

CULTURAL DIFFERENCES IN ONLINE SHOPPING BEHAVIOR: TURKEY AND THE UNITED KINGDOM

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ABSTRACT

Internet usage and online shopping are increasing in popularity. Consumers from different cultures and with different consumption values are using online shopping due to benefits such as ease of search and order, and entertainment. Previous studies on online shopping investigated factors that influence online shopping as well as motives for, value of, and antecedents of online buying behavior. There has been a paucity of research on cultural influences in online shopping. The present study explores cultural differences in online shopping behavior and consumption value using data from a sample of 201 consumers in Turkey and the United Kingdom. The findings reveal that there are differences in the online shopping behavior of Turkish and British consumers, while the two groups share similar consumption values; moreover some dimensions of online shopping behavior of utilitarian and hedonic online shoppers differ for the overall sample.

Keywords: On Line Shopping Behavior, Culture, Cultural Distance, Consumption Value, Utilitarian Value, Hedonic Value, Turkey, The UK

1. INTRODUCTION

The Internet is inherently global. It crosses national boundaries and allows consumers around the world to participate equally. Internet usage is an increasing trend through the world¹. Along with the upward trend in Internet usage, online shopping is becoming increasingly popular and many

consumers use online shopping as an alternative shopping channel². More than 84 % of global Internet users are shopping online³.

Studies on online shopping have investigated the factors that influence online shopping as well as the motives for, value of, and antecedents of online buying behavior. Culture, consumption value and online shopping behavior are the constructs within the scope of this study. The cross-cultural study was carried out in Turkey and The United Kingdom. During the last decade Internet usage and online shopping have been increasing in both countries.

Currently there are 35 million Internet users in Turkey⁴. Online shopping had 14% value growth between 2008 and 2009, and reached YTL 1.5 billion in 2009. Despite the economic crisis, online shopping registered positive constant value growth. The increasing level of credit card ownership in the country also stimulated the growth. With the 3D secure system developed in 2006, positively affecting the security of online payments, online shopping sales recorded a jump between 2005 and 2006, with 30% growth. Compared to other sectors, consumer electronics and, electrical appliances categories have the highest online retailing size⁵. International companies have smaller shares. Online shopping security is consumers' main concern.

Similar to Turkey Internet usage in the United Kingdom is increasing rapidly. There are more than 54 million Internet users in the UK, and the usage rate has been increasing during the last decade at 234 %⁴. Online sales reached over £19.6 billion in 2009, and grew 16% in current value terms from 2009 to 2010. Despite the economic slowdown in 2009 which affected consumer confidence and spending, online retailing was the retailing channel least affected. Food and drink online retailing size is the largest in the UK⁵.

In line with globalization, a review of Internet usage and online shopping in Turkey and the UK indicates an increasing trend parallel to the world trend. Powerful forces are interacting to dissolve the boundaries across national cultures and in the eyes of some, accelerating the emergence of a homogeneous global consumer culture⁶. People from different cultures however, still continue to keep their habits, tastes, values, norms and traditions⁷. Regardless of the arguments for and against the homogenization of world markets, culture affects the needs that consumers satisfy by purchasing and using goods⁸. The culture of a country is the main environmental characteristic that underlies the differences in consumer behavior⁹. People of different cultures may adopt different consumption values as a result of their own personal development and their actions as citizens and consumers¹⁰. 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 services¹¹.

Previous research on online shopping behavior considered factors influencing online shopping adoption by examining the effects of demographics, web-site attributes and the quality of on online shopping web- sites^{12, 13, 14} attitudinal antecedents of online buying^{15, 16, 17}, consumer online shopping experience^{18, 19} and the information search process, trust, intention and brand loyalty in online shopping^{20, 21, 22, 23}. Additionally, Chen and Dubinsky, investigated the effect of culture on online shopping by using constructs like online experience, reputation, and quality of goods²⁴. Moon, Chadee and Tikoo studied the effects of culture and product type on online shopping intention²⁵. There is however, a paucity of field-based studies on cultural differences in online shopping behavior.

This study examines cultural differences in online shopping behavior and consumption value. Online shopping behavior, along with consumption values of the consumers were compared between Turkey and The United Kingdom. The following research questions are addressed “Does online shopping behavior differ between two culturally distant countries 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?”; and “Does the behavior of hedonic and utilitarian online shoppers differ along the online shopping behavior dimensions?” The extant literature is complemented by expanding the database on online shopping behaviour in two different cultures. Additionally, cultural differences in online shopping behaviour and consumption value are studied.

The following section reviews the relevant literature on online shopping behavior and consumption value. The next section outlines research scope and method. Findings regarding the differences in online shopping behavior between Turkey and the United Kingdom, as well as the findings on differences in online shopping behavior by consumption value are discussed in Section four. The last section concludes by discussing the results, the contribution and the limitations of the study and implications for future research.

2. ONLINE SHOPPING BEHAVIOR DIMENSIONS AND CONSUMPTION VALUE

2.1 Online Shopping Behavior

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 Internet²⁶. Compared to alternative channel formats, online shopping has advantages for both marketers and consumers. It eliminates time and space barriers and allows efficient information search for consumers^{27, 28}. Online shopping can ease consumer shopping, save consumer time and effort, and meet consumer demand for comfortable shopping²⁹. Consumers prefer online shopping because of convenience, reasonable price, the variety of commodities and unlimited time³⁰. 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^{31, 32, 33}.

The major limitation of online shopping is that shoppers can not physically experience a product at the time of purchase. Indeed, popular products bought on the Internet are those with a specific price interval, and search goods for which information search on the attributes is sufficient for buying decision³⁴. Brynjolfsson and Smith suggest that the spatial and temporal differences between online consumers and web retailers are some of the implicit uncertainties and inherent risks²⁰. Concerns about misleading product information on poorly organized online shopping sites, as well as too many product choices are the other disadvantages of online shopping³⁵.

Several streams of research on online shopping behavior emerged in the last decade². The first stream deals with main factors influencing online shopping adoption by examining the effects of demographics, web-site attributes and online shopping quality. Hairong *et al.*¹² and Kamurulzaman³⁶ 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, payment and security issues play a role in online shopping process^{14, 37, 38}. Another group of studies investigate affective, cognitive and behavioral motives for online purchases. So *et al.* studied the factors affecting intentions for online purchase such as web search behavior, web shopping adaptations and web shopping attitudes³⁹. A third stream of research focuses on consumer experience rather than consumer's perception, motive, satisfaction and attitude. Kim and

Park¹⁷, Levin, Levin and Weller⁴⁰ and Moon *et al.*²⁵ investigated the goods purchased effect; Molesworth and Suortti¹⁸ investigated the importance of the customer experience in online shopping behavior. Danaher *et al.*,²³ examined brand loyalty in online shopping. A review of online shopping behavior literature point out online purchase frequency, goods purchased, online site type and payment method used as important dimensions of online shopping behavior^{12, 14, 17, 25, 36, 37, 38, 39, 40}.

Purchase frequency for online shopping is defined as specific purchasing amount per specific time. Research findings indicate that online purchase frequency varies between countries. For example, Chinese shoppers shop online more than once a month²⁶. Most European consumers are likely to shop online several times a week, whereas French online shoppers, are the least likely to buy online more than once a week³⁵. Understanding online shopping frequencies of consumers in different cultures is important for international e-tailers in determining their marketing strategies.

The goods selected and bought online are different than those in traditional shopping²⁶. Online retailing is more suitable for 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 find a large amount of information on product attributes^{26, 41, 42}. Buying experience goods online generally includes non-monetary costs such as additional time, effort, uncertainty, and monetary costs like price premiums⁴³. Online shopping provides personalized and mass customized good⁴⁴. Consumers are more satisfied with online shopping when they can specify their attribute preferences⁴⁵.

Internet shopping sites are retail sites where 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 cyber space⁴⁶. Even though web site attributes have been extensively investigated, few studies exist on the classification of online shopping sites^{13, 47, 48}. Clark classifies online shopping sites as manufacturer sites, off-line brick and mortar retail sites, catalogue hybrid sites, pure dot.com sites, mall sites and broker sites⁴⁹. Online shoppers' choice of Internet site type is affected by security issues. Buyers and sellers seek a good performance as well as guaranteed delivery and payments⁵⁰. Design of the website is also an important factor affecting online shopping website preference. 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 development⁵¹.

Payment method is another important dimension of online shopping due to trust issues⁵². Trust is a subjective interpretation or a belief by one party with regard to another. It is perceptual, can change across cultures⁵³ and is critical in transactional relationships with uncertainties between sellers and buyers⁵⁴. In online shopping, trust can lead to higher online shopping preference. Chen and Barnes claim that both online initial trust and familiarity with online purchasing have a positive effect on buying⁵⁵. Thus, one challenge for organizations participating in e-shopping is to ensure sufficient trust to attract customers online⁵⁶. The service brand in electronic commerce can be a tool through which trust can be built between consumer and service provider. In online shopping, consumers cannot monitor the safety and security of their personal information or credit card numbers⁵⁴. 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 or by using virtual credit card information. On the other hand, cash on delivery is a transaction method where goods are fully paid for in full in cash or by credit card when they are received by the buyer²⁶.

2.2 Consumption Value and Culture

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. Using the value concept is considered a more parsimonious way to describe and explain the similarities and differences among individuals, groups, or cultures⁵⁷.

Consumption value is defined as the perceived attributes of products or services for consumers¹¹. It can serve as a reason for buying goods and services, and can create interest in, as well as desire and acceptance for buying; it can also vary between cultures. Consumers in China, a collectivistic culture, emphasize the functional value of products in shopping⁵⁸. In contrast high levels of hedonic shopping value might be expected in the U.S.⁵⁹.

Consumption value has been used to analyze consumer attitudes and behavior. Several classifications for consumption value have been suggested. Sheth, Newman, and Gross⁶⁰ and Xiao and Kim⁵⁸ contend that products can provide functional, social, emotional and epistemic values thereby affecting consumers' purchase motivations. Babin, Darden and Griffin used a two category classification for consumption value: hedonic and utilitarian⁶¹. Previous research has shown that both utilitarian and hedonic views of the shopping experience are important contributors to the general consumption

value perceived by consumers. The two primary motivations for general retail shopping (goal-oriented/ utilitarian and hedonic/ fun) have been applied to the online shopping environment^{61, 62}. Online shopping behavior changes with the perceptions of utilitarian and hedonic value. Online shopping presents a good opportunity for studying utilitarian and hedonic consumption values. It defines characteristics that can support entertaining behavior such as tracking other shopper's activities and following new products, as well as goal-directed behavior like reading product reviews for gaining product knowledge⁶³.

Utilitarian value is about task-related worth and is an overall evaluation of functional benefits and costs⁵¹. Utilitarian consumer behavior has been described as task-related and effective. Perceived utilitarian shopping value encourages the completion of a shopping trip for a particular consumption need in a reasonable period of time^{61, 64, 65}. Utilitarian shoppers shop online for the 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^{66, 67}. Online shopping research has mostly focused on the sections of the websites addressing utilitarian needs. The relationship between product presentation format and product understanding has been investigated³⁰.

Hedonic value is about entertainment and emotional worth, and is an overall evaluation of experiential benefits and the costs of shopping⁵¹. An inventory of six hedonic consumption motives was developed by Arnold and Reynolds⁶⁸. The adventure motive leads to shopping for stimulation and for the feeling of being in a different world. The 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. The value motive leads to shopping for discounts and bargains. The role motive means shopping for the joy of finding the perfect gift for others while idea shopping for related trends and fashions is initiated by the idea motives. 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. Some customers do not value the practicality of products but enjoy the happiness from buying products. They care for the process rather than results²⁹. 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. Online shopping satisfies the consumers' hedonic consumption values⁶⁹. Consumers, with dominantly hedonic consumption values are known as impulse buyers. They become more loyal and influential with word of

mouth^{70, 71}. They love shopping and tend to spent more time on information seeking, make more unplanned purchases, and enjoy social interactions. Thus, they are more sociable, deal-prone and fashion-oriented^{65, 72, 73}. Hirschman and Holbrook found that positive consumption related to emotions in a hedonic context is likely to create very high commitment and repurchase intention⁶⁴.

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 and Han claim that perceived usefulness has a stronger influence on online shopping preference than playfulness⁷⁴. Lee found that perceived usefulness significantly affects online shopping and that the effect of perceived enjoyment and fun is not significant⁷⁵. Similarly, Koufaris found that perceived usefulness has a stronger effect on intention to return to an online shopping store than shopping fun⁷⁶. On the other hand, Cyr, Hassanein, Head and Ivanov show 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 site⁷⁷. Decision making styles in online shopping mostly fit those of value shoppers who aim to benefit from the shopping activity⁷⁸.

3. RESEARCH SCOPE AND METHOD

Online shopping behavior is an extensively researched area, however few studies have examined cultural influences on online shopping behavior^{25, 79, 80, 81, 82}. The objective of this study is to explore cultural differences in online shopping behavior and consumption value. Online shopping behavior and consumption value differences between two culturally distant countries - Turkey and the United Kingdom, are investigated along with differences in online shopping behavior of hedonic and utilitarian shoppers are investigated. The literature review highlights online purchase frequency, goods purchased, online site type used and payment method as important dimensions of online shopping behavior^{12, 14, 17, 25, 36, 37, 38, 39, 40}. The utilitarian and hedonic consumption value classification used by Babin *et al.* was adapted to measure the consumption values of online shoppers in the two cultures studied⁶¹. Hofstede's cultural dimension index scores and Morosini *et al.*'s cultural distance formula were used to determine the cultural difference between the two nations selected⁸³. The conceptual framework developed is presented below.

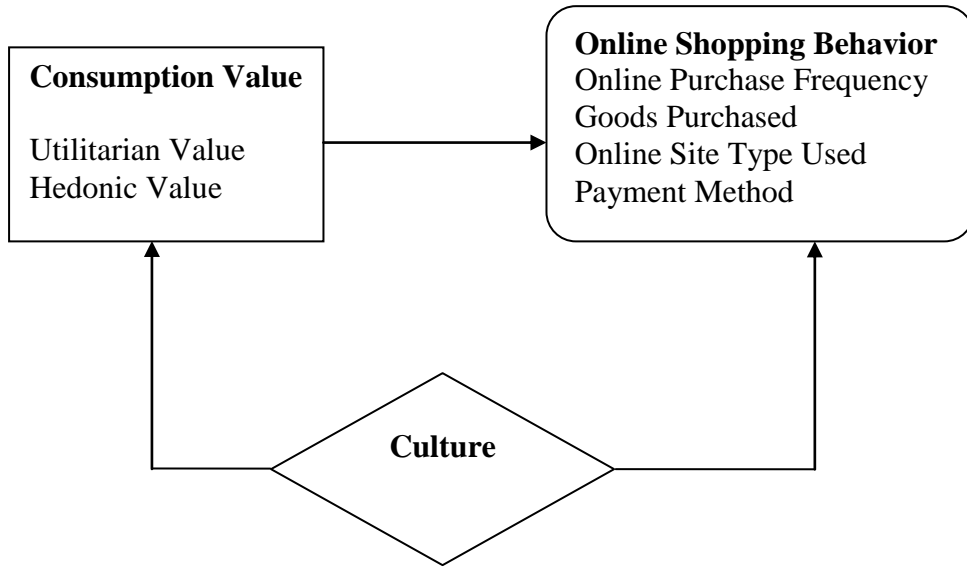


Figure 1. Conceptual framework

A preliminary questionnaire was developed in Turkish and tested on Turkish respondents. As required by cross-cultural studies the final questionnaire went through two back translation processes⁸⁴. Scales for the measurement of consumption value were borrowed from the literature; others were developed by adapting existing scales.

The first question of the survey inquired about online shopping usage and was used to eliminate from the sample those respondents who do not shop online. Online purchase frequency, goods purchased, online shopping site type used, and payment method dimensions were used as variables for measuring online shopping behavior^{25, 26, 49}. Five-point Likert scales are commonly used for measuring online purchase frequency and online repurchase intention^{52, 85, 86}. Milong however, measured online purchase frequency by providing seven time intervals for this variable²⁶. As it provides specific time intervals Milong's scale was used for measuring online purchase frequency.

Previous research examined the amount of goods purchased online by product type (as search and experience) or by product category. Yoo and Donthu measured the goods purchased dimension by first determining the product type and then asking respondents to classify thirteen product categories as search and experience goods before measuring the buying amount of each product category⁴⁶. Milong²⁶ and Kim *et al.*⁸⁷ used a similar product categorization with a more limited number of categories. Eleven of the thirteen product categories of Yoo and Donthu's study were used to

measure the level of buying amounts for product categories⁴⁶. Rather than having respondents rank the product categories by the amounts bought as Yoo and Donthu⁴⁶, Milong²⁶, and Kim *et al.*⁸⁷ did, the level of buying amounts for the product categories were determined by providing five-point scales ranging from “very low” (1) to “very high” (5) for the product categories.

Site type used was measured as the respondents’ level of usage amounts for the site types by providing scales ranging from “very” low (1) to “very high” (5). Previous research 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, Milong²⁶ directly asked online purchase place with an open-ended question. Clark provided respondents with six site types and asked them to indicate the ones they use⁴⁹.

Payment method for online purchases was measured by providing two payment options: online payment and cash on delivery^{26, 78, 88}. Levels of usage for 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 Gross⁶⁰ and Xiao and Kim⁵⁸ suggest that products can provide functional, social, emotional and epistemic values thereby affecting consumers’ purchase motivations. They measured each consumption value item on seven-point Likert scales. Babin *et al.*, on the other hand, analyzed consumption value in two categories: hedonic and utilitarian expressions⁶¹. They developed a fifteen-item scale which is commonly used in measuring utilitarian and hedonic 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 consumption value scale is used⁶¹. The last part of the questionnaire focused on demographics and measured the respondents’ age ranges, gender, level of education, and income levels.

The two countries selected for the study are Turkey and the United Kingdom. As the study aims to explore cultural distance in online shopping behavior, the cultural difference between the two countries was analyzed. Application of Morosini *et al.*’s⁸³ cultural distance measure which utilizes Hofstede’s⁸⁹ cultural dimension indexes revealed a distance of 81 between the two countries.

Online shoppers are more educated and sophisticated relative to nonusers, have some networking knowledge and possess strong purchasing

power²⁹. A sample consisting of 323 professionals working for international companies that are operating both in Turkey and the United Kingdom was selected. The motive behind the sample selection was an attempt to control the samples from the two countries for non-cultural confounding factors. As Foxman *et al.* notes, both macroeconomic and socio-demographic factors can affect consumers of different cultures⁹⁰. Macroeconomic factors, such as the economic level of the country which affects 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 covariates⁹¹. Although they may affect consumer behavior, these factors were only used for identification of sample units and the relationship between online shopping behavior; demographic characteristics were not examined. Information on the age of respondents was used to select sample units within the age range of 20 to 50 years. According to the survey results, online shopping is highest among the 20 to 43 age group in Turkey, and the 35 to 44 age group in the UK^{92, 93}.

Online survey method was used for data collection. The response rate was 73 %. 201 questionnaires were used for analysis. After eliminating responses with missing data, as well as participants beyond the predetermined age range, with a degree below high school education and with nationalities other than Turkish and British, 201 questionnaires were used for analysis (100 Turkish and 101 British consumers).

For analysis, descriptive statistics, ANOVA and independent sample t-test were employed. In line with the research objectives, the online shopping behavior dimensions of online purchase frequency, goods purchased, online site type used, and payment method for Turkish and British samples were analyzed and compared using one-way ANOVA. Next, consumption values of the two samples were analyzed and tested for differences using an independent sample t-test. Finally, the relationship between consumption value and dimensions of online shopping behavior was analyzed for the total sample by using one way ANOVA.

4. ANALYSIS AND RESULTS

4.1 Sample Descriptions

Turkish and British samples were similar in terms of demographic characteristics. The total sample consists of 51.7% female and 48.3% male respondents. Among the three age groups, the highest number of respondents (51.7%) is in the 21 to 30 age range, followed by 32.8% in the 31 to 40 age range. The distribution of sample units among the age groups is similar in the two samples. Moreover 97.5 % of all respondents have either a bachelor's 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 £1401 to 3000 income range for the UK, and the 2000 to 7500 TL income range for Turkey. Among all participants 86.6% 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 majority of Turkish consumers shop online once a month (40.2%), whereas most British consumers shop once a week (41.1%). 85.3 % of British shoppers and 69.5 % of Turkish consumers shop at least once a month. Products bought online are grouped as experience and search goods²⁵. Turkish and British consumers have similar product type perceptions for all products inquired except for vegetables. 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. Both British and Turkish online shoppers use the same site types at the highest levels, but the rankings are different. Top three online shopping sites, most frequently used by British consumers are mortar retailer, manufacturer and pure dot.com sites, while Turkish shoppers mostly use mortar retailer, pure dot.com and manufacturer sites. For both British and Turkish consumers online payment by credit card information had the highest usage level. The top three payment types for British shoppers are online payment with credit card information, virtual credit card and direct money transfer. Turkish consumers pay online by credit card information, virtual credit card and cash on delivery.

Consumption value was measured using Babin *et al.*'s scale⁶¹. 63% of the respondents in the British sample, and 84% of the respondents in the Turkish sample are hedonic consumers.

4.2 Online Shopping Behavior and Culture

The analysis for addressing the research question about the effect of culture on online shopping behavior reveals significant differences in all dimensions of online shopping behavior between the Turkish and British samples. A summary ANOVA table is presented in Table 1.

Table 1. Differences in online shopping behavior 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

Shopping frequencies of British and Turkish online shoppers are significantly different. Regarding the goods purchased dimension of online shopping behavior, the level of online buying amounts for goods purchased is significantly different for nine of the eleven product categories investigated. In the food/drink and gift/flower product categories, the level of online buying amounts between the British and Turkish consumers do not differ significantly. 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. British customers have a higher usage level for all types of online shopping sites relative to Turkish consumers. British and Turkish online shoppers' usage levels of payment

methods for online purchases differ significantly for two of the four payment methods (direct money transfer and cash on delivery). These payment methods are used at higher levels by Turkish consumers. The usage levels for credit cards and virtual credit cards for online payment are not significantly different between the two samples.

4.3 Culture and Consumption Value

For addressing the research question on the differences in consumption value between cultures, consumption values of the Turkish and British online shoppers were measured and tested for significance of difference by using an independent sample t-test. The results indicate that there is not a significant difference between the consumption values of the two samples ($F \sim 0.58$; $\text{sig} \sim 0.82$). The majority of online shoppers in both cultures have hedonic consumption values.

4.4 Online Shopping Behavior and Consumption Value

Based on the finding that the two samples did not differ significantly in terms of consumption value, analysis of the relationship between online shopping behavior and consumption value was conducted for the total sample. To investigate the differences in online shopping behavior by consumption value, online purchase frequency, goods purchased, site type used, and payment method data for utilitarian and hedonic consumers was analyzed. A summary ANOVA table is provided in Table 2.

The results of the analyses do not reveal a significant difference between the online shopping behaviors of utilitarian and hedonic consumers in general. Online shopping frequency, shopping site type and payment method used are similar for utilitarian and hedonic online shoppers. Regarding goods purchased dimension of online shopping behavior, the 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. Utilitarian consumers purchase more computer hardware and toys/games online, while hedonic consumers purchase more health/beauty products.

Table 2. Differences in online shopping behavior 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

5. DISCUSSION AND CONCLUSION

The present research explores the effect of culture on online shopping behavior and consumption value, as well as the effect of consumption value on online shopping behavior. 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 analysis of 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 certain goods purchased. However the two groups do not behave differently in terms of their shopping frequencies and their usage levels of online shopping sites and payment methods.

All online shopping behavior dimensions (shopping frequency, goods purchased, website type, and payment method) varied between the Turkish and British samples. Online shopping frequencies also differed: British consumers shop online more frequently relative to Turkish consumers. The reason for this could be security concerns. For both British and Turkish consumers, a concern for security is one of the important disadvantages of online shopping. Turkish shoppers expressed this concern more frequently. Turkey has higher risk avoidance index, which implies that Turks are less tolerant to risk⁸⁹. British and Turkish samples are similar in terms of consumption value. 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. Turkish customers buying amounts are lower relative to British online shoppers. Additionally, the amount of goods purchased by utilitarian and hedonic consumers differs for three product categories: computer hardware, health/beauty products and toys/games. Utilitarian consumers purchase more computer hardware and toy/games relative to hedonic consumers; while hedonic consumers purchase more health/beauty products. The finding on the site type used indicates that British consumers' use of all six types of online shopping sites is higher relative to Turkish shoppers. This is related to the higher online shopping frequencies of British consumers. Turkish consumers mostly prefer mortar retailer, pure dot.com and manufacturer sites. These are more developed site types with higher levels of awareness among consumers in Turkey which may be creating a higher level of trust. Payment methods also differ between Turkish and British online shoppers. Although payment by credit card information or virtual credit card is preferred by both Turkish and British online shoppers, Turkish consumers use cash on delivery and direct money transfer more than British consumers. These payment methods are mostly used when there is a security concern.

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. Few studies however have explored cultural differences in online shopping behavior. The current study addresses this gap by investigating cultural differences in online shopping behavior and consumption value, examining online purchase frequency, goods purchased,

and online shopping site type and payment method between two distinct 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 in terms of the number of countries studied. Furthermore, even though socio-economic and demographic variables were controlled to a certain extent to decrease non-randomness, a convenience sample was used due to geographic and resource constraints. 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. Cross-cultural studies on the effect of website design on online shopping behavior may also contribute to the literature.

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. In designing and revising their online shopping sites, as well as in their merchandising decisions, 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. Based on the findings, Turkish online shopping channel managers can prioritize security concerns, improvements in site organization and shopping 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.

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