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ARTICLE

Consumer's perceptions of website's utilitarian and hedonic attributes and online purchase intentions: A cognitive–affective attitude approach

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KEYWORDS

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Utilitarian attributes;
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Abstract The study aims to investigate consumers' perceptions regarding attributes of online shopping websites that influence their cognitive and affective attitudes and also online purchase intentions. Convenient sampling was employed to collect data through an online questionnaire from 335 adult customers of apparel brands *Kaymu* and *Daraz*. Utilitarian and hedonic attributes are utilized; reflecting higher order constructs. Structural equation modeling (SEM) with maximum likelihood estimation (MLE) via AMOS 21 was used. Modified S-O-R model explained considerable variation in online retailing. The study showed that consumers' perception of utilitarian attributes and hedonic attributes are significant and positive predictors of cognitive and affective attitude. Similarly, cognitive and affective attitudes are significant and positive predictors of consumers purchase intentions. Researchers can use S-O-R model to better explain online purchase intentions. It was further concluded that online retailers should not only put a heavy emphasis onto utilitarian attributes but also take hedonic attributes in consideration while formulating online retail strategy.

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PALABRAS CLAVE

Modelo S-O-R;
Compras online;
Actitud cognitiva y
afectiva;
Atributos afectivos;
Atributos hedonistas

Percepciones de los consumidores sobre los atributos funcionales y hedonistas de las páginas web, e intenciones de compra online: visión de la actitud cognitivo-afectiva

Resumen El estudio tiene como objetivo analizar las percepciones de los consumidores en relación a los atributos de las páginas web de compras online que ejercen una influencia sobre sus actitudes cognitivas y afectivas, así como las intenciones de las compras online. Se utilizó una muestra conveniente para recolectar los datos a través de un cuestionario online realizado por 335 clientes adultos de las marcas de moda *Kaymu* y *Daraz*. Se utilizaron atributos funcionales y hedonistas, reflejando constructos de orden superior. Se utilizó el Modelo de Ecuaciones Estructurales (SEM) por Estimación con máxima similitud (MLE) a través de AMOS 21. El modelo S-O-R modificado explicó la variación considerable en cuanto a venta al por menor online. El estudio reflejó que la percepción de los consumidores de los atributos funcional y hedonista constituye un factor predictivo significativo y positivo de la actitud cognitiva y afectiva. De manera similar, las actitudes cognitiva y afectiva constituyen factores predictivos significativos y positivos de las intenciones de compra de los consumidores. Los investigadores pueden utilizar el modelo S-O-R para poder explicar mejor las intenciones de compra online. También se concluyó que los minoristas online deberían hacer mayor hincapié, no sólo en los atributos funcionales, sino también en la consideración de los atributos hedonistas a la hora de formular su estrategia minorista online.

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Introduction

Online shopping is growing and has considerably reduced the market share of the conventional stores (Online Retailing, 2016). World online retail market is growing notably fast and sales have increased from \$694 in 2014 to \$1155 billion across the world (Global Retail E-Commerce Index, 2015). As a result, online retailing has become a very important channel for many companies around the world, for marketing and selling their products and services (Chiu, Wang, Fang, & Huang, 2014).

Online shopping is a kind of shopping where websites of the companies are in the middle of retailers and customers. The arrival of the World Wide Web (www) has completely changed the methods of purchasing goods and services by allowing the companies to do the business more openly in a hyper connected world. As the number of Internet users increases, the opportunities for online vendors are also developing (Overby & Lee, 2006). The competition has also become severe in this segment (Simester, 2016). Due to this heightened competition, online retailers are more concerned to find methods to attract customers to their websites (Chiu et al., 2014). The Internet users in Pakistan are growing continuously. However, the rate of increase in online shopping does not absolutely correlate with the rate of increase in online users. The size of the online retail market in Pakistan is expected to reach over \$600 million in 2017 from its current size of \$30 million (Ahmad, 2015). This may be attributed to increased Internet penetration rates, ease, comfort, convenience cost and time savings and quick delivery systems. Despite these highly encouraging forecasts, online shoppers make merely 3 percent of the total population (19 Billion) of Pakistan (Ahmad, 2015). It is important for online retailers to study consumers' perceptions of values or benefits that may motivate them to purchase online.

To successfully utilize the growth potential of online retail sector, retailers must pinpoint the features of the shopping websites that motivate consumers to purchase online.

Various attitudinal/behavioral models like technology acceptance models (TAM), theory of planned behavior (TPB), and theory of reasoned action (TRA) have been extensively used in online shopping studies (e.g. Cheng & Huang, 2013; Hsu, Yen, Chiu, & Chang, 2006; Ketabi, Ranjbarian, & Ansari, 2014). The theory of reasoned action (TRA) states that consumer behavior is predicted by consumer intentions which are functions of consumer's attitude and subjective norms (Ajzen & Fishbein, 1975). Theory of planned behavior (TPB) extends TRA by adding perceived behavioral control as predictor of intention and behavior (Ajzen & Fishbein, 1980). Whereas technology acceptance model (TAM) explains that two beliefs (i.e. perceived usefulness and perceived ease of use) about a new technology determines users' attitude toward using that technology which will further determine their intention to use it (Davis, 1989). One of the main assumptions of TRA, TPB and TAM is that people are rational in their decision-making processes and actions, so that cognitive approaches can be used to predict behaviors (Ajzen & Fishbein, 1980; Cheng & Huang, 2013; Ajzen & Fishbein, 1975; Hsu et al., 2006; Ketabi et al., 2014; Moon, Habib, & Attiq, 2015). However, several researchers have criticized these models for being too limited when it comes to explaining affective side of the behavior and the addition of affective variables has been recommended as a useful extension of the theories (e.g., Conner & Armitage, 1998; Nejad, Wertheim, & Greenwood, 2004). In line with this recommendation, the stimulus organism response S-O-R model (Mehrabian & Russell, 1974) enables researchers to examine both cognitive and affective influences on behavior (Lee & Yun, 2015). Yet to date, no study has used the S-O-R model to explain consumer's online purchase intentions.

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