

Validity and reliability of consumer attitude toward online shopping scale*

Zührem Yaman¹, Onur Köksal²

Abstract

With the rapid developments in information technologies in recent years, the Internet has more place in our daily lives, and as a result, the Internet, used as a means of communication at first, has resulted in changes in the shopping preferences of today's consumers. Online shopping is one of the most drastic of these changes. It is believed that having more information about the reasons for consumer preferences on shopping online or avoiding online shopping and defining the processes related to online shopping conducted by businesses can contribute to the efficiency of online shopping. In the present study, an attitude scale toward online shopping is developed and this scale is tested for validity and reliability. There are various attitude scales toward online shopping in the related literature. The purpose of developing this scale is to define new attitudes of consumers toward online shopping that have adapted to changing conditions of the world and technology. With the opinions of 5 academics in the fields of marketing and business management, the number of items, which was 24 on the draft scale, was reduced to 20. For the pre-study, data were collected from 60 consumers and analyzed. A pilot study of the draft scale was conducted on 154 consumers. At the end of this study, a scale consisting of 2 dimensions and 14 items with high validity and reliability was developed. Obtained findings are presented in detail in the paper.

Keywords: online, online shopping, marketing, attitude, attitude scale

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¹ Associate Professor, Selçuk University, Beyşehir Ali Akkanat Faculty of Tourism, Selçuklu-Konya, Turkey. Scientific affiliation: service marketing, consumer behavior, product and brand management. Phone: + 90 332 512 05 45. E-mail: zyaman@selcu.edu.tr / zuhremyaman@gmail.com. ORCID: 0000-0001-9796-7063.

² Professor, Selçuk University, Beyşehir Ali Akkanat Faculty of Tourism, Selçuklu-Konya, Turkey. Scientific affiliation: education and teaching programmes, educational administration, education technologies. Phone: +90 0332 223 11 07. E-mail: onurkoksal@selcuk.edu.tr / onurkoksal38@hotmail.com. ORCID: 0000-0003-0798-3620.

1. Introduction

With the acceleration in Internet use in the 21st century, there were developments in information and technologies, which were the greatest steps toward being an information society (Kuimova et al, 2017). This way, the number of Internet users increased, and important opportunities formed for online shopping (Tsao and Tseng, 2011; Ahmadian and Ferdosipour, 2021), and traditional commerce transformed into modern or e-commerce with the new technologies. As a result, there were drastic increases in the number of consumers, who shop online, and the sales made on online shopping sites of businesses worldwide (Akbar and James, 2014; Karaca, 2020). Today, individuals attach great importance to social media and use it as a means of communication, which resulted in changes in their traditional purchasing attitudes affecting their online shopping attitudes (Bayrakdaroğlu et al., 2017; Waqar, 2020). Various factors affect consumer preferences in online shopping which have advantages and also risks. Consumer preferences for shopping using the Internet and their intentions for Internet use are defined by their attitudes toward online shopping (Yağcı et al., 2017; Rad and Ferdosipour, 2020).

Consumer purchasing attitudes play an important role in the consistency, profitability, and forming customer loyalty in online shopping. To be successful in their operations, businesses need to know what affects the purchasing behaviors of consumers, who conduct online shopping activities and act accordingly. Businesses can develop important strategies that affect purchasing behaviors of consumers by focusing on understanding whether consumers have anxiety or hesitations about shopping online. This way, the number of consumers, who prefer online shopping, will increase. Businesses must meet consumer demands and expectations and know the factors that affect their attitudes and behaviors to increase the tendency toward online shopping.

The hypotheses of this research are as follows:

1. Examine the perceived benefits and risks of online shopping
2. Develop a scale measuring the perceived benefits and risks of online shopping

Research questions are as follows:

- 1) What affects the purchasing behaviors of consumers?
- 2) Do consumers have anxiety or hesitations about shopping online?
- 3) What are the consumer demands and expectations that affect their attitudes and behaviors to increase the tendency toward online shopping?

With this in mind, the present study aims at developing a scale adapted to changing world and technological conditions to define new attitudes of consumers toward shopping online.

2. Literature review

An increasingly popular tool for facilitating information search, selection, and purchase is the Internet. The extent to which consumers are now using the Internet as a channel for shopping highlights the need to better comprehend and anticipate consumers' online shopping behaviors. Wolfenbarger and Gilly (2001) noted in previous research that making decisions about strategy, technology, and marketing as well as web site design can and should be based on a clear understanding of what drives consumers to shop online. Both the perceived benefits and risks of online shopping are anticipated to play important roles in explaining consumers' current shopping behaviors and predicting their intention to continue shopping online, given that online shoppers are known to be motivated to maximize benefits and minimize risks.

2.1. Online Shopping

Online shopping refers to customers' shopping using websites (Broekhuizen and Huizingh, 2009; Pop, 2020). With online shopping, consumers can make research about any product or service whenever and wherever they need and want, and they can compare between options (Demirel, 2010). An online shopping site is an online infrastructure version, which enables shopping using the Internet and where all activities related to traditional purchasing are done through Internet (Yoo and Donthu, 2001; Kalafatoglu, 2021).

Online shopping behaviors have changed with the increase in the number of businesses, which formed the infrastructure supporting online shopping. While consumers have to shop in stores to meet their needs and wants in traditional shopping, today this is no longer a necessity. Now products and services can be accessed for more economic prices, more shortly and easily (Fitsumbirhan et al., 2020; Simbarashe and Zirima, 2020; Utemissova et al., 2021). These advantages provided by online shopping for customers increased the number of consumers, who prefer it, yet create intense pressure on businesses. Businesses need to be preferable and have a competitive advantage on the Internet. The most important factor in being preferred and having a competitive advantage is providing satisfaction and trust by offering high-quality, high-speed, and low-price products and services.

Today the living conditions of consumers have changed, they want to have more time for themselves by saving time, their needs have varied, online shopping has a cost advantage over traditional shopping, it is possible to compare the price and quality of products on e-commerce sites, consumers can access the products they need immediately and they have access to consumer comments on certain products. These are among the most prominent of the many reasons that make consumers prefer online shopping (İzgi and Şahin, 2013; Ağaç and Solak, 2016). The consumers

can look into products they like without any time or space limitations, they can access user information about the products, make use of the experiences of previous customers and decide accordingly. It is very important to know about consumers' shopping behaviors since it is not very easy to define their needs and wants and the variables that motivate them without understanding consumer behaviors. Therefore, it is necessary for marketing experts that pre-define the demands, expectations, and preferences of the target audience-the consumers-are pre-defined and they develop strategies accordingly (Gürbüz et al., 2015; Turkmen et al., 2020). Consumers' online shopping attitudes toward the products or services may change positively or negatively when their demands and expectations are met.

2.2. Purchasing attitudes in online shopping

The most important factor for businesses to compete among the businesses that have online sales operations is tracking the changes in consumer behaviors. Because online shopping is affecting economic, commercial, and social life more and more every day (Vijayarathy, 2004; Suteyeva and Sarsembayeva, 2021), online consumer behavior has become related to many disciplines, such as information systems, marketing, administrative science, psychology and social psychology (Hoffman and Novak, 1996; Koufaris, 2002; Gefen et al., 2003; Pavlou, 2003; Cheung et al., 2005; Pavlou and Fygenson, 2006; Zhou et al., 2007; Chen, 2009).

Attitude is defined as individuals' constant feelings, intentions, partiality, impartiality, or evaluations of an object or an idea (Durmaz, 2008). According to Peter and Olson (1994), it refers to human beings' evaluation of a phenomenon and covers a range of evaluations including products, services, or ideas. Behavioral, cognitive, and emotional elements should be brought together effectively to form a new attitude or change an existing one. The cognitive aspect is formed of opinions, knowledge, and beliefs related to the attitude, while the emotional aspect includes positive (happiness, joy, appreciation, and satisfaction) or negative (regret anger, boredom, fear, etc.) feelings rather than objective information (Koç, 2007). The behavioral aspect is defined as the transformation of attitude to a behavior (Kalinina et al., 2021; Koç, 2007; Keser et al., 2021). The studies in the related literature on the factors affecting businesses' e-commerce operations mostly focus on the individuals' attitudes toward online shopping and their intention to shop. Studies report that the consumers, who use the Internet more frequently, shop online and they exhibit more positive attitudes toward online shopping (Bellman et al. 1999; Alao et al., 2021; Tugun, 2021).

With the increase in the number of online shopping sites, virtual stores are replacing traditional stores. This radical change in the form of stores has directly affected the decision-making mechanisms of consumers (Koufaris 2002; Tezer, 2020). Businesses that have the opportunity to sell their products and services online have

had to develop different ways to offer consumers more value due to increasing competition. By enriching the values offered to customers, businesses can make consumers develop positive attitudes toward themselves. Even the Internet provides its users with advantages such as saving time, accessing more information in a shorter time, competitive prices, and more options, the consumers often feel timid about shopping online and prefer traditional shopping methods (Iucu, 2021).

Improving the quality of virtual store environments directly affects customer satisfaction (Ateş, 2017). In addition, a well-designed virtual store can define the decision-making styles of consumers by stimulating them emotionally and making them develop positive attitudes. For these reasons, businesses aim at creating a positive effect on consumers' purchasing intentions by making them spend more time on their websites. This operation is among the primary objectives of online stores (Hsu et al. 2012). Studies show that consumers, who go online to look into a product for any reason, have more positive attitudes toward online shopping and are more prone to shopping online (Bellman and Johnson, 1999).

Sam and Chatwin (2015) tried to define online consumer decision-making styles to be adapted to online shopping environments. This scale they developed focuses on the criteria to be considered about the products and the factors affecting online shopping. According to the research conducted with this scale, the most important factors affecting consumers' decision on online purchasing or rejecting any product or service are privacy, security, saving time, convenience, and pleasure (Udo, 2001; Cockburn and McKenzie, 2001; Liao and Cheung, 2001; McKnight et al. 2002; Abu-Rumman, 2021). According to Akbar and James (2014), consumers' purchasing decisions are formed by perception, motivation, learning, attitude, and beliefs, and studies show that consumer attitudes affect customer satisfaction, trust, and loyalty. Chang and Chen (2009) state that the main reason for customers to not prefer online shopping is the lack of perception of trust. Therefore, the most important factor affecting consumers' online shopping attitudes is safety. One of the most important reasons that prevent consumers from shopping online or make them hesitate is insecure payment methods or operation systems (Nazir et al., 2012; Kaldiyarov et al., 2019).

While consumers find the Internet to offer a number of advantages, the Internet tends to amplify some of the uncertainties involved in any purchasing process. Consumers perceive a higher level of risk when shopping on the Internet than in traditional retail formats (Lee and Tan, 2003; Tan, 1999). This is not surprising, as studies have consistently shown that consumers perceive a higher risk of non-store purchases, such as shopping over the phone (Akaah and Korgaonkar, 1989), mail order (Van den Poel and Leunis, 1999), catalog (Eastlick and Feinberg, 1999) and direct selling (Peterson et al., 1989).

Two types of risk have been linked to online shopping: financial risk and product performance risk (Bhatnagar and Ghose, 2004a, 2004b; Bhatnagar et al., 2000).

Three types of risk—product performance risk, financial risk, and time/convenience risk—were related to the frequency of online search with purchase intent, according to other studies (Forsythe et al., 2002; Forsythe and Shi, 2003). Although there are similar studies that have been done before, a current study is needed because these studies are out of date and due to new technological developments.

3. Methodology

Research methodology is explained through applied approach of general screening model. Also, the process of developing the scale Attitude toward online shopping is presented.

3.1. Research model and work group

The present study adopts a general screening model. The general screening model refers to an implementation on a universe or group, or sample from a universe formed of many elements to reach a general judgment of that universe (Karasar, 2005). With the screening model, researchers can have a general opinion about a general group. The present study is conducted by analyzing data collected from 154 participants selected randomly.

3.2. The Process of the development of the attitude toward online shopping scale

In the process of developing the scale of attitude toward online shopping, individuals selected online. They were shared a link to participate in the research. Therefore, participants were selected randomly. and were asked to write a text expressing their feelings and thoughts about online shopping. This question has been asked in terms of product and services. These texts written by individuals were analyzed and the statements expressing their attitudes were selected. Additionally, the related literature was reviewed to study the items in the scales about attitudes toward online shopping. An item pool was formed with the statements from the texts and items from the literature review. In this process, 7 experts of marketing were given the task to share their opinions and mark each statement as appropriate, not appropriate, and appropriate with revisions in terms of marketing strategies. Opinions of 5 faculty members from the department of Turkish Language were asked to avoid ambiguity. The items in the scale were graded as *Totally Agree*, *Agree*, *Partially Agree*, *Agree a Little*, and *Totally Disagree*. While ordering the items within the scale, the items were presented unorderly to avoid leading participants. Then, 4 items were removed from the item pool, and 1 item was revised based on the opinions of the academics from the department of Turkish

Language. This way, a 20-item draft scale was obtained. Finally, an instruction informing about the purpose of the scale was included at the beginning of the scale. The draft scale was tested on 154 individuals online.

4. Empirical data and analysis

In addition to expert opinions, item analysis was conducted by calculating the correlations between the answer to each item and the total score from the scale for validity. Analysis results are presented in findings. According to the analysis, the scale had two dimensions, and the items were ready for factor analysis.

Exploratory factor analysis (EFA) was conducted to define the structure of the scale. Factor structure can be defined completely with EFA (Daniel, 1995). Confirmatory factor analysis (CFA) was conducted on AMOS-22 package software to confirm the structure defined with EFA. Interpretations of the fit index values were based on the criteria defined by Schermelleh-Engel et al. (2003) and Byrne (2013). Standardized factor load values, regression coefficients, and t statistics for each item were obtained with CFA. Additionally, because the non-standardized estimate value was fixed to 1 for one item in each factor, t statistics were not calculated for 2 items, yet it was observed that factor load values for factor ways were high. To improve the fit index values in CFA, modification ways were defined between items 8 and 12 in the first factor and items 14 and 20 in the second factor. Cronbach Alpha internal consistency coefficient was calculated to test the applicability of the scale, and the development steps for attitude toward online shopping scale were completed.

Tavşancıl (2002) defines construct validity as the ability of a scale to measure the whole structure to be measured. Construct validity enables the explanation of what the results obtained from the scale are related to (Akyüz, 2018). To define the construct validity of the scale, exploratory and confirmatory factor analyses were conducted. Before the analysis, the adequacy of the number of the sample on which the scale is implemented should be defined (Kahn and Best, 2017). Kaiser-Meyer-Olkin (KMO) value was calculated to define the adequate sample size. The closer the obtained value is to 1, the more perfect it is, and the values below .50 are considered unacceptable (Tavşancıl, 2002), since the distribution in the universe should be normal for factor analysis (Karakaş and Turanlı, 2008). The distribution in the universe was analyzed with the Barlett test. According to the results, the KMO coefficient of the scale was over .50 and the Barlett test significance value was 0.00, which indicates that the data obtained from the participants were fit for factor analysis. Following these procedures, EFA was conducted to define the factor structure of the scale. To define the factor structure of the scale Component Matrix and Rotated Component Matrix-Varimax analyses were conducted, the purpose of which was meeting the two requirements for an item to be included in a factor in

the scale. These values should be 0.35 more than the load of the factor the item to be included in and the load value of the item in the factor should be 0.10 more than its load values in other factors (Tavşancıl, 2002). According to the results of the factor analyses conducted on 20 items in the scale with Rotated Component Matrix-Varimax analysis the KMO coefficient was 0.913, and the Barlett significance coefficient was 0.00. (Table 1).

Table 1: Factor Names and EFA Results for Consumer Attitude Toward Online Shopping Scale

Item No		Factors and Items	Cronbach Alpha Coefficient	Variance Explanation Percentage	Eigenvalues
		1 st Factor	0.897	49.762	6.967
Item 8	I prefer online shopping due to practicality.	0.784			
Item 4	I prefer shopping online to save time.	0.750			
Item 17	I don't have to go out to shop online.	0.747			
Item 5	I prefer online shopping as it offers many options for products.	0.738			
Item 18	I prefer online shopping due to return guarantee.	0.713			
Item 2	I prefer online shopping due to convenience.	0.669			
Item 19	Products in online shopping attract my interest more.	0.640			
Item 12	I prefer online shopping because the products are cheaper.	0.639			
		2 nd Factor	0.878	11.923	1.669
Item 14	I don't prefer online shopping due to my lack of knowledge.	0.832			
Item 20	Online shopping has always frightened me.	0.793			
Item 9	I don't feel safe shopping online.	0.765			
Item 10	I don't like shopping online.	0.736			
Item 3	I have difficulty shopping online.	0.707			
Item 6	I don't prefer online shopping as I cannot see the product live.	0.618			

KMO Value = 0.913, Total Explained Variance = 61.685, Cronbach Alpha Coefficient=0.714
 Source: Author's calculation

After all the aforementioned procedures, there were 14 items left on the scale. Table 2 below presents the common factor total correlations for the items in the scale.

Table 2: Common factor total correlations of items

Items	Corrected Item	Total Correlation
Item 4	0.679	
Item 8	0.724	
Item 17	0.396	
Item 18	0.516	
Item 5	0.571	
Item 2	0.714	
Item 19	0.524	0.714
Item 12	0.413	
Item 14	0.571	
Item 20	0.662	
Item 9	0.465	
Item 10	0.645	
Item 3	0.518	
Item 6	0.464	

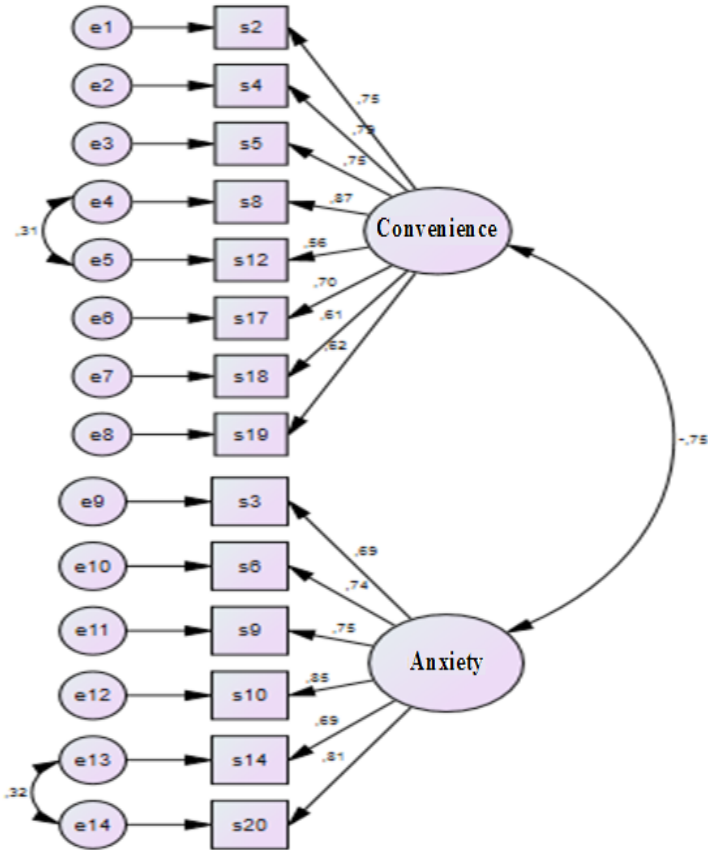
Source: Author's calculation

According to Table 2, common factor variances of the items range between 0.396 and 0.724, and factor load values of these items are under two factors. After all the procedures, a valid two-factor scale with 14 items was obtained.

Following the EFA, CFA was done on 14 items to define the extent to which they measure.

The CFA was conducted in two steps. At the first step, fit statistics and modification index results were obtained based on CFA results. Modification indices were studied then for the fitness of factor structure of items with the data. Based on the modification results, modification ways were defined between items to improve item fit index values.

Figure 1: 1st level 2-factor CFA Model for Consumer Attitude toward Online Shopping Scale



Source: Author's elaboration

Figure 1 on the 1st level 2-factor CFA model for Attitude toward Online Shopping Scale presents the standardized factor load values, regression coefficients, and t statistics obtained with confirmatory factor analysis.

Table 3: Fit Index Values from the CFA

Fit Index	CFA	Perfect Fit Criteria	Acceptable Fit Criteria	Evaluation
$\chi^2/ (df)$	1.75	$0 \leq \chi^2 \leq 3$	$3 < \chi^2 \leq 5$	Perfect Fit
RMSEA	0.068	$0 \leq RMSEA \leq 0.05$	$0,05 < RMSEA \leq 0.08$	Acceptable Fit
TLI/NNFI	0.95	$0,97 \leq TLI \leq 1.00$	$0,95 \leq TLI < 0.97$	Acceptable Fit
CFI	0.96	$0,97 \leq CFI \leq 1.00$	$0,95 \leq CFI < 0.97$	Acceptable Fit
NFI	0.90	$0,95 \leq NFI \leq 1.00$	$0,90 \leq NFI < 0.95$	Acceptable Fit
AGFI	0.86	$0,90 \leq AGFI \leq 1.00$	$0,85 \leq AGFI < 0.90$	Acceptable Fit
GFI	0.90	$0,95 \leq GFI \leq 1.00$	$0,90 \leq GFI < 0.95$	Acceptable Fit

Source: Author’s calculation

According to the fit index values of the 1st level, the 2-factor CFA model formed with a 2-factor 14-item structure defined with EFA presented in Table 5, $\chi^2/ (df)$ value was calculated as 1.75, which indicates perfect fit (Byrne, 2013). RMSEA fit index, which was calculated at 0.068, indicates an acceptable fit. TLI/NNFI, CFI, NFI, AGFI and GFI values also indicate acceptable fit (Schermelleh-Engel et al., 2003). Consequently, the 2-factor, 14-item structure defined before was confirmed with the data collected from 154 participants.

Table 4: Measurement Model Results

			Standardized Factor Loads	R ²	T Statistics	p
i2	<---	Factor1	0.76	0.57	Constant	
i4	<---	Factor1	0.79	0.63	10.47	.000
i5	<---	Factor1	0.75	0.56	9.83	.000
i8	<---	Factor1	0.87	0.76	11.59	.000
i12	<---	Factor1	0.56	0.32	7.01	.000
i17	<---	Factor1	0.70	0.48	9.03	.000
i18	<---	Factor1	0.61	0.37	7.83	.000
i19	<---	Factor1	0.62	0.38	7.94	.000
i3	<---	Factor2	0.70	0.48	Constant	
i6	<---	Factor2	0.74	0.55	8.72	.000
i9	<---	Factor2	0.76	0.57	8.83	.000
i10	<---	Factor2	0.85	0.72	9.78	.000
i14	<---	Factor2	0.69	0.47	8.06	.000
i20	<---	Factor2	0.81	0.66	9i41	.000

Source: Author’s calculation

As presented above in Table 4, factor load values of the items in the first-factor range between 0.61 and 0.87. The R^2 value for the first factor shows that the highest contribution is from item 8 with 0.76 and the lowest is from item 18 with 0.37. According to the t fit statistics of the items in the first factor, all items are fitted with the first factor according to $p < .05$, therefore they can all be included in the scale.

Factor load values of the items in the second-factor range between 0.69 and 0.85. The R^2 value for the second factor shows that the highest contribution is from item 10 with 0.72 and the lowest is from item 14 with 0.47. According to the t fit statistics of the items in the first factor, all items are fitted with the second factor according to $p < .05$, therefore they can all be included in the scale.

Cronbach Alpha internal consistency value was calculated to test the reliability of the scale. The reliability coefficient for the whole scale was found as 0.714, which indicates that the scale is highly reliable. All conducted analyses show that the developed scale is a two-dimensional scale with high validity and reliability.

5. Results and discussion

The development of the scale relies on appropriate scale development procedures, supported by information gained from analyses. The purpose of developing this scale has been to define new attitudes of consumers toward online shopping, which is adapted to the changing world and technological conditions. In the present study, scale development steps have been followed by a literature review, then a 20-item pool has been formed with the data collected from the randomly selected consumers, who were the target audience of the scale. After getting expert opinions for the items in the item pool, EFA was conducted on the draft scale, which revealed that the scale consisted of 14 items and 2 dimensions. Then, CFA has been conducted on 14 items using AMOS-22 package software. All values obtained from CFA confirm the construct obtained from EFA. For the reliability of the scale, Cronbach Alpha's internal consistency value has been calculated. A 14-item attitude scale with high validity and reliability has been obtained, which can be used to measure consumer attitudes toward online shopping.

The related literature presents various attitude scales and field studies for online shopping. Ateş (2017) developed a 21-item 3-dimension Customer Perceptions of Online Shopping Scale. Cronbach Alpha reliability of this scale was found as 0.95. However, in our study, the reliability coefficient for the whole scale has been found as 0.714.

Saydan and Nart (2009) conducted a scale development study titled Inducement for Online Consumers: Determinants of Persuasion Process on the Virtual Arena. This attitude scale consisted of 5 dimensions and 21 items. The reliability coefficient

of the scale was found as 0.75, as the average of each dimension. Similar to the previous study, this study shows that the reliability coefficient for the whole scale is 0.714, which indicates the scale is highly reliable.

Zhou, Zhang (2007), and Hassan (2010) also developed scales to define consumer attitudes toward online shopping. In studies of Yağcı et al. (2017) they developed a 7-dimension and 33-item scale with a reliability coefficient of 0.70. In this study, the reliability coefficient for the whole scale is found as 0.714, which indicates that the scale is highly reliable and relatable.

According to these findings, it may be said that these scales are highly reliable even if their reliability coefficients differ in terms of online shopping.

Consumers' attitudes toward online shopping can be defined with this scale, and therefore businesses can conduct studies to affect and guide consumer behaviors related to online marketing. The 14-item final version of the scale is presented below in Table 5.

Table 5: Consumer Attitudes towards Online Shopping Scale

	Totally Agree	Agree	Partially Agree	Partially Disagree	Totally Disagree
I prefer online shopping due to convenience.					
I have difficulty shopping online.					
I prefer shopping online to save time.					
I prefer online shopping as it offers many options for products.					
I don't prefer online shopping as I cannot see the product live.					
I prefer online shopping due to practicality.					
I don't feel safe shopping online.					
I don't like shopping online.					
I prefer online shopping because the products are cheaper.					
I don't prefer online shopping due to my lack of knowledge.					
I don't have to go out to shop online.					
I prefer online shopping due to return guarantee.					
Products in online shopping attract my interest more.					
Online shopping has always frightened me.					

Source: Author's representation

6. Conclusion

In this study, the type and intensity of perceived online shopping risks differentiate online visitors and purchasers. Online shoppers may be categorized as visitors (those who search for product information through the Internet without purchasing online) or purchasers (those who purchase online). The scale developed here captures a variety of reasons why people shop online (or choose not to purchase online).

In the 5-point Likert scale developed within the present study, higher scores from the scale indicate positive attitudes s online shopping, while lower scores indicate negative attitudes. Therefore, the scale can be utilized in any study on online shopping. The review of the related literature did not present any contemporary scales to measure consumer attitudes toward online shopping, which makes the present study important.

Online retailers could use the scale when it comes to creating appealing website environments and developing marketing communication strategies. Retailers benefit from gaining a deeper understanding of distinct customer segments. Websites may need to be redesigned, for instance, to address concerns regarding security, privacy, and order fulfillment in order to convert some visitors into customers. Then again, to more readily serve online purchasers, it could be important to stress convenience and choice.

Online retailers could use the scale to study the direction and strength of various benefits and risk perceptions among their current customers in addition to shopper segmentation. An online retailer can gain additional insight into the extent and types of online shopping perceptions that influence its customers by creating an online benefit/risk profile of its current customer base. In light of such information, the online retailer would have the option to situate their blemish marketing procedures to draw in new web-based customers (or to retain current buyers) by tending to the shopping impression of various customer gatherings. Examining perceptions of online shopping over time offers online retailers guidance for expanding their operations. For example, despite the fact that perceptions of the monetary gamble and time/comfort risk have been reduced with the reception of cutting-edge Web technology, item risk stays a key component influencing online buying in numerous item classifications. Therefore, improving online sales may be made possible by lowering consumer perceptions of product risk.

Retailers may also use the scale to determine how benefit and risk perceptions affect outcomes of online purchases, such as satisfaction and loyalty. Retailers may examine, for instance, whether customers who are strongly driven by utilitarian advantages are more likely than customers who are strongly motivated by hedonic benefits to be pleased and return to the online retailer. In conclusion, the scale created here may offer online retailers a tool to use to examine the reasons why

current and potential website visitors shop online, providing retailers with customer information that may inform future website design and marketing strategies.

New studies can be done with wider participation. In this study, the number of participants remained limited, as people tried to be reached online.

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Valjanost i pouzdanost stajališta potrošača prema online kupovnoj skali

Zührem Yaman¹, Onur Köksal²

Sažetak

S obzirom na brzi razvoj informacijskih tehnologija posljednjih godina, internet ima više mjesta u našim svakodnevnim životima, a kao rezultat toga internet, koji se koristio kao sredstvo komunikacije u početku, rezultirao je promjenama u željama kupaca današnjih potrošača. Online kupovina je jedna od najdrastičnijih promjena. Vjeruje se da ima više informacija o razlozima za preferencije potrošača u vezi s kupovinom na internetu ili izbjegavanjem online kupovine te definiranjem postupaka povezanih s internetskom trgovinom koji obavljaju poduzeća mogu doprinijeti učinkovitosti internetske kupovine. U ovoj studiji razvijeno je stajalište prema online kupovanju, a ta se skala ispituje radi valjanosti i pouzdanosti. Postoje različite skale stava prema online kupovini u relevantnoj literaturi. Svrha izrade ove skale je definiranje novih stavova potrošača prema online kupovini koji su prilagođeni promjenjivim uvjetima svijeta i tehnologije. S obzirom na mišljenja pet znanstvenika u području marketinga i upravljanja poslovanjem, broj predmeta, koji je bio 24 na nacrtu skale, smanjen je na 20. Za prethodno istraživanje podaci su prikupljeni od 60 potrošača i analizirani. Pilot-studija nacрта ljestvice provedena je na 154 potrošača. Na kraju ove studije, napravljena je skala koja se sastoji od dvije dimenzije i 14 predmeta s visokim rokom valjanosti i pouzdanosti. Dobiveni rezultati detaljno su prikazani u ovom znanstvenom radu.

Ključne riječi: online, online kupovina, marketing, stav, skala stavova

JEL klasifikacija: M03, M31

¹ Izvanredni profesor, Selçuk University, Beyşehir Ali Akkanat Faculty of Tourism, Selçuklu-Konya, Turska. Znanstveni interes: marketing usluga, ponašanje potrošača, upravljanje proizvodima i markama. Tel.: +90 332 512 05 45. E-mail: zyaman@selcu.edu.tr / zuhremyaman@gmail.com. ORCID: <https://orcid.org/0000-0001-9796-7063>.

² Redoviti profesor, Selçuk University, Beyşehir Ali Akkanat Faculty of Tourism, Selçuklu-Konya, Turska. Znanstveni interes: obrazovni i nastavni programi, obrazovna administracija, obrazovne tehnologije. Tel.: +90 0332 223 11 07. E-mail: onurkoksal@selcuk.edu.tr / onurkoksal38@hotmail.com. ORCID: <https://orcid.org/0000-0003-0798-3620>.