

FACTORS AFFECTING ONLINE CONSUMER PURCHASE INTENTION

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Abstract

This study aims to examine the model of online consumer behavior in Turkey context. It is different from the similar previous researches by including the cultural background of consumers a new variable to the model of online consumer behavior. The model encompasses the effects of consumer and website characteristics on purchase intention. Factors were determined as emotional and cognitive responses of consumer's to website, consumer's attitudes toward website and product, cultural values of consumers, entertainment characteristic of website and flow design in website. A survey research was conducted at the Mustafa Kemal University located in Hatay, Turkey. Data were obtained from Faculty of Economics and Administrative Sciences being total 99 students. To measure of the structures in the conceptual model, we utilized from the current scales in the literature. In order to test the hypotheses, regression analysis was used. Research findings show that "emotional responses" is significant indicator of "attitudes of online consumer toward website and product". "Uncertainty avoidance " is found as significant indicator of "attitudes of online consumer toward product and purchase intention". "Flow in website" and "collectivism" are found as significant indicators of "purchase intention of online consumer". Discussion and managerial implications are then presented.

Keywords: Online emotions, cognitions, attitudes, cultural values, purchase intention

INTRODUCTION

In recent years, marketing managers have accepted that the internet is the most powerful tool due to the fact that it provides feedback easily about consumers, mass dissemination, lower costs and to bring away the time and distance limitations. The internet also makes possible the interaction between firm and consumers. There is no doubt, the internet will continue to be the most important channel for firms. Despite of the increasing of shopping via internet, many websites fail to create a positive experience to customers into purchasing products (Hausman and Siekpe, 2008). It's necessary to understand online consumers' behavior more than before, if the firms want to build effective and strategic communication with their customers. Behaviors of consumers when they shop from the physical places are very different from their behaviors when they shop from online. The reason of this case is that the factors and properties determining the purchase behavior of consumer in virtual environment are to be different. Therefore, it's necessary to re-determine the consumer behavior on the ground of this differentiation. Previous researches have showed that the shop's atmosphere, colors, lights, music etc. affect considerably to emotions of consumers and their purchase intentions. Thus, knowing which new atmospherics factors (like; small screen, no distance and time limitations, more control of knowledge) evoke to cognitive and emotional responses of consumer or which of factors influence positively to customer purchase intention is crucial.

This study aims to examine *the model of online consumer behavior* in Turkey context. The model of online consumer behavior covers six factors influencing to purchase intention: Emotions, cognitions, entertainment, flow, website and product attitudes. The model of online consumer behavior developed by Richard and Chebat (2016) was adopted to achieve the objectives of this study. Different point of our model from the model developed by Richard and Chebat, is to examine cultural effect. We added culture variable to the model of online consumer behavior. "Researchers have generally been interested in nation-level culture, in which all members of a nation are treated as if they share an identical culture. However, national boundaries do not necessarily characterize peoples' cultural values. Culture as a learned value varies among individuals (Yoo and Donthu, 2002, p.94). Yoo, Donthu, and Lenartowicz (2001) also stated that it shouldn't be accepted that all persons in a nation have same cultural values. They have Hofstede's typology of nation-level culture, as well. Only few studies looked at the relationship between cultural background of online consumers and their website and product attitudes. However, culture influences the perceptions of website atmospherics and that consumers from different cultures have different preferences for online tools (Seidenspinner and Theuner, 2007). Thus, main objective of this study is determined the effect of cultural background of consumers to online behaviors as well as consumer and web

characteristics in the model of online consumer behavior. Factors of the our model were determined as emotional and cognitive responses of consumer's to web site, consumer's attitudes toward product and website, entertainment characteristic of web site, flow design in website and cultural values of consumers.

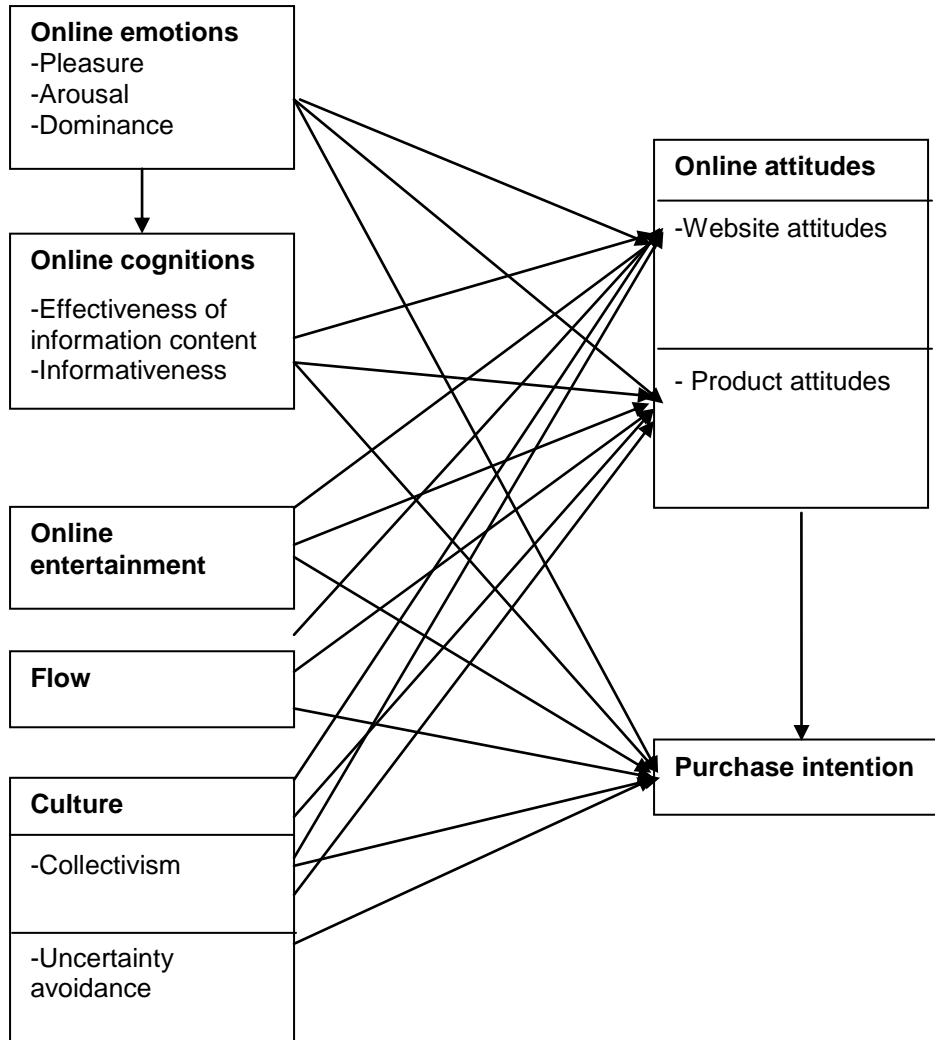
CONCEPTUAL FRAMEWORK

The model of online consumer behavior was developed based on Hedonic Motivation and Technology Acceptance Model theories as well as various studies in the literature related to decreasing risk and uncertainty before purchasing. Hedonic motivation theory states that consumers behave not only rationally in their buying process, but also they purchase for hedonic satisfaction. Hedonism is a philosophy which defends that the mean of life is a enjoyment and pleasure. Correspondingly, hedonic consumption concept refers to a pleasure created by consumption. In the world of today, consumers purchase both for their needs and for being pleasure. The reason of loving shopping is to enjoy from shopping process. According to Ebrahimi (2013), hedonic consumers shop due to personal satisfaction, entertainment, learning new trends, role playing, physical activities, social experience, communication with persons who have same experiences, attractive reference groups, statue, authority and liking of bargaining off the price (Oz and Mucuk, 2015).

On the other hand, technology acceptance model explains the factors which affect to intentions, attitudes and behaviors toward information technology, and relationships among these factors (Davis, 1989). The model receives that consumer perception about friendly using and benefit of technology creates consumer intention for using this technology, and which in turn consumer accepts the new technology.

The model of online consumer behavior is grounded in both of these theories and, it includes six major factors: online emotions, online cognitions, online entertainment, flow, online attitudes and purchase intentions and their interrelationships. *Online emotions* cover pleasure, arousal and dominance dimensions (Mehrabian and Russell, 1974). *Online cognitions* are related to the functional characteristics of a website (i.e. effectiveness of information content and informativeness). *Online entertainment* is related to hedonic characteristics of website. *Flow* is a state occurring during internet navigation. *Online attitudes* encompass website attitudes and product attitudes. In our model, *culture* factor was added to online consumer behavior model since web usage is global and cultural differences of consumers become an issue in effective website design (Richard and Habibi, 2016). The overall conceptual model is shown in Figure 1 and explained in detail below.

Figure 1: Conceptual framework: Factors determining online consumer behavior



Source: This model was adopted from the model developed by M.O Richard and J.C. Chebat(2016), Modeling Online Consumer Behavior: Preeminence of Emotions and Moderating Influences of Need for Cognition and Optimal Stimulation Level", Journal of Business Research, 69, 541-553.

Online emotions

Emotions play important role in purchase behaviors. "The model of emotions developed by Mehrabian and Russell (1974) has three dimensions (PAD): *Arousal* relates to feelings of being stimulated, excited, and aroused compared to relaxed, bored or sleepy; *Pleasure* relates to feelings of happiness and satisfaction; *Dominance* relates to feelings of being in control, important and autonomous" (Richard and Chebat, 2016, p.542). The PAD model benefits for online behavior of consumers. Emotions positively affect to attitudes. A pleasant experiences transfers to attitudes (Madden, Allen and Twible, 1988). Consumers transfer positive or negative

feelings from website interaction to their website attitudes. Since control is desirable, if consumers perceive the website as enhancing their control, their website attitudes will be more favorable (Peterman, Rohem and Haugtvedt, 1999). On the other hand, attitudes are internal evaluations of an object, such as a product ad or a website, and may be favorable or unfavorable (Mitchell and Olson, 1981). When a consumer feels pleasure and satisfaction from online product advertising, it's likely to have positive attitudes toward product. In the same vein, consumers who have positive feelings are likely to have positive intention toward purchasing. Thus, emotions can be related to online attitudes and purchase intention according to following hypotheses:

H1a: Online emotions positively influences website attitudes

H1b: Online emotions positively influences product attitudes

H1c: Online emotions positively influences purchase intention

Online cognitions

The model includes other relationship between cognition and attitudes. Effectiveness of information content and informativeness of website are sub-factors which influence to website attitudes. Informativeness is the extent of information access in a website (Hoffman and Novak, 1996a). There are inconsistencies about the role of informativeness; some found it to enhance consumers' website positive attitudes and purchase intentions (Mazaheri et.al., 2011), while others found no effects or negative effects on other variables (Richard, 2005; Richard and Habibi, 2016). We address this inconsistency. Effectiveness of information content is the degree to which information is up-to-date, accurate and relevant (Richard, 2005). The more effective a website is in delivering up-to-date and relevant information, the more it is perceived as informative and the more users have positive attitudes toward website when they are during the interaction (Mazaheri, et.al., 2011). Website effectiveness and informativeness positively influence product attitudes and purchase intentions (Hausman and Siekpe, 2008) since information decreases the level of uncertainty toward the products and increases the likelihood of shopping related decision-making. Therefore, hypotheses were developed as following:

H2a: Online cognitions positively influences website attitudes

H2b: Online cognitions positively influences product attitudes

H2c: Online cognitions positively influences purchase intention

Online entertainment

Entertainment is the degree of which a site cool, fun, and exciting, providing emotional release and enjoyment (McQuial, 1983). People are entertained when an experience interest them and

gives them some amount of pleasure and release (Karat et.al. 2002). A website may score high on entertainment by being funny, using interesting themes, nice graphics, or appealing designs (Chakraborty et.al. 2003; Chen et.al, 2002). Thus, if visitors perceive their web experiences as entertaining, they are more likely credit the website with positive attributes (McMillan, Hwang and Lee, 2003). We hypothesized that entertainment positively influences attitudes and purchase intentions of consumers:

H3a: Online entertainment positively influences website attitudes

H3b: Online entertainment positively influences product attitudes

H3c: Online entertainment positively influences purchase intention

Flow

Flow is key in human-computer interactions (Webster, Trevino and Regan, 1993). It is an experienced cognitive state during web surfing linked to high level of control, skills, challenge and interactivity. Flow involves sequential interactions with a machine. Response delays, unintuitive navigation, and difficult challenges are obstacles to the creation of positive attitudes for users (Richard and Chandra, 2005). The more effective a website is, the higher the likelihood of achieving positive attitudes by users. Thus, we hypothesized that flow positively influences attitudes and purchase intention of consumers:

H4a: Flow positively influences website attitudes

H4b: Flow positively influences product attitudes

H4c: Flow positively influences purchase intention

Cultural effect (based on Collectivism dimension)

Literature have shown that culture is important in online environment (Steenkamp and Geyskens, 2006; Mazaheri, et.al. 2011) because it is a significant differentiator. However, little researches considered cultural effects on online shopping behavior in nation-level culture. According to Davis et.al. (2008, p.806), "a website attracts consumers from different cultures when it considers the cultural nuances of its audiences". Culture is the "collective programming of the mind which distinguishes the members of group or category of people from those of another" (Hofstede, 1991, p.4). Thus, to attract the widest groups, a website should be designed to take into account different groups' programming of the minds. The often used framework is based on Hofstede's cultural dimensions (Hofstede and Minkov, 2010). In this study, we took into account only two dimensions of cultural values developed by Hofstede; Collectivism and

Uncertainty Avoidance, since Turkish culture has high level of these values. We thought that a couple of dimensions more explain consumer behavior on web environment.

Collectivism on the one side versus its opposite Individualism, is the degree to which people in a society are integrated into groups. The issue addressed by this dimension is an extremely fundamental one, regarding all societies in the world. (Hofstede, 2011, Online readings in psychology and culture, <http://scholarworks.gvsu.edu>, 25.11.2017). Collectivism versus individualism, related to the integration of individuals into primary groups. In collectivistic or high context cultures, welfare of the group and causal reasoning are more important in decision making. In high context cultures, trust building must happen before any interaction takes place, the goal is to build and keep relationships, the meaning is implicit, the success and welfare of the group are more important than personal achievements. In low context cultures (individualism), meaning is explicit, personal success is of the highest importance, and information exchange is the goal of communication. Individualistic people decisions are based on more individual preferences (Triandis, 1938), so if an individual is involved with the website, the odds of this involvement being translated into positive attitudes toward website/product and purchase intentions are higher in individualistic people (Richard and Habibi, 2016)

We expect more differences in the online attitudes and behavior consumers who have high collectivist cultural values than those who have low collectivist (or high individualistic) cultural values. Thus, collectivist values can be related to online attitudes and purchase intention according to following hypotheses:

H5a: Collectivism influences website attitudes

H5b: Collectivism influences product attitudes

H5c: Collectivism influences purchase intention

Culture effect (based on Uncertainty avoidance dimension)

Uncertainty avoidance relates to the level of stress in a society in the face of an unknown future. Uncertainty avoidance is not the same as risk avoidance; it deals with a society's tolerance for ambiguity. It indicates to what extent a culture programs its members to feel either uncomfortable or comfortable in unstructured situations (Hofstede, 2011, Online readings in psychology and culture, <http://scholarworks.gvsu.edu>, 25.11.2017). Unstructured situations are unknown, surprising, and different from usual. People with strong uncertainty avoidance follow norms rigidly, whereas those with weak uncertainty avoidance are flexible (Hofstede, 1991). People with weak uncertainty avoidance tend to accept uncertainty without much discomfort, take risk easily, show greater tolerance for various opinions and behaviors. On the other hand,

people with strong uncertainty avoidance need to control the environment, events, and situations.

Because a website is a structured environment and allow customers to control information presented (a person can see any product in detail, make comparisons among similar products etc.), we expect that consumers who have stronger uncertainty avoidance tendency have positive attitudes toward website and product and, they have purchase intention than those who have weak uncertainty avoidance tendency. Thus, following hypotheses were determined:

H6a: Uncertainty avoidance influences website attitudes

H6b: Uncertainty avoidance influences product attitudes

H6c: Uncertainty avoidance influences purchase intention

Relationship between online attitudes and purchase intention

Websites allow customers to control the information presented, the order of presentation and duration of information acquisition (Ariely, 2000). Thus, website and product attitudes may be transformed into purchase intention. Hypotheses were determined as follow:

H7a: Website attitudes influence purchase intention

H7b: Product attitudes influence purchase intention

Relationship between online emotions and online cognitions

The model of emotion-cognition developed by Zajonc and Markus (1982), where the emotional process begins when some message, object, or event triggers a cognitive appraisal that result in evaluations mediated by beliefs and shaped by personal values. Izard, Kagan and Zajonc (1984) state that emotions take place without antecedent cognitive process, and that emotions can be generated by biological, sensory or cognitive events. The cognitive experience is not required to be part of the emotional process, and the experience of emotions is viewed as the cognition of having one. Richard and Chebat (2016) also found that in navigating a website, emotions precede cognitions. Therefore, hypotheses was determined as follow:

H8: Online emotions positively influence online cognitions

METHODOLOGY

Study Population and Sampling

To test the hypothesized associations, a survey was conducted on university students who were registered Faculty of Economics and Administrative Sciencesat Mustafa Kemal University in Hatay/Turkey. Each student was selected as key informant. Simple random sampling was used.

Sampling framework was obtained from the current database of the Faculty. It consists of 2483 students. Sample size was determined by following formula:

$$n = p \cdot q / (e/z)^2 = 0.50 \cdot 0.50 / (0.10/1.96)^2 = 96 \text{ students}$$

(Confidence level: 0.95, tolerance level: 0.10, max.variance $p=q$: 0.50).

Finally, the sample consists of 99 students ($n=99$).

Selection of websites

Selection process of websites which students would review were conducted in several steps. First, researchers interviewed with ten students for determining product categories which students were mostly interested in their daily life. At the end of these interviews, researchers determined nine product categories that were thought as interesting for students. Then, three marketing academicians as a specialist evaluated these websites in basis of several criteria such as, entertainment level of website, information level of website, content quality of website etc. In order to providing coincidental selection, researchers were scrupulous about choosing websites from different products and services categories. Consequently, these websites were determined as following:

Dental services: <http://www.estetikdishekimi.com>

Cosmetics: <http://kozmetik.avon.com.tr/>

Furniture: <http://www.istikbal.com.tr/>

Textile: http://www.levi.com/tr/tr_TR

Book: <http://www.dr.com.tr/>

Restaurant: <http://www.burgerking.com.tr/>

Financial services: <http://www.ziraatbank.com.tr/>

Hotel: <http://www.anemonhotels.com/>

Vitamin: <http://www.vitaminler.com/>

Data collection

Personal interview was used for communication, and survey questionnaire was self-administered. In order to collecting data after treatment, we requested from each respondent that first surfed on the website assigned him/her by researcher as long as they wished. Next, they filled out the questions of questionnaire. The questionnaire consists of two sections. First part covers questions regarding the demographic characteristics of respondent. Second part covers the questions regarding the scale items of the model factors. We tested previously the questionnaire on ten students in order to understanding that the meaning of questions were perceived accurately by respondents. In this pilot study, after we assured that there was no problem related to the questions, the questionnaire was used as it was.

Measurement

To measure factors included in the model, it was taken advantage from existing literature. The items of these scales and resources are shown as below (Table 1). Respondents rate on five-point Likert-type scales. The questionnaire also included browsing behavior and the number of hours used for browsing, personal research, professional research and entertainment.

Table 1. Scales

Emotional response scale	Source
1.Pleasure	Mehriban and Russell (1974)
After viewing this website, I felt: Annoyed/Pleased	PAD scale
After viewing this website, I felt: Dissatisfied/Satisfied	
After viewing this website, I felt: Despairing/Hopeful	
2.Arousal	Mehriban and Russell (1974)
After viewing this website, I felt: Unaroused/Aroused	PAD scale
After viewing this website, I felt: Calm/Excited	
After viewing this website, I felt: Sleepy/Wide-awake	
3.Dominance	Mehriban and Russell (1974)
I felt I had a lot of control over my visiting experiences at this site	PAD scale
While I was on this site, I could choose freely what I wanted to see	
While surfing the web, I had absolutely control over what I could do on this site	
While surfing the web, my actions decided the kind of experiences I got on this site	
While I was on this site, I controlled what happened in my online information searches	
Cognitive responses scale	
1.Effectiveness of information content	Bell and Tang (1998) scale
The information on this site is accurate	
The information on this site is up-to-date	
The information on this site is complete	
The information on this site is relevant	
2.Informativeness	Chen and Wells (1999) scale
This site is informative to me	
This site is resourceful to me	
This site is useful to me	
This site is knowledgeable to me	
Attitudes of online consumer toward website	Eighmey (1997) scale
This site is bad/good	
I dislike/like this site	
I react unfavorably/favorably toward this site	

I have negative/positive feelings toward this site	
This site is unattractive/attractive	
Attitudes of online consumer toward product	Eighmey (1997)
I dislike/like this product	scale
I react unfavorably/favorably toward this product	
I have negative/positive feelings toward this product	
This product is unattractive/attractive	
Entertainment	Chen and Wells
This site is fun to browse	(1999) scale
This site is exciting	
This site is imaginative	
This site is entertaining	
This site is flashy	
Flow	Hoffman and
I felt like I was totally absorbed by this site	Novak (1996b)
While visiting this site, time seemed to go very quickly	
While visiting this site, I forgot about my immediate surroundings	
While visiting this site, I was not conscious of how long I had been surfing	
Purchase intention	Doods, Monroe
The likelihood of purchasing this product is high	and Grewal
The probability that I would consider buying the product is high	(1991) scale
My willingness to buy the product is high	
I intend to purchase this product	
Collectivism (Cultural dimension)	Yoo and Donthu
Individuals should sacrifice self-interest for the group that they belong to	(2002) scale
Individuals should stick with the group even through difficulties	
Group welfare is more important than individual rewards	
Group success is more important than individual success	
Individuals should pursue their goals after considering the welfare of the group	
Group loyalty should be encouraged even if individual goals suffer	
Uncertainty avoidance(Cultural dimension)	Yoo and
It is important to have instructions spelled out in detail so that I always know what I'm expected to do	Donthu(2002)
It is important to closely follow instructions and procedures	scale
Rules/regulations are important because they inform me of what is expected of me	
Standardized work procedures are helpful	
Instructions for operations are important	

ANALYSES

Descriptive statistics

The survey consists of 56,6 % female and 43,4 % male. The age of respondents extends from 19 to 28 and, the average age was 22. Most of students are third class (32,3%) and fourth class (32,3). The average time that respondents spend on the internet per week for a) browsing is 8,8 hours, b) personal research (own use products) is 3 hours, c) professional research (work, school) is 4,7 hours, and d) entertainment (games, blogs) is 7 hours. The average collectivism tendency of respondents is 3,53. The average of uncertainty avoidance tendency is found as 3,99. Therefore, it's seen that the collectivism tendency of respondents is middle level while the uncertainty avoidance tendency of them is high level.

Reliability of the Scales

Internal consistency of the instruments was tested via reliability analysis.

Table 2. Reliability estimates (Cronbach's alpha) for the scales

Scales	Cronbach Alpha
Emotional responses scale	
Pleasure	0,83
Arousal	0,80
Dominance	0,86
Cognitive responses scale	
Effectiveness of information content	0,87
Informativeness	0,88
Entertainment scale	
	0,75
Flow scale	
	0,84
Attitudes of online consumer toward website scale	
	0,90
Attitudes of online consumer toward product scale	
	0,91
Purchase intention scale	
	0,94
Collectivism scale	
	0,83
Uncertainty avoidance scale	
	0,88

Inferential statistics

The effects of consumer and website characteristics on website attitudes, product attitudes and purchase intention of online consumers

The effects of "Emotional responses", "Cognitive responses", "Online entertainment property of website", "Flow in website", "Collectivism", "Uncertainty avoidance "on "Attitudes of online

consumer toward website” considered in the conceptual model were assessed by multiple regression analysis. “Attitudes of online consumer toward website” (dependent variable) was regressed on the six variables (independent variables).

Previously, the sample was divided two groups based on consumers’ cultural values regarding collectivism: Group 1 consists of consumers who have high degree of collectivist values, while Group 2 consists of consumers who have low degree of collectivist values, in other words, they have largely individualistic values. Similarly, the sample was also divided two groups based on consumers’ cultural values regarding uncertainty avoidance: Group 1 consists of consumers who have high degree of cultural values toward uncertainty avoidance, while Group 2 consists of consumers who have low degree of cultural values toward uncertainty avoidance.

As it can be seen in Table 3, in the Model 1, only “emotional responses” is found as significant indicator of “attitudes of online consumer toward website” ($\beta = 0,67$, $p = 0,00$). While *emotional responses* influences *attitudes of online consumer toward website* in a positive sense, Cognitive responses, Online entertainment properties of website, Flow in website, Collectivism and Uncertainty avoidance are insignificant.

Consequently, H1a hypothesis is supported. H2a, H3a, H4a, H5a, H6a hypothesis are rejected.

In the Model 2, “emotional responses” and “uncertainty avoidance” are found as significant indicators of “attitudes of online consumer toward product” ($\beta = 0,53$, $p = 0,00$; $\beta = 0,17$, $p = 0,06$, respectively). While *emotional responses and uncertainty avoidance* influence *attitudes of online consumer toward product* in a positive sense, Cognitive responses, Online entertainment properties of website, Flow in website and Collectivism are found insignificant.

Consequently, H1b and H6b hypotheses are supported. H2b, H3b, H4b, H5b hypothesis are rejected.

In the Model 3, “emotional responses”, “flow in website”, “collectivism” and “uncertainty avoidance” are found as significant indicators of “purchase intention of online consumer” ($\beta = 0,42$, $p = 0,00$; $\beta = 0,27$, $p = 0,00$; $\beta = -0,21$, $p = 0,00$; $\beta = 0,15$, $p = 0,08$, respectively). While *emotional responses, uncertainty avoidance, flow in website* influence *purchase intention of online consumer* in a positive sense, *collectivism* has negative effect. This finding means that consumers who have high degree of collectivist values are likely to hesitate to purchase any product via internet, while consumers who have more individualistic values are likely to tend to purchase any product via internet. Cognitive responses and Online entertainment properties of website are found insignificant.

Consequently, H1c, H4c, H5c and H6c hypotheses are supported. H2c and H3c hypothesis are rejected.

Table 3. The effects of consumer and website characteristics on website attitudes, product attitudes and purchase intention of online consumers

Model	Variables	Beta	t	Sig.
1	(Constant)		0,575	0,567
	Emotional responses	0,675	6,505	0,000***
	Cognitive responses	0,068	0,689	0,493
	Online entertainment properties of website	-0,022	-0,246	0,806
	Flow in website	0,004	0,043	0,966
	Collectivism	-0,045	-0,571	0,569
	Uncertainty avoidance	0,034	0,406	0,685
*Dependent variable: Attitudes of online consumer toward website R ² = 0,51 F = 16,437 Sig.F = 0,00 Dur.W. = 2,053				
2	(Constant)		0,335	0,738
	Emotional responses	0,536	4,680	0,000***
	Cognitive responses	-0,045	-0,408	0,684
	Online entertainment properties of website	0,096	0,968	0,336
	Flow in website	0,045	0,457	0,649
	Collectivism	-0,114	-1,319	0,191
	Uncertainty avoidance	0,172	1,850	0,067*
*Dependent variable: Attitudes of online consumer toward product R ² = 0,41 F = 10,763 Sig.F = 0,00 Dur.W. = 1,867				
3	(Constant)		-1,044	0,299
	Emotional responses	0,423	3,972	0,000***
	Cognitive responses	-0,020	-0,200	0,842
	Online entertainment properties of website	0,094	1,018	0,311
	Flow in website	0,278	3,046	0,003***
	Collectivism	-0,219	-2,717	0,008***
	Uncertainty avoidance	0,153	1,772	0,080*
*Dependent variable: Purchase intention of online consumer R ² = 0,49 F = 14,862 Sig.F = 0,00 Dur.W. = 1,932				

* 0,10 significance level

** 0,05 significance level, ***0,01 significance level

In Table 4, the effect of attitudes of consumers on their purchase intention were assessed by regression analysis (Model 4). According to result of this analysis, attitudes of online consumer toward website affect positively purchase intention ($\beta = 0,43$, $p = 0,00$). However, attitudes of online consumer toward product is found as insignificant. Therefore, H7a hypothesis is supported, while H7b hypothesis is rejected.

Table 4. The effect of attitudes of online consumer toward website and product on purchase intention

Model	Variables	Beta	t	Sig.
4	(Constant)		1,643	0,104
	Attitudes of online consumer toward website	0,433	3,101	0,003***
	Attitudes of online consumer toward product	0,121	0,869	0,387
*Dependent variable: Purchase intention of online consumer				
$R^2 = 0,28$ $F = 19,116$ $\text{Sig.F} = 0,00$ $\text{Dur.W.} = 1,860$				

In Table 5, the effect of consumers' emotional responses on their cognitive responses was assessed by regression analysis (Model 5). According to result of this analysis, emotional responses of consumer positively affect to their cognitive responses ($\beta = 0,64$, $p = 0,00$). Therefore, H8 hypothesis is supported. This finding caused to arise another question about whether consumer's cognitive responses play a role between him/her emotional responses and attitudes of toward website.

In this case, we analyzed the mediating effect of the consumer's cognitive responses by Baron Kenny procedure (1986). The result showed that cognitive responses plays a full mediating role between emotional responses and attitudes toward website. Because, when we regressed only cognitive responses variable (independent) and attitudes toward website variable (dependent), beta value was found as 0,50. (The model Parameters: $R^2 = 0,25$ $F = 33,298$ $\text{Sig.F} = 0,00$ $\text{Dur.W.} = 2,143$; $\beta = 0,50$, $p = 0,00$). When emotional and cognitive responses variables were included together in the analysis, the effect of cognitive responses on attitudes toward website variable was found as insignificant as seen Model 1 (Table 3). Therefore, emotions raised by the features of website affect the cognition of online consumer, and then this case turns into influence to attitudes toward website.

Table 5. The effect of online consumer's emotional responses to website on their cognitive responses

Model	Variables	Beta	t	Sig.
5	(Constant)		3,631	0,000
	Emotional responses of online consumer	0,649	8,396	0,000***

*Dependent variable: Cognitive responses of online consumer
 $R^2 = 0,42$ $F = 70,491$ Sig.F = 0,00 Dur.W. = 1,607

RESULTS AND DISCUSSION

In this study, we tested the model of online consumer behavior which is extended with cultural effect, in Turkey context.

The findings showed that *emotions* are powerful predictors of online consumers' attitudes toward website and product and their purchase intention. Visitors who have a pleasant experience with the website and have a good feeling of being control like the website and product more. They also have intentions to purchase a product presented on website. These finding were supported by Richard and Chebat (2016), Madden et.al. (1988) and Peterman et.al. (1999). Emotions also have a direct effect on cognitive responses of consumers and precede online cognitions. This finding were confirmed by Richard and Chebat (2016). Therefore, marketing managers should first develop positive emotional reactions when they design a website. Then, because these emotions influence to the cognitive dimensions such as effectiveness of information content and informativeness, they should focus on to place clear, accurate and sufficient information on website.

Another finding of the study is that good *flow* design of website leads to positive intentions for purchasing. Direct effect of flow on purchase intentions were confirmed by Siekpe (2005), as well. If a website during internet navigation provides seamless sequence of responses facilitated by machine interactivity, is intrinsically enjoyable, leads to a sense of playfulness, visitors will intend to purchase a product/services presented on it. Marketing managers should pay attention to provide these facilities to their visitors.

According to another result of this study, *attitudes of online consumer toward website* affect positively purchase intention. This finding were also confirmed by Richard and Chebat (2016). The implication is that this variable must be important part of modeling effort in the online environment. Marketing managers should manage to attitudes of online consumer toward website.

As regarding *cultural effect*, *collectivism* negatively influences to purchase intention. The meaning of this finding is that consumers who have high degree of collectivist values are likely

to hesitate to purchase any product via internet, while consumers who have more individualistic values are likely to tend to purchase any product via internet. On the other hand, *uncertainty avoidance* influence both attitudes of online consumer toward product and their purchase intentions. The meaning of this finding is that the more consumers have strong uncertainty avoidance tendency, the more those have positive attitudes toward product and which in turn leads to positive purchase intention. Vice versa, the more consumers have weak uncertainty avoidance tendency, the more those have negative attitudes toward product and which in turn leads to negative purchase intention. This finding is due to the fact that a website is a structured environment and allow customers to control information presented. This result is new finding in the literature. Therefore, marketing managers should consider cultural values of visitors and, they should design the website by forming of cultural nuances of its audiences, for attracting consumers from different cultures.

Contrary to the finding of Richard and Chebat's study (2016), we didn't find the effect of entertainment on attitudes of online consumers and their purchase intention. The result might be arise from cultural differences.

LIMITATIONS OF THE STUDY

Due to the fact that a respondent has to first surf on website, and then answer the questions, the answering process of questionnaire was very long. Further, researchers were scrupulous about voluntary participating in survey in basis of ethical research codes. Therefore, the number of respondents was lower than it was expected. Future researchers can consider larger sample.

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