

The Relationship between Cognition, Personality and Feeling, with Customer Purchase Intention in E-Commerce Marketing

Somayeh Baadab Barzegar

MS Student in Business management, Islamic Azad University of Neyshabur, Iran

E-mail: s.baadab1@gmail.com

Mohammad Reza Hoshyar Sadeghian

MS Student in management, Islamic Azad University of Mashhad, Iran

E-mail: mr.hoshyarsadeghian@yahoo.com

Roghayeh Hassanzadeh

Faculty member at Islamic Azad University of Mashhad, Iran

E-mail: hassanzadeh-parasto@yahoo.com

Received: April 29, 2015 Accepted: May 22, 2015 Published: June 30, 2015

doi:10.5296/bms.v6i1.7993 URL: <http://dx.doi.org/10.5296/bms.v6i1.7993>

Abstract

E-commerce, has distinguished today's world from the past strictly, But the organizations with knowing its usage can apply it very well. The purpose of this study is investigation of the effect of the cognition, feelings and personality variables on customer purchase intention from online stores in e-commerce. To test the hypothesis of research, Pearson correlation test, linear regression and path analysis model were used. The results of this research has showed that online stores' managers, according to personality, emotional and cognitive traits of customers, will allocate a larger share of virtual market of e-commerce to themselves.

Keywords: cognition, feeling, personality, purchase intention, E-commerce

1. Introduction

Currently, the Internet is changed as wide field to business transaction and powerful medium for marketing. Statistics show that number of internet users and willing to buy and sell via internet are increased; so that Electronic buyers purchase amount in developed countries, such as USA, until 2013, was estimated to be about 213 billion dollars (Iran, 2009). In Iran, despite the dramatic global growth, internet sales is negligible and internet markets in Iran do not reach sufficient maturity (Nikoukar, Divandari, Ebrahimi, Sfidani, 2009). EIU ranking model for 2006 in the field of e-commerce in 67 countries indicates this claim. In this ranking, the position of Iran is reported as 64th out of 67 countries (Dehdashti Shahrokh and mobarhan, 2012). According to these statistics, the country has no proper place in the field of electronic commerce.

Nowadays, businesses go towards being electronic and e-commerce has a new look every day. One of the emerging aspects of this field is the creation of Internet Shops. Visiting online shops, customers do not encounter present seller and a real store, but they face websites and virtual catalog that provide some information about the products and customers are motivated to buy these products. According to purchase process in e-commerce, “Trust” and “Risk” are more considerable. As the authors state, trust is a prerequisite for successful business because consumers are suspense and hesitant unless they trust the seller. With popularization of the internet, the role of trust in electronic businesses become prominent because it is possible that customers be unreliable to financial transaction in virtual environments. The research has showed that the main concern of customers is that the seller do not be committed to obligations of the transaction (Grabner and Kaluscha, 2003). As a result, trust in e-commerce have been focused more on the process of transaction. In this situation of uncertainty, trust building is a solution for reducing the risk perceived by the customer (Luhmann, 1988).

It is clear that according to the changes made in method of interaction between buyer and seller, not only importance of customer do not diminish but also in complex competition field of today’s organizations, customer have so significance for all manufacturers and service providers (Fathiyani and Aghababaie, 2007). The main objective of this study is to investigate the relationship between cognition, personality and feeling with customers purchase intention in e-commerce market in order to with using of the finding of this research, the confidence between customer and seller increase and concerns related to online buying decrease, because one of the main reason that individuals and companies do not welcome e-commerce is lack of trust. In fact, buyers do not trust internet companies sufficiently, therefore they do not have any tendency to transaction and exchange. Not only in short-time but also in long-time, trust is an obstacle to identifying potential of e-commerce to attract customers (Khodadad Hosseini, Azizi and Mir Hosseini, 2006). Maybe, one of the biggest barriers to establishment of electronic competition in Iran is lack of public trust and Institutions unfamiliarity with confidence-building mechanism. Most researchers believe that e-commerce is successful when public trust to the virtual environment, so researches related to the trust and perceived risk by consumers in e-commerce have particular importance. Accordingly, the main question

in this research is that what relationship is between cognition, personality and feeling with customer purchase intention in e-commerce market.

2. Theoretical Background

According to the topic, in this section, firstly, the meaning of e-commerce will be discussed. Then, each of hypotheses will be explained by its history.

E-commerce: Chafy calls buying and selling via internet as e-commerce. OECD defines it this way: “e-commerce is an electronic exchange which includes buying and selling of products and services between organizations, individuals, governments and other public and private sectors and it is directed by computer networks.” Hiratsu calls e-commerce as processing technology and activities that are performed automatically as a business exchange is done in networks and via information technology (Khodadad Hosseini, Azizi and Mir Hosseini, 2006). According to the different approaches, various definition of e-commerce are submitted but all of them are in common with each other in at least two cases:

- 1- In all the definitions, process of buying and selling or exchange is considered;
- 2- Using a kind of electronic tools is considered.

Cognition: Cognition is in relation with observations and perceptions of customers considering facilities and features of sale partners (Kim, Song and Rao, 2005). The online stores observing cognition-bases Prerequisites, help in creation of trust among customers, so that seller pays attention to quality and customer privacy and provide more possibility to have confidence to seller. Also, high-quality information and high security level help to diminish risk perceived level related to online transaction and it looks obligatory to do an online transaction in a controlled way and consequently, risk reduction (Kim and colleagues, 2008)

Therefore:

1st hypotheses: Cognition-based Prerequisites have positive impression on consumer purchase intention in e-commerce.

Feeling: In this research, feeling is related to indirect interaction with others that trust is passed as an input to individuals (Zucker, 1986). Consumer conclude that seller who consider feeling-based Prerequisite as one of the function principles and to achieve this aim is diligent, meet the obligation certainly, so consumer understand seller is reliable and conclude that dealing with seller experienced not adhere to the obligation is so risky, while Trading with a seller who has a good record of meeting commitments is Fairly safe (Kim and colleagues, 2008).

On this basis:

2nd hypotheses: feeling-based Prerequisites have positive impression on consumer purchase intention in e-commerce.

Personality: Personality-based Prerequisites are related to features and purchasing habits of

consumers which are stable completely and have formed during the years (Kim and colleagues, 2008). Since consumers have different fields of development, personality, and cultural backgrounds, they have different shopping styles and tendency to trust. The consumer who has strict tendency to trust others and is loyal, these cases have positive influence on trust to the seller, while the consumer who has low desire to trust others and is bewildered, less trust to seller, probable (McKnight, Cummings and Chervany, 1988).

Therefore:

3rd hypotheses: personality-based Prerequisites have positive impression on consumer's trust in e-commerce.

Conceptual model: In traditional trade, trust-building process is done based on traits of customers, companies, sellers and interactions between the two sides. Also these cases are true in the field of e-commerce. It seems that three categories of Prerequisites have influence on consumer purchase intention from e-commerce institutions. These three sets are as follows: 1. Cognition, 2. Feeling, 3. Personality (Luhmann.1979, Zucker.1986, Luhmann.1988, Gefen and colleagues.2003, Kim and colleagues.2005, Kim and colleagues.2008). Figure 1 illustrates the conceptual model of the study which is derived from the Kim and colleagues' model (2008). In this research, Kim and colleagues' model is studied from different angle to investigate possibility of applying of Prerequisites' effects, overall, by simplifying the model, with considering each of the Prerequisite generally, not evaluating it with specific variable.

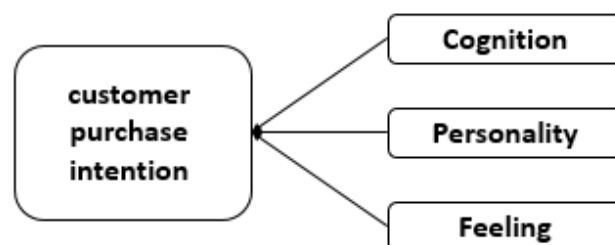


Figure 1. Conceptual model of the research

Resource: Kim and colleagues.2008, Lewin.1943, Bilkey.1953.1955

3. Research Method

The method employed in this research as objective aspect is practical and in terms of data collection method is survey that is one of the descriptive methods. Customers of online electronic shops are statistical population of the research. These customers are two types: the group that do not use products and services of shop's e-commerce (potential customers), and the group that use these goods and services (Existing customers). All of these customers both potential and existing customers are statistical population. This website investigates, criticizes

and sales digital products in some groups consist of PDA, notebook, accessories of computer, gaming console, music player, Printer, scanner, TV, digital camera, video camera, mobile phone, etc.

Whereas the number of customers of this website is infinite, Cochran formula is used to determine sample size and according to this formula, a sample size of 384 was calculated. The internet questionnaire was used to collect the data. For this purpose, 700 questionnaires were sent to customers of internet shops. This questionnaire that is derived from Kim and colleagues' questionnaire, includes 22 questions which measure eight structures of research model. In this study, items were designed based on Likert Scale in five options. Validity and reliability are of the characteristics of each Assessment tool, including the questionnaire. The validity means that the tool or the questions mentioned in tool evaluate variables and subject of study, exactly. The meaning of reliability of measurement tool is that if the evaluation is repeated under same conditions, to what extent the results are similar and credible (Mirsepasi, 2005). Also, expert survey was used to determine the validity of questionnaire, it means that 7 questionnaire was distributed between e-commerce's experts and professors to survey questionnaire with the aim of checking effective factors on purchase intention in e-commerce. After considerations, the questionnaire was placed on the internet website, finally. Cronbach's alpha was used to assess reliability. Cronbach's alpha coefficient of the questionnaire by SPSS equal to 0.76 that shows acceptable reliability for used questionnaire in this research. Also, Cronbach's alpha coefficient of the variables stated separately (chart 1) which indicates acceptable reliability for the used items and questionnaire in this research. To analyze the data in this study, firstly, Pearson correlation test was used to evaluate relation between variables and then linear regression test was used to determine their effects and their size by SPSS software.

3.1 Research Findings

Descriptive statistics for demographic variables of the sample show that 85.6% of the respondents were male and the majority of them were in the age group of 16 to 30 (64.8%) and holds a bachelor's degree (37%).

3.2 Testing Hypotheses

In order to test hypotheses, firstly, Pearson correlation test was used by SPSS software to measure the correlation between variables. Based on this test, it was found that relationship between cognition-based Prerequisite (0.524), feeling-based Prerequisite (0.322) and personality-based Prerequisite (0.423) are meaningful with customer purchase intention in error level of 0.01. Therefore, all hypotheses in this research are acceptable.

Then, influence of each variable was evaluated by linear regression test and SPSS software. Based on the results of linear regression analysis derived from results, it is inferred that observed significant value (sig) for all variables is lower than 0.05 and close to zero (sig<0.00) that is lower than standard significant value (α - 5%). Therefore, regression analysis was significant and cognition, feeling and personality variables have positive effect

on consumer purchase intention 64.33%, 51.4% and 45.3% respectively, in e-commerce.

Table 1. Linear regression analysis

Independent variable	Dependent variable	Standardized beta coefficients	Significant beta
Cognition	Customer purchase intention	64.33	0.001
Feeling	Customer purchase intention	51.4	0.001
personality	Customer purchase intention	45.3	0.001

3.3 Path Analysis (structural equations model):

To study the relationship between effective factors on the purchase intention, path analysis method was used by LISREL software. In chart 2 the result of path analyses was stated separately.

Table 2. The results of structural equations (in significantly)

Impact of alternatives	t	Impact value	Result
Cognition>>Customer purchase intention	16.24	0.73	Confirmed
Feeling>>Customer purchase intention	12.52	0.66	Confirmed
Personality>>Customer purchase intention	11.02	0.42	Confirmed

4. Discussion and Conclusion

The data analysis revealed that cognition-based prerequisites has positive effect on consumer purchase intention, according to this, first hypothesis is confirmed. This result is in agreement with researchers' reports which confirm that The online stores observing cognition-bases Prerequisites, help in creation of trust among customers, so that seller pays attention to quality and customer privacy and provide more possibility to have confidence to seller. Also, high-quality information and high security level help to diminish risk perceived level related to online transaction and it looks obligatory to do an online transaction in a controlled way and consequently, risk reduction (Kim and colleagues, 2008). According to this, it is recommended that store complete, correct and update the information on its website and try do not have specific bias to attract very special and limited customers. Also, it is suggested that attractive information which can absorb the customers be placed on the website so that create traffic and increase the number of website visitors. Also, the website should has rich content; all of these requires some experts in the field of marketing with professional knowledge and understanding customers' preferences.

Also, feeling-based Prerequisites, based on research's findings, have positive effect on customer purchase intention, according to this, second hypothesis is confirmed and shows that Consumer conclude that seller who consider feeling-based Prerequisite as one of the function principles and to achieve this aim is diligent, meet the obligation certainly, so consumer understand seller is reliable and conclude that dealing with seller experienced not adhere to the obligation is so risky, while Trading with a seller who has a good record of meeting commitments is Fairly safe (Kim and colleagues, 2008). According to this, website should be advertised by famous and well-known people or be advertised in media, in this way, if the website has special advantages in comparison with other websites, these should be mentioned or the name of organization or person that website's sponsor should be stated.

In the following, it is inferred from research's findings that personality-based Prerequisites have positive effect on consumer purchase intention in e-commerce, according to this, third hypothesis is confirmed and has agreement with previous studies that consumers have different fields of development, personality, and cultural backgrounds, they have different shopping styles and tendency to trust. The consumer who has strict tendency to trust others and is loyal, these cases have positive influence on trust to the seller, while the consumer who has low desire to trust others and is bewildered, less trust to seller, probable (McKnight, Cummings and Chervany, 1988). In this field, it is recommended to authorities that do marketing in virtual environment with respect to psychology principles in the field of understanding thoughts and changing customer preferences and also according to market and encouraging and motivating customers to buy again.

References

- Bilkey, W. J. (1953). A psychological approach to consumer behavior analysis. *Journal of Marketing*, 18(1), 18-25.
- Bilkey, W. J. (1955). Psychic tensions and purchasing behavior. *Journal of Social psychology*, 41(2), 247–257.
- Chu, K., & Li, C. (2008). A study of the Effect of Risk – Reduction strategies on purchase intentions in online shopping. *Journal of electronic Business Management*, 6(4), 213– 226.
- Evans, P. F. (2009). US Online Retail Forecast. 2008 To 2013. Retrieved from: <http://www.199it.com/wp.../002284.forrester.usonlineretailforecast.pdf>
- Fathian, M., & Aghababaei, F. (2007). Investigation on the factors affecting customer satisfaction e-stores. *Specialized magazine of the era of information technology*, 3(27), 103-108.
- Fathian, M., & Molanapour, R. (2008). E-business, Tehran, Ati Negar.
- Gambetta (ED). Trust: making and breaking relations. Basil Blackwell.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51-90.

- Grabner-Krauter, S., & Kaluscha, E. A. (2003). Empirical research in on-line trust: A review and critical assessment. *International Journal Human-Computer Studies*, 58(6), 783-812.
- Hooman. H. (2012). Structural Equation Modeling With LISREL Application, Tehran. The Organization for Researching and Composing University Textbooks in the Humanities (Samt).
- Khodadad Hosseini. H, Azizi, Sh., & Mir Hosseini, H. (2006). E-Business & Commerce: A Managerial Approach, Tehran, The Organization for Researching and Composing University Textbooks in the Humanities (Samt).
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544-564.
- Kim, D. J., Song, Y. I., Braynov, S. B., & Rao, H. R. (2005). A multidimensional trust formation model in B-to-C e-commerce: A conceptual framework and content analyses of academia/practitioner perspectives. *International Journal of Decision Support Systems*, 40(2), 143-165.
- Lee, M. K. O., & Turban, E. (2001). A trust model for internet shopping. *International Journal of Electronic Commerce*, 6(1), 75-91.
- Lewin, K. (1943). Forces behind food habits and methods of change. *Bulletin of The National Research Council*, 108(6), 35-65.
- Luhmann, N. (1979). Trust and Power, Wiley, Chichester, UK.
- Luhmann, N. (1988). Familiarity, confidence, thrust: problems and alternatives. in: Oxford.
- Margherio, L. (1998). The emerging digital economy, U. S. Department of Commerce, Washington D.C.
- Martin, S. S. & Camarero, C. (2008). How perceived risk affects online buying. *Online Information Review*, 33(4), 629-654.
- McKnight, D. H., Cummings, L. L., & Chervany, N. L. (1998). Initial trust formation in new organizational relationships. *Academy of Management Review*, 23(3), 473-490.
- Mirsepasi, N. (2005). Strategic management of human resources and labor relations, Tehran, Mir.
- Nikoukar,gh, D. A., Ebrahimi, A., & Sfidani, M. (2009). The pattern of consumer behavior and internet marketing strategies, Iran's home appliances. *Journal of business management*, 1(2), 35-150.
- Peter, P. J., & Tarpey, L. X. (1975). A comparative analysis of three consumer decision strategies. *Journal of Consumer Research*, 2(1), 29-37.

Shahrokh Dehdashti, Z., & Mobarhan, S. (2012). Investigation of Individual Motivational Factors on Online Shopping. *Journal of business management*, 4(12), 37-52.

Zucker, L. (1986). Production of trust: Institutional sources of economic structure (1840–1920). *Research in Organizational Behavior*, 8(1), 53-111.

Copyright Disclaimer

Copyright for this article is retained by the author(s), with first publication rights granted to the journal.

This is an open-access article distributed under the terms and conditions of the Creative Commons Attribution license (<http://creativecommons.org/licenses/by/3.0/>).