

The Impact of Knowing the Profile of Online Shoppers on Online Shopping: Evidence from City of Berat, Albania

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Abstract: - Electronic commerce is a type of business in which all transactions are carried out online and the seller and buyer do not meet in person, as in traditional commerce. E-commerce has been steadily increasing over the last decade, and it is now a popular method of shopping in many parts of the globe. As more businesses are switching to online sales, their sales strategies are adapting to the needs of their online customers, including customers demographic and psychographic characteristics. Therefore, in an effort to understand and compare the segments of online shoppers, this research aims on understanding the profile of online shoppers and their implications on online shopping in Albania. The particular interest of this study is to understand the characteristics and profiles of the online shoppers for marketers in virtual business in Albania.

The target respondents of the study were internet users located in the city of Berat and a survey questionnaire was used to collect the data from 389 respondents. The sample selection is probabilistic with 95% reliability level and 5% margin of error as the total population of the city of Berat is 119,450 inhabitants. The reliability analysis based on Cronbach Alpha test and Chi square test were used to test the hypotheses and the statistical program Spss 24 for data processing and analysis. The findings reveal that most of the online shoppers are females, between the age of 20 to 24 years old, have a university degree, and an average monthly income of up to 61. 000 All and tend to buy products at average prices. The research findings on online shoppers profile further indicate that gender does not affect the frequency of online shopping ; trust does not affect the frequency of online shopping; but price affects the frequency of online purchases. Thus, online businesses should focus on convenience, price, branding to impact online shoppers. The implications of the findings for practice are further discussed.

Key-Words: - Ecommerce, online shopping, buyer profile, online shoppers profile, consumer behavior.

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1 Introduction

A shopper's profile is a detailed description of a specific customer or group of customers. It usually describes a company's target or ideal customer and can include demographic and geographic data, as well as interests and purchasing patterns. Everyone shops differently, and as a result, everyone has a different shopper profile. Maybe customers prefer to browse slowly, or maybe they stick to a list and come in and out quickly. Different buying behaviors and what ultimately drives a customer's decision to buy are identified by shopper profiles. By understanding the shopper's profile a firm can tailor its store's browsing and shopping experience to individual specific needs and demands and increase sales. Basically, shopping is unique to each individual, and so the buyer profile as well. Customers may like to browse slowly or stick to the list and then exit. The

particular interest of this study is whether the characteristics and profiles of the Internet shoppers will have profound implications for marketers in the virtual business world. Therefore, in an effort to understand and compare the segments of online shoppers, this research focuses on understanding the profile of online shoppers and implications on online shopping.

1.1 Profiles of Online Shoppers

The Online shoppers are internet users who make retail purchase with the use of Internet connection.[1] Various studies have acknowledged that online shoppers are behaviorally different in shopping in comparison to non-internet shoppers and the online shopper profiles differ across world regions or markets [2] [3] [4] [5].

Globally, Generation X (age 35-49) makes up approximately 28% of on line buyers at the same time as

Baby Boomers (age 50-64) represent round 10%. The so-called "Silver surfers" (age 65+) account for simplest 2%. Around 65% spend 16+ mins on a company's internet site earlier than you decide on buying a product. Categories of online shopper profiles are:[6] *Bargain hunter*. Most retailers regularly encounter bargain hunters in their stores. Bargain hunters, also known as discount shoppers, are usually armed with coupons or discount codes, know when the best deal is and rarely buy without the deal at hand. While some shoppers are looking for something sentimental, bargain hunter purchases are driven primarily by a sense of price and money savings.

Browser. Companies that own a physical store, especially one that gets a lot of foot traffic, are probably used to "just looking" shoppers. Browsing customers, also known as traveling customers, are not seeking for a particular item or desire to shop at a specific place. They come across the store and are interested in learning more about what you have to offer.

Showrooming Customers. This type of shoppers are particularly common among those looking for furniture, appliances, or other large and expensive products that must last. Large companies like Ikea have tailored their entire business model to cater to showrooming customers, whereas in small enterprises showrooming can be a problem as shoppers will simply view the products in order to buy them at a reduced price from another retailer.

Impulse customer. Impulse shoppers make unplanned purchases based on products that are currently attractive. As lined up at a grocery store or convenience store and probably received a tip at checkout. This is an impulse purchase. Impulse purchases usually include the purchase of small items that get people's attention. However, it can also be used as shopping therapy or emotional shopping.

Mission-led shoppers. Mission-driven shoppers are looking for a particular item or buying from a list. They are often called "wrist buyers". Because they often come up with a physical ectenia of what they wish to buy. Others have labeled them "needs-driven" and "passive" shoppers since they buy because they have to, not because they like shopping.

Undecided regular customers. Undecided buyers want to buy, but hesitate to buy because of price, information overload, or lack of information. They try things, but

struggle to decide and keep coming up with reasons why they shouldn't buy the piece.

Educated customers. As access to product information increases, many of today's buyers fall into an educated or informed buyer profile. Educated shoppers check product and store inventory online, read customer reviews, and scan general pricing information before going to the store.

Faithful customers. Every retailer cherishes a long-term consumer or patron. A loyal customer is someone who visits the store frequently and makes regular purchases. Retailers recognize them by name and may have a relationship with them. Faithful customers are a particularly important subset of buyer profiles because of their potential profitability. In fact, the most valued customers are those who remain loyal.

According to commonly reported statistics, loyal customers spend an average of 33% more on a single visit than new buyers. When shopping online, consumers usually tend to inadvertently buy immediately [7] Their intentions may be related to the simplicity and complicity of the site [8] From this point of view, Sharma et al. [9] found that online purchases were caused by consumer emotions, low cognitive control, or voluntary behavior. They argue that consumer impulse buying behavior is driven by attractive objects that force consumers to buy, without considering the economic and other consequences of online purchases. Some researchers also claim that online shoppers as an individual personality are more spontaneous [10]. According to Poddar et al. [11] a commercial website is like a store claims that it includes all the features of the store. Therefore, the business personality structure can be applied to the personality of a website due to the similarity between web business and offline business. The website personality in this study is a spiritual expression of the website shop in a dimension that shows similarity and reflects the dimension of human personality. Compared to traditional shoppers, the impulse buying trend dominates the online purchase of sensory products and supports the notion that pleasure buying motivations influence impulse buying [12] [13]. The stimulus of online marketing avoids the risk of initial search and purchase for online shoppers [8], making it easier to shop impulsively [14].

2 Methodology

2.1 Research Questions

This paper aims to give answers to the following research questions:

1. How much have social media advertisements influenced your decision to shop online?
2. After your online shopping experience, how much credibility have you gained?
3. How much would you recommend buying products online to your acquaintances?
4. How often did you buy things online in a month if you did?
5. Which items are you inclined to buy online?

2.2 Research Method

The method used is the survey and the instrument used is the questionnaire. The questionnaire consists of 21 questions. The research sampling method is probabilistic sample. The sample is statistically representative and consists of 389 individuals. It is statistically calculated based on the total population of the city of Berat of 119,450 inhabitants [15] with 95% reliability level and 5% margin of error.

2.3 Data Analysis

The research aims to explore the perception and opinion of the respondents. The primary data collected tend to evaluate consumers as rational. The survey questionnaire consisted of questions on a Likert scale of 1 to 5 where 1- represents not at all, 2-little, 3-neutral, 4-many, 5-extremely much.

The reliability analysis based on Cronbach Alpha test and Chi square test were used to test the hypotheses and the statistical program Spss 24 for data processing and analysis.

2.4 Research Limitations

The main limitation of the study is that the respondents live in the city of Berat and there is no extension for all cities in Albania. If the respondents change their place of residence, their approach might change as well. Their access to the online purchasing experience can also be enhanced or limited, which might impact their impression and opinion in comparison to the study's findings.

3 Data Analysis and Research Findings

Table 1. Cronbach's Alpha Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.736	.734	3

Based on the table of significance of the model, it results that the reliability of the model is 73.6%. This indicates that the questionnaire assesses the purpose of the study and improves the degree of effectiveness of using the results in making decisions related to the study findings.

Table 2. Model reliability

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Deleted
How much have social media advertisements influenced your decision to shop online from 1 to 5 ?	7.0720	5.521	.393	.155	.826
After your online shopping experience, how much credibility have you gained from 1 to 5?	6.4396	4.412	.655	.514	.541
How much would you recommend buying products online to your acquaintances from 1 to 5?	6.4781	3.714	.662	.524	.518

It turns out that removing the first variable has no effect on the model's reliability, since it is 82.6 percent. While removing the other two variables reduces the model's reliability. This shows that these variables are very important in the reliability of the model because removing them reduces the model reliability to 50%. This shows that in addition to the demographic and psychographic data of online shoppers, the reliability

built throughout the online shopping experience is an impact factor that encourages online purchasing, which influences the growth of online sales.

To address the research problems and to achieve the main and specific objectives, this study was performed by testing the following hypotheses:

Table 3. The relationship between the gender variable and the frequency of online shopping

		Crosstab						Total	
		If you bought products online how often did you buy within a month?							
			1 time	2 times	3 times	4 times	5 times	Over 5 times	
What gender do you belong to?	Female	Count	42	41	59	27	16	15	200
		Expected Count	37.5	38.6	57.6	36.5	14.4	15.4	200.0
	Male	Count	31	34	53	44	12	15	189
		Expected Count	35.5	36.4	54.4	34.5	13.6	14.6	189.0
Total		Count	73	75	112	71	28	30	389
		Expected Count	73.0	75.0	112.0	71.0	28.0	30.0	389.0

H1: Gender affects the frequency of online shopping

Before interpreting the results of the cross table, we need to test if the Chi Square condition is met and for this we refer to Table 4 and see that the Chi Square test condition is met, we can proceed with the interpretation. Based on the results of Table 4 it turns out that the Pearson Chi Square coefficient is 6.9 and p value 0.223, this shows that there is no relationship between the variables and the hypothesis is not accepted as the value is less than 5%.

Table 4. Chi Square Hypothesis Tests 1
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.969 ^a	5	.223
Likelihood Ratio	7.012	5	.220
Linear-by-Linear Association	1.747	1	.186
N of Valid Cases	389		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 13.60.

H2: Trust affects the frequency of online purchases

Table 5. The relationship between the trust variable and the frequency of online purchases

You are: * If you bought products online how often did you buy within a month?

Crosstabulation

		If you bought products online how often did you buy within a month?					Total	
		1 time	2 times	3 times	4 times	5 time-Over 5 time		
You are:	Religious	Count	65	62	98	65	52	342
		Expected Count	64.2	65.9	98.5	62.4	51.0	342.0
	Not a religious	Count	8	13	14	6	6	47
		Expected Count	8.8	9.1	13.5	8.6	7.0	47.0
Total		Count	73	75	112	71	58	389
		Expected Count	73.0	75.0	112.0	71.0	58.0	389.0

We refer to Table 6 and see that the Chi Square test condition is met, we can proceed with the interpretation. Based on the results of Table 6 it turns out that the Pearson Chi Square coefficient is 3.0 and p value 0.54, this shows that there is no relationship between the variables and the hypothesis is not accepted as the value is less than 5%.

Table 6. Chi Square Hypothesis Tests 2
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.098 ^a	4	.542
Likelihood Ratio	2.998	4	.558
Linear-by-Linear Association	.669	1	.414
N of Valid Cases	389		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.01.

H3: The tendency to buy products based on prices affects the frequency of purchases

Table 7. The relationship between the variable the tendency to buy products based on prices and the frequency of online purchases

You are more likely to buy products: * If you bought products online how often did you buy within a month?

Crosstabulation

		If you bought products online how often did you buy within a month?					Total	
		1 time	2 times	3 times	4 times	5 times-over 5 times		
You are more inclined to buy products:	Low price	Count	21	21	26	6	7	81
		Expected Count	15.1	15.6	23.1	14.9	12.2	81.0
	At an average price	Count	44	47	77	50	31	249
		Expected Count	46.6	47.9	71.1	45.9	37.5	249.0
	Highly priced	Count	7	6	7	15	20	55
		Expected Count	10.3	10.6	15.7	10.1	8.3	55.0
Total	Count	72	74	110	71	58	385	
	Expected Count	72.0	74.0	110.0	71.0	58.0	385.0	

Table 8. Chi Square Hypothesis Tests 3
Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.952 ^a	8	.000
Likelihood Ratio	39.280	8	.000
Linear-by-Linear Association	24.877	1	.000
N of Valid Cases	385		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 8.29.

We need to see if the Chi Square test condition is met and for this we refer to Table 8 and see that the Chi Square test condition is met, we can proceed with the interpretation. Based on the results of Table 8 it turns out that the Pearson Chi Square coefficient is 40.952 and p value 0.00, this shows that there are relationships

between variables and the hypothesis is accepted because the condition that the value is less than 5% is met. This shows that based on buying trends, price affects the frequency of online shopping. This is related to which product categories are exposed online and which are inclined to buy online because many products consumers despite the price require physical involvement of individuals in shopping, due to the reliability and characteristics of the products. To understand on which elements this relationship is based please refer to table 7. It shows that based on the tendency to buy products at low prices it turns out that the highest frequency is 3 times a month or 1 time in 10 days. Those who buy products with low prices and online do not buy only based on low price, but also have the tendency to buy products at average prices. It results that the highest frequency is 3 once a month or once in 10 days, so those who buy products at average prices and online is not that they often buy only based on the average price, while in terms of the trend for buying products at high prices it turns out that the highest frequency is 5 times a month or 1 time in 6 days, so those who buy products at high prices buy more often online. This shows that the price of products sold online based on online buyers in Albania does not affect online shopping. This major finding reinforces the fact that if someone likes to buy online is not affected by the tendency to buy products based on prices online.

4 Conclusions

The result of the research study on the profile of online shoppers in Albania, evidence from the city of Berat show that the online shoppers fall in the demographic segment of 20-24 years old, 25-29 years old, mostly female (51.4 percent) with income level range between 31.000-61.000 All, and have a university education (53.7%). Psychographically, they spend more on food category (64.7%), tend to buy products at average prices (64%), prefer more home-cooked food (61.4%), prefer to live in the city (74%) and use private transport (61.7%), are believers (87.9%) and do physical activity (67.6%). The findings from this study provide interesting insights for the marketing managers who are involved in online commerce. These data describe the profile of online shoppers in the city of Berat, based on demographic and psychographic data of respondents.

The research findings on online shoppers profile further indicate that gender does not affect the frequency of online shopping; trust does not affect the frequency of online shopping; but price affects the frequency of

online purchases. Thus, online businesses should focus on convenience, price, branding to impact online shoppers.

Online businesses need to understand the distinct characteristics of the Internet shoppers as the Internet has become a necessity for the younger generations. The distinctions in the profile of online shoppers are needed by the marketing managers to tailor marketing strategies to the different market segments of the shoppers.

Although the present results have provided meaningful implications, this research study has a few limitations as the findings may lack of generalizability in relation to the whole country of Albania and future research shall link culture with the characteristics of online shopping behavior in Albania. Future research might also investigate if online shopping in Albania is more adopted in rural areas where physical shops are not as available as in metropolitan areas. Knowledge regarding it would be of value to e-commerce delivery practices.

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- Dr. Ana Buhajloti conceptualized the article, interpreted the data and revised them critically for important scientific content and for main findings and recommendations.
- Msc. Mateus Habili designed and performed the statistical analysis, collected the data and contributed data analysis tools.
- Prof. Dr. Arjan Abazi was accountable for all aspects of the work in ensuring that questions related to the accuracy and integrity of any part of the work are appropriately investigated and resolved.

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