

Investigation of industrial customers' behavior in tendency to purchasing by internet

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Abstract: Considering the 21 century, people's purchases are going to be evolved. Novel technologies such as internet, web, video phones etc. made the shopping from traditional stores unnecessary. In studying the industrial purchasers' behavior it can be stated that customer's evaluator-oriented tendency and attitude toward or against the markets around him would construct his attitude which is effective in purchasing from internet. In this regard there are 5 subordinate hypotheses. Population of this research is customers of Iran Khodro, Saipa and Pars Khodro companies in Tehran consisting of 200 individuals as sample investigated. To analyze data obtained from standard questionnaires, statistical descriptive and deductive methods were applied. So for classification, summarization and interpretation of data, statistical descriptive methods in deductive level were applied for hypotheses test. The results obtained indicate that there is a relationship between industrial purchasers' behavior and tendency to purchase from Internet. Findings indicated that industrial purchasers' behavior affects their purchases from internet.

Key words: Industrial purchasers; Attitude; Purchasing from internet

1. Introduction

Considering the 21 century, people's purchases are going to be evolved. Novel technologies such as internet, web, video phones etc. made shopping from traditional stores unnecessary. Significant growth via e-trade leads to the fact that manufacturers and distributors investigate selling using internet more accurately. In this respect, marketers should consider the effective factors on purchasers in internet. Although e-transactions increasingly emerging as well as their undeniable advantages, it is preferred in Iran to purchase in traditional manners by customers. Therefore it would be challenging to understand the fact that what factors persuades customers to purchase via internet and what are effective factor on internet customers' behavior. E-businesses as one of the subsets of information and communication technology had grown significantly in recent decades such that most trading institutions' approach to accept and apply e-business has been relevant and performable to get into and acquire more markets shares. One of the most significant features of E-trading is activity methods facilitation and as a result reduction of commercial operational costs. E-trading is defined as a set of communications, information management and security capabilities which enables organizations, foundations, firms, public and government etc. to supply their products and services information using computer communication systems particularly internet in more optimal, rapid and facilitated manner. E-trading is a paper free trading. Through

this type of trading purchase and sails and goods transportation data would be done more easily.

2. Statement of problem

Attitude means long-term organization of motivational, feeling, perceptive and cognitive processes by considering some environmental aspects in which the individual live. Accordingly, individual's attitude explains his manner of thinking, feeling and reactions he has relative to environment (e.g. relative to his favorite car). About defining the term "attitude", there are different aspects. In each of them it is mentioned that there is a closed relationship between attitude and individuals' behavior and closed relationship between it and customers' behavior in management resources. For example, Northon defines the attitude as feelings intensity an individual have toward a stimulus. Other definitions discussed the classification of objects in evaluation spectrums (Samadi, 1382). To study consumers' behavior it can be said that consumer's evaluator-oriented tendency toward or against to market elements around him would establish his attitudes. Attitudes originate from factors such as internal and personality factors like individual belief or tendencies (Chulmin, 2003) and sometimes they originate from external factors such as income, external stimulus and economic factors (Solomon, 2000). Theorists considered the external and internal factors effects on customers' desires as a very important issue and believe that any individual should do purchasing using some intellectual processes (Byun, 2001). From historical viewpoint there are 2 major orientations in studying the

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attitudes. In first orientation the attitude is a 3-dimensional structure and in second one, it is defined as a single feeling construct. In first orientation which is the theoretical framework of present research dimensions of attitude include cognitive, feeling and behavioral elements. Cognitive element consists of consumers' belief in an object. There are beliefs and convictions in an object which reflects the individual's knowledge about the product features (Hawkins, 2004). Consumer evaluates the product or services by his belief. Second element consists of feeling reactions to a product which is called emotional dimension of attitude. Individuals by their feelings to a product or having positive or negative attitude toward that in fact express their emotional evaluation of that product. In third element as the consumer think about and tend to something, acts based on his decisions and tendencies. Scientists considered the effects of these 3 elements simultaneously as important factor on purchasing a product and define the fact that individuals' attitude in consisting of the lower or higher levels of these 3 dimensions.

Attitude toward purchasing behavior via internet: Attitude toward a behavior is positive or negative evaluation of that behavior which is determined by applying individual belief in the consequences of actions and evaluation of the consequences of the behavior would be influential on the behavior itself. Therefore, the attitude are referred to as behavioral beliefs (Fug et al., 2009; Jayoung Choi, 2001). Positive behavioral beliefs to a behavior leads to positive attitude toward the behavior and, as a result, leads to behaving in such manners. In a research by Jayoung et.al. (2001) the positive relationship between attitude and internet purchasing behavior was proved.

Intellectual norms: Intellectual norms are defined as individual's perception of social pressures related to behave or not to behave in a particular manner including confirmation or rejection of friends, family's behaviors (Dholakia and Uusitalo, 2000).

Perceived behavioral control: individual's belief in his abilities and determination of to which extent this belief is important for him includes 2 elements: 1) perceived control capability (Ajzen, 2002) reflecting the availability of resources under consumers' control and he needs these resources to be engaged in a behavior. 2) Perceived self-efficiency (Ajzen, 2002) includes individual's self-confidence to perform a behavior.

Internet purchasing intention: behavior intention includes the individual's goal for performing a certain behavior. Behavior intention is direct behavior predictor (Ajzen, 2006). Internet purchasing environment helps customers and purchasers to evaluate data and spent less times for accurately compare and decision making with an extended selection. Internet provides compared and evaluated information and may reduce the costs of information searching and attempts for purchasing decision making. Although internet customers mostly interact with computer systems and cannot

touch the real product physically, using the provided information by stores they are able to decide electronically. Firms that plan to retail online need to have reliable estimations of growth of online sales. There is needed information about consumers' purchasing behavior so that help firms to define online retailing strategies for website designing, online advertisement, mark division, products diversity, stock inventories and distribution. Reliable predictions should be based on online consumers' behavior or measured from potential customers' intention or it is better to be asked from e-markets experts (Lohse and Bellman, 1999).

3. Importance of research

With regard to electronics age and due to extension of E-trading internationally and application of purchasing via internet in virtual environment, it is important to know the effective factors on purchasing behaviors via internet to encourage and attract customers' attention to accept the purchasing process via internet and elimination of online purchasing barriers. Advancements in recent decade such as rapid growth of internet and digitalization of informational products led to a situation in which traders and businessmen think about significant changes in their business manners consistent with environment, insertion of internet to sales strategies and acquisition of a significant share of markets efficiently in today competition. Therefore with regard to the living in electronics age and extension of E-trading internationally and application of purchasing via internet in virtual environment, it is important to know the effective factors on purchasing behaviors via internet to encourage and attract customers' attention to accept the purchasing process via internet and elimination of online purchasing barriers. Advancements in recent decade such as rapid growth of internet and digitalization of informational products led to a situation in which traders and businessmen think about significant changes in their business manners consistent with environment, insertion of internet to sales strategies and acquisition of a significant share of markets efficiently in today competition.

4. Research purpose

Investigation of industrial purchasers' behavior in tendency to purchasing via internet

5. Hypotheses

- Positive attitude toward purchasing via internet affects the tendency to purchase via internet meaningfully.
- Intellectual norms affect the tendency to purchase via internet meaningfully.
- Perceived behavioral control affects the tendency to purchase via internet meaningfully.

- Intention of purchasing via internet affects the tendency to purchase via internet meaningfully.

Cronbach's alpha coefficient is higher than 0.7 for all variables which is the confirmation of stability.

6. Methodology

The present research is an applicable research from purpose viewpoint and correlative-descriptive from data collection viewpoint. In applicable articles the results obtained are used for decision makings, policy makings as well as planning. For collecting data related to the issue the questionnaires and library and note taking from books, articles, theses, evidence and documentaries in universities were used. Therefore, the hypotheses were established based on the researches conducted which were analyzed by SPSS after the data collected from questionnaires.

6.1. Population

The population of this research includes customers of Iran Khodro, Saipa and Pars Khodro in Tehran which is consisting of 200 individuals as a population investigated that were selected by random clustering sampling. To measure validity, questionnaires used researches conducted by Jayoung Choi (2001), Taylor and Tad (1995), Ajzen (2006) were applied and other literatures related to purchasing via internet and considering the issues related to this area in Iran, it was localized (content validity) and then the questions were controlled by number of expert professors. And stability of questionnaire was calculated by Cronbach's alpha for each of the factor studied. As it can be seen the

7. Findings

7.1. Sample demographic analysis

From 200 consumers responded to the questionnaires, 136 were males and 37 were females, 176 were married and 24 were single. The age of most of the respondents were in range 30-40 Y/O (56%) and others were younger than 30 Y/O (9.6%). From education point of view, 74 had higher diploma and less, 96 had B.A. as highest share (48%) and 23 had M.A. and 7 had PhD (3.5%) as the lowest share.

7.2. Hypotheses test

7.2.1. Normality test

To test the normality of variable distribution the Kolmogorov-Smirnov tests was used. This test compares the cumulative distribution function observed with expected cumulative distribution function for a variable in respective measurement level. In other word in this test distribution of an attribute in sample is compared with the assumed distribution for that population. If the meaningfulness level is lower than 0.05, then the observed and expected distributions are different and it would not be normal.

Table 1: Normality test of variables distribution

Purchasing intention via internet	Perceived behavioral control	Intellectual norms	Positive attitude toward purchasing via internet	variable
0.847	0.795	0.676	1.050	Z
0.405	0.299	0.263	0.210	Meaningfulness level

It can be seen from table 1 that the meaningfulness level is higher than 0.05 and it means that variables are distributed normally.

- H1: Positive attitude toward purchasing via internet affects the tendency to purchase via internet meaningfully.

7.2.2. Hypotheses test

Table 2: Test of correlation between positive attitude toward purchasing via internet and purchasing tendency via internet

Positive attitude toward purchasing via internet	independent variables
Purchasing tendency via internet	Dependent
Pearson	Test
0.60	Value
0.000	Meaningfulness level
200	Number

The results indicate that there is a meaningful relationship between 2 variables (the meaningfulness level is lower than 0.05). The

relationship intensity equals 60 which show a strong one.

- H2: Intellectual norms affect the tendency to purchase via internet meaningfully.

Table 3: Test of correlation between intellectual norms and purchasing tendency via internet

Intellectual norms	independent variables
Purchasing tendency via internet	Dependent
Pearson	Test
0.33	Value
0.000	Meaningfulness level
200	Number

The results indicates that there is a meaningful relationship between these 2 variables (the meaningfulness level is lower than 0.05). The

relationship intensity equals 33 which show an intermediate one.

- H3: Perceived behavioral control affects the tendency to purchase via internet meaningfully.

Table 4: Test of correlation between perceived behavioral control and purchasing tendency via internet

perceived behavioral control	independent variables
Purchasing tendency via internet	Dependent
Pearson	Test
0.19	Value
0.000	Meaningfulness level
200	Number

The results indicate that there is a meaningful relationship between these 2 variables (the meaningfulness level is lower than 0.05). The

relationship intensity equals 19 which show a weak one.

-H4: Intention of purchasing via internet affects the tendency to purchase via internet meaningfully.

Table 5: Test of correlation between purchasing intention via internet and purchasing tendency via internet

purchasing intention via internet	independent variables
Purchasing tendency via internet	Dependent
Pearson	Test
0.53	Value
0.000	Meaningfulness level
200	Number

The results indicates that there is a meaningful relationship between these 2 variables (the meaningfulness level is lower than 0.05). The relationship intensity equals 53 which show an intermediate one.

Now, this question would be answered that how much the sum of independent variables explains the variance of dependent variable, i.e. purchasing tendency via internet. To achieve this goal we made use of regression. The following table indicates that these variables could explain 0.54 per cent of variance of dependent variable, totally.

7.2.3. Regression analysis

Table 6: Value of R² of variables

Net determination coefficient	Determination coefficient	correlation	regression
0.54	0.50	0.74	enter

Table 7: ANOVA

sig	F	Mean of squares	Freedom degree	Sum of squares	Age
0.000	82.1	2689.4	6	15136.8	Regression
		31.3	203	12383.1	Residual
			0.33	29219.1	sum

Table 8: Regression coefficients

sig	t	Beta	Standard deviation	B	Variables
0.000	5.879		2.091	12.290	Fixed
0.000	11.346	0.401	0.032	0.390	Positive attitude toward purchasing via internet
0.003	2.080	0.172	0.081	0.006	Intellectual norms
0.010	0.173	0.105	0.032	0.135	Perceived behavioral control
0.000	4.575	0.272	0.072	0.329	Purchasing intention via internet

To determine the multi-variance effect of independent variable on increase of insurance

industry profitability the linear multi-variance regression analysis was used. The results indicated

that independent variables explain 0.54 per cent of variance of purchasing tendency via internet. Also the results showed that positive attitude toward purchasing via internet with beta coefficient of 0.401 affected more than others the purchasing tendency via internet, and then is the purchasing intention via internet (0.272) and third one is intellectual norms (0.172) and the last one is perceived behavioral control (0.105).

8. Conclusion

Considering the increasing extension of internet in different life aspects one of the issues addressed is internet exchanges which is considered by many of organizations and customers. There are many literatures about supporting the initiation of purchasing via internet and with regard to electronics age and due to extension of E-trading internationally and application of purchasing via internet in virtual environment, it is important to know the effective factors on purchasing behaviors via internet to encourage and attract customers' attention to accept the purchasing process via internet and elimination of online purchasing barriers. . Advancements in recent decade such as rapid growth of internet and digitalization of informational products led to a situation in which traders and businessmen think about significant changes in their business manners consistent with environment. The findings of this research imply that industrial purchasers' positive attitude toward purchasing via internet and purchasing intention via internet affect strongly on purchasing via internet and are to some extent consistent with existing literatures and theories. The intellectual norms effects on the tendency to purchase via internet relatively in intermediate level and considering the research conducted, perceived behavioral control affects meaningfully and weakly on this element. Therefore to increase the purchasing trend via internet it is suggested that the necessary infrastructures be provided for purchasing via internet.

References

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