonic consumers. For hedonic consumers, on the other hand the purchase amounts for health/beauty product category which is also perceived as experience goods are higher.

The finding on the site type used dimension of online shopping behavior indicate that British consumers' usage levels of all six types of online shopping sites are higher relative to Turkish shoppers . This situation is related to higher online shopping frequencies of British consumers. Analysis of differences in usage levels individually for manufacturer sites, mortar retailer sites, catalogue sites, pure dot.com sites, mall sites and broker sites show that Turkish consumers mostly prefer mortar retailer, pure dot.com and manufacturer sites. These are more developed site types and have higher levels of awareness among consumer in Turkey which may be creating a higher level of trust. Trust in online shopping is an important concern for Turkish consumers as people of a culture with high uncertainty avoidance index.

Usage levels of payment methods also differ between Turkish and British online shoppers. Turkish consumers prefer cash on delivery and direct money transfer online more, relative to British consumers for their online purchases. It is clear that these payment methods are mostly used when there is a concern for security. Although payment by giving the credit card information or using a virtual credit card is primarily preferred by both Turkish and British online shoppers, Turkish consumers' levels of preference for cash on delivery and direct money transfer payment methods is higher relative to British consumers.

Contribution and Limitations

Previous studies on online shopping investigated the factors that influence online shopping, as well as motives for, value of, and antecedents of online buying behavior. There has been a scarcity of research on cultural differences in online shopping behavior. The current study addresses this gap by investigating cultural differences in online shopping behavior and consumption value along the dimensions of online purchase frequency, goods purchased, and online shopping site type and payment method between two distant cultures. Additionally, the relationship between online shopping behavior and consumption value is explored as a topic which has received little attention.

The study has limitations. The first limitation is the number of countries studied. The research was carried out in two culturally distant countries, Turkey and United Kingdom. Conducting similar comparisons for greater number of countries could be beneficial for strengthening the finding regarding the significant differences in online shopping behavior between cultures. The second limitation is about the sampling method and the sample size. Even though socio-economic and demographic variables were controlled to a certain extent for decreasing non-randomness, a convenience sample was used due to the cross-cultural nature of the study and geographic and resource constraints. The sample was limited to 323 professionals working for a set of international companies operating in both countries. Another limitation of the study relates to the website quality effect on online shopping behavior. The analysis of online shopping website quality as an important factor affecting shopping behavior was beyond the scope of this study. In order to eliminate the website quality effect, it was intended to measure online shopping behavior in the two samples through a common website popular in the two

countries studied. Unfortunately, it was not possible to determine a widely used common website popular with both samples.

Considering the significant difference in online shopping behavior between the two countries studied, the findings of this exploratory study indicate for a need for further cross-cultural research on the topic. Future studies can benefit from a research design that includes a greater number of countries, a random sample with an enlarged scope and size, as well as one that controls for the effect of website quality. Cross-cultural studies on the effect of website design on online shopping behavior are also needed.

Companies operating online shopping websites, as well as manufacturers using this alternative distribution channel can benefit from the findings on the behavior and consumption values of online shoppers in different cultural contexts for the success and sustainability of their businesses. In designing and revising their online shopping sites, as well as in merchandising decisions, website companies can consider the differences in shopping frequencies, the buying amounts for product types, usage levels of site types and payment methods of online shoppers in different cultures. For example, Turkish online shopping channel managers can prioritize addressing security concerns, improvements in site organization and deals. British operators can improve performance regarding the amount of information provided on the products and services offered, along with security. Furthermore, hedonic or utilitarian orientations of shoppers in different cultures can also be an input into site design decisions.

APPENDIX A
Research Instrument

Questionnaire - English

This questionnaire is part of my thesis study for the Master of Arts degree in International Trade Management at Bogazici University. My research is on cultural differences in online shopping behavior in two countries: Turkey and The United Kingdom. It will take approximately ten minutes to complete. Your cooperation is important to the success of the study and will be kept confidential.

Thank you very much for your time and valuable contribution.

Nagehan Soyer

(You can contact me at nagsoy@yahoo.com for your questions and comments)

1. Do you shop online? Yes ___ No ___
2. In your opinion, which of the advantages listed below are relevant for online shopping (you can select more than one option)?

- Elimination of time and space barriers _____
- Reaching variety of products _____
- Finding lots of information about products _____
- Opportunity to customize by choosing attributes _____
- Reaching reasonable prices _____
- Feeling joy _____
- Other _____

3. In your opinion, which of the disadvantages listed below are relevant for online shopping (you can select more than one option)?

- Lack of opportunity to physically examine the goods _____
- Concerns about security _____
- Concerns about misleading information on products _____
- Paying extra premiums for products _____
- Badly organized sites _____
- Too many product choices _____
- Other _____

(Please continue from the Question 10, if you responded the Question 1 as “no”.)

4. Considering last year, please indicate how often you have shopped online by checking the suitable choice.

More than once a week ___
 Once a week ___
 Once a month ___
 Once every three months ___
 Once every six months ___
 Once a year ___
 Less than once a year ___

5. Considering your online shopping experience in general, please indicate your buying amount for the product groups listed below by circling the number that best expresses your purchase level.

	None/ Very Low	Low	Neither low nor high	High	Very High
Apparel	1	2	3	4	5
Books/Magazines	1	2	3	4	5
Computer Hardware	1	2	3	4	5
DVD/Video	1	2	3	4	5
Electronics	1	2	3	4	5
Food/Drink	1	2	3	4	5
Gift/Flower	1	2	3	4	5
Health/Beauty	1	2	3	4	5
Home/Garden	1	2	3	4	5
Sport / Hobbies	1	2	3	4	5
Toys/Games	1	2	3	4	5

6. We can buy some goods based on information on the attributes, look and price without physically examining the quality and/or trying. For some other products we need to examine the quality and/or try the good before we buy. Considering your buying behavior, please indicate your level of agreement with the following statements by circling a number between 1 and 5. (1 means definitely disagree, 5 means definitely agree).

	Definitely Disagree	Generally Disagree	Neither agree nor disagree	Generally Agree	Definitely Agree
I need to examine the quality and/or try a shirt before I decide to buy.	1	2	3	4	5
I need to examine a magazine before I decide to buy.	1	2	3	4	5
I need to examine a DVD/Video before I decide to buy.	1	2	3	4	5
I need to examine the quality and/or try a laptop before I decide to buy one.	1	2	3	4	5
I need to examine the quality and/or see vegetables before I decide to buy.	1	2	3	4	5
I need to examine the quality and/or see a gift before I decide to buy.	1	2	3	4	5
I need to examine the quality and/or try vitamins before I decide to buy.	1	2	3	4	5
I need to examine the quality and/or try a make-up product before I decide to buy.	1	2	3	4	5
I need to examine the quality and/or try the products for my hobbies before I decide to buy.	1	2	3	4	5
I need to examine the quality and/or try games before I decide to buy.	1	2	3	4	5
Searching and learning about the attributes of and alternatives for a book is sufficient before I buy.	1	2	3	4	5
Searching and learning about the attributes of and alternatives for computer hardware products is sufficient before I buy.	1	2	3	4	5
Searching and learning about the attributes of and alternatives for flowers are sufficient before I buy.	1	2	3	4	5
Searching and learning about the attributes of and alternatives for tableware is sufficient before I buy.	1	2	3	4	5
Searching and learning about the attributes of and alternatives for lawn seed is sufficient before I buy.	1	2	3	4	5
Searching and learning about the attributes of and alternatives for sporting equipment is sufficient before I buy.	1	2	3	4	5
Searching and learning about the attributes of and alternatives for toys is sufficient before I buy.	1	2	3	4	5
Searching and learning about the attributes of and alternatives for wine is sufficient before I buy.	1	2	3	4	5

7. The following table gives some examples of online shopping site types.

<i>Shopping Site Type</i>	<i>Examples</i>
Manufacturer site	www.sony.com , www.adidas.com
Mortar retailer site	www.bestbuy.com www.migros.com.tr , www.koctas.com
Catalogue hybrid site	www.fingerhut.com , www.colombiahouse.com , www.avon.com .
Pure dot.com site	www.amazon.com , www.limango.com
Mall site	www.shopping.yahoo.com , www.emall.com.tr ,
Broker site	www.ebay.com , www.gittigidiyor.com .

Considering your online shopping experience in general and the table above, please indicate your usage of the following online shopping site types by circling the number that best expresses your usage level.

	None/ Very Low	Low	Neither low nor high	High	Very High
Manufacturer site	1	2	3	4	5
Mortar retailer site	1	2	3	4	5
Catalogue hybrid site	1	2	3	4	5
Pure dot.com site	1	2	3	4	5
Mall site	1	2	3	4	5
Broker site	1	2	3	4	5

8. Considering your online shopping experience in general, please indicate your usage of the following payment types by circling the number that best expresses your usage level.

	None/ Very Low	Low	Neither low nor high	High	Very High
Online payment by giving credit card information	1	2	3	4	5
Online payment by virtual credit card	1	2	3	4	5
Online payment by direct money transfer	1	2	3	4	5
Cash on delivery	1	2	3	4	5

9. Considering your feelings and behavior while you are shopping, please indicate your level of agreement with the following statements by circling a number between 1 and 5. (1 means definitely disagree, 5 means definitely agree)

	Definitely Disagree	Generally Disagree	Neither agree nor disagree	Generally Agree	Definitely Agree
Shopping is truly a joy.	1	2	3	4	5
I continue to shop, not because I have to, but because I want to.	1	2	3	4	5
Shopping truly feels like an escape.	1	2	3	4	5
Compared to other things I can do, the time spent for shopping is truly enjoyable.	1	2	3	4	5
I enjoy being immersed in exciting new products.	1	2	3	4	5
I enjoy shopping for its own-sake, not just for the items I may have purchased.	1	2	3	4	5
I have a good time because I am able to act on the "spur-of-the-moment."	1	2	3	4	5
During shopping I feel the excitement of the hunt.	1	2	3	4	5
While shopping, I am able to forget my problems.	1	2	3	4	5
While shopping, I feel a sense of adventure.	1	2	3	4	5
A shopping trip is not a very nice time out.	1	2	3	4	5
I accomplish just what I want to on shopping trips.	1	2	3	4	5
I cannot buy what I really need.	1	2	3	4	5
While shopping, I find just the item(s) I am looking for.	1	2	3	4	5
I am disappointed because I have to go to another store(s) to complete my shopping.	1	2	3	4	5

10. In which of the following categories does your current age level fall?

Under 20 ___ 21-30 ___
51-60 ___ 41-50 ___
51-60 ___ 61-70 ___ Over 70 ___

11. Please indicate your gender.

Female ___ Male ___

12. Please indicate your level of education.

Elementary School ___ High School ___
Bachelor degree ___ Post Graduate Degree ___

13. Please indicate your total (approximate) current monthly income after tax for the current year.

Under £400 ___
Between £401-£800 ___ Between £801-£1400 ___
Between £1401-£2000 ___ Between £2001-£3000 ___
Between £3001-£5000 ___ Over £5001 ___

14. Please indicate your nationality.

Turkish ___ British ___ Other ___

Questionnaire – Turkish

Bu anket çalışması, Boğaziçi Üniversitesi Uluslararası Ticaret Yönetimi Yüksek Lisans derecesi için hazırladığım tezimin bir parçasıdır. İngiltere ve Türkiye’de yürüttüğüm araştırmanın konusu kültürel farklılıkların internetten alışverişe etkisi. Anketi tamamlamanız yaklaşık olarak 10 dakikanızı alacak. Cevaplarınız çalışmamın başarısı için önemlidir ve gizli tutulacaktır.

Ayırduğunuz vakit ve değerli katkılarınız için çok teşekkür ediyorum..

Nagehan Soyer

(Soru ya da görüşleriniz için bana nagsoy@yahoo.com adresinden ulaşabilirsiniz.)

1. İnternetten alışveriş yapar mısınız? Evet ___ Hayır ___
2. Size göre aşağıda sıralanan avantajlardan hangileri İnternetten alışveriş için geçerlidir?

Zaman ve yer sınırlaması olmaması ___

Çeşitli ürünlere ulaşabilmek ___

Ürünler hakkında çok fazla bilgi bulmak ___

Özellikler seçerek kişiselleştirme olanağı ___

Uygun fiyatlara ulaşabilme ___

Eğlence hissi ___

Diğer _____

3. Size göre aşağıda sıralanan dezavantajlardan hangileri İnternetten alışveriş için geçerlidir?

Ürünleri fiziksel olarak inceleme, deneme imkanının olmaması ___

Güvenlikle ilgili kaygılar ___

Ürünlerle ilgili yanıltıcı bilgi kaygısı ___

Ürünler için ek ücret ödemek ___

Kötü organize edilmiş siteler ___

Çok fazla ürün seçeneği ___

Diğer _____

(1. Soruyu evet olarak cevapladıysanız, lütfen 10. Sorudan devam ediniz.)

4. Geçen yıl internetten ne sıklıkta alışveriş yaptığınızı uygun seçeneği işaretleyerek belirtiniz lütfen.

Haftada birden çok _____
Haftada bir _____
Ayda bir _____
Üç ayda bir _____
Altı ayda bir _____
Yılda bir _____
Yılda birden az _____

5. Genel olarak internetten alışveriş deneyiminizi göz önünde bulundurarak, aşağıdaki ürün gruplarını satın alma miktarınızı, 1 ile 5 arasındaki sayılardan satın alma seviyenizi en iyi ifade eden bir sayıyı daire içine alarak belirtiniz lütfen. (1 Hiç /Çok az, 5 En çok)

	Hiç/ Çok az	Az	Ne çok ne az	Çok	En Çok
Kıyafet	1	2	3	4	5
Kitap/Dergi	1	2	3	4	5
Bilgisayar Parçaları	1	2	3	4	5
DVD/Video	1	2	3	4	5
Elektronik Eşya	1	2	3	4	5
Yiyecek/İçecek	1	2	3	4	5
Hediyelik/Çiçek	1	2	3	4	5
Sağlık/Güzellik	1	2	3	4	5
Ev/Bahçe	1	2	3	4	5
Spor/Hobi Ürünü	1	2	3	4	5
Oyuncak/Oyunlar	1	2	3	4	5

6. Bazı ürünleri satın almadan önce ürün özellikleri ve seçenekler hakkında araştırma yapıp, bilgi edinmek yeterli olabilir, Bazı diğer ürünleri almadan önce ise ürünü görmemiz, kalitesini incelememiz ve/veya denememiz gerekebilir. Satın alma davranışlarımızı göz önünde bulundurarak, lütfen aşağıdaki cümlelere ne derece katıldığınızı, 1 ile 5 arasında bir sayıyı işaretleyerek belirtiniz.(1 kesinlikle katılmıyorum , 5 kesinlikle katılıyorum)

	Kesinlikle Katılmıyorum	Genellikle Katılmıyorum	Ne katılıyorum ne katılmıyorum	Genellikle Katılıyorum	Kesinlikle Katılıyorum
Bir gömleği satın almaya karar vermeden önce kalitesini incelemeli ve/veya denemeliyim.	1	2	3	4	5
Bir dergiyi satın almaya karar vermeden önce bakıp incelemeliyim.	1	2	3	4	5
Bir DVD/Video'yu satın almaya karar vermeden önce bakıp incelemeliyim.	1	2	3	4	5
Bir dizüstü bilgisayar satın almaya karar vermeden önce kalitesini incelemeli ve/veya denemeliyim.	1	2	3	4	5
Sebze satın almaya karar vermeden önce kalitesini incelemeli ve/veya denemeliyim.	1	2	3	4	5
Bir hediyeyi satın almaya karar vermeden önce kalitesini incelemeli ve/veya denemeliyim.	1	2	3	4	5
Vitamin satın almaya karar vermeden önce kalitesini incelemeli ve/veya denemeliyim.	1	2	3	4	5
Bir makyaj ürününü satın almaya karar vermeden önce kalitesini incelemeli ve/veya denemeliyim.	1	2	3	4	5
Bir hobi ürününü satın almaya karar vermeden önce kalitesini incelemeli ve/veya denemeliyim.	1	2	3	4	5
Bir oyunu satın almaya karar vermeden önce kalitesini incelemeli ve/veya denemeliyim.	1	2	3	4	5
Bir kitap satın almadan önce, ürün özellikleri ve seçenekler hakkında araştırmak ve öğrenmek yeterlidir.	1	2	3	4	5
Satın almadan önce bilgisayar parçalarının özelliklerini ve alternatifleri araştırmak ve öğrenmek yeterlidir.	1	2	3	4	5
Çiçek satın almadan önce özelliklerini ve alternatifleri araştırmak ve öğrenmek yeterlidir.	1	2	3	4	5
Satın almadan önce sofa takımının özelliklerini ve alternatifleri araştırmak ve öğrenmek yeterlidir.	1	2	3	4	5
Satın almadan önce çim tohumunun özelliklerini ve alternatifleri araştırmak ve öğrenmek yeterlidir.	1	2	3	4	5
Satın almadan önce spor ekipmanının özelliklerini ve alternatifleri araştırmak ve öğrenmek yeterlidir.	1	2	3	4	5
Oyuncak satın almadan önce özelliklerini ve alternatifleri araştırmak ve öğrenmek yeterlidir.	1	2	3	4	5
Şarap satın almadan önce özelliklerini ve alternatifleri araştırmak ve öğrenmek yeterlidir.	1	2	3	4	5

7. Aşağıdaki tabloda internetten alışveriş site tipleri için bazı örnekler veriliyor.

<i>İnternette alışveriş sitesi tipi</i>	<i>Örnekler</i>
Üretici sitesi	www.sony.com , www.adidas.com
Perakendeci sitesi	www.bestbuy.com , www.migros.com.tr , www.koctas.com
Katalog hibrit site	www.fingerhut.com , www.colombiahouse.com www.avon.com
Saf dot.com sitesi	www.amazon.com , www.limango.com
Alan sitesi	www.shopping.yahoo.com , www.emall.com.tr
Komisyoncu sitesi	www.ebay.com , www.gittigidiyor.com

Genel olarak internetten alışveriş deneyiminizi ve yukarıdaki tabloyu göz önünde bulundurarak, aşağıdaki site tiplerini kullanımınızı, 1 ile 5 arasındaki sayılardan satın alma seviyenizi en iyi ifade eden bir sayıyı daire içine alarak belirtiniz lütfen. (1 Hiç /Çok az, 5 En çok)

	Hiç/Çok az	Az	Ne çok ne az	Çok	En Çok
Üretici sitesi	1	2	3	4	5
Perakendeci sitesi	1	2	3	4	5
Katalog hibrit site	1	2	3	4	5
Saf dot.com site	1	2	3	4	5
Alan sitesi	1	2	3	4	5
Komisyoncu sitesi	1	2	3	4	5

8. Genel olarak internetten alışveriş deneyiminizi göz önünde bulundurarak, lütfen aşağıdaki ödeme tiplerini kullanımınızı 1 ile 5 arasındaki sayılardan satın alma seviyenizi en iyi ifade eden bir sayıyı daire içine alarak belirtiniz lütfen. (1 Hiç /Çok az, 5 En çok)

	Hiç/Çok az	Az	Ne çok ne az	Çok	En Çok
Kredi kartı bilgilerini vererek internetten ödeme	1	2	3	4	5
Sanal kredi kartı ile internetten ödeme	1	2	3	4	5
Banka transferi ile internetten ödeme	1	2	3	4	5
Teslimatta nakit ödeme	1	2	3	4	5

9. Alışveriş yaparken hissettiklerinizi ve davranışlarınızı göz önünde bulundurarak aşağıdaki ifadelere ne derece katıldığınızı, 1 ile 5 arasındaki bir sayıyı daire içine alarak belirtiniz lütfen. (1 kesinlikle katılmıyorum, 5 kesinlikle katılıyorum)

	Kesinlikle Katılmıyorum	Katılmıyorum	Ne katılıyorum ne katılmıyorum	Katılıyorum	Kesinlikle Katılıyorum
Alışveriş gerçek bir neşe kaynağıdır.	1	2	3	4	5
Alışverşi zorunlu olduğum için değil, istediğim için sürdürürüm.	1	2	3	4	5
Alışveriş gerçekten bir kaçış hissi verir.	1	2	3	4	5
Yapabileceğim diğer şeylerle karşılaştığımda alışveriş için harcadığım zaman kesinlikle eğlencelidir.	1	2	3	4	5
Alışveriş sırasında heyecan verici yeni ürünleri görmekten çok hoşlanırım..	1	2	3	4	5
Sadece satın alabileceklerimden dolayı değil , salt alışverişten keyif alırım.	1	2	3	4	5
Alışveriş yaparken çok iyi zaman geçiririm, çünkü canım ne isterse ona göre hareket ederim.	1	2	3	4	5
Alışveriş sırasında avlamanın heyecanını yaşarım.	1	2	3	4	5
Alışveriş yaparken problemlerimi unutabilirim.	1	2	3	4	5
Alışveriş yaparken macera duygusu yaşarım.	1	2	3	4	5
Alışveriş yapmak çok iyi bir zaman geçirme değildir.	1	2	3	4	5
Alışverişte sadece istediklerimi yaparım.	1	2	3	4	5
Gerçekten ihtiyaç duyduklarımı alamam.	1	2	3	4	5
Alışveriş yaparken sadece aradığım şey (ler)i bulurum.	1	2	3	4	5
Alışverişimi tamamlamak için başka bir mağaza (lara)ya gitmek zorunda olmaktan hiç hoşlanmam.	1	2	3	4	5

10. Yaşınız

20 ve altı ___ 21-30 ___
31-40 ___ 41-50 ___
51- 60 ___ 61-70 ___ 71 ve üzeri ___

11. Cinsiyetiniz

Kadın ___ Erkek ___

12. Eğitim düzeyiniz

İlkokul ___ Lise ___
Lisans ___ Lisansüstü ___

13. Lütfen bu yıl için vergiden sonraki toplam net (yaklaşık) aylık gelir miktarınızı belirtiniz.

1000 TL ve altı ___ 1001 TL - 2000 TL ___
2000 TL – 3500 TL ___ 3501 TL – 5000 TL ___
5001 TL – 7500 TL ___ 7501 TL – 12500 TL ___ 12501 TL ve üzeri ___

14. Uyuşunuz

Türk ___ İngiliz ___ Diğer ___

APPENDIX B

Tables

Table 18. World Internet Usage and Growth Statistics (Miniwatts, 2010)

World Regions	Population (2010 Est.)	Internet Users 2000	Internet Users Latest Data	Penetration (% Population)	Growth % 2000-2010	Users %
Africa	1,013,779,050	4,514,400	110,931,700	10.90	2.4	5.60
Asia	3,834,792,852	114,304,000	825,094,396	21.50	621.80	42.00
Europe	813,319,511	105,096,093	475,069,448	58.40	352.00	24.20
Middle East	212,336,924	3,284,800	63,240,946	29.80	1825.30	3.20
North America	344,124,450	108,096,800	266,224,500	77.40	146.30	13.50
Latin America/Caribbean	592,556,972	18,068,919	204,689,836	34.50	1032.80	10.40
Oceania / Australia	34,700,201	7,620,480	21,263,990	61.30	179.00	1.10
WORLD TOTAL	6,845,609,960	360,985,492	1,966,514,816	28.70	444.80	100.00

Table 19. Internet Usage Purposes for Turkey, 2009 (%) (TUIK, 2010)

Purposes	Turkey	Urban	Rural
E mailing	72.8	73.9	66.9
Instant messaging	64.2	65.0	60.4
Reading or downloading online news/ newspapers/news magazines	58.8	58.8	58.9
Finding information about goods or services	55.7	57.7	45.6
Playing or downloading games, images, films or music	51.2	51.1	51.5
Seeking health-related information	47.3	48.6	40.8
Telephoning over the Internet/ video calls (via web cam) over the Internet	47.1	48.3	41
Listening the web radios or watching web television	41.1	42.1	36.1
Uploading self-created content (text, images, photos, videos, music, etc.) to any websites to be shared	30.3	31.3	25.1
Looking for information about education. training or course offers	26.4	27.0	23.5
Using services related to travel and accommodation	22.6	24.9	11.1
Internet banking	16.8	17.8	11.3
Downloading software (other than games software)	14.8	15.6	10.5
Looking for a job or sending a job application	10.2	10.5	8.9
Doing an online course (in any subject)	6.3	6.7	4.5
Selling of goods or services. e.g. via auctions	4.1	4.3	3.1

Table 20. Online Retailing Value: Turkey, 2004-2009 (Million TL)
(Euromonitor,2010)

	2004	2005	2006	2007	2008	2009
Beauty and Personal Care Online Retailing	7.0	8.6	10.6	13.5	15.7	17.6
Home Care Online Retailing	-	-	-	-	-	-
Domestic Electrical Appliances Online Retailing	177.8	226.5	294.0	385.1	493.0	576.8
Consumer Electronics Online Retailing	263.9	274.6	289.1	306.4	331.0	350.8
Clothing and Footwear Online Retailing	1.8	1.8	1.9	1.9	1.9	2.0
Home Furnishings and Housewares Online Retailing	-	-	-	-	-	-
DIY, Gardening and Hardware Online Retailing	-	-	-	-	-	-
Media Products Online Retailing	25.0	48.0	82.0	105.0	128.1	143.5
Toys and Games Online Retailing	11.5	14.6	18.0	23.9	31.1	27.8
Vitamins and Dietary Supplements Online Retailing	0.4	0.5	0.6	0.8	0.9	1.0
Food and Drink Online Retailing	-	-	-	-	-	-
Other Online Retailing	54.4	85.2	159.7	249.1	324.2	396.9
Online Retailing	541.9	659.8	855.7	1,085.7	1,325.9	1,516.3

Table 21. Online Retailing Brand Shares by Value Turkey, 2006-2009 (%)
(Euromonitor,2010)

Brand	2006	2007	2008	2009
hepsiburda.com	11.1	12.9	18.5	23.1
biletix.com	9.6	9.7	9.9	9.2
estore.com	4.1	5.5	6.6	6.3
gittigidiyor.com	2.9	3.7	4.1	4.3
ebebek.com	1.1	1.7	2.6	3.0
Dell	3.8	2.7	2.6	3.0
genpatech.com	0.8	1.2	1.5	1.6
444cicek.com	0.2	0.2	0.2	0.2
Others	66.5	62.5	54.0	49.4
Total	100.0	100.0	100.0	100.0

Table 22. Online Retailing Value: United Kingdom 2004-2009 (Million £)
(Euromonitor, 2010)

	2004	2005	2006	2007	2008	2009
Beauty and Personal Care Online Retailing	127.2	184.5	235.2	302.2	353.1	420.6
Home Care Online Retailing	97.0	127.7	149.1	178.2	220.4	230.4
Domestic Electrical Appliances Online Retailing	975.1	1,452.9	1,813.5	2,185.3	2,382.0	2,672.6
Consumer Electronics Online Retailing	854.0	1,002.8	1,233.9	1,678.4	2,082.8	2,520.2
Clothing and Footwear Online Retailing	933.5	1,158.3	1,352.7	1,697.6	1,986.2	2,288.1
Home Furnishings and Housewares Online Retailing	584.4	745.7	905.5	1,079.4	1,268.3	1,420.8
DIY, Gardening and Hardware Online Retailing	309.9	365.1	419.2	482.9	546.2	589.9
Media Products Online Retailing	901.3	1,242.9	1,599.8	2,134.1	2,669.8	3,259.8
Toys and Games Online Retailing	21.9	29.1	43.0	55.8	67.8	81
Vitamins and Dietary Supplements Online Retailing	33.9	41.9	51.8	68.5	84.0	99.4
Food and Drink Online Retailing	1,104.3	1,528.7	2,091.3	2,736.9	3,216.9	3,659.0
Other Online Retailing	1,122.3	1,316.1	1,535.7	1,798.1	2,095.2	2,404.0
Online Retailing	7,064.9	9,195.6	11,430.6	14,397.4	16,972.7	19,645.7

Table 23. Online Retailing Brand Shares by Value: United Kingdom 2006-2009 (%)
(Euromonitor, 2010)

Brand	2006	2007	2008	2009
Tesco.com	10.3	10.7	10.9	11.8
Amazon.co.uk	5.9	6.4	6.4	6.4
Asda.com	1.9	3.0	3.8	4.6
Sainsbury's Online	2.9	3.3	3.6	4.1
Apple	1.8	2.0	2.4	2.7
Next Directory	3.7	3.3	3.0	2.7
Ocado	2.1	2.0	2.5	2.7
Argos	2.7	2.4	2.3	2.6
Play.com	2.5	2.3	2.3	2.4
Marks & Spencer	0.8	1.7	2.0	2.2
Littlewoods	3.1	2.6	2.4	2.2
John Lewis Direct	1.6	1.9	2.0	2.0
Dell	2.7	2.3	2.0	1.8
Asos.com	0.3	0.5	0.9	1.4
N Brown – various	0.9	1.1	1.2	1.4
Findel – various	1.4	2.0	1.5	1.2
Arcadia Brands Online	1.5	1.3	1.2	1.1
Redcats	1.4	1.1	1.0	0.9
Screwfix Direct	1.6	1.3	1.1	0.9
Dixons.co.uk	0.4	0.5	0.7	0.9
Freemans	0.9	0.7	0.5	-
Others	49.3	47.7	46.2	44.0
Total	100.0	100.0	100.0	100.0

Table 24. Utilitarian Value Statements (Babin *et al.*, 1994)

Get a convenient shortcut to products
Get a quick access to products
Find out reliable information on products
Get a convenient access to products
Learn more on products' characteristics
Get recommendations to buy the best product(s)
Weight a particular product's pros and cons
Gather information on product characteristics
Find products that will best suit my needs
Engage in specific search
Quickly narrow down the potential products I am interested in
Get access to products that will fit my needs

Table 25. Hedonic Value Statements (Babin *et al.*, 1994)

Find ideas for shopping

Explore products that are popular in the shopping community

Explore my friends' favorite products

Get informed about my friends' shopping activities

Find out unexpected bargains

Get to know what other shoppers have bought or liked

Explore other shoppers' interests or hobbies

Discover innovative products

Follow-up shopping trends

Affiliate / meet with others

Explore new trends and unknown products

Discover the variety of interests in the shopping community

Communicate with other shoppers

Table 26. Product Categories and Representing Products (Adapted from Yoo and Donthu, 2001)

Product Group	Product
Apparel	Shirt
Books/Magazines	Book/Magazine
Computer Hardware	Computer Hardware
DVD/Video	DVD/Video
Electronics	Laptop
Food/Drink	Vegetables/Wine
Gift/Flower	Gift/Flower
Health/Beauty	Vitamin/Make Up Products
Home/Garden	Tableware/Lawn Seed
Sport/ Hobbies	Sport Equipment/Hobbies
Toys/Games	Toys/Game

Table 27. Differences in Online Shopping Behavior by Culture 1: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Online Shopping Frequency						
	Between Groups	17	1	16.74	13.40	0.00
	Within Groups	219	173	1.25		
	Total	235	174			
Goods Purchased						
Apparel	Between Groups	10	1	9.92	6.81	0.01
	Within Groups	254	173	1.46		
	Total	263	174			
Books/Magazines	Between Groups	20	1	20.29	15.68	0.00
	Within Groups	226	173	1.29		
	Total	247	174			
Computer hardware	Between Groups	9	1	8.64	6.38	0.01
	Within Groups	237	173	1.36		
	Total	246	174			
DVD/ Video	Between Groups	22	1	22.12	15.51	0.00
	Within Groups	250	173	1.43		
	Total	272	174			
Electronics	Between Groups	10	1	9.77	6.78	0.01
	Within Groups	252	173	1.44		
	Total	262	174			
Food/Drink	Between Groups	4	1	4.19	2.47	0.12
	Within Groups	297	173	1.70		
	Total	301	174			
Gift/Flower	Between Groups	3	1	3.11	2.23	0.14
	Within Groups	245	173	1.40		
	Total	248	174			
Health/Beauty	Between Groups	18	1	17.70	12.85	0.00
	Within Groups	241	173	1.38		
	Total	259	174			
Home/Garden	Between Groups	35	1	35.28	27.64	0.00
	Within Groups	223	173	1.28		
	Total	259	174			
Sport/Hobbies	Between Groups	23	1	22.68	16.68	0.00
	Within Groups	238	173	1.36		
	Total	261	174			
Toys/Games	Between Groups	39	1	38.85	23.61	0.00
	Within Groups	288	173	1.65		
	Total	327	174			

Table 28. Differences in Online Shopping Behavior by Culture 2: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Online Shopping Site Type Used						
Manufacturer site	Between Groups	25	1	25.17	15.19	0.00
	Within Groups	290	173	1.66		
	Total	315	174			
Mortar retailer site	Between Groups	23	1	23.28	14.43	0.00
	Within Groups	281	173	1.61		
	Total	304	174			
Catalogue hybrid site	Between Groups	31	1	30.60	20.69	0.00
	Within Groups	259	173	1.48		
	Total	289	174			
Pure dot.com site	Between Groups	18	1	17.89	13.50	0.00
	Within Groups	232	173	1.33		
	Total	250	174			
Mall site	Between Groups	31	1	30.74	17.99	0.00
	Within Groups	299	173	1.71		
	Total	330	174			
Broker site	Between Groups	9	1	9.06	3.63	0.06
	Within Groups	437	173	2.49		
	Total	446	174			
Payment Method						
Online payment with giving credit card information	Between Groups	0	1	0.12	0.10	0.76
	Within Groups	218	173	1.25		
	Total	218	174			
Online payment with virtual credit card	Between Groups	0	1	0.04	0.02	0.88
	Within Groups	339	173	1.93		
	Total	339	174			
Online payment with direct money transfer	Between Groups	5	1	4.66	3.18	0.08
	Within Groups	256	173	1.46		
	Total	261	174			
Cash on delivery	Between Groups	51	1	50.54	49.88	0.00
	Within Groups	177	173	1.01		
	Total	228	174			

Table 29. Differences in Product Type Perceptions by Culture: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Apparel (Shirt)	Between Groups	1.4	1	1.41	1.13	0.29
	Within Groups	247	173	1.24		
	Total	249	174			
Books/Magazine (Books/Magazine)	Between Groups	0	1	0	0	0.98
	Within Groups	107	173	0.54		
	Total	107	174			
Computer Hardware (Computer Hardware)	Between Groups	6.2	1	6.24	4.53	0.03
	Within Groups	274	173	1.38		
	Total	280	174			
DVD/Video	Between Groups	0.2	1	0.19	0.12	0.73
	Within Groups	319	173	1.6		
	Total	319	174			
Electronics (Laptop)	Between Groups	0.1	1	0.11	0.06	0.81
	Within Groups	361	173	1.82		
	Total	362	174			
Food/Drink (Vegetables/Wine)	Between Groups	4.3	1	4.29	8.7	0.00
	Within Groups	98	173	0.49		
	Total	103	174			
Gift/Flower (Gift/Flower)	Between Groups	0	1	0.03	0.07	0.79
	Within Groups	93	173	0.47		
	Total	93	174			
Health/Beauty (Vitamins,Make-up Products)	Between Groups	0.2	1	0.16	0.15	0.70
	Within Groups	222	173	1.12		
	Total	222	174			
Home/Garden (Tableware/Lawn Seed)	Between Groups	1.1	1	1.07	1.33	0.25
	Within Groups	160	173	0.8		
	Total	161	174			
Sport/Hobbies (Sport Equipment/Hobbies)	Between Groups	1.5	1	1.5	3.44	0.07
	Within Groups	86	173	0.43		
	Total	88	174			
Toys/Games (Toys/Games)	Between Groups	0.1	1	0.14	0.25	0.62
	Within Groups	108	173	0.54		
	Total	108	174			

Table 30. Differences in Consumption Value: Independent Samples t- test

		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Consumption Value	Equal variances assumed	.058	.811	1.29	199	.198	.106	.082
	Equal variances not assumed			1.29	199	.198	.106	.082

Table 31. Differences in Online Shopping Behavior by Consumption Value 1:
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Online Shopping Frequency						
	Between Groups	0.45	1	0.45	0.34	0.56
	Within Groups	234.81	172	1.34		
	Total	235.27	173			
Goods Purchased						
Apparel	Between Groups	3.79	1	3.79	2.54	0.11
	Within Groups	259.65	172	1.49		
	Total	263.43	173			
Books/Magazines	Between Groups	0.01	1	0.01	0.01	0.92
	Within Groups	246.73	172	1.41		
	Total	246.75	173			
Computer hardware	Between Groups	6.06	1	6.06	4.42	0.04
	Within Groups	239.82	172	1.37		
	Total	245.88	173			
DVD/ Video	Between Groups	1.47	1	1.47	0.96	0.33
	Within Groups	270.19	172	1.54		
	Total	271.66	173			
Electronics	Between Groups	0.91	1	0.91	0.61	0.44
	Within Groups	261.07	172	1.49		
	Total	261.98	173			
Food/Drink	Between Groups	0.83	1	0.83	0.48	0.49
	Within Groups	300.56	172	1.72		
	Total	301.39	173			
Gift/Flower	Between Groups	1.92	1	1.92	1.37	0.24
	Within Groups	245.72	172	1.40		
	Total	247.64	173			
Health/Beauty	Between Groups	8.18	1	8.18	5.71	0.02
	Within Groups	250.55	172	1.43		
	Total	258.72	173			
Home/Garden	Between Groups	0.05	1	0.05	0.03	0.86
	Within Groups	258.60	172	1.48		
	Total	258.64	173			
Sport/Hobbies	Between Groups	2.83	1	2.83	1.92	0.17
	Within Groups	257.81	172	1.47		
	Total	260.64	173			
Toys/Games	Between Groups	12.17	1	12.17	6.77	0.01
	Within Groups	314.69	172	1.80		
	Total	326.86	173			

Table 32. Differences in Online Shopping Behavior by Consumption Value 2: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Online Shopping Site Type Used						
Manufacturer site	Between Groups	0.01	1	0.01	0.00	0.95
	Within Groups	315.06	172	1.80		
	Total	315.06	173			
Mortar retailer site	Between Groups	0.68	1	0.68	0.39	0.53
	Within Groups	303.30	172	1.74		
	Total	303.98	173			
Catalogue hybrid site	Between Groups	0.38	1	0.38	0.23	0.63
	Within Groups	289.06	172	1.65		
	Total	289.44	173			
Pure dot.com site	Between Groups	1.08	1	1.08	0.76	0.38
	Within Groups	248.76	172	1.42		
	Total	249.84	173			
Mall site	Between Groups	0.11	1	0.11	0.06	0.81
	Within Groups	329.69	172	1.88		
	Total	329.80	173			
Broker site	Between Groups	1.11	1	1.11	0.44	0.51
	Within Groups	444.46	172	2.54		
	Total	445.57	173			
Payment Method						
Online payment with giving credit card information	Between Groups	0.10	1	0.10	0.08	0.78
	Within Groups	217.90	172	1.25		
	Total	217.99	173			
Online payment with virtual credit card	Between Groups	2.33	1	2.33	1.21	0.27
	Within Groups	336.32	172	1.92		
	Total	338.64	173			
Online payment with direct money transfer	Between Groups	1.90	1	1.90	1.29	0.26
	Within Groups	258.96	172	1.48		
	Total	260.86	173			
Cash on delivery	Between Groups	0.57	1	0.57	0.44	0.51
	Within Groups	227.31	172	1.30		
	Total	227.88	173			

Table 33. Differences in Product Type Perceptions by Consumption Value: ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Apparel (Shirt)	Between Groups	21	1	20.71	18.06	0.00
	Within Groups	228	172	1.15		
	Total	249	173			
Books/Magazine (Books/Magazine)	Between Groups	0	1	0.50	0.94	0.33
	Within Groups	106	172	0.53		
	Total	107	173			
Computer Hardware (Computer Hardware)	Between Groups	0	1	0.10	0.07	0.79
	Within Groups	280	172	1.41		
	Total	280	173			
DVD/Video (DVD/Video)	Between Groups	0	1	0.17	0.10	0.75
	Within Groups	319	172	1.60		
	Total	319	173			
Electronics (Laptop)	Between Groups	1	1	0.68	0.38	0.54
	Within Groups	361	172	1.81		
	Total	362	173			
Food/Drink (Vegetables/Wine)	Between Groups	0	1	0.04	0.08	0.78
	Within Groups	102	172	0.51		
	Total	103	173			
Gift/Flower(Gift/Flower)	Between Groups	1	1	0.68	1.47	0.23
	Within Groups	92	172	0.46		
	Total	93	173			
Health/Beauty (Vitamins,Make-up Products)	Between Groups	3	1	3.32	3.02	0.08
	Within Groups	219	172	1.10		
	Total	222	173			
Home/Garden (Tableware/Lawn Seed)	Between Groups	16	1	15.82	21.64	0.00
	Within Groups	145	172	0.73		
	Total	161	173			
Sport/Hobbies (Sport Equipment/Hobbies)	Between Groups	0	1	0.43	0.97	0.33
	Within Groups	88	172	0.44		
	Total	88	173			
Toys/Games (Toys/Games)	Between Groups	0	1	0.31	0.57	0.45
	Within Groups	108	172	0.54		
	Total	108	173			

Table 34. Product Type Perceptions and Goods Purchased for Utilitarian and Hedonic Consumers

		N	Product Type Perception		Goods Purchased	
			Mean	Std. Dev.	Mean	Std. Dev.
Apparel(Shirt)	Utilitarian	64	3.41	1.28	2.49	1.15
	Hedonistic	110	4.07	0.93	2.80	1.26
	Total	174	3.83	1.12	2.69	1.23
Books/Magazine (Books/Magazine)	Utilitarian	64	2.80	0.69	2.85	1.18
	Hedonistic	110	2.70	0.75	2.87	1.19
	Total	174	2.74	0.73	2.86	1.18
Computer Hardware	Utilitarian	64	2.43	1.15	2.64	1.27
	Hedonistic	110	2.39	1.21	2.25	1.12
	Total	174	2.40	1.18	2.38	1.18
DVD/Video	Utilitarian	64	2.88	1.25	2.79	1.29
	Hedonistic	110	2.82	1.28	2.59	1.22
	Total	174	2.84	1.26	2.66	1.24
Electronics(Laptop)	Utilitarian	64	3.54	1.39	2.75	1.21
	Hedonistic	110	3.66	1.32	2.60	1.23
	Total	174	3.62	1.34	2.66	1.22
Food/Drink(Vegetables/Wine)	Utilitarian	64	2.89	0.71	3.28	1.32
	Hedonistic	110	2.86	0.72	3.42	1.31
	Total	174	2.87	0.72	3.37	1.31
Gift/Flower(Gift/Flower)	Utilitarian	64	3.13	0.63	2.90	1.03
	Hedonistic	110	3.01	0.71	3.12	1.26
	Total	174	3.05	0.68	3.05	1.19
Health/Beauty(Vitamins,Make-up Products)	Utilitarian	64	3.09	1.13	2.41	1.05
	Hedonistic	110	3.35	1.00	2.86	1.26
	Total	174	3.26	1.05	2.71	1.21
Home/Garden(Tableware/Lawn Seed)	Utilitarian	64	3.05	0.92	2.34	1.14
	Hedonistic	110	2.47	0.82	2.31	1.25
	Total	174	2.69	0.90	2.32	1.21
Sport/Hobbies(Sport Equipment/Hobbies)	Utilitarian	64	2.90	0.73	2.85	1.18
	Hedonistic	110	2.80	0.62	2.59	1.23
	Total	174	2.84	0.66	2.68	1.22
Toys/Games(Toys/Games)	Utilitarian	64	2.82	0.71	3.00	1.33
	Hedonistic	110	2.74	0.75	2.45	1.35
	Total	174	2.77	0.73	2.64	1.36

APPENDIX C

Cultural Distance Analysis: Turkey and The United Kingdom

Cultural difference between Turkey and United Kingdom was calculated using cultural dimension scores from Hofstede (2001) and the cultural distance formula developed by Morosini *et al.*, (1998). As the long term orientation dimension score is not available for Turkey, this dimension was not included in the calculation. The assessment reveals a value of 81 implying that Turkey and The United Kingdom are culturally distant countries.

Table 35. Cultural Distance between Turkey and The United Kingdom (Hofstede,2001)

Country	Turkey	United Kingdom
Power Distance Index	66	35
Individualism Index	37	89
Masculinity Index	45	66
Uncertainty Avoidance Index	85	35
Cultural Distance		81

Turkish people tolerate inequality better than British people. Turkish Society's level of inequality is endorsed by the followers as much as by the leaders. Power and inequality are basic facts of any society and anybody with some international experience can be aware that all societies are unequal, but some are more unequal than others as in the case of Turkey and United Kingdom (Hofstede, 2001).

Turkey has a higher uncertainty avoidance index which means that Turks have less toleration to unstructured unknown and surprising situations. Uncertainty avoiding cultures like Turkey try to minimize the possibility of such conditions.

Turkish people are also more emotional, and are motivated by an inner nervous energy. On the other hand, uncertainty accepting cultures like United Kingdom are more tolerant to diversity; they try to have as few rules as possible, and on the social and religious levels they are relativist and allow many different risks. People within these cultures are more cool-headed and logical, and not expected by their environment to express emotions (Hofstede, 2001).

The United Kingdom has a higher individualism index relative to Turkey. In the individualist type societies like United Kingdom where the ties between individuals are loose: everyone is expected to look after themselves and their immediate family. On the collectivist side like Turkey, societies in which people from birth onwards are integrated into strong, dependent in-groups, often extended families which continue protecting them in exchange for definite loyalty.

Compared to other dimensions, difference between two countries in masculinity dimension is lower. In this index, The United Kingdom has higher masculinity index which means that they are a more masculine society. Some studies found that women's values differ less among societies than men's values; men's values from one country to another vary from very assertive and competitive, maximally different from women's values on the one side, to calm and caring, similar to women's values on the other. The assertive role has been called 'masculine' and the calm, caring role 'feminine'. The women in feminine countries have the same modest, caring values as the men like in Turkey ; in the masculine countries they are somewhat assertive and competitive like in United Kingdom, but not as much as the men, so that these countries show a gap between men's values and women's values (Hofstede,2001).

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