THE EFFECT OF ONLINE SHOPPING ENJOYMENT, SHOPPING INVOLVEMENT, STORE ENVIRONMENT AND SATISFACTION OVER THE PATRONAGE INTENTION

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ABSTRACT

PURPOSE: The purpose of this paper is to examine the influence of online shopping enjoyment, online shopping perception, online shopping involvement, online store environment and satisfaction over the patronage intention. Significant relationship between these research variables were found.

DESIGN/METHODOLOGY: A survey was administered to 300 respondents who do shopping online.

FINDINGS: The finding confirms that online shopping enjoyment, online shopping perception, online shopping involvement, online store environment and satisfaction influence the patronage intentions.

RESEARCH LIMITATIONS/IMPLICATIONS: There are a number of implications to our findings, i.e. both practically and theoretically.

INTRODUCTION

BACKGROUND

Online shopping is defined as purchasing products/services on internet. Online shopping has been growing rapidly from few years, because it is convenient for people to shop online by sitting at their home and office. The interesting factor in online shopping is that in holiday season people don't need to wait in lines for the search of goods from one store to another. (Yen, 2014).

Online shopping (e-tail or electronic-shopping) is a form of e-commerce that allows people to purchase directly goods from an online retailer using a website. There are various names are: electronic, web-shop, web store, internet shop, virtual store, online store. M-commerce (Mobile Commerce) defines that buying good from mobile optimized online site or app.

Mulpuru (2013) articulated that the e-commerce industry is groomed by the advancement of social networks and usage of mobile devices at large scale. Since mobile devices such as smart phones and tablets have made a vast number of choices and plenty of information available at fingertips, consumers are leaving behind traces and records of their behaviors, preferences and interests.

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Two online retailing websites are leading the whole B2C systems are Ebay and Amazon. They are most recommended websites in online shopping market place. Almost everything is available online and offering best product services to their loyal customers. That's why they are most trusted sites to do online shopping and people prefer to buy from these sites in order to save their time, resources and energy.

Below is the list of most recommended online shopping websites:

- eBay
- Amazon
- Best buy
- Walmart Online
- 6pm.com
- Macy's

Online shopping is practiced by Pizza Hut in 1989 for the very first time. A German company in same year Inters hop Communication launched the world's first online shopping software. Amazon (1995) and eBay (1996) were launched one after another. Now a days online shopping is much popular that E-commerce, B2C product sale in USA has achieved the target of $200 billion, which is almost 1/10 of total retail product sale in USA. A research says that online retailer in the USA will worth around $300 billion by 2016. Adults usage of Internet is growing at a substantial rate. They are increasing in interesting figure of potential market of E-commerce. (Lian, 2014)

Online shopping was first introduced and pioneered by Michael Aldrich in UK .In 1979; he connected a customized television through a telephone line to multi user transaction processing computer. From 1980 he marked the systems and sold to B2B systems. In UK, Spain and Ireland these systems were installed. There were few world's first in building applications in holiday travel, vehicle and loan finance etc.

Online shopping is rapidly becoming popular, online sales are growing from $172 billion in 2005 to $329 billion in 2010. (Johnson, 2010). Moreover, those people who shop online from web store has improved significantly from 16% to 32% since March 2001. The advantages of online shopping for consumers is convenience, low price, various selection in goods, personal attention, and easy access to information, among others.

From the day one when online shopping started it's now an essential part of our life; research is creating a new market and creating a new platform for further research. In the area of E-Commerce, however, fewer online shopping websites have been designed with elder people who have a great possibility for further research (Wagner. *et al*, 2010). If we have to buy a book we don't need to drive to the shop we will check on the internet.

Advantages of online shopping

- Best bargain i.e.; one can visit numerous shops/ suppliers.
- No international/ national obstacles, everyone can shop electronically even the shoppers living in the undeveloped countries.
- Consumers at a demanding position and suppliers have to listen the words of consumers. And its obligation of supplier to provide the best possible quality of product or services to its customer.
- Huge employment opportunities, as whole new industry is defined.

From last decade online shopping is increasing and continuing to grow at its best pace. eMarketer; A global research and advisory institution, reported that U.S. online retail sales has achieved the target of $194.3 billion in 2011 recording a 16.1% rise in sales revenue form 2010 and will hit $361.9 billion by 2016 (Fredricksen, 2012). (DesMarteau., 2004) quoted that instead of the fact that online deals still speak to a little

section of general retail deals, online deals are becoming quickly.

Multi- channel and online stores are becoming very important in the swiftly changing retail environment that store based retailers are becoming online (Carini 2011, Dawes and Nenycz-thiel 2014, Neslin 2006, Neslin and Shankar 2009, Zhang 2010). Online stores bring about many benefits to the manufacturer. First, cost can be minimized because of the low cost of online store. Second, as the products sold in different channels are substitutable, demand for each channel can be affected through different pricing of the online channel. Due to this, the manufacturer can set the product quality of dual channels more accurately. Third, the online store may create more demand for the manufacturer because of the instability in consumer product valuation. If the actual product valuation is lower than the price, a consumer must not buy the product from a physical shop. They may buy it from online store, though, because despite of instability about the product valuation they may be attracted by the discounted price. A possible disincentive for the manufacturer is that, online stores may minimize the profit margin of the product because of the discounted selling prices. The manufacturer should consider the tradeoff between the benefits and loss associated with the online channel. Consumer makes a similar tradeoff when deciding rather to buy the product form the online store, evaluating the benefits of the price discount against the possible loss caused by the uncertainty of product valuation. Online Web store can add advantages to marketers and customers including customization of presented information, facilitation in communications, image manipulation and entertainment. (Fiore, 2005)

PROBLEM IDENTIFICATION

With the changing world, where information technology is dominant in every aspect of life. It is very easy for customers to visit the retail stores by sitting at home. In today's advanced environment customers seek convenience and want products at their door steps. This behavior compelled organizations to shift their physical stores from offline to virtual stores. Researchers found that online shopping environment, perception, involvement and satisfaction influence the consumer behavior. In this regard, there is a need to develop strategies to enhance online consumer experience. There is a need to develop strategies to enhance this experience because in this competitive environment companies need to develop a better encounter with customers.

(Kim *et al.*, 2007) suggested for future studies that; future studies may investigate connections between customer perception of the online shopping enjoyment, online shopping environment, and buyer satisfaction with online service. Therefore, positive linkages between perceptions of shopping enjoyment, consumer satisfaction and online store environment with online service and more broadly, online shopping experience, may exist. Future research may find theoretical associations amongst shopping enjoyment, online store environment, and satisfaction. By integrating the concept of shopping satisfaction, the suggested model can be developed to examine the role of satisfaction in online patronage behavior.

PROBLEM STATEMENT

This research will examine the effect of online shopping enjoyment, shopping involvement, store environment and satisfaction over the patronage intention.

RESEARCH OBJECTIVES

The main objectives of the present study are:

- To measure the impact of online shopping involvement, shopping enjoyment, store environment and satisfaction on patronage intention towards online store.

- To analyze the importance of consumer behavior in online retail business.

RESEARCH SIGNIFICANCE

This study will contribute to the literature of online shopping by explaining the impact of different variables like online shopping involvement and enjoyment (others are discussed later) on patronage behavior. This study will help companies running virtual retail stores to enhance the overall online consumer experience. It will also be helpful for the companies who wish to move to the virtual / online retail store business in future.

LITERATURE REVIEW

CONSUMER SATISFACTION

Consumer satisfaction is a positive emotion state of customer with their purchasing experience, if online shopping might promise to deliver their products quickly customer would be more satisfied with online shopping (Chou *et al.*, 2014). Consumer satisfaction results from acquiring choice quality and sufficient item related data information and controlled by the helpfulness of data and the extent to which consumer can utilize the data got preceding buy (Zha *et al*, 2013). Consumer satisfaction has been gotten from general assessment of store involvement in retail context. Satisfaction is characterized as the happiness of the customer with reverence to their past buy involvement with an e-business firm (Chen, 2012). By expanding clients' satisfaction, firms accomplish higher degree of consistency, positive informal and expanded profit (Pappas *et al*, 2013). Consumer satisfaction has been defined as a subjective or full of feeling response that develops in light of a personal or delayed arrangement of service encounters (Wu *et al*, 2012).

Online satisfaction influences buyer certainty, and this leads to repeat purchase behavior. The

user satisfaction in the e-business and Website connection describe feelings and as well as attitude and desires of customers who see that they have gotten great supervision utilize an e-trade application and are liable to visit and buy once more. It is important that the Website is easy to understand and help users to obtain desired results easily (Sharma *et al*, 2014). Satisfactions in online context are fundamental to keep up associations with consumers. The idea of satisfaction implies the fulfillment of desires and additionally a positive and full of feeling state in view of past results in the relationship with the Web site (Martín *et al*, 2011).

Online satisfaction is also called as e-satisfaction which is recently quite much famous and has gained much importance among the online shoppers. Consumer satisfaction in web setup takes after developing agreement that in web transaction, as in customary retailing, consumer satisfaction is a basic execution result, as well as an essential indicator of customer loyalty. Consequently, it decides the online retailer continuance and achievement (Moharrer *et al*, 2010).

Modernly, few people initiated to investigate the antecedent of consumer satisfaction with virtual banking sector, thus present is rejection current consensus on top of the antecedents or determinants of customer contentment with online bank. Virtual banking deals with information system, electronic commerce, and marketing activities (Yoon, 2010). Electronic commerce Websites are more focused over consumer satisfaction. If a Website can provide most relevant information to customers, and people are more motivated to shop from the virtual stores (Sharma & Lijuan., 2003). A consumer's perception is to develop a link with a company which is dependent on his or her point of view to get benefit of first class services that delivers a value at constant rates. The concept of service quality should contain considerations of both service satisfaction and best delivery of that

service. (Tanet *et al.*, 2007). Customer satisfaction has been extensively examined in "offline" settings for few years. People investigative satisfaction and faithfulness in the virtual surroundings have started appear in marketing journal (Malhotra *et al.,* 2005). However, a question that has not received much attraction and investigation is how generalizable virtual satisfaction and loyalty models are to disparate settings. Examining variation in the relations between detailed attribute and generally satisfaction in dissimilar settings has together imaginary and practical implication (Malthouse, 2004). We posit that few antecedents that have a direct effect on both loyalty and satisfaction and that others only have a direct effect on either loyalty or satisfaction (in the latter case, we expect that such determinants will only indirectly affect loyalty; i.e., their effect would be mediated through satisfaction). Prior research (Mittal *et al.*, 2008) has shown that, in addition to an effect mediated by an overall satisfaction judgment, some determinants have a direct impact on loyalty and can affect satisfaction and loyalty differently (Ostrom & Iacobucci, 2006). The deep relationships these determinants have with satisfaction and loyalty primarily stems from a minor difference in the two constructs. Satisfaction is an affective determinant, as compare to loyalty has affective, cognitive, and behavioral determinants (Dick & Basu., 2010). Owning on customers goal, performance on a given antecedents may strongly execute satisfaction but did not affect or weakly affect loyalty (Mittal *et al.*, 2008.

ONLINE SHOPPING ENVIRONMENT

Online shopping environment can be described as an elements, which we used to make logic for more information for website's content and products, for example as cues, the navigation buttons, the overall collection of screens, images of product, which is for consumer to give image of the environment (Demangeot *et al*, 2007).

Store environment contains of surrounding variables like: (lighting, fragrance, and music), outline elements are: (format and combination). Shopping environments results is based on experience and emotions of consumers when they shop and the process of experiential clues (Kaltcheva & Weitz, 2006). When consumer do shopping their Experience matter a lot. If services/product pushed up everywhere; these products turn out to be commoditized, the one and only exact cause of uniqueness and competitive benefit is the experience that is able to offer something new to their consumers (Pine & Gilmore., 2008). Measurable evidences suggest that experience of consumer during shop which change the point of view and behaviors (Ridgway *et al*, 2000), observations of marketing outlets (Kerin *et al*, 2002) and upcoming retail support (Monroe & Guiltinan., 2005).

In an electronic shopping background, the knowledges change point of view to the location and products (Mathwick & Rigdon., 2004). Sensation of Preference during an electronic shopping process are establish to have solid effects on pleasure level (Mummalaneni *et al*, 2005), enjoyable sites affected the behavior and association with the location of surfers (Richard *et al.,* 2005) and (Gammack & Hodkinson's., 2003) outcomes suggested that odd, cooperative sites affect user's participation to buying over the internet. Finally, optima knowledges; which defined by (Levy, 2001, Hoffman & Novak., 2006) as movement of produce helpful and fit personal experiences for example good mood and pleasure (Levy, 2001; McGrath & Kelly., 2006), where the situation of attention is at pleasure, and they are likely to engender approach behaviors. In native offline shopping contexts, the distinctive elements effect approach behaviors by making positive emotions such as arousal or pleasure (Sherman *et al.*, 2007). Whereas, in online shopping environments which are much minor theatres of knowledges. They can't be perceived with minds. From other aspects, they

are pretty interrelate and have vast talents which can lead to absorbing practices and skills (Childers *et al.*, 2001). Online shopping environments are thus, defined as they are playing a growing role in the complete association among dealers and their customers. They are the source of clues; which purchasers impress and make results about their upcoming linkages with seller. The outcome of online shopping environments on customer reply is important to know the selling planning opinion. (Turley & Milliman., 2000).

Online shopping environments have focused at the phase of the specific hint or feature that on behavior (Dailey, 2004; Fortin & Dholakia, 2005; Koufaris, 2002). Virtual online shopping environments might be conceptualized as entities that is used by customers to make sense of or explore further sites content. A very different attributes of virtual shopping environments is that they permit for the operation of very great

WEBSITE QUALITY

Website quality is defined as "degree to which a website encourages productive and successful shopping, achieving and conveyance (Ye *et al.*, 2015) and linked with how consumers assess whether a site addresses their issues and minors the buying goal. Website quality tell that how committed a great deal of more regard for electronic trade customer experience by including a more extensive scope of website quality scale (cho *et al.*, 2014) and essential for expanding for the quantity of its guest, hence bringing benefit for the customers (Ellahi *et al.*, 2012).

Website quality reflects shoppers' general view of how well they think a website functions and looks, particularly in comparison to other site and analyzed by a differing number of studies inside of the information systems literature (Wu *et al*, 2012). Quality of an online retail website includes a consumer's perceptions of the retailer website

and contains purchaser responses towards such properties as data, excitement/pleasure, ease of use, exchange capacities, and design stylish (Jones *et al*, 2010) and refers to a calculate of brilliance of the website, based on users' evaluation on the features in agreeable their wants. A small number of capacity of website quality have been educated and count in dissimilar studies. In any case, these studies on website quality were more anxious about issue relating to the outstanding design features or usability attribute of websites (Habibi *et al*, 2014).

(Ladhari, 2009) point out the following four ways in which online shopping environments is different from physical ones: and that are virtual shopping is more easy and efficient because this shopping environment saves the consumers a significant amount of time and energy and this type of shopping has privacy and security features too; face to face contact with service provider is replaced by linkage through technical interface; and consumers are co-creators of this modern service. Number of studies on virtual service quality and electronic service quality which is based on these features. E-service quality is defined as "the degree to which a website facilitate the well- organized and effectual shopping, purchase, and deliverance of the product / services (Malhotra *et al*, 2005). They launch a multiple-item balance to charge e-service quality in the terms of the whole purchase procedure, as from pre purchase information search, to purchase (e.g placing orders), and post-purchase (e.g., delivery of goods). Four factors that were identified namely are competence, accomplishment, ease of use, and confidentiality. People identified ease of use, in order/content, receptiveness, completion, and security/privacy as extent of website quality for electronic travel agencies (Park, Gretzel, & Sirakaya-Turk, 2007). They moreover, discovered that comfortbility use which was the important dimension in finding consumer readiness to use a site. (Alvarez *et al.*, 2007) predicted that the quality of OTAs in terms

of personalized service providence and ease of use influenced consumer satisfaction and consumer trust.

Using the classification of (Park et al., 2007), (Ho and Lee, 2007) added to an electronic travel management quality scale on the basis of the five primary segments of a quality site: security, data quality, shopper connections, site usefulness and responsiveness. They observed that site utilitarian and shopper connections are the most basic in client assessments of electronic travel administration quality. In the interim, (Tsang et al., 2010) recognized that the accompanying six basic measurements of electronic management quality: site usefulness, appearance and presentation, data quality and substance, wellbeing and security, satisfaction and responsiveness, and purchaser connections. Past studies have guaranteed and accepted determinants of electronic fulfillment and established that effortlessness of item offerings, item data, site outline and quality, and money related security have exceptionally constructive outcomes on electronic fulfillment (Evanschitzky et al., 2004). By (et al., 2007) such site attributes which demonstrates the numerous components of the site quality. Each site has attributes in various levels. The respect of this, a site that contains these attributes are (at any rate some of them) at a superb level which constitutes, an electronic interface of high caliber and the other way around (Well et al., 2011). So it can be presumed that a site contains the attributes (signs or mental states) at a top notch level will be think about as a top notch site. Since few of these qualities have huge an impact on online motivation purchasing, in a more extensive connection it was normal that site quality will likewise affect drive purchasing since site quality contains the vicinity of these different characteristics (Wolfinbarger and Gilly, 2003). A very much planned and great site will mitigate the probability of motivation buys at the site (Well et al., 2011).

WEBSITE BRAND

Internet is vital mode meant for brands in requisites to communicate and taking feedback from the customers (Karson & Korganondar, 2007). Organizations believe it significant for brand managers to manage brand websites which should be of a sky-scraping supposed quality, like they want to accomplish their marketing objectives and goal, and to involve the customers to get connect in spreading affirmative word of mouth. The important duty of a brand website is to modernize the customers plus to construct the brand, slightly than to improve online trade. Brand websites symbolize the most dependable announcement action over the Internet (Karson & Korganondar, 2007) and permit brand managers to organize the data traffic over the internet…and their main focus should be what kind of in sequence will be accessible, in what arrange, and for how long (Avery *et al*, 2008). As a matter of fact, maintaining an effectual brand website is too much significant for marketing specialist and for a company too (Hoffman & Novak, 2006).

Hoffman, says to a customer in a stream condition will use a long period of time on a website, owing to ample instance he/she may have. The time utilized over the internet using on a product website is the real time spend by an entity during an internet browsing gathering on a brand website. Online current is connected to an augmented quantity of educate (Hoffman & Novak, 2006). It too influences attitude towards online purchase over the internet (Korzaan, 2003). An online atmosphere it is very significant for marketers to get understands how customers distinguish and examine a brand website in reply to supply a greater service.

(Aladwani et al., 2002) characterized saw nature of a site as the client's assessment of a site's elements addressing client's needs and needs and reflecting general work brilliance of the site. Attributable to center, contemplates for breaking

down the apparent nature of a site have their birthplaces in internet retailing administrations and site outline (Cristobal et al., 2007). The assessment of the online stream state impact on the apparent nature of a brand site could be useful for a superior estimation of the apparent nature of a brand site. The motivation behind a brand site is to make a solid and positive brand experience for shopper. Such sort of webpage varies from e-business locales because of its essential capacity which is to advise the shopper and construct the brand, as opposed to encourage online trade. (Hoffman and Novak, 1996) ended up being useful for advertising researchers and specialists as in comprehension the client's experience and conduct in electronic universes, with the goal that they could make successful brand sites. Thusly, we expected that these semiotic assets and their linkages make genuine importance, and they likewise make the circumstances for inciting the online stream state, by intends to catch the guests' consideration and offering a fascinating, enduring online experience that would make them need to return to the brand site and to end up a steadfast client. Site plan has turned out to be extremely variable for fruitful brand sites. (Huang et al., 2003) considered that site characteristics which can be composed keeping in mind the end goal to build stream. (Huang et al., 2003) contends that clients consider site to be an accumulation of ascribes with different abilities to fulfill their necessities. The navigational attributes of a brand site, by utilizing multimodality, advertisers can streamline the navigational qualities of brand sites. (Skadberg and Kimmel, 2004).

ONLINE SHOPPING ENJOYMENT

The shopping enjoyment refers to the degree to which the shopping knowledge with a web store is seen to be agreeable in its own particular right, aside from any execution results that may be expected. However, by shopping enjoyment we don't mean an immediate measure of mental condition of a man among the procedure, yet rather the enjoyment of a store (Shun *et al.*, 2006).

Shopping enjoyment for customer is an essential to gain great review or high rating .In request for purchasers to give great surveys and high appraisals; they should first appreciate shopping in the important social trade sites. Shopping enjoyment includes consumer strengthening introduction and interactivity, consumer produced contents and engaging quality (Lee *et al.*, 2014). Shopping enjoyment for consumer is a prerequisite to acquire good review or high rating. In order for consumers to give good reviews and high ratings, they must first enjoy shopping in the relevant social commerce sites. Shopping delight incorporates buyer strengthening introduction and intuitiveness, client produced substance and appeal. Shopping inspiration and the related pleasure thereof has been a key territory of examination in purchaser shopping conduct in the course of recent decades (Wagner and Rudolph, 2010). In spite of the numerous roads for non-store shopping, for instance the Internet or inventories, most by far of customers discover shopping a pleasurable ordeal when going by block and mortar stores. There is by all accounts something all inclusive about the affection for shopping (Jin and Sternquist, 2004). Accepting that numerous customers do discover shopping pleasurable, it is not clear what precisely constitutes the sources or basic components of shopping delight (Falk and Campbell, 1997) (Cox et al., 2005). Not all buyers search for the same reasons; indeed, diverse wellsprings of pleasure satisfy customers' needs (Sit et al., 2003; Cox et al., 2005; Sinha and Uniyal, 2005).

In evaluating the potential wellsprings of shopping joy, (Cox et al., 2005) found that shopping satisfaction change particularly among various demographic gatherings (age, wage and customers with kids). As the study included female customers just, the creators proposed

that future studies ought to research the recreational propensities of other section bunches, for instance male customers (Sit et al., 2003). (Hart et al., 2007) agrees by expressing that shopping satisfaction might be a component of sexual orientation. The principle target of this concentrate, in this manner, was to examine the contrasts in the middle of male and female customers as to different wellsprings of shopping delight.

Since it is not clear which potential wellsprings of happiness applies to men and which applies to ladies, eight particular wellsprings of delight were utilized to decide conceivable contrasts between the two sexes. These satisfaction elements, as distinguished by (Arnold and Reynolds., 2003) and (Cox et al., 2005) are associating with different customers, perusing, deal chasing, tactile incitement, delight, excitement, practice and looking for others. Stimulation makes an energizing or fun experience for customers (Sit et al., 2003). (Hart et al., 2007) notice that the assortment and nature of diversion in strip malls can affect the pleasure in the shopping background.

Amusement in a shopping center could be classified into exceptional occasion stimulation and strength excitement. Extraordinary occasion stimulation is offered on an infrequent or regular premise for a brief timeframe, for instance style appears, wedding fairs, and bringing pictures with Santa Claus or the Easter Bunny. Claim to fame amusement is fused into the property of the shopping center for a more drawn out length of time, for instance motion picture theaters, gaming and knocking down some pins arcades (Sit et al., 2003). Live exercises and diversion amid shopping hours are respected with some store since they can draw in unduly expansive hordes of non- customers (Fourie and Foreman., 2002). (Du Preez et al., 2007) found that male attire customers consider stimulation as a critical motivation to belittle shopping centers.

ONLINE SHOPPING INVOLVEMENT

Online shopping involvement is the major socio-mental variable that clarifies singular contrasts. Other than many features used to think about the length of the decision procedure and the ability to achieve a greatest fulfillment, the degree of material explore to promoting and the quantity of intellectual reactions produced throughout experience (Sinha *et al.*, 2014).

Involvement is internal state that shows the measure of excitement and consider it to be the state coming about because of the communication among the consumer and the content of the website. Involvement in online connections is the result of interactive characteristics of online communications (Demangeot *et al.*, 2007). Involvement is unpredictable state of motivation or attention. Involvement is the extent to which shoppers are occupied with diverse parts of the utilization process as it identifies with items, promotions, and purchasing (Beatty *et al.* 1988). Advanced heights of financial and time are connected with higher levels of purchase involvement. Perceived risk is used to describe the buying involvement (Houston & Rothschild., 1978). Involvement can be perceived as the final motivation for consumers to join a practical community (Shang *et al.*, 2006).

Involvement, a person's real importance of a target stimulus or condition (Mittal, 1995), involvement is a vital variable of interest in marketing work because of its importance to consumer attitudes and actions. Involvement is measured one of the greatest key factors defining consumers' decision-making processes and actions (Celsi and Olson., 1988; Petty *et al.*, 1983). Researchers found that the point of involvement is positively connected to attitude toward a target (McMillan *et al.*, 2003) and that people who are highly engaged in advertising message explanation than others (Celsi & Olson., 1988). Involvement mentions to a person's

perceived status of a target situation (Mittal, 1995). Involvement of a person determines the likelihood that people elaborate information. Highly involved individuals are willing to invest more cognitive resources than less involved others by actively engaging in analysis of relevant information (Petty *et al*, 1983). (Mitra *et al.*, 2008) found that involved individuals, compared to the less involved individuals, generate more number of message-related thoughts, which represent the level of cognitive effort. Shopping as an activity, therefore, it is different from purchasing which demands that shopping involvement should be considered differently.
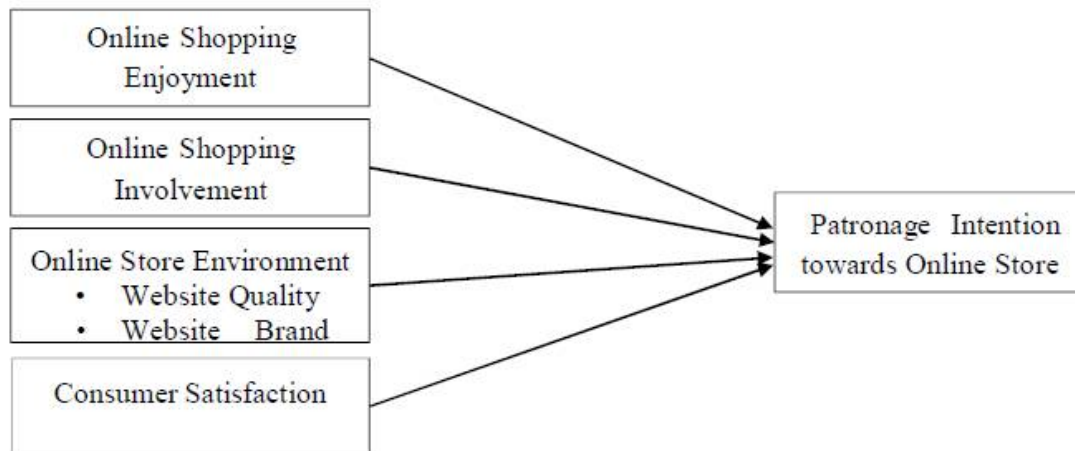
PATRONAGE INTENTION TOWARDS ONLINE STORE

The effect of patronage on online shopping intention, it must be expectable that patronage is most important in building an online consumer base. (Kim & Park., 2005) proposed a model of consumer shopping channel extension, by using college students, they checked the effect of customers' previous attitude towards online purchasing and their response towards the online store. Whereas, a consumer's attitude toward buying from an off-line store was measured in terms of the customer's feelings (unpleasant-pleasant, negative -positive and disagreeable-agreeable) whether in terms of his/her patronage behavior, Kim and Park's study shows a consistent attitude that shift from online retailer to off-line retailer. Frequently, in-store buyers are also online buyers. In- store and online purchasing complement each other (Farag *et al.*, 2006).

Customers use different channels and frequently shifts between these channels (Dijk *et al.*, 2006). A customer's degree of patronage to a retail store may be a good sign same as the people purchasing at the retailer's online store. As explained by the concept of cross channel synergy, when different channels are well-coordinated among may enhance a customer's overall shopping experience (Verhoef *et al.*, 2006). For example, if a customer tries a clothing item in local store but decided to order it on online store later at suitable time. Cross channel synergy shows a positive increase in consumer's loyalty to a retailer (Wallace *et al.*, 2004). Owing to the, customers who patronize an off-line store may be more convincing than others to try out the retailer's online store front, either to complement their off-line store buying experience or just because they expected to that their experience at the online retailer would be more adequate as at the online counterpart. Online and mobile retailing (Lin., 2011), few studies have shown that the factors manipulating consumer patronage behaviors on TV and online store from the point view of buying values. The relationships between buying values and important business outcomes, including positive word of mouth, patronage intention, satisfaction, and loyalty (Babin *et al.*, 2005).

FRAMEWORK

HYPOTHESIS STATEMENTS

H1: online shopping enjoyment has a strong impact on patronage intention towards online store.

H2: online shopping involvement has a strong impact on patronage intention towards online store.

H3: online store environment has a strong impact on patronage intention towards online store.

H4: Consumer satisfaction has a strong impact on patronage intention towards online store.

METHODOLOGY

ARIABLES DESCRIPTION

In this research report, we are using online shopping involvement, online shopping enjoyment, online store environment and satisfaction as Independent variables and patronage intention towards online store as Dependent variable.

With this we are interested in getting to know, how people are using internet for the better and modern lifestyle, and how people are enjoying online shopping; are they satisfied with the online store environment and how much they are involved in the online store activities. With that, how they evaluate the online store environment whether they look up for website quality or website brand.

RESEARCH DESIGN

A comprehensive outline of how an investigation will occur. A research design will normally integrate how information is to be collected, what instrument will be used, how the instruments will be used and the planned means for inspecting information gathered. This study will be conducted using quantitative, hypothesis research design.

POPULATION OF THE STUDY

The individuals who intend to purchase goods online.

SAMPLING TECHNIQUES

Non - probability convenience sampling was used for data collection.

SAMPLE SIZE

We get the total sample size of 300 individuals to test hypothesis. About 55.3% were male respondents and 44.7% were female respondents between the ages of 20-50 years, 89% were single

and 11% were married having occupation of non-professional to professional. All respondents were internet users and do online shopping from various online retail store.

INSTRUMENT AND RESEARCH TOOLS

The study is looking for those customers who purchase online goods from web store. There were number of items to assess the use of online retail store for purchasing goods.

There are 4 independent variable online shopping involvement, online shopping enjoyment, online store environment, online consumer satisfaction and 1 dependent variable patronage intention towards online store. We used mixture of two scales nine point likert scales (Strongly Disagree: 1 to Strongly Agree: 9) and seven point likert scales (Strongly Disagree: 1 to Strongly Disagree: 7) to measure this study, for online shopping enjoyment we used 6 items, 3 items for patronage intention towards online store and 5 items for online shopping involvement adopted from (kim *et, al* 2007). We adopted 7-point semantic scale for online consumer satisfaction from (Jaiswal *et. al* 2010). Online store environment is measured by two sub variables Website Quality and Website Brand to measure this we used 28 items with seven point likert scale (Strongly Disagree: 1 to Strongly Disagree: 7) adopted from (chang and chen 2008). We included items for demographic information like age, gender, occupation etc.

PILOT TESTING

Convenience sample is used for the pilot testing. There were 100 responses for the test and evaluated using Cronbach's reliability. The Cronbach's alpha lower standard bound is 0.7. All items were significantly reliable.

Variables	Cronbach's alpha	No. of items
Online	.949	6
shopping enjoyment		
Online	.950	5
shopping involvement		
Online store environment	.962	28
Online satisfaction	.906	3
Patronage intention	.897	3

DATA COLLECTION

We collected data from 300 respondents through questionnaires. The questionnaires were fill by those customers who use to purchase goods from online web stores. 55.3% respondents were male and remaining 44.7% were female. 89% were single and 11% were married from age 9% below 20 years, 70.3% were between 20-30 years, 19.3% were between 31-40 years, .7% were between 41-50 years and .3% were above than 50 years having the occupation of professionals and non-professionals. All respondents have experience of shopping from online web stores. All users mostly often visit daraz.pk, kaymu.pk, pinkpalace.pk, symboz.pk etc. for shopping goods online.

RESULTS

Table 1.

Descriptive	Frequency	Percentage
GENDER		
Male	166	55.3
Female	134	44.7
Total	300	100
MARITALSTATUS		
Single	267	89
Married	33	11
Total	300	100
AGE		
Less than 20 years	27	9.0
20 - 30 years	211	70.3
31-40 years	58	19.3
41-50 years	2	.7
Above than 50 years	1	.3
Total	300	100
OCCUPATION		
Student	142	47.3
Professional	114	38.0
Manager/HOD	37	12.3
Executive/ Supervisor/Middle Management	6	2.0
Non-Executive	1	.3
Total	300	100.0
INCOME		
Below Rs. 10,000	55	18.3
Rs. 10,000 to Rs. 20,000	134	44.7
Rs. 21,000 to Rs. 30,000	72	24.0
Rs. 31,000 to Rs. 40,000	27	9.0
Above Rs. 40,000	12	4.0
Total	300	100.0
EDUCATION		
Bachelors	57	19.0
Masters	187	62.3
MS(MPhil)	46	15.3
PHD	9	3.0
Others	1	.3
Total	300	100.0

WEBCHOICE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid DARAZ.PK	125	41.7	41.7	41.7
KAYMU.PK	63	21.0	21.0	62.7
PINK	19	6.3	6.3	69.0
PALACE.COM SYMBOZ.PK	25	8.3	8.3	77.3
OTHERS	68	22.7	22.7	100.0
Total	300	100.0	100.0	

As mentioned above in table: 1 our survey consist of 55.3% respondents were male and remaining 44.7% were female. 89% were single and 11% were married from age 9% below 20 years, 70.3% were between 20-30 years, 19.3% were between 31-40 years,.7% were between 41-50 years and .3% were above than 50 years having the occupation of professionals and non-professionals. All respondents have experience of shopping from online web stores. All users mostly often visit daraz.pk, kaymu.pk, pinkpalace.pk, symboz.pk etc. for shopping goods online.

Table 2.

Variables	Cronbach's alpha	No. of items
Online shopping enjoyment	.989	6
Online shopping involvement	.989	5
Online store environment	.990	28
Online satisfaction	.958	3
Patronage intention	.960	3
Total	.986	45

Above mentioned in table 2 our reliability analysis shows all the Cronbach's alpha are above .70 which is prescribed value.

Table 3.

Descriptive Statistics			
	Mean	Std. Dev	N
Online shopping enjoyment	6.8761	1.30471	300
Online shopping involvement	7.3433	1.35986	300
Online patronage	7.1778	1.44985	300
Online consumer satisfaction	5.5422	1.07230	300
Online store environment	5.5290	.90748	300

In above table 3 standard deviation of online shopping enjoyment is 1.30471 and its mean is 6.8761 which is good. Standard deviation of online shopping involvement is 1.35986 and mean is 7.3433 which is also good. Standard deviation of online patronage is 1.44985 and mean is 7.1778 which is good. Standard deviation of online consumer satisfaction is 1.07230 and mean is 5.5422. Standard deviation of online store environment is 90748 and means is 5.5290.

Table 4.Correlation of Variables

Correlations		Online shoping enjoyment	Online shoping involvement	Online patronage	Online consumer satisfaction	Online store environment
Online shoping enjoyment	Pearson	1				
	Correlation					
	Sig. (2-tailed)					
	N	300				
Online shoping involvement	Pearson	.872**	1			
	Correlation					
	Sig. (2-tailed)	.000				
	N	300	300			
Online patronage	Pearson	.858**	.912**	1		
	Correlation					
	Sig. (2-tailed)	.000	.000			
	N	300	300	300		
Online consumer satisfaction	Pearson	.750**	.795**	.825**	1	
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		
	N	300	300	300	300	
Online store environment	Pearson	.843**	.865**	.869**	.847**	1
	Correlation					
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	300	300	300	300	300

**Correlation is significant at the 0.01 level (2-tailed)

In above table 4 shows that independent variable are highly correlated with dependent variable and all variables are highly significant $P<0.05$.

Table 5.Coefficient of Variables

Coefficients					
Model					
	B	Std. Error	Beta	T	Sig.
(Constant)	-.628	.187		3.358	.001
Online shopping enjoyment	.184	.051	.166	3.633	.000
Online shopping involvement	.528	.053	.495	9.902	.000
Online consumer satisfaction	.248	.055	.183	4.540	.000
Online store environment	.233	.082	.146	2.843	.005

a. Dependent Variable: online patronage
R^2.872, Adjusted R^2.870
Df: 4, F 500.353

In above table 5 shows that one unit change in independent variable online shopping enjoyment, dependent variable patronage intention will change .184. One unit change in independent variable online shopping involvement, dependent variable patronage intention will change .528. One unit change in online consumer satisfaction, dependent variable patronage intention will change .248. One unit change in online store environment, dependent variable patronage intention will change .233. All variables significance are significant value of P<0.05. Our R squared value is .872 (87.2%) which shows the variation in variables and adjusted R square .870 (87%) which is near to R squared 87.2% and F is the fitness of model that is 500.353.

DISCUSSIONS

In this study the results provide a support to our framework the hypothesis built a relationship between independent variable and dependent variable. We examine the effect of online shopping enjoyment, shopping involvement, consumer satisfaction and store environment on patronage intention towards online store. Previous study shows that online shopping enjoyment, shopping involvement, and shopping environment has strong direct and indirect effect on patronage intention towards online store (kim *et al.*, 2007). Furthermore, in consumer satisfaction people find convenience in using website content and have a significant relationship with patronage intention towards online store (Jaiswal *et al.*,2010) our results show the same consistency that all independent variables i.e. online shopping, shopping involvement, consumer satisfaction and store environment have direct effect on dependent variable i.e. patronage intention towards online store all variables have significant relationship. From this research we came to know that all these factors effect patronage intention of the consumer. People who used to purchase goods from online web store patronize their purchases, consumer

trust increases by the passage of time towards online retailer and decreases its perceived risk (Chang and Chen., 2008)

CONCLUSION

Shopping over internet is growing rapidly now days, because it is conveniently easy to buy things by staying at home or office and not visiting the marketplace. People like this trend of buying and selling things through online retail stores. This is quite much modern concept in Pakistan and people prefer using this facility. In our research project we study the effect of online satisfaction, online store environment, online shopping enjoyment, and online shopping involvement on consumer patronage behavior towards an online retailer. Our research result shows that all variables are significant, which shows that they have strong relationship with each other.

First hypothesis indicates that the higher the online satisfaction so higher will be patronage intention. Our results consistent with the first hypothesis which shows that increased in online satisfaction will increase in patronage intention which strong relation.

Second hypothesis indicate that the higher the online store environment so higher will be the patronage intention. Our results are consistent with the second hypothesis which shows that increased in online store environment will increase in patronage intention which is a strong relationship.

Third hypothesis shows that the higher the online shopping enjoyment higher will be the patronage intention. The results are consistent with third hypothesis which shows that increased in online shopping enjoyment will increase in patronage intention which is a strong relationship.

Fourth hypothesis indicate that the higher the online shopping involvement so higher will be patronage intention. Our results consistent with the fourth hypothesis which shows that increased

in online shopping involvement will increase in patronage intention that is strong relation.

FUTURE DIRECTIONS AND IMPLICATIONS

Observed evidence supports that the positive relationship of perception with patronage intention. Future studies may explore relationship between online shopping enjoyment, online shopping perception, online shopping involvement, online store environment and satisfaction with desire to stay at an online store.

Furthermore, sample size can be increased in technology efficient economies in order to get more accurate results, as this study lacks a high number of sample due to time and cost constraints.

Additionally, there are a few implications to our findings, i.e. both practically and theoretically. This study is very useful for the business personnel specially which are doing online retail business. The finding helps them a lot in defining and identifying their new ways to progress their business. Our study will help the new entrepreneurs who are interested in doing online retail shopping business. We also identify some advantages and disadvantages in the very beginning this will help the people who are conscious of buying things over internet. Through the results and few positive findings this will help those who are doing online retail store business at a very low level, like positive results boosts them to invest more in this business and eventually they will earn more out of it as this business is quite much appreciated by the customers who want all the necessities of life at their door step.

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