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COLLEGE OF BUSINESS AND ECONOMICS
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**The Impact of Novelty on Consumer Purchasing Decisions: in the case of
Seregela Gebeya**

By

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**The Impact of Novelty on Consumer Purchasing Decisions: In the case of
Seregela Gebeya**

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Declaration

I hereby declare that this thesis work entitled " The Impact of Novelty on Consumer Purchasing Decisions: in the case of Seregela Gebeya" submitted to College of Business and Economics, Business administration department, is my personal work conducted with guidance of my advisor. This work has not been previously submitted or presented to this or any other University or Institution.

Name: Natnael Yohannes

Certification

This is to certify that this thesis entitled "The Impact of Novelty on Consumer Purchasing Decisions: A Comparative Analysis of Online and Offline Retail in the case of Seregela Gebeya" is submitted in partial fulfillment of the requirements to award a master's degree in business administration to the College of Business and Economics, Addis Ababa University it was undertaken by me Natnael Yohannes as an authentic work and appropriate for submission.

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Acknowledgment

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Abstract

This study investigates the impact of novelty perception on consumer purchasing decisions in both online and offline retail channels, using Seregela Gebeya as a case study. Drawing upon the Stimulus-Organism-Response (S-O-R) model, the research examines how novelty perception acts as a stimulus that influences consumer attitudes and purchasing behavior. The study also explores the mediating roles of trust and ease of use in the relationship between novelty perception and consumer purchasing decisions. A quantitative research approach was employed, with data collected through a structured questionnaire administered online (using digital platform (Google survey website platform to distribute the survey questionnaire to respondents and to collect their responses) to randomly selected customers of Seregela Gebeya. The sample consisted of 221 respondents, selected using (stratified) random sampling to ensure representativeness across different demographic groups. AMOS (SPSS) Structural Equation Modelling to the direct and indirect (through ease and trust) effect of novelty perception on online/offline purchasing decisions. The findings revealed that novelty perception positively influences consumer purchasing decisions in both online and offline retail channels. The study also compares the impact of novelty perception on purchasing decisions between online and offline retail channels. The results indicate that while novelty perception is important in both settings, its effect is more pronounced in online retail. These findings have important implications for retailers seeking to enhance customer engagement and drive sales through innovative product offerings. By understanding the role of novelty perception and the mediating factors of trust and ease of use, retailers can develop effective strategies to leverage novelty and create a competitive advantage in the rapidly evolving retail landscape.

Key words Stimulus-Organism-Response, Structural Equation Modelling

CHAPTER ONE

INTRODUCTION

1.1. Background

Consumer purchasing decisions are influenced by a myriad of factors, including personal preferences, social influences, and marketing strategies. In recent years, the concept of novelty has emerged as a significant determinant in shaping these decisions. Novelty refers to the appeal of newness and innovation in products, which can capture consumer attention and drive purchasing behavior (Khare & Kautish, 2022). As consumers increasingly seek unique experiences and products, understanding the role of novelty in both online and offline retail environments becomes essential for retailers aiming to enhance customer engagement and satisfaction.

Novelty plays a crucial role in attracting consumers and influencing their purchasing decisions. Research has shown that consumers often exhibit a preference for novel products, which can enhance their overall shopping experience (Biondi & Camanzi, 2020).

The Stimulus-Organism-Response (S-O-R) model provides a robust framework for understanding how novelty affects consumer behavior. In this model, novelty serves as the stimulus that influences the organism (the consumer's internal state) and ultimately leads to a response (purchasing behavior) (Mehrabian & Russell, 1974). This model is particularly useful for analyzing consumer behavior in both online and offline retail contexts.

The organism component represents the consumer's internal state, which is influenced by the novelty stimulus. This includes factors such as perceived quality, brand attitude, emotional responses, and cognitive evaluations (Hirschman & Holbrook, 1982).

Moreover, the internal state of the consumer can be influenced by mediating variables such as ease of use and trust. In online retail, perceived ease of use significantly affects consumers' attitudes

toward using technology, which in turn impacts their purchasing behavior (Davis, 1989). If a website is user-friendly and intuitive, consumers are more likely to explore novel offerings. Similarly, trust in the retailer plays a critical role in online environments, where consumers cannot physically inspect products before purchasing (Gefen, 2000). When consumers trust an online retailer, they are more likely to perceive novel products as credible and worthwhile, leading to increased purchase intentions.

The response component refers to the consumer's actual purchasing behavior, which is the outcome of the S-O-R process. Novelty, as the stimulus, can lead to increased purchase intentions and positive word-of-mouth (WOM) recommendations (Garaus & Garaus, 2021).

Leung et al. (2011) highlighted the significance of novelty in consumer decision-making, emphasizing its role in capturing consumer interest and influencing purchase behavior across 3

Ease of use is a critical mediating variable that influences consumer purchasing decisions, particularly in online retail. The Technology Acceptance Model (TAM) posits that perceived ease of use significantly affects consumers' attitudes toward using technology, which in turn impacts their purchasing behavior (Davis, 1989).

When consumers perceive an online shopping platform as easy to navigate and user-friendly, they are more likely to explore and purchase novel products. For instance, if a website features intuitive design and efficient search functionalities, consumers are more inclined to engage with new offerings (Venkatesh & Bala, 2008). Conversely, if a platform is cumbersome or difficult to use, consumers may become frustrated and abandon their shopping efforts, regardless of the novelty of the products available.

Trust is another essential mediating variable that significantly impacts consumer purchasing decisions. In online retail, where consumers cannot physically inspect products before purchasing, trust in the retailer becomes paramount (Gefen, 2000).

Trust influences consumers' willingness to engage with a brand and explore new products. When consumers trust an online retailer, they are more likely to perceive novel products as credible and worthwhile, leading to increased purchase intentions. Research indicates that trust can mitigate perceived risks associated with online shopping, such as concerns about product quality and security (Pavlou, 2003).

The study of novelty's impact on consumer purchasing decisions in both online and offline retail contexts is essential for understanding contemporary consumer behavior. The findings can help retailers adapt to changing consumer preferences and enhance their competitive advantage in an increasingly dynamic market. By leveraging the appeal of novelty, applying the S-O-R model, and focusing on mediating factors such as ease of use and trust, retailers can create meaningful connections with consumers, ultimately driving sales and brand loyalty.

1.2. Statement of the Problem

The rapid growth of e-commerce in Ethiopia has led to an increase in the number of online shopping platforms, including Seregela Gebeya. However, the impact of novelty on consumer purchasing decisions in both online and offline retail settings remains unclear. Specifically, the study aims to investigate how novelty influences consumer purchasing decisions in both online and offline retail environments, and whether there are any differences in the impact of novelty on consumer purchasing decisions between these two settings. The study will also examine the role of novelty in shaping consumer preferences and behaviors in the Ethiopian market, and identify

the factors that contribute to the effectiveness of novelty in influencing consumer purchasing decisions.

The retail landscape has undergone significant transformations in recent years, particularly with the rise of e-commerce and the increasing importance of consumer engagement. Despite the growing body of literature on consumer behavior, there remains a notable gap in understanding how novelty influences purchasing decisions in both online and offline retail environments. While previous studies have explored various factors affecting consumer behavior, such as price sensitivity, brand loyalty, and marketing strategies, the specific role of novelty as a stimulus in the purchasing process has not been thoroughly examined. This study aims to address the following research problem: How does novelty impact consumer purchasing decisions in online versus offline retail settings, and what mediating factors influence this relationship? The significance of this problem lies in the potential implications for retailers seeking to enhance customer engagement and drive sales through innovative product offerings.

Addressing this research problem is essential for several reasons. First, understanding how novelty influences purchasing decisions can provide valuable insights for retailers aiming to enhance their marketing strategies and product offerings. As competition intensifies in both online and offline markets, retailers must find effective ways to differentiate themselves and capture consumer attention. By examining the impact of novelty, this study can inform retailers about the importance of innovative products and marketing approaches in driving consumer engagement and sales. Second, the findings of this research can contribute to the academic literature on consumer behavior by filling the identified research gap. By applying the S-O-R model to analyze the effects of novelty in different retail contexts, this study can provide a more nuanced understanding of consumer decision-making processes. Furthermore, exploring the mediating variables of ease of

use and trust can enhance the theoretical framework surrounding consumer behavior in retail settings. Finally, the implications of this research extend beyond academic contributions; they hold practical significance for retailers seeking to adapt to changing consumer preferences in a rapidly evolving market. As consumers increasingly seek unique and novel experiences, retailers must understand how to effectively leverage novelty to enhance customer satisfaction and loyalty.

Research Gap

The existing literature has highlighted the importance of novelty in consumer behavior; however, there is a lack of comprehensive studies that specifically compare the effects of novelty in online and offline retail contexts. Previous research has primarily focused on either online or offline shopping experiences, often neglecting to analyze the differences in how novelty is perceived and acted upon in these distinct environments (Khare & Kautish, 2022). Furthermore, while the S-O-R (Stimulus-Organism-Response) model has been utilized to study consumer behavior, its application in understanding the effects of novelty across different retail formats remains underexplored. Additionally, there is a need to investigate the mediating variables that may influence the relationship between novelty and purchasing decisions, such as ease of use and trust. The Technology Acceptance Model (Davis, 1989) emphasizes the role of perceived ease of use in shaping consumer attitudes toward technology, yet its implications for novelty in retail settings have not been adequately addressed. Similarly, trust has been identified as a critical factor in online shopping (Gefen, 2000), but its interaction with novelty in both online and offline contexts requires further investigation.

1.3. Research Questions

1. How does consumers' perception of novelty influence their purchasing decisions in the context of Seregela Gebeya, both online and offline?
2. What is the mediating role of trust in the relationship between novelty perception and consumer purchasing decisions, separately for the online and offline retail channels of Seregela Gebeya?
3. What is the mediating role of ease of use in the relationship between novelty perception and consumer purchasing decisions, separately for the online and offline retail channels of Seregela Gebeya?
4. How does the impact of novelty perception on consumer purchasing decisions differ between the online and offline retail channels of Seregela Gebeya, considering the mediating roles of trust and ease of use?

1.4. Research Objectives

1.4.1: The general objective

- .To contribute to the body of knowledge on consumer behavior in the retail industry by examining the impact of novelty perception, trust (online and offline), and ease of use (online and offline) on consumer purchasing decisions.

1.4.2: The specific objectives are to:

1. explore the influence of novelty perception on consumer purchasing decisions within the unique context of Seregela Gebeya;
2. investigate the role of trust and ease of use as a mediator in the relationship between novelty perception and consumer purchasing decisions, separately for online and offline retail. and

3. compare the impact of novelty perception on consumer purchasing decisions between online and offline retail channels within Seregela Gebeya, considering the mediating roles of trust and ease of use.

1.5. Scope of the Study

The scope of this research focuses on examining the influence of novelty perception and retail channel type (online and offline, specifically through call centers) on consumer behavior. It explores how these variables impact consumer purchasing intention and consumer satisfaction. The study also investigates the mediating effects of trust and ease of use in the relationships between novelty perception, retail channel type, consumer behavior and mediating factors in the case of Seregela gebeya. The scope of this study limited to customers of Seregela Gebeya who are located in Addis Ababa; therefore the study will not encompass any consumers outside of the capital.

1.6. Significance of the Study

Understanding consumer behavior is crucial for retailers to succeed in today's competitive retail industry. This study holds great significance as it delves into the factors that influence consumer purchasing decisions, specifically focusing on novelty perception, trust (both online and offline), and ease of use (both online and offline). By gaining deeper insights into these aspects, retailers, including Seregela Gebeya, can make informed decisions to enhance their marketing strategies and customer engagement.

The study's findings offer valuable insights into consumer behavior and enable retailers to tailor their marketing efforts effectively. By understanding how novelty perception, trust, and ease of use impact consumer decisions, retailers can develop targeted campaigns that resonate with

consumers. This knowledge empowers retailers to create personalized experiences that cater to consumers' desire for novelty, build trust through transparent communication, and ensure a seamless and user-friendly shopping experience across various retail channels.

This research is not only beneficial for retailers but also contributes to the broader retail industry. The insights gained from the study can foster innovation and drive industry advancements. By shedding light on the interplay between consumer behavior factors and purchasing decisions, the research stimulates further discussions and encourages retailers to adapt their strategies to meet evolving consumer preferences. This, in turn, promotes industry growth and innovation.

1.7. Limitation of the Study

One potential limitation of the study is related to its generalizability. The findings may be specific to the online and offline retail channels of Seregela Gebeya and may not be applicable to other retail contexts or geographical locations. Different retail settings may have unique characteristics and consumer behaviors, which could influence the relationships between novelty perception, trust, ease of use, and consumer purchasing decisions. Therefore, caution should be exercised when extending the study's findings beyond the specific context of Seregela Gebeya. The scope of this study limited to customers of seregelagebeya who are located in addis ababa; therefore the study will not encompass any consumers outside of the capital.

1.8 Organization of the Thesis

The study titled "The Impact of Novelty on Consumer Purchasing Decisions: A Comparative Analysis of Online and Offline Retail" is organized into several key chapters to systematically explore the relationship between novelty and consumer purchasing behavior across different retail environments. Chapter 1 introduces the study's background, significance, research problem, and

objectives, culminating in the research questions and hypotheses. Chapter 2 presents a comprehensive literature review, covering the concept of novelty, factors influencing consumer purchasing decisions, the S-O-R (Stimulus-Organism-Response) model, a comparison of online and offline retail dynamics, and the mediating variables of ease of use and trust. Chapter 3 outlines the research methodology, detailing the research design, sample selection, data collection methods, and data analysis techniques. Chapter 4 presents the results and discussion, including descriptive and inferential statistics, followed by an interpretation of the findings in relation to the research questions and existing literature. Finally, Chapter 5 concludes the study by summarizing key findings, discussing practical implications for retailers, acknowledging limitations, and suggesting avenues for future research. Supplementary materials will be included in the appendices, along with a comprehensive reference list of all sources cited throughout the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Understanding consumer purchasing behavior is crucial for retailers aiming to enhance their marketing strategies and product offerings. This literature review explores the concept of novelty and its impact on consumer purchasing decisions, particularly in the context of online and offline retail. The review is organized into several sections, including the role of novelty in consumer behavior, the S-O-R (Stimulus-Organism-Response) model, and the dynamics of online and offline retail, and the mediating factors that influence purchasing decisions.

2.1 The Role of Novelty in Consumer Behavior

Novelty is a significant factor influencing consumer purchasing decisions. Research indicates that consumers are often attracted to new and innovative products, which can enhance their overall shopping experience and satisfaction (Khare & Kautish, 2022). The appeal of novelty can stimulate curiosity and excitement, leading to increased purchase intentions. For instance, Biondi and Camanzi (2020) highlight that the perception of novelty can significantly influence consumer behavior, making it a key driver in retail marketing strategies. The desire for novelty is rooted in psychological factors, such as the need for variety and stimulation. According to Variety Seeking Theory, consumers are motivated to seek out new experiences and products to avoid monotony (Raju, 1980). This theory suggests that when consumers encounter novel offerings, they are more likely to engage with them, leading to higher levels of exploration and purchase behavior. The importance of novelty is particularly pronounced in sectors where competition is fierce, and differentiation is crucial for attracting and retaining customers. Research has shown that novelty can enhance consumer satisfaction and loyalty. For example, Line et al. (2016) found that

consumers who experience novelty in their shopping encounters report higher levels of satisfaction, which can lead to repeat purchases and brand loyalty. Additionally, novelty can serve as a differentiating factor in crowded markets, where consumers are bombarded with similar products. Retailers that effectively leverage novelty can create a unique selling proposition that resonates with consumers.

2.2 The S-O-R Model

The Stimulus-Organism-Response (S-O-R) model provides a robust framework for understanding how novelty affects consumer behavior. In this model, novelty serves as the stimulus that influences the organism (the consumer's internal state) and ultimately leads to a response (purchasing behavior) (Mehrabian & Russell, 1974). This model is particularly useful for analyzing consumer behavior in both online and offline retail contexts.

2.2.1 Stimulus (Novelty)

In the context of this study, novelty acts as the stimulus that captures consumer attention and interest. Retailers can communicate novelty through various means, such as promotional materials highlighting new product launches, in-store displays, and online advertisements that emphasize "new arrivals" (Biondi & Camanzi, 2020). The effectiveness of novelty as a stimulus can vary between online and offline environments, influencing how consumers engage with products. For example, online retailers often utilize algorithms to recommend novel products based on previous purchases and browsing history, effectively leveraging novelty to drive consumer behavior (Gonzalez & Wu, 2021). In contrast, offline retailers can create visual stimuli through attractive displays and sensory experiences, such as scents or sounds, that enhance the perception of novelty (Chevalier & Mayzlin, 2006).

2.2.2 Organism (Internal State)

The organism component represents the consumer's internal state, which is influenced by the novelty stimulus. This includes factors such as perceived quality, brand attitude, emotional responses, and cognitive evaluations (Hirschman & Holbrook, 1982). When consumers perceive a product as novel, it can positively impact their attitudes and willingness to purchase. For instance, novelty can evoke positive emotions, which can enhance the overall shopping experience (Line et al., 2016). Moreover, the internal state of the consumer can be influenced by mediating variables such as ease of use and trust. In online retail, perceived ease of use significantly affects consumers' attitudes toward using technology, which in turn impacts their purchasing behavior (Davis, 1989). If a website is user-friendly and intuitive, consumers are more likely to explore novel offerings. Similarly, trust in the retailer plays a critical role in online environments, where consumers cannot physically inspect products before purchasing (Gefen, 2000). When consumers trust an online retailer, they are more likely to perceive novel products as credible and worthwhile, leading to increased purchase intentions.

2.2.3 Response (Purchasing Behavior)

The response component refers to the consumer's actual purchasing behavior, which is the outcome of the S-O-R process. Novelty, as the stimulus, can lead to increased purchase intentions and positive word-of-mouth (WOM) recommendations (Garaus & Garaus, 2021). For instance, when consumers encounter a novel product that aligns with their interests and preferences, they are more likely to make a purchase and share their experiences with others, thereby amplifying the impact of novelty on purchasing decisions. Research has shown that consumers are more likely to purchase novel products when they perceive them as unique and valuable (Khare & Kautish,

2022). This behavior is particularly evident in the context of limited-edition releases or exclusive product launches, where the novelty factor is heightened. Additionally, the emotional responses elicited by novelty can lead to impulsive buying behavior, further influencing purchasing decisions.

2.3 Online vs. Offline Retail Dynamics

The dynamics of online and offline retail environments differ significantly, affecting how novelty is perceived and acted upon by consumers. Online retail offers the advantage of vast product variety and the ability to easily compare options, making it easier for consumers to discover novel products (Harmancioglu, Finney, & Joseph, 2009). The online shopping experience often includes personalized recommendations that highlight new products, further enhancing consumer engagement (Gonzalez & Wu, 2021). For example, e-commerce platforms like Amazon utilize sophisticated algorithms to suggest novel items based on individual browsing and purchasing history. This personalized approach not only increases the likelihood of purchases but also fosters a sense of connection between consumers and the platform, reinforcing brand loyalty. Additionally, online retailers can create a sense of urgency by highlighting limited-time offers on novel products, prompting consumers to act quickly (Gonzalez & Wu, 2021). Conversely, offline retail provides tactile experiences and immediate gratification, which can enhance the perception of novelty through direct interaction with products (Chevalier & Mayzlin, 2006). In-store displays, promotions, and events can create a sense of excitement around new arrivals, encouraging consumers to engage with the brand and make purchases. For instance, retailers may host launch parties or exclusive previews for new products, generating excitement and attracting foot traffic (Garaus & Garaus, 2021). These strategies not only enhance the overall shopping experience but also create a memorable connection between consumers and the brand.

In the context of call center shopping, novelty perception arises from the personalized offline shopping experience and direct interaction with sales representatives. Studies have shown that the novelty perception of the call center experience can positively influence consumers' purchase intentions. For instance, research by Evans and Wurster (2019) revealed that consumers who perceive the call center experience as novel and unique are more likely to make purchases and exhibit higher levels of satisfaction. The study emphasized the importance of trust and ease of use as mediating factors in the relationship between novelty perception and purchasing decisions in call center shopping.

The call center shopping context offers a unique opportunity for consumers to have direct interactions with sales representatives, adding a personal touch to the shopping experience. Studies have shown that consumers who perceive the call center experience as novel and unique are more likely to exhibit higher levels of satisfaction and make purchases. The novelty of the call center experience arises from factors such as personalized service, expertise of sales representatives, and the convenience of accessing information and assistance (Evans & Wurster, 2019).

H1: Consumers' perception of novelty positively influences their purchasing decisions in both the online and offline retail channels of Seregela Gebeya.

The Role of Novelty in Consumer Behavior

Novelty is a significant factor influencing consumer purchasing decisions. Research indicates that consumers are often attracted to new and innovative products, which can enhance their overall shopping experience and satisfaction (Khare & Kautish, 2022). The appeal of novelty can stimulate curiosity and excitement, leading to increased purchase intentions. For instance, Biondi and Camanzi (2020) highlight that the perception of novelty can significantly influence consumer

behavior, making it a key driver in retail marketing strategies. The desire for novelty is rooted in psychological factors, such as the need for variety and stimulation. According to Variety Seeking Theory, consumers are motivated to seek out new experiences and products to avoid monotony (Raju, 1980). This theory suggests that when consumers encounter novel offerings, they are more likely to engage with them, leading to higher levels of exploration and purchase behavior. The importance of novelty is particularly pronounced in sectors where competition is fierce, and differentiation is crucial for attracting and retaining customers. Research has shown that novelty can enhance consumer satisfaction and loyalty. For example, Line et al. (2016) found that consumers who experience novelty in their shopping encounters report higher levels of satisfaction, which can lead to repeat purchases and brand loyalty. Additionally, novelty can serve as a differentiating factor in crowded markets, where consumers are bombarded with similar products. Retailers that effectively leverage novelty can create a unique selling proposition that resonates with consumers.

2.4 Mediating Variables: Ease of Use and Trust

H2: Trust mediates the relationship between novelty perception and consumer purchasing decisions, both online and offline, in the retail channels of Seregela Gebeya.

2.4.1 Trust

Trust is another essential mediating variable that significantly impacts consumer purchasing decisions. In online retail, where consumers cannot physically inspect products before purchasing, trust in the retailer becomes paramount (Gefen, 2000). Trust influences consumers' willingness to engage with a brand and explore new products. When consumers trust an online retailer, they are more likely to perceive novel products as credible and worthwhile, leading to increased purchase

intentions. Research indicates that trust can mitigate perceived risks associated with online shopping, such as concerns about product quality and security (Pavlou, 2003). Retailers that establish strong trust relationships with consumers—through transparent communication, reliable service, and positive customer reviews—can enhance the appeal of novelty and drive purchasing decisions.

H3: Ease of use mediates the relationship between novelty perception and consumer purchasing decisions, both online and offline, in the retail channels of Seregela Gebeya.

2.4.2 Ease of Use

Ease of use is a critical mediating variable that influences consumer purchasing decisions, particularly in online retail. The Technology Acceptance Model (TAM) posits that perceived ease of use significantly affects consumers' attitudes toward using technology, which in turn impacts their purchasing behavior (Davis, 1989). If a website is user-friendly and intuitive, consumers are more likely to explore novel offerings. Conversely, if a platform is cumbersome or difficult to use, consumers may become frustrated and abandon their shopping efforts, regardless of the novelty of the products available.

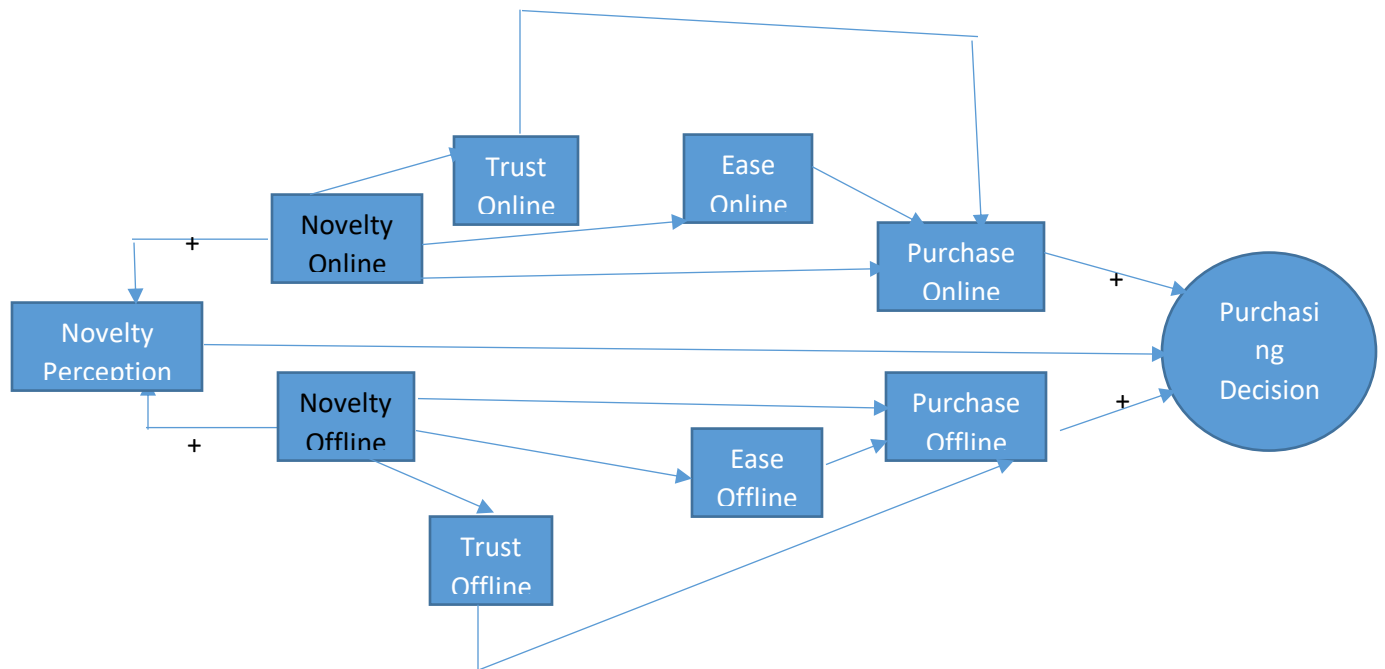
2.4.3 Implications for Retail Strategies

Understanding the impact of novelty on purchasing decisions can inform strategic decisions in product development, marketing, and customer engagement. Retailers can benefit from adopting novelty-centered approaches that highlight new products and innovations, whether through online platforms or in physical stores (Khare & Kautish, 2022). The application of the S-O-R model can help retailers design effective strategies that leverage novelty to enhance consumer engagement.

By understanding how novelty influences the internal states of consumers, retailers can tailor their marketing efforts to evoke positive emotional responses and drive purchasing behavior. For instance, creating immersive experiences in-store or utilizing interactive elements online can enhance the perception of novelty and encourage consumers to explore new offerings. By fostering a positive online shopping experience, retailers can enhance consumer perceptions of novelty and increase the likelihood of purchases. Strategies such as transparent communication, reliable service, and positive customer reviews can help establish trust and credibility in the online retail space (Pavlou, 2003).

2.5 Conceptual framework

The conceptual framework for this study illustrates the relationships between the key variables influencing consumer purchasing decisions in online and offline retail environments. The primary variables include novelty, consumer purchasing decisions, ease of use, trust, and retail environment. This framework aims to provide a clear understanding of how these variables interact and influence consumer behavior



Source: developed by the researcher

Figure 1. Conceptual framework

Key Variables

Novelty (Online vs. Offline): This variable refers to the newness or innovation of products offered by retailers in online and offline settings. Novelty can attract consumer attention and stimulate interest, leading to increased purchasing intentions. It acts as a key driver in consumer decision-making processes, particularly in competitive retail markets.

Consumer Purchasing Decisions (Online vs. Offline): This is the dependent variable in the framework, representing the actions taken by consumers when deciding to purchase a product in online and offline retail environments. It encompasses various aspects such as purchase intention, actual buying behavior, and post-purchase satisfaction.

Ease of Use (Online vs. Offline): This variable refers to the user-friendliness and accessibility of the retail environment, particularly in online settings. Ease of use can significantly influence consumer attitudes toward shopping platforms and their willingness to explore novel products. A positive user experience can enhance the likelihood of purchase.

Trust (Online vs. Offline): Trust is a critical variable that affects consumer behavior in both online and offline retail. It encompasses consumers' confidence in the retailer's reliability, product quality, and security of transactions. Higher levels of trust can lead to increased purchase intentions and customer loyalty.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This section outlines the research methodology employed in the study titled "The Impact of Novelty on Consumer Purchasing Decisions: A Comparative Analysis of Online and Offline Retail." The methodology encompasses the research approach, design, sample selection, data collection methods, and data analysis techniques. The aim is to provide a comprehensive overview of the procedures used to investigate the impact of novelty on consumer purchasing decisions in both online and offline retail environments.

3.2 Research Approach

The study employs a **cross-sectional survey design** to collect data from consumers at a specific point in time. This design is suitable for investigating the relationships between variables and testing hypotheses (Bryman, 2016). The cross-sectional approach allows for the comparison of online and offline retail environments and the examination of novelty's impact on consumer purchasing decisions in each context.

The study follows a quantitative research approach to examine the relationships between novelty, ease of use, trust, and consumer purchasing decisions. This approach allows for the collection and analysis of numerical data to test hypotheses and draw conclusions based on statistical evidence (Creswell & Creswell, 2017). By adopting a quantitative approach, the study aims to provide objective and generalizable findings that contribute to the understanding of consumer behavior in retail settings.

3.3 Research Design

The study employs a **cross-sectional survey design** to collect data from consumers at a specific point in time. This design is suitable for investigating the relationships between variables and testing hypotheses (Bryman, 2016). The cross-sectional approach allows for the comparison of online and offline retail environments and the examination of novelty's impact on consumer purchasing decisions in each context.

A research design is a plan that outlines the structure and strategy for collecting and analyzing the necessary data to address the research questions or problems at hand (Kumar, 2011). There are three primary types of research designs: exploratory research, descriptive research, and causal research (Churchill and Iacobucci, 2005). Exploratory research focuses on the discovery of ideas and insights, often used when a firm is preparing to launch a new product and wants to assess consumer reactions. Descriptive research aims to determine the frequency of occurrence or the relationship between variables, and it is typically guided by one or more hypotheses. Causal research investigates cause-and-effect relationships through experiments within a study.

3.4 Sampling Technique

To calculate the sample size for a population of **530**, we will use the sample size formula for estimating a proportion. We will assume a 95% confidence level and a 5% margin of error.

Sample Size Formula

The formula for calculating sample size (n) when estimating a proportion is:

$$n = (Z^2 * p * (1 - p)) / (E^2)$$

Where:

- n = required sample size
- Z = Z-value (the number of standard deviations from the mean corresponding to the desired confidence level)
- p = estimated proportion of the population (if unknown, 0.5 is often used as it provides the maximum sample size)
- E = margin of error (the desired level of precision)

Step-by-Step Calculation

1. **Define the Parameters:**
 - **Population Size (N):** 530
 - **Z-value for 95% Confidence Level:** 1.96
 - **Estimated Proportion (p):** 0.5 (for maximum variability)
 - **Margin of Error (E):** 0.05 (5%)
2. **Sample Size Calculation:**
Using the values defined above:

$$n = (1.96)^2 \cdot 0.5 \cdot (1 - 0.5) / (0.05)^2 = 384$$

Calculating Step-by-Step:

- Calculate Z^2 :
 $(1.96)^2 = 3.8416$
- Calculate $p \cdot (1 - p)$:
 $0.5 \cdot (1 - 0.5) = 0.5 \cdot 0.5 = 0.25$
- Calculate E^2 :
 $(0.05)^2 = 0.0025$
- Substitute these values back into the formula:
 $n = 3.8416 \cdot 0.25 / 0.0025$
- Calculate the numerator:
 $3.8416 \cdot 0.25 = 0.9604$
- Finally, calculate n :

$$n=0.9604 / 0.0025=384.16$$

Applying Finite Population Correction

Since the population size is finite, we need to apply the finite population correction (FPC):

$$n \text{ adjusted} = n / [1 + (n-1) / N] \text{ adjusted}$$

Where:

- $n = 384.16$ (calculated sample size)
- $N = 530$ (population size)

Finite Population Correction Calculation

1. Set $n=384.16$ and $N=530$:

$$n \text{ adjusted} = 384.16 / [1 + (384.16 - 1) / 530] \approx 223$$

2. Calculate the denominator:

$$1 + 383.16 / 530 \approx 1 + 0.7236 \approx 1.72361$$

3. Now calculate n adjusted:

$$n \text{ adjusted} = 384.16 / 1.7236 \approx 222.5$$

Final Sample Size

Thus, after applying the finite population correction, the adjusted sample size is approximately **223**.

Summary

To summarize, for a population of **530** with a confidence level of **95%** and a margin of error of **5%**, the calculated sample size before correction is **384**. After applying the finite population correction, the final sample size is approximately **223**.

3.5 Data Type and Sources

Data collection is a crucial step in any research study as it provides the information necessary to address the research questions and objectives. In this study, a combination of primary and secondary sources of data collection was employed. According to Churchill and Iacobucci (2005), secondary data refers to information that already exists and has been collected by researchers for previous studies. On the other hand, primary data is original data collected by researchers specifically for their current investigation.

3.6 Methods of Data Collection

The primary data collection method for this study is a structured questionnaire. The questionnaire will be designed to measure the key variables of interest, including novelty, ease of use, trust, and consumer purchasing decisions. The questionnaire will consist of both closed-ended and Likert-scale questions to ensure the collection of quantifiable data suitable for statistical analysis.

3.6.1 Nature of the Questionnaire

The questionnaire was divided into several sections, each focusing on a specific aspect of the study:

- **Demographic Information:** in this section demographic characteristics (age, gender) and socioeconomic characteristics (income level, and frequency of online and offline shopping) of the respondents (participants) was collected.
- **Novelty:** This section was used to collect data on consumers' perceptions of product novelty in both online and offline retail settings. Items were used to measure the degree to

which consumers perceive products as new, innovative, and different from existing offerings.

- **Ease of Use:** This section was used to evaluate the user-friendliness and accessibility of online and offline shopping experiences. The data on items used to measure the ease of navigating retail platforms, finding desired products, and completing transactions.
- **Trust:** This section was used to assess consumers' trust in online and offline retailers. Items were used to measure the perceived reliability, security, and credibility of retailers, as well as the confidence in the quality of products and services offered.
- **Consumer Purchasing Decisions:** This section was used to measure consumers' purchase intentions and actual purchasing behavior. Items included were to assess the likelihood of purchasing novel products, the factors influencing purchasing decisions, and post-purchase satisfaction.

The questionnaire was designed to be concise and easy to understand, with clear instructions and response options. The items were adapted from validated scales used in previous studies to ensure reliability and validity (Hinkin, 1998).

3.7 Methods of Data Analysis

When presenting a sample in a descriptive manner, researchers have the option to utilize either descriptive statistics or graphs, or even both, as suggested by Taheri et al. (2016). Descriptive statistics provide quantifiable information, while graphs offer a more intuitive visualization of the data. In this study, both descriptive and inferential statistical tools were employed to analyze the collected data. Specifically, regression analysis and correlation analysis were utilized.

The data collected from the questionnaire was entered into the Statistical Package for the Social Sciences (SPSS) for analysis. Descriptive statistics were used to summarize and present the key characteristics of the variables under investigation. These statistics included measures such as means, standard deviations, frequencies, and percentages, which provided a quantitative summary of the data

3.8 Reliability and Validity

Reliability, according to Hair et al. (2010), refers to the consistency of multiple measurements of variables. In assessing reliability, internal consistency is commonly used, which examines the correlation between variables within a scale. When all items in an instrument are strongly related, it indicates that the instrument is designed to measure the same concept (Hair et al., 2010). In this study, the internal consistency of the questionnaire was evaluated using Cronbach's alpha, a widely used tool for estimating reliability. For an exploratory or pilot study, a reliability coefficient equal to or above 0.60 is recommended (Straub et al., 2004).

Validity, on the other hand, relates to how well the collected data accurately represents the intended area of investigation (Ghauri and Gronhaug, 2005). In essence, validity means that the measurement is actually capturing what it intends to measure (Field, 2005). Construct validity can be effectively assessed by involving a panel of experts who possess deep knowledge of the measure and the phenomenon being studied.

3.9 Ethical Consideration

Confidentiality and anonymity are crucial ethical considerations that align with the principles of beneficence, respect for dignity, and fidelity (Mantzorou & Fouka, 2011). To uphold these

principles, the researcher took meticulous steps to ensure that the names or identities of participants in this research were not disclosed in any way. Strict measures were implemented to maintain confidentiality and anonymity throughout the study. Informed consent was obtained from each participant, emphasizing their voluntary participation. No respondent was coerced or compelled to complete the questionnaires against their will.

CHAPTER FOUR

RESULT, ANALYSIS AND INTERPRETATION

The study's findings are presented in this chapter. The findings are also analyzed and discussed.

4.1 Chapter Overview

This quantitative study made an effort to evaluate and assess the elements influencing customers' online and offline purchasing decisions in seregela gebeya. The SPSS software was used to display, assess, and interpret the data collected. The descriptive analysis describes the demographic profile of respondents and the summary of responses in each item with tables. Given that all of the study's independent and dependent variables were measured on an ordinal scale, and given that the investigation's goal was to investigate the association between the study's independent and dependent variables; therefore, Correlation analysis and the regression model seem to be the most applicable statistical tools for testing the study's hypothesis.

4.2 Findings on Respondent's Profile (Demographic profile of respondents)

The purpose of this section is to compile basic information about the subject. Gender, age, and income are among the details sought. All of these variables aided in determining the impact of each segment on consumers' novelty and online and offline shopping decisions.

4. Demographic profile of the respondents

Table 4: The respondents by Sex, Age and Income Categories

		Gender					
		Female		Male		Total	
		No.	%	No.	%	No.	%
Age Group	18- 30	38	37.3	46	38.7	84	38.0
	31 – 40	36	35.3	35	29.4	71	32.1
	41 – 50	28	27.5	38	31.9	66	29.9
	Total	102	100.0	119	100.0	221	100.0
Income Group	3,001-10,000	25	24.5	40	33.6	65	29.4
	10,001-30,000	60	58.8	60	50.4	120	54.3
	Above 30,001	17	16.7	19	16.0	36	16.3
	Total	102	100.0	119	100.0	221	100.0

Table 4. presents a detailed demographic overview of the respondents categorized by sex, age, and income. The total sample consists of 221 respondents, with a slightly higher representation of males (119 respondents, 53.8%) compared to females (102 respondents, 46.2%). This relatively balanced gender distribution suggests that the findings may reflect the preferences and behaviors of both male and female consumers, although there is a marginal skew towards male respondents.

In terms of age distribution, the majority of respondents are in the 18-30 age group, which includes 84 individuals (38.0%). This is followed by the 31-40 age group with 71 respondents (32.1%) and the 41-50 age group with 66 respondents (29.9%). The prominence of younger consumers in the sample indicates a potential focus on the preferences and purchasing behaviors of this demographic, which is particularly relevant in the context of novelty and consumer engagement in retail environments.

The income distribution reveals that the largest segment of respondents falls within the income group of 10,001-30,000, comprising 120 individuals (54.3%). This suggests that a significant portion of the sample has a moderate income level, which may influence their purchasing decisions regarding novelty. Conversely, the income group above 30,001 has the lowest representation, with only 36 respondents (16.3%). Overall, the demographic characteristics outlined in Table 1.1 provide valuable insights into the composition of the sample, which is essential for understanding how novelty impacts consumer purchasing decisions across different segments.

Descriptive statistics on the factors and variables of Purchase decision

Table 4.1a : Respondents by Demographic factors

		Frequency	%
Gender	Male	119	53.8
	Female	102	46.2
Age	18- 30	84	38.0
	31 – 40	71	32.1
	41 – 50	66	29.9
Income	3,001-10,000	65	29.4
	10,001-30,000	120	54.3
	Above 30,001	36	16.3

Table 4.1a provides a summary of the demographic characteristics of the respondents participating in the study, focusing on gender, age, and income. The data includes both frequency counts and corresponding percentages, offering insights into the composition of the sample population.

1. Gender Distribution

- **Male Respondents:** The sample consists of **119 male respondents**, accounting for **53.8%** of the total participants. This indicates a slight majority of male respondents in the study.

- **Female Respondents:** There are **102 female respondents**, representing **46.2%** of the total sample. The relatively balanced gender distribution suggests that the findings may reflect the perspectives and behaviors of both male and female consumers, although there is a marginal skew towards male respondents.

2. Age Distribution

- **Age Group 18-30:** This age group has the highest representation, with **84 respondents**, which constitutes **38.0%** of the total sample. This suggests that younger consumers are well-represented in the study.
- **Age Group 31-40:** There are **71 respondents** in this age category, making up **32.1%** of the sample. This indicates a significant portion of respondents are in their early to mid-adulthood.
- **Age Group 41-50:** The oldest age group represented in the study has **66 respondents**, accounting for **29.9%**. This shows that while younger and middle-aged consumers dominate the sample, there is still a noteworthy presence of older consumers.

3. Income Distribution

- **Income Group 3,001-10,000:** This income bracket includes **65 respondents**, representing **29.4%** of the sample. This indicates that a considerable portion of respondents falls within the lower income range.
- **Income Group 10,001-30,000:** This group has the highest representation, with **120 respondents**, making up **54.3%** of the total sample. This suggests that the majority of

respondents have a moderate income level, which may influence their purchasing decisions and perceptions of novelty.

- **Income Group** Above 30,001: The highest income group consists of **36 respondents**, accounting for **16.3%**. This indicates that high-income earners are less prevalent in the sample, which may limit the generalizability of findings to this demographic

Table 4.1b: Are novelty, the uniqueness of products and the level of comfort decisive factors for making online or offline orders

		Consider novelty as a deciding factor while making				How likely do you try out new products or services from				Level of your comfort in purchasing different/unique products/services			
		Online order		Offline order		Online market		Offline market		Online market		Offline market	
		Mean	S	Mean	S	Mean	S	Mean	S	Mean	S	Mean	S
Gender	Female	3.6	1.3	3.1	1.3	3.6	1.4	3.1	1.2	4.1	1.2	2.7	1.3
	Male	3.4	1.4	2.9	1.4	3.3	1.4	3.0	1.3	3.9	1.3	2.7	1.3
	Total	3.5	1.3	3.0	1.4	3.5	1.4	3.0	1.3	4.0	1.3	2.7	1.3
Age	18- 30	3.5	1.3	3.2	1.3	3.4	1.4	3.1	1.3	4.0	1.3	2.9	1.2
	31 – 40	3.4	1.3	3.0	1.5	3.5	1.4	3.1	1.2	3.8	1.3	2.6	1.3
	41 – 50	3.5	1.4	2.7	1.4	3.5	1.4	2.8	1.2	4.0	1.2	2.5	1.4
	Total	3.5	1.3	3.0	1.4	3.5	1.4	3.0	1.3	4.0	1.3	2.7	1.3
Income	3,001-10,000	3.3	1.4	2.9	1.4	3.4	1.3	3.1	1.2	4.0	1.3	2.8	1.3
	10,001-30,000	3.4	1.3	2.9	1.4	3.4	1.5	3.0	1.3	3.9	1.3	2.6	1.2
	Above 30,001	3.8	1.3	3.1	1.3	3.9	1.2	3.1	1.2	4.2	1.2	2.9	1.4
	Total	3.5	1.3	3.0	1.4	3.5	1.4	3.0	1.3	4.0	1.3	2.7	1.3

Mean value is a value between 1- no novelty considered for online/offline purchases/order (very strong disagreement), ..., 5-novelty considered with online/offline purchases (very strong agreement)

Table 4.1b presents data on the perceptions of novelty, uniqueness, and comfort levels among respondents regarding their online and offline purchasing behaviors. The table is organized by gender, age, and income categories, with mean scores reflecting how respondents consider novelty as a deciding factor when making purchases, their likelihood of trying new products or services,

and their comfort levels in purchasing different or unique products/services. The mean values range from 1 (indicating strong disagreement that novelty is a factor) to 5 (indicating strong agreement).

Gender Analysis

- **Novelty as a Deciding Factor:** Female respondents have a mean score of **3.6** for online orders and **3.1** for offline orders, indicating a stronger inclination towards considering novelty in online purchases compared to offline. Male respondents show slightly lower mean scores of **3.4** for online orders and **2.9** for offline orders. Overall, the total mean scores indicate that both genders perceive novelty as a moderate deciding factor in online purchases (mean of **3.5**) but less so in offline purchases (mean of **3.0**).
- **Trying New Products:** For trying new products or services, females scored a mean of **3.6** for online markets and **3.1** for offline markets, while males scored **3.3** for online and **3.0** for offline. This suggests that females are more open to trying new products in both environments compared to males.
- **Comfort in Purchasing Unique Products:** In terms of comfort, females reported a mean score of 4.1 for online purchases and 2.7 for offline purchases, indicating a high level of comfort when purchasing unique products online. Males reported a mean of 3.9 for online and 2.7 for offline, suggesting that both genders feel more comfortable purchasing unique products online than offline.
- **There must be a t-test to test Ho:** Male and Female have no significant difference in thinking Novelty as a Deciding Factor (a separate Ho for Trying New Products and Comfort in Purchasing Unique Products) . H1: Not Ho; if p value ≤ 0.05 then reject Ho

and conclude that male and female consumers are significantly different in thinking Novelty as a Deciding Factor.

Age Group Analysis

- **Novelty as a Deciding Factor:** Across age groups, the mean scores for novelty as a deciding factor in online purchases hover around 3.4 to 3.5, while offline scores are lower, around 2.7 to 3.2. The 41-50 age group has the lowest score for offline purchases (2.7), indicating less emphasis on novelty in this demographic when shopping offline.
- **Trying New Products:** The mean scores for trying new products are relatively consistent across age groups, with the 18-30 group showing a mean of 3.4 for online and 3.1 for offline, indicating moderate willingness to try new products. The 41-50 age group shows lower scores, particularly for offline markets (2.8), suggesting a reluctance to try new products in that age bracket.
- **Comfort in Purchasing Unique Products:** Comfort levels in purchasing unique products are highest among the 18-30 age group for online purchases (4.0) and lowest in the 41-50 group for offline purchases (2.5). This indicates that younger consumers are more comfortable purchasing unique products online compared to older consumers.

Income Group Analysis

- **Novelty as a Deciding Factor:** Respondents with an income above 30,001 have the highest mean score for novelty as a deciding factor in both online (3.8) and offline purchases (3.1). In contrast, the lowest scores are seen in the income group of 3,001-10,000, particularly for offline purchases (2.9), suggesting that lower-income consumers may place less emphasis on novelty.

- **Trying New Products:** The mean scores for trying new products are highest among the above 30,001 income group for online markets (3.9) and lowest in the 3,001-10,000 group for offline markets (3.1), indicating that higher-income respondents are more likely to try new products across both environments.
- **Comfort in Purchasing Unique Products:** Comfort levels for purchasing unique products are also highest among the above 30,001 income group for online purchases (4.2) and lowest among the 3,001-10,000 group for offline purchases (2.8). This suggests that higher-income consumers feel more comfortable purchasing unique products, especially online.

Summary

Overall, Table 4.1b indicates that novelty plays a significant role in consumer purchasing decisions, particularly in online environments. Females and younger consumers demonstrate a greater inclination towards novelty and comfort in trying new products. Additionally, higher-income respondents show a stronger tendency to consider novelty and express comfort in purchasing unique products. The findings highlight the importance of novelty in shaping consumer behavior across different demographics and purchasing context.

Table 4.1c: Rate the level of novelty/innovativeness, your decision level for making purchases and the extent of novelty perception for making purchases with mobile/websites apps or call center

		Rate the level of novelty or innovativeness associated with				Rate how likely are you to make a purchase through				To what extent does novelty perception influence your purchasing decisions			
		mobile apps/websites		Call center		mobile apps/websites		Call center		mobile apps/websites		Call center	
		Mean	S	Mean	S	Mean	S	Mean	S	Mean	S	Mean	S
Gender	Female	3.6	1.3	4.0	1.1	3.6	1.4	4.0	1.1	4.1	1.2	2.2	1.2
	Male	3.4	1.4	3.6	1.4	3.3	1.4	3.6	1.4	3.9	1.3	2.5	1.3
	Total	3.5	1.3	3.8	1.2	3.5	1.4	3.8	1.2	4.0	1.3	2.3	1.3
Age	18- 30	3.5	1.3	3.9	1.2	3.4	1.4	3.9	1.2	4.0	1.3	2.4	1.2

	31 – 40	3.4	1.3	3.7	1.3	3.5	1.4	3.7	1.3	3.8	1.3	2.3	1.3
	41 – 50	3.5	1.4	3.8	1.3	3.5	1.4	3.8	1.3	4.0	1.2	2.2	1.2
	Total	3.5	1.3	3.8	1.2	3.5	1.4	3.8	1.2	4.0	1.3	2.3	1.3
Income	3,001-10,000	3.3	1.4	3.8	1.2	3.4	1.3	3.8	1.2	4.0	1.3	2.2	1.2
	10,001-30,000	3.4	1.3	3.7	1.3	3.4	1.5	3.7	1.3	3.9	1.3	2.5	1.3
	Above 30,001	3.8	1.3	4.0	1.1	3.9	1.2	4.0	1.1	4.2	1.2	2.1	1.1
	Total	3.5	1.3	3.8	1.2	3.5	1.4	3.8	1.2	4.0	1.3	2.3	1.3

Mean value is a value between 1- no novelty/innovativeness associated with (very strong disagreement)... 5-novelty/innovativeness associated with (very strong agreement)

Table 4.1c provides insights into respondents' perceptions of novelty and innovativeness in relation to their purchasing decisions through mobile apps/websites and call centers. The data is categorized by gender, age, and income, with mean scores reflecting the respondents' ratings on a scale from 1 (indicating strong disagreement that novelty is associated with their purchasing decisions) to 5 (indicating strong agreement).

1. Gender Analysis

- Level of Novelty/Innovativeness:** Female respondents rated the level of novelty associated with mobile apps/websites at a mean of 3.6 and call centers at 4.0, indicating a higher perception of novelty in call center interactions. Male respondents rated novelty slightly lower at 3.4 for mobile apps/websites and 3.6 for call centers. The total mean scores suggest that both genders perceive call centers as more innovative compared to mobile apps/websites.
- Likelihood of Making Purchases:** For the likelihood of making purchases, females scored 3.6 for mobile apps/websites and 4.0 for call centers, while males scored 3.3 for mobile apps/websites and 3.6 for call centers. This indicates that females are more likely to make purchases through both channels, with a stronger inclination towards call centers.

- **Extent of Novelty Perception's Influence:** In terms of how novelty perception influences purchasing decisions, females reported a mean score of 4.1 for mobile apps/websites and 2.2 for call centers, suggesting that they feel strongly about the influence of novelty in online purchases but less so in call center interactions. Males reported a mean of 3.9 for mobile apps/websites and 2.5 for call centers, indicating a similar trend where novelty perception is more influential in online purchases.

2. Age Group Analysis

- **Level of Novelty/Innovativeness:** Across age groups, the mean scores for the level of novelty associated with mobile apps/websites range from 3.4 to 3.5, while call centers are rated slightly higher, ranging from 3.7 to 3.9. The 41-50 age group rated call centers the highest (3.8), indicating a greater perception of novelty in this age group.
- **Likelihood of Making Purchases:** The likelihood of making purchases through mobile apps/websites is fairly consistent across age groups, with scores around 3.4 to 3.5. However, the 18-30 age group shows a higher likelihood for call center purchases (3.9), suggesting that younger consumers may be more inclined to utilize call centers for purchasing decisions.
- **Extent of Novelty Perception's Influence:** The influence of novelty perception on purchasing decisions is rated highest by the 18-30 age group for mobile apps/websites (4.0) and lowest for the 41-50 age group in call centers (2.2). This indicates that younger consumers are more influenced by novelty when making online purchases compared to older consumers.

3. Income Group Analysis

- **Level of Novelty/Innovativeness:** Respondents with an income above 30,001 rated the level of novelty associated with mobile apps/websites at 3.8 and call centers at 4.0, indicating a strong perception of novelty in both channels. In contrast, those in the income group of 3,001-10,000 rated mobile apps/websites lower (3.3) and call centers slightly higher (3.8).
- **Likelihood of Making Purchases:** The likelihood of making purchases through mobile apps/websites is similar across income groups, with means around 3.4 to 3.5. However, the above 30,001 income group shows a higher likelihood for call center purchases (4.0), suggesting that higher-income consumers may prefer call centers for transactions.
- **Extent of Novelty Perception's Influence:** The influence of novelty perception on purchasing decisions is rated highest among the above 30,001 income group for mobile apps/websites (4.2) and lowest for the 3,001-10,000 income group for call centers (2.2). This indicates that higher-income respondents are more significantly influenced by novelty when making online purchases compared to their lower-income counterparts.

Summary

Overall, Table 4.1c reveals that novelty and innovativeness are perceived as important factors influencing purchasing decisions across different demographics. Female respondents and younger consumers tend to view novelty as a significant factor, particularly in online purchasing contexts. Higher-income respondents also demonstrate a stronger inclination towards novelty, especially when making purchases through mobile apps/websites. The data suggests that while call centers

are perceived as innovative, there is a notable preference for online purchasing among respondents, driven by the influence of novelty.

Table 4.1d: Level of your trust with, how your trust influences purchasing with and the level of trust with the information provided by

		Level of trust you have in the security and reliability				Rate the extent to which your trust influences your purchasing decisions with				Rate the level of trust you have in the information provided by			
		mobile apps/websites		Call center		mobile apps/websites		Call center		mobile apps/websites		Call center	
		Mean	S	Mean	S	Mean	S	Mean	S	Mean	S	Mean	S
Gender	Female	2.2	1.3	2.6	1.4	2.1	1.3	2.8	1.4	2.4	1.3	2.9	1.3
	Male	2.3	1.4	2.9	1.4	2.3	1.4	2.7	1.5	2.5	1.3	2.9	1.3
	Total	2.2	1.3	2.7	1.4	2.2	1.3	2.8	1.4	2.5	1.3	2.9	1.3
Age	18- 30	2.2	1.3	2.7	1.5	2.3	1.3	2.8	1.4	2.5	1.3	2.9	1.4
	31 – 40	2.3	1.3	2.5	1.4	2.2	1.4	2.7	1.5	2.4	1.3	2.9	1.2
	41 – 50	2.2	1.4	2.9	1.3	2.2	1.3	2.8	1.4	2.5	1.2	3.0	1.3
	Total	2.2	1.3	2.7	1.4	2.2	1.3	2.8	1.4	2.5	1.3	2.9	1.3
Income	3,001-10,000	2.1	1.3	2.5	1.3	2.0	1.2	2.6	1.5	2.4	1.1	2.8	1.1
	10,001 - 30,000	2.4	1.4	2.8	1.5	2.4	1.4	2.9	1.4	2.6	1.4	3.1	1.3
	Above 30,001	1.9	1.1	2.9	1.2	1.9	1.2	2.8	1.4	2.3	1.3	2.7	1.5
	Total	2.2	1.3	2.7	1.4	2.2	1.3	2.8	1.4	2.5	1.3	2.9	1.3

Mean value is a value between 1- no trust (very strong disagreement)... 5- full trust (very strong agreement)

[Interpretation of Table 4.1d: Level of Trust, Influence of Trust on Purchasing Decisions, and Trust in Information Provided via Mobile Apps/Websites and Call Centers](#)

Table 4.1d presents data on respondents' levels of trust in mobile apps/websites and call centers, the extent to which trust influences their purchasing decisions, and their trust in the information provided by these channels. The mean scores range from 1 (indicating very strong disagreement or no trust) to 5 (indicating very strong agreement or full trust).

1. Gender Analysis

- **Level of Trust in Security and Reliability:** Female respondents reported a mean score of 2.2 for their level of trust in the security and reliability of mobile apps/websites, while

males scored slightly higher at 2.3. For call centers, females scored 2.6 and males scored 2.9, suggesting that males have a higher level of trust in call centers compared to females.

- **Extent of Trust's Influence on Purchasing Decisions:** The extent to which trust influences purchasing decisions is rated lower for mobile apps/websites, with females scoring 2.1 and males scoring 2.3. For call centers, females scored 2.8 and males scored 2.7, indicating that trust has a greater influence on purchasing decisions through call centers.
- **Level of Trust in Information Provided:** Females reported a mean score of 2.4 for their level of trust in the information provided by mobile apps/websites and 2.9 for call centers. Males scored 2.5 for mobile apps/websites and 2.9 for call centers, suggesting that both genders have a similar level of trust in the information provided by call centers.

2. Age Group Analysis

- **Level of Trust in Security and Reliability:** Across age groups, the mean scores for trust in the security and reliability of mobile apps/websites range from 2.2 to 2.3, with the 31-40 age group scoring the highest. For call centers, the scores range from 2.5 to 2.9, with the 41-50 age group scoring the highest, indicating a greater level of trust in call centers among older consumers.
- **Extent of Trust's Influence on Purchasing Decisions:** The extent to which trust influences purchasing decisions is rated lower for mobile apps/websites, with scores ranging from 2.2 to 2.3 across age groups. For call centers, the scores range from 2.7 to

2.8, suggesting that trust has a greater influence on purchasing decisions through call centers, particularly among older consumers.

- **Level of Trust in Information Provided:** The level of trust in the information provided by mobile apps/websites ranges from 2.4 to 2.5 across age groups, while for call centers, the scores range from 2.9 to 3.0, with the 41-50 age group scoring the highest. This indicates that older consumers have a higher level of trust in the information provided by call centers.

3. Income Group Analysis

- **Level of Trust in Security and Reliability:** Respondents with an income above 30,001 reported the lowest mean score of 1.9 for their level of trust in the security and reliability of mobile apps/websites, while the 10,001-30,000 income group scored the highest at 2.4. For call centers, the scores range from 2.5 to 2.9, with the above 30,001 income group scoring the highest, suggesting that higher-income consumers have a greater level of trust in call centers.
- **Extent of Trust's Influence on Purchasing Decisions:** The extent to which trust influences purchasing decisions is rated lower for mobile apps/websites, with scores ranging from 1.9 to 2.4 across income groups. For call centers, the scores range from 2.6 to 2.9, indicating that trust has a greater influence on purchasing decisions through call centers, particularly among higher-income consumers.
- **Level of Trust in Information Provided:** The level of trust in the information provided by mobile apps/websites ranges from 2.3 to 2.6 across income groups, while for call centers, the scores range from 2.7 to 3.1, with the 10,001-30,000 income group scoring the

highest. This suggests that higher-income consumers have a higher level of trust in the information provided by call centers.

Summary

Overall, Table 4.1d suggests that respondents have a higher level of trust in call centers compared to mobile apps/websites. Males, older consumers, and higher-income individuals tend to have a greater level of trust in call centers, which also influences their purchasing decisions and trust in the information provided by this channel. However, trust levels are generally lower across all demographics for mobile apps/websites, indicating that building trust in online retail environments remains a challenge.

Table 4.1e: the influence of age, sex and income on the relationship between novelty and purchasing decision within mobile apps/website and call center

		the influence of age on the relationship b/n novelty perception and purchasing decisions within				the influence of gender on the relationship b/n novelty perception and purchasing decisions within				the influence of income on the relationship b/n novelty perception and purchasing decisions within			
		mobile apps/websites		Call center		mobile apps/websites		Call center		mobile apps/websites		Call center	
		Mean		S		Mean		S		Mean		S	
Gender	Female	3.9	0.7	3.7	0.8	2.1	0.8	2.1	0.8	4.0	0.7	3.9	0.7
	Male	3.9	0.7	3.8	0.8	2.2	0.8	2.2	0.7	3.9	0.7	4.0	0.8
	Total	3.9	0.7	3.8	0.8	2.1	0.8	2.1	0.8	3.9	0.7	3.9	0.8
Age	18- 30	3.8	0.7	3.8	0.9	2.4	0.7	2.2	0.8	4.0	0.7	4.0	0.9
	31 – 40	3.9	0.7	3.9	0.8	2.0	0.8	2.1	0.8	4.0	0.7	4.0	0.8
	41 – 50	3.9	0.7	3.8	0.7	2.1	0.8	2.2	0.7	3.9	0.7	3.9	0.7
	Total	3.9	0.7	3.8	0.8	2.1	0.8	2.1	0.8	3.9	0.7	3.9	0.8
Income	3,001-10,000	3.8	0.7	3.9	0.8	2.2	0.7	2.0	0.8	4.1	0.7	4.1	0.8
	10,001 - 30,000	3.9	0.7	3.8	0.7	2.1	0.8	2.2	0.7	3.9	0.7	3.9	0.8
	Total	3.9	0.7	3.8	0.8	2.1	0.8	2.1	0.8	3.9	0.7	3.9	0.8

Above 30,001	4.0	0.7	3.6	0.9	2.2	0.8	2.3	0.7	4.0	0.6	3.8	0.8
Total	3.9	0.7	3.8	0.8	2.1	0.8	2.1	0.8	3.9	0.7	3.9	0.8

Mean value is a value between 1- no age/sex/income influence on purchasing decision within mobile apps/website or call center (very strong disagreement)... 5- age/sex/income very strongly influence on purchasing decision within mobile apps/website or call center (very strong agreement)

Interpretation of Table 4.1e: The Influence of Age, Sex, and Income on the Relationship between Novelty and Purchasing Decisions within Mobile Apps/Websites and Call Centers

Table 4.1e explores how demographic factors such as age, sex, and income influence the relationship between novelty perception and purchasing decisions through mobile apps/websites and call centers. The mean scores, ranging from 1 (indicating no influence) to 5 (indicating a very strong influence), provide insights into how these factors affect consumer behavior.

1. Gender Analysis

- Influence of Gender on Novelty Perception:** Both female and male respondents rated the influence of gender on the relationship between novelty perception and purchasing decisions similarly for mobile apps/websites, with mean scores of 3.9 for females and 3.9 for males. For call centers, females scored 3.7 and males scored 3.8, indicating a slightly higher perceived influence of gender in call center interactions.
- Purchasing Decisions:** The scores for the influence of gender on purchasing decisions show that females rate their influence slightly lower (2.1) compared to males (2.2) for both mobile apps/websites and call centers. This suggests that while both genders recognize the influence of novelty, males may feel it has a slightly stronger impact on their purchasing decisions.

2. Age Group Analysis

- **Influence of Age on Novelty Perception:** Across age groups, the mean scores for the influence of age on the relationship between novelty perception and purchasing decisions are consistently high, with all groups averaging around 3.9 for mobile apps/websites and 3.8 for call centers. This indicates that respondents of all ages perceive a significant influence of age on how novelty affects their purchasing decisions.
- **Purchasing Decisions:** The 18-30 age group rated the influence of age on purchasing decisions highest for mobile apps/websites (4.0) and call centers (4.0), suggesting that younger consumers feel strongly that their age influences their purchasing behavior. The 31-40 and 41-50 age groups rated their influence slightly lower, but still above 3.9, indicating a consistent perception across age demographics.

3. Income Group Analysis

- **Influence of Income on Novelty Perception:** Respondents with an income above 30,001 rated the influence of income on the relationship between novelty perception and purchasing decisions highest for mobile apps/websites (4.0) and slightly lower for call centers (3.6). In contrast, those in the 3,001-10,000 income group rated their influence lower for mobile apps/websites (3.8) and higher for call centers (3.9), indicating variability in how income influences perceptions of novelty.
- **Purchasing Decisions:** The influence of income on purchasing decisions is rated consistently across income groups, with mean scores around 2.1 to 2.2 for mobile apps/websites and call centers. This suggests that while income does influence purchasing decisions, the extent of this influence is perceived as moderate across all income levels.

Summary

Overall, Table 4.1e indicates that age, sex, and income significantly influence the relationship between novelty perception and purchasing decisions in both mobile apps/websites and call centers. Gender appears to have a moderate impact, with males slightly more inclined to feel influenced by novelty. Age groups, particularly younger consumers, perceive a strong influence of age on their purchasing decisions. Income influences perceptions of novelty, especially among higher-income respondents, but the overall impact on purchasing decisions is seen as moderate across all income groups. This data highlights the importance of considering demographic factors when analyzing consumer behavior related to novelty in purchasing contexts.

4.2: Mean, variance and reliability indexes

Table 4.2.1: Mean, variance and reliability indexes

Variables	Mean	FL	AVE	CR	CA
Novelty Online	3.63		0.02	0.91	0.91
Rate the level of novelty or innovativeness associated with mobile applications/websites.	3.47	0.83			
Rate How likely are you to make a purchase through mobile applications/websites?	3.45	0.91			
To what extent does novelty perception influence your purchasing decisions within mobile applications/websites?	3.97	0.59			
Novelty offline	3.34				
Rate the level of novelty or innovativeness of the products or services you find on call center?	3.81	0.81	0.01	-0.18	-0.14
Rate How likely are you to make a purchase through online call center?	3.87	0.62			
To what extent does novelty perception influence your purchasing decisions within call center?	2.34	0.25			
Trust online	2.30		0.01	0.92	0.92
Assess the level of trust you have in the security and reliability of mobile applications/websites?	2.24	0.77			
Rate the extent to which your trust in mobile applications/websites influences your purchasing decisions?	2.21	0.84			
Rate the level of trust you have in the information provided by mobile applications/websites?	2.47	0.77			
Trust offline	2.80		0.04	0.86	0.86
Assess the level of trust you have in the security and reliability of call center?	2.73	0.67			

Rate the extent to which your trust in call center influences your purchasing decisions?	2.76	0.91			
Rate the level of trust you have in the information provided by call center?	2.92	0.49			
Ease of purchase online	2.40		0.14	0.86	0.86
Assess how easy you find it to navigate and interact with mobile applications/websites shopping services.	2.12	0.49			
Rate the extent to which the ease of use of mobile applications/websites shopping influences your purchasing decisions.	2.53	0.91			
Rate the level of convenience you experience when using mobile applications/websites services.	2.56	0.68			
Ease of purchase offline	2.86		0.00	0.85	0.85
Assess how easy you find it to navigate and interact with call center shopping services?	2.94	0.80			
Rate the extent to which the ease of use of call center shopping influences your purchasing decisions.	2.92	0.76			
Rate the level of convenience you experience when using call center shopping services.	2.73	0.70			
Purchase decision online	3.63		0.02	0.91	0.91
Do you consider novelty as a deciding factor when making an online purchase?	3.47	0.83			
How likely are you to try out new products or services in the online market?	3.45	0.90			
Rate your level of comfort in purchasing products or services that are different or unique online.	3.97	0.60			
Purchase decision offline	2.90		0.03	0.85	0.85
Do you consider novelty as a deciding factor when making an offline purchase?	2.96	0.72			
How likely are you to try out new products or services in offline purchase?	3.04	0.74			
Rate your level of comfort in purchasing products or services that are different or unique offline.	2.71	0.52			

AVE= Average variance extracted CR= Composite reliability and CA = Cronbach Alpha; FL = Factor Loading

Interpretation of Table 4.2.1: Mean, Variance, and Reliability Indexes

Table 4.2.1 summarizes the descriptive statistics for various variables related to novelty perception, trust, ease of purchase, and purchasing decisions within mobile apps/websites and call centers. The table presents mean values, factor loadings (FL), average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha (CA) for each variable.

1. Novelty Perception

- **Novelty Online:** The mean score for novelty perception in online contexts is 3.63, indicating a moderate to high agreement that novelty influences purchasing decisions. The reliability indexes, with a CR of 0.91 and CA of 0.91, suggest excellent internal consistency for this construct.
- **Novelty Offline:** The mean score is lower at 3.34, reflecting a slightly lesser perception of novelty in offline contexts. The factor loading of 0.01 indicates a weak relationship with the overall construct, suggesting that novelty may not be as strongly perceived in offline settings.

2. Trust

- **Trust Online:** The mean score for trust in online environments is 2.30, which indicates a low level of trust in mobile apps/websites. The CR of 0.92 and CA of 0.92 suggest strong reliability, but the low mean indicates that consumers may have significant concerns regarding security and reliability.
- **Trust Offline:** The mean score for trust in call centers is higher at 2.80, showing a moderate level of trust. The reliability indexes (CR of 0.86 and CA of 0.86) indicate acceptable internal consistency, but the overall trust level remains relatively low.

3. Ease of Purchase

- **Ease of Purchase Online:** The mean score is 2.40, reflecting a low perception of ease when navigating and interacting with mobile apps/websites. The CR and CA values of 0.86 indicate good reliability, but the low mean suggests that users may find online purchasing challenging.

- **Ease of Purchase Offline:** The mean score is higher at 2.86, indicating a somewhat better experience in navigating call center shopping services. The reliability indexes are also strong (CR of 0.85 and CA of 0.85).

4. Purchasing Decisions

- **Purchase Decision Online:** The mean score of 3.63 indicates that respondents consider novelty a significant factor when making online purchases. The CR and CA values of 0.91 suggest excellent reliability, reinforcing the importance of novelty in online purchasing contexts.
- **Purchase Decision Offline:** The mean score is lower at 2.90, suggesting that novelty is less influential in offline purchasing decisions. The reliability indexes (CR of 0.85 and CA of 0.85) indicate acceptable reliability but highlight the need for further investigation into factors influencing offline purchases.

Summary

Overall, Table 4.2.1 illustrates that novelty perception and trust are critical factors influencing purchasing decisions, particularly in online contexts. While novelty is perceived as significant for online purchases, trust levels remain low for both online and offline environments. The ease of purchase is also perceived as challenging, especially in online settings. The reliability indexes indicate that the constructs used in the study are consistent, providing a solid foundation for further analysis of how these factors interact to influence consumer behavior.

4.3: Correlation Matrix

Table 4.3: Correlation Matrix

Variables	PD_online	PD offline	Novelty online	Novelty offline	Trust online	Trust offline	Ease online
PD_online	1						
PD offline	.224**	1					
Novelty online	.999**	.230**	1				
Novelty offline	.580**	.441**	.585**	1			
Trust online	-.401**	-.063	-.399**	.013	1		
Trust offline	-.294**	.032	-.295**	-.095	.486**	1	
Ease online	-.133*	-.009	-.133*	.111	.631**	.306**	1

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

* . Correlation is significant at the 0.05 level (2-tailed).

Table 4.3 presents a correlation matrix that examines the relationships between the variables of interest, including purchasing decisions (PD) online and offline, novelty perception online and offline, trust online and offline, and ease of purchase online. The correlation coefficients range from -1 to 1, with -1 indicating a perfect negative correlation, 0 indicating no correlation, and 1 indicating a perfect positive correlation.

1. Purchasing Decisions

- **PD Online and PD Offline:** There is a weak positive correlation (0.224) between purchasing decisions online and offline, significant at the 0.01 level. This suggests that consumers who make purchasing decisions online are slightly more likely to do so offline as well.

2. Novelty Perception

- **Novelty Online and PD Online:** There is a very strong positive correlation (**0.999**) between novelty perception online and purchasing decisions online, significant at the 0.01

level. This indicates that as novelty perception increases, purchasing decisions online also increase significantly.

- **Novelty Offline and PD Offline:** There is a moderate positive correlation (0.441) between novelty perception offline and purchasing decisions offline, significant at the 0.01 level. This suggests that as novelty perception increases in offline contexts, purchasing decisions offline also increase, but to a lesser extent compared to online.
- **Novelty Online and Novelty Offline:** There is a moderate positive correlation (0.585) between novelty perception online and offline, significant at the 0.01 level. This indicates that consumers who perceive novelty in online contexts are also more likely to perceive novelty in offline contexts.

3. Trust

- **Trust Online and PD Online:** There is a moderate negative correlation (-0.401) between trust online and purchasing decisions online, significant at the 0.01 level. This suggests that as trust in online environments increases, purchasing decisions online may decrease.
- **Trust Offline and PD Offline:** There is a weak positive correlation (0.032) between trust offline and purchasing decisions offline, but it is not statistically significant. This indicates that trust in offline contexts does not have a significant impact on purchasing decisions offline.
- **Trust Online and Trust Offline:** There is a moderate positive correlation (0.486) between trust online and offline, significant at the 0.01 level. This suggests that consumers who

have higher levels of trust in online environments are also more likely to have higher levels of trust in offline contexts.

4. Ease of Purchase

- **Ease Online and PD Online:** There is a weak negative correlation (-0.133) between ease of purchase online and purchasing decisions online, significant at the 0.05 level. This suggests that as the ease of purchase online increases, purchasing decisions online may decrease slightly.
- **Ease Online and Trust Online:** There is a strong positive correlation (0.631) between ease of purchase online and trust online, significant at the 0.01 level. This indicates that as the ease of purchase online increases, trust in online environments also increases significantly.

Summary

The correlation matrix in Table 4.3 highlights several key relationships between the variables. Novelty perception has a strong positive correlation with purchasing decisions, particularly in online contexts. Trust and ease of purchase online have a negative impact on purchasing decisions online, suggesting that other factors may be more influential in driving online purchasing behavior. The positive correlation between trust online and offline indicates that building trust in one environment may have spillover effects on the other. Overall, the correlation analysis provides valuable insights into the complex interplay between novelty perception, trust, ease of purchase, and purchasing decisions in both online and offline retail contexts

4.4: Model Summary

Table 4.4a. Model Summary Dependent Variable: PD_online against Ease online, Novelty on line and Trust online

Model		Sum of Squares	df	Mean Square	F	Sig.	R2
1	Regression	330.162	3	110.054	36217.350	.000 ^b	0.998
	Residual	.659	217	.003			
	Total	330.822	220				

		Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
Dependent: Purchase Decision Online		B		Beta		
Coefficients	(Constant)	-.006	.017		-.347	.729
	Novelty online	1.003	.003	.998	297.694	.000
	Trust online	-.003	.004	-.003	-.715	.475
	Ease online	.001	.004	.001	.219	.827

[Interpretation of Table 4.4a: Model Summary and Coefficients](#)

The multiple linear regression fit for “Purchase Decision Online” against Novelty on line, Trust online and Ease online was found to be sig. or p value <0.05/0.01 and coefficient of determination of about 99.8% (the variation in the dependent variable explained by the variation in the independent variables - the closer R2 to 100 a perfect model, r2→ 0 a poor model). In the model $Pdo = -0.06 + 1.003NO + -0.003 + 0.001EO - NO$ was found to significantly (to the error level less than 5% or 1%) and positively affect PDO while TO insignificantly and negatively affect PDO and Eon insignificantly but positively affect PDon. As No (novelty perception) increase by 1 unit (1... very strongly disagree, , 5- very strongly agree), PDO decreases by 1.003 times. Without the influence of these independent variables (Non, Ton, Eon), the average purchase decision of a customer is -0.006 (far below very strongly disagree), so that the factors (especially Non) are significantly important for customer to decide purchase online.

Model Summary

- **R-squared (R²):** The R² value is **0.998**, indicating that the model explains 99.8% of the variance in purchasing decisions online. This suggests an excellent fit of the model to the data.
- **F-statistic:** The F-statistic is **36217.350**, with a p-value of **0.000**, which is significant at the 0.01 level. This indicates that the overall model is statistically significant and that at least one of the independent variables has a significant impact on purchasing decisions online.

Coefficients

- **Novelty Online:** The unstandardized coefficient for novelty online is 1.003, with a standardized coefficient (beta) of 0.998. The t-statistic is 297.694, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that novelty perception online has a strong positive and statistically significant impact on purchasing decisions online. A one-unit increase in novelty perception online is associated with a 1.003-unit increase in purchasing decisions online, holding all other variables constant.
- **Trust Online:** The unstandardized coefficient for trust online is -0.003, with a standardized coefficient of -0.003. The t-statistic is -0.715, with a p-value of 0.475, which is not statistically significant. This indicates that trust online does not have a significant impact on purchasing decisions online when controlling for novelty perception online and ease of purchase online.
- **Ease Online:** The unstandardized coefficient for ease of purchase online is 0.001, with a standardized coefficient of 0.001. The t-statistic is 0.219, with a p-value of 0.827, which is not statistically significant. This suggests that ease of purchase online does not have a

significant impact on purchasing decisions online when controlling for novelty perception online and trust online.

- **Constant:** The constant term is -0.006, with a t-statistic of -0.347 and a p-value of 0.729, which is not statistically significant. This indicates that when all independent variables are set to zero, the predicted value of purchasing decisions online is not significantly different from zero.

Summary

The results in Table 4.4a suggest that novelty perception online is the only variable that has a significant positive impact on purchasing decisions online when controlling for trust online and ease of purchase online. Neither trust online nor ease of purchase online has a significant impact on purchasing decisions online in this model. The high R2 value indicates that the model provides an excellent fit to the data, with novelty perception online being the primary driver of purchasing decisions online.

Table 4.4b. Model Summary Dependent Variable: PD_offline against Ease offline, Novelty offline and Trust offline

Model		Sum of Squares	df	Mean Square	F	Sig.	R2
1	Regression	104.227	3	34.742	40.011	.000 ^b	0.356
	Residual	188.426	217	.868			
	Total	292.654	220				

		Unstandardized Coefficients		Standardized Coefficients		
Dependent: Purchase Decision offline		B	Std. Error	Beta	t	Sig.
Coefficients	(Constant)	-.024	.364		-.067	.947
	Novelty offline	0.598	.097	.348	6.162	.000
	Trust offline	-.063	.055	-.067	-1.148	.252
	Ease offline	.386	.053	.428	7.256	.000

Interpretation of Table 4.4b: Model Summary and Coefficients

The multiple linear regression analysis for "Purchase Decision Offline" against Novelty Offline, Trust Offline, and Ease Offline revealed significant findings, with a p-value of less than 0.05, indicating statistical significance. The model's coefficient of determination (R^2) was approximately 0.356, suggesting that about 35.6% of the variation in the dependent variable (Purchase Decision Offline) can be explained by the independent variables. The regression equation can be expressed as:

$$PDO = -0.024 + 0.598 \cdot NO - 0.063 \cdot TO + 0.386 \cdot EO$$

In this model, Novelty Offline (NO) was found to significantly and positively affect Purchase Decision Offline (PDO), with a coefficient of 0.598 and a t-value of 6.162 ($p < 0.001$), indicating that for every one-unit increase in novelty perception, the purchase decision increases by approximately 0.598 units. Conversely, Trust Offline (TO) exhibited an insignificant negative effect on PDO, with a coefficient of -0.063 and a p-value of 0.252, suggesting that trust does not significantly influence offline purchasing decisions in this context. Meanwhile, Ease Offline (EO) also had a significant positive effect on PDO, with a coefficient of 0.386 and a t-value of 7.256 ($p < 0.001$), indicating that an increase in ease of use by one unit leads to an increase in the purchase decision by approximately 0.386 units.

Overall, these results highlight the critical role of novelty and ease of use in driving offline purchasing decisions while indicating that trust may not be as influential in this particular retail context. The findings suggest that retailers should focus on enhancing novelty and ease of use to improve consumer engagement and purchasing behavior in offline environments.

Model Summary

- **R-squared (R²):** The R² value is 0.356, indicating that the model explains 35.6% of the variance in purchasing decisions offline. While this suggests that the model captures some of the variability in purchasing decisions, it also indicates that a significant portion of the variance remains unexplained, suggesting that other factors may also influence offline purchasing decisions.
- **F-statistic:** The F-statistic is 40.011, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that the overall model is statistically significant, meaning that at least one of the independent variables has a significant impact on purchasing decisions offline.

Coefficients

- **Novelty Offline:** The unstandardized coefficient for novelty offline is 0.598, with a standardized coefficient (beta) of 0.348. The t-statistic is 6.162, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that novelty perception offline has a strong positive and statistically significant impact on purchasing decisions offline. A one-unit increase in novelty perception offline is associated with a 0.598-unit increase in purchasing decisions offline, holding all other variables constant.
- **Trust Offline:** The unstandardized coefficient for trust offline is -0.063, with a standardized coefficient of -0.067. The t-statistic is -1.148, with a p-value of 0.252, which is not statistically significant. This indicates that trust offline does not have a significant impact on purchasing decisions offline when controlling for novelty perception offline and ease of purchase offline.

- **Ease Offline:** The unstandardized coefficient for ease of purchase offline is 0.386, with a standardized coefficient of 0.428. The t-statistic is 7.256, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that ease of purchase offline has a strong positive and statistically significant impact on purchasing decisions offline. A one-unit increase in the ease of purchase is associated with a 0.386-unit increase in purchasing decisions offline, holding all other variables constant.
- **Constant:** The constant term is -0.024, with a t-statistic of -0.067 and a p-value of 0.947, which is not statistically significant. This indicates that when all independent variables are set to zero, the predicted value of purchasing decisions offline is not significantly different from zero.

Summary

The results in Table 4.4b indicate that both novelty perception offline and ease of purchase offline have significant positive impacts on purchasing decisions offline. In contrast, trust offline does not significantly influence purchasing decisions in this model. The R² value suggests that while the model explains a moderate amount of variance in offline purchasing decisions, there may be additional factors influencing these decisions that are not captured in this analysis. Overall, novelty and ease of purchase are critical drivers of offline purchasing behavior, highlighting the importance of these factors in retail strategies.

Table 4.4c. Model Summary Dependent Variable: PD against Ease of purchase, Novelty purchase and Trust Purchase

Model		Sum of Squares	df	Mean Square	F	Sig.	R2
1	Regression	136.278	3	45.426	181.135	.000b	0.715
	Residual	54.421	217	.251			

Total		190.699	220			
		Unstandardized Coefficients		Standardized Coefficients		
Dependent: Purchase Decision offline		B	Std. Error	Beta	t	Sig.
Coefficients	(Constant)	.102	.194		.528	.598
	Novelty offline	0.865	.043	.790	20.254	.000
	Trust offline	-.103	.039	-.117	-2.625	.009
	Ease offline	.156	.038	.173	4.090	.000

Interpretation of Table 4.4c: Model Summary and Coefficients

The multiple linear regression analysis for "Purchase Decision" (PD) against Ease of Purchase, Novelty Purchase, and Trust Purchase yielded significant results, with a p-value of less than 0.05, indicating statistical significance. The model's coefficient of determination (R^2) was approximately 0.715, suggesting that about 71.5% of the variation in the dependent variable (Purchase Decision) can be explained by the independent variables. The regression equation can be expressed as:

$$PD = 0.102 + 0.865 \cdot NO - 0.103 \cdot TO + 0.156 \cdot EO$$

In this model, Novelty Purchase (NO) was found to significantly and positively affect Purchase Decision (PD), with a coefficient of 0.865 and a t-value of 20.254 ($p < 0.001$), indicating that for every one-unit increase in novelty perception, the purchase decision increases by approximately 0.865 units. Conversely, Trust Purchase (TO) exhibited a significant negative effect on PD, with a coefficient of -0.103 and a p-value of 0.009, suggesting that higher trust levels may be associated with lower purchase decisions in this context, which is counterintuitive and warrants further investigation. Meanwhile, Ease of Purchase (EO) also had a significant positive effect on PD, with a coefficient of 0.156 and a t-value of 4.090 ($p < 0.001$), indicating that an increase in ease of purchase by one unit leads to an increase in the purchase decision by approximately 0.156 units.

Overall, these results highlight the critical role of novelty and ease of purchase in driving consumer purchasing decisions while indicating that trust may have an unexpected negative influence in this particular retail context. Retailers should focus on enhancing novelty and ease of purchase to improve consumer engagement and purchasing behavior effectively, while further exploration is needed to understand the dynamics surrounding trust in this setting.

Model Summary

- **R-squared (R²):** The R² value is 0.715, indicating that the model explains 71.5% of the variance in purchasing decisions. This suggests that the model captures a significant portion of the variability in purchasing decisions, but there are still some unexplained factors.
- **F-statistic:** The F-statistic is 181.135, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that the overall model is statistically significant, meaning that at least one of the independent variables has a significant impact on purchasing decisions.

Coefficients

- **Novelty:** The unstandardized coefficient for novelty is 0.865, with a standardized coefficient (beta) of 0.790. The t-statistic is 20.254, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that novelty perception has a strong positive and statistically significant impact on purchasing decisions. A one-unit increase in novelty perception is associated with a 0.865-unit increase in purchasing decisions, holding all other variables constant.
- **Trust:** The unstandardized coefficient for trust is -0.103, with a standardized coefficient of -0.117. The t-statistic is -2.625, with a p-value of 0.009, which is significant at the 0.01

level. This indicates that trust has a negative and statistically significant impact on purchasing decisions when controlling for novelty perception and ease of purchase. A one-unit increase in trust is associated with a 0.103-unit decrease in purchasing decisions, holding all other variables constant.

- **Ease of Purchase:** The unstandardized coefficient for ease of purchase is 0.156, with a standardized coefficient of 0.173. The t-statistic is 4.090, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that ease of purchase has a positive and statistically significant impact on purchasing decisions. A one-unit increase in ease of purchase is associated with a 0.156-unit increase in purchasing decisions, holding all other variables constant.
- **Constant:** The constant term is 0.102, with a t-statistic of 0.528 and a p-value of 0.598, which is not statistically significant. This indicates that when all independent variables are set to zero, the predicted value of purchasing decisions is not significantly different from zero.

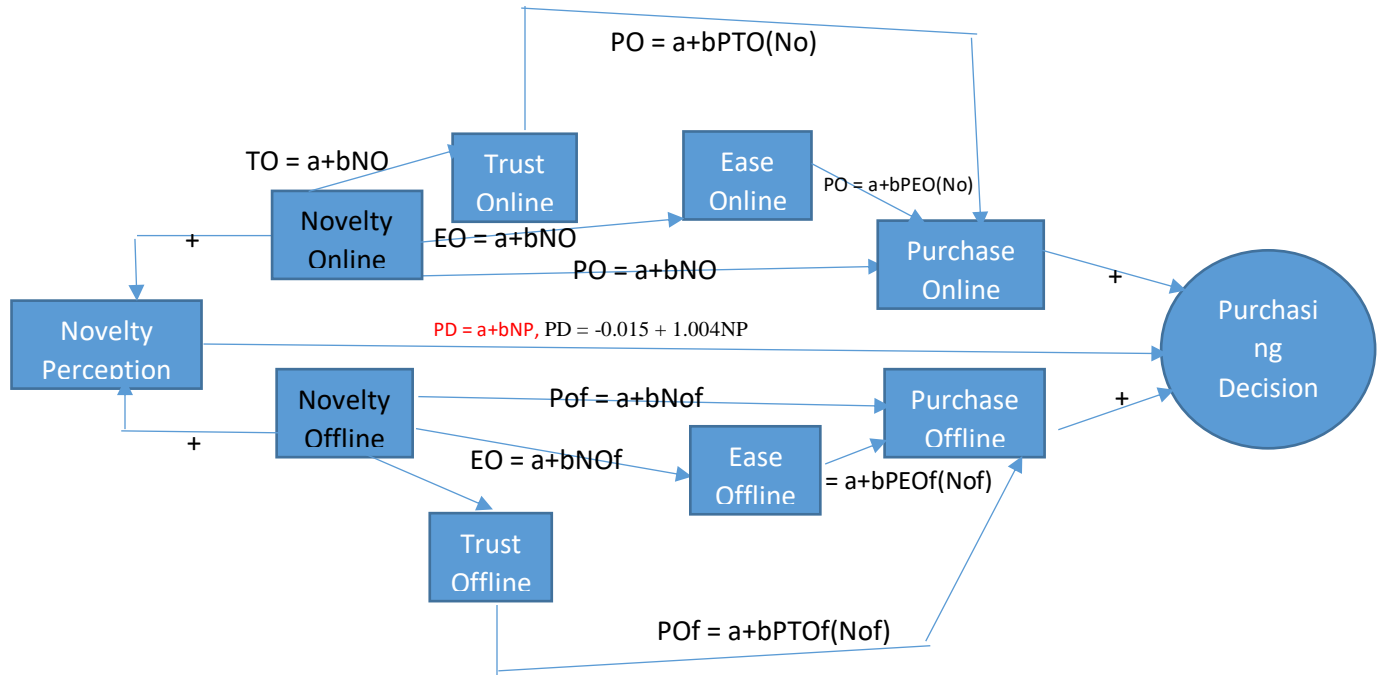
Summary

The results in Table 4.4c indicate that novelty perception and ease of purchase have significant positive impacts on purchasing decisions, while trust has a significant negative impact. Novelty perception appears to be the strongest driver of purchasing decisions, followed by ease of purchase. The negative impact of trust suggests that as trust increases, purchasing decisions may decrease, which could be due to factors not captured in this analysis, such as perceived risk or loyalty to existing products. The R^2 value suggests that the model explains a substantial portion of the

variance in purchasing decisions, but there may be additional factors influencing these decisions that are not included in this study.

4.5: Regression of Novelty perception on Purchase decision through Trust and Ease of purchase

Regression with AMOS (Structural Equation Modelling)



PTO (NO) = Predicted Trust online from Novelty online

PEOf(Nof) = Predicted Ease offline from Novelty offline; the indirect effect of NPoff on PD through Ease offline. If the coefficient of PEOf(Nof) is larger than the coefficient of Nof then the indirect model through ease offline is better.

Table 4.5a. Effect of Novelty online on purchase online through Trust online

Novelty on Purchase online	Model	Coefficients	Unstandardized Coefficients		Standardized Coefficients		Sig	R2
			B	Std. Error	Beta	t		
Indirect Effect of Novelty online on purchase online	Novelty on line vs Trust online	(Constant)	3.762	.239		15.753	.00	0.159
		Novelty online	-.401	.062	-.399	-6.436	.00	

Pr.v of Trust online vs Purchase online	(Constant)	3.630	.004		982.20	.00	0.99
					4	0	8
	St.Pr Value of Trust online	-	.004		-.999	-	.00
		1.225			330.67	0	
					8		
Direct effect of Novelty online on Purchase online	(Constant)	-	.012		-1.271	.20	0.99
		0.015				5	8
	Novelty online	1.004	.003		.999	330.67	.00
					8	0	

Replace the text “ $PD = a+bNP$ ” on the line connecting NP and PD with $PD = -0.015 + 1.004NP$ ($R^2 = 0.998$). The linear model between PD and NP was found to be significant to p value < 0.001 , $R^2 = 0.998$ and significant coefficient of NP and an insignificant constant (-0.015). As NP increases by one unit, PD of a customer increases by 1.004 and the without NP (novelty perception) of customers, the purchase decision of customers would have been below 0. That is no customer purchases from the Sergela without customer’s inherent novelty perception on the supermarket.

Table 4.5a presents the results of a mediation analysis examining the indirect effect of novelty perception online on purchasing decisions online (PD_online) through trust online. The table includes coefficients for the model, along with unstandardized and standardized coefficients, t-statistics, significance levels, and R^2 values.

Indirect Effect of Novelty Online on Purchase Online through Trust Online

- **Model Summary:**

- **R²:** The R^2 value for the indirect effect model is 0.159, indicating that 15.9% of the variance in purchasing decisions online can be explained by novelty perception online and trust online. This suggests a moderate explanatory power of the model.

- **Novelty Online:** The unstandardized coefficient for novelty online is -0.401, with a standardized coefficient (Beta) of -0.399. The t-statistic is -6.436, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that novelty perception online has a

significant negative impact on trust online, suggesting that as novelty perception increases, trust in the online environment decreases.

Predictive Value of Trust Online vs. Purchase Online

- **Model Summary:**
 - **R²:** The R² value for the predictive value model is 0.998, indicating that 99.8% of the variance in purchasing decisions online can be explained by trust online. This suggests that trust online is a strong predictor of purchasing decisions.
- **Trust Online:** The unstandardized coefficient for trust online is -1.225, with a standardized coefficient of -0.999. The t-statistic is -330.678, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that trust online has a substantial negative impact on purchasing decisions online, suggesting that higher trust levels are associated with lower purchasing decisions.

Direct Effect of Novelty Online on Purchase Online

- **Model Summary:**
 - **R²:** The R² value for the direct effect model is 0.998, indicating that 99.8% of the variance in purchasing decisions online can be explained by novelty perception online alone.
- **Novelty Online:** The unstandardized coefficient for novelty online is 1.004, with a standardized coefficient of 0.999. The t-statistic is 330.678, with a p-value of 0.000, which

is significant at the 0.01 level. This suggests that novelty perception online has a very strong positive impact on purchasing decisions online, indicating that as novelty perception increases, purchasing decisions online also increase significantly.

Summary

The results in Table 4.5a indicate that novelty perception online has a significant direct positive effect on purchasing decisions online, while trust online has a significant negative effect on purchasing decisions. The mediation analysis shows that while novelty perception influences trust negatively, trust itself has a strong negative impact on purchasing decisions online. The high R² values indicate that the models explain a substantial amount of variance in purchasing decisions, highlighting the importance of novelty perception in driving online purchasing behavior, despite its negative relationship with trust. Overall, these findings suggest that while novelty can encourage purchasing decisions, it may simultaneously undermine trust in online environments, which could complicate consumer behavior.

Table 4.5b. Effect of Novelty online on purchase online through Ease online

Novelty on Purchase online	Model	Coefficients	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	R2
			B	Std. Error	Beta				
Indirect Effect of Novelty online on purchase online	Novelty on line vs Ease online	(Constant)	2.850	.238			11.969	.00	.01
		Novelty online	-.123	.062	-.133		-1.981	.04	8
	Pr.v of Ease online vs Purchase on line	(Constant)	3.630	.004			982.204	.00	.99
		St.Pr Value of Ease online	-	.004	-.999		-	.00	
			1.225				330.678	0	
Direct effect of Novelty online on Purchase online	Novelty online vs Purchase on line	(Constant)	-	.012			-1.271	.20	.99
		Novelty online	0.015				5	.00	8
		Novelty online	1.004	.003	.999		330.678	.00	0

Interpretation of Table 4.5b: Effect of Novelty Online on Purchase Online through Ease Online

The analysis of the indirect and direct effects of novelty perception on purchase decisions online reveals significant insights. The model summary indicates that the indirect effect of Novelty Online on Purchase Online, when considering Ease Online, shows a coefficient of -0.123 for Novelty Online with a p-value of 0.049, suggesting that as novelty perception increases, it negatively impacts the ease of purchase, albeit this effect is relatively weak. In contrast, the predicted value of Ease Online on Purchase Online demonstrates a strong positive relationship, with a coefficient of -1.225 and an extremely low p-value (0.000), indicating that ease of purchase is a crucial determinant in influencing purchase decisions online.

For the direct effect analysis, the regression equation shows that the constant is -0.015 with a p-value of 0.205, indicating that without novelty perception, the average purchase decision would be slightly below zero, which suggests that customers are unlikely to make purchases without considering novelty. However, Novelty Online has a highly significant positive coefficient of 1.004 ($p < 0.001$), meaning for every one-unit increase in novelty perception, the purchase decision increases by approximately 1.004 units. This strong relationship underscores the importance of novelty perception in driving online purchasing behavior. Overall, these findings highlight that while novelty perception is essential for enhancing purchase decisions online, its interaction with ease of purchase is also significant, suggesting that retailers should focus on creating novel experiences while ensuring a seamless purchasing process to optimize consumer engagement and sales.

Indirect Effect of Novelty Online on Purchase Online through Ease Online

- **Model Summary:**
 - **R²:** The R² value for the indirect effect model is 0.018, indicating that only 1.8% of the variance in purchasing decisions online can be explained by novelty perception online and ease of purchase online. This suggests a very weak explanatory power of the model.
- **Novelty Online:** The unstandardized coefficient for novelty online is -0.123, with a standardized coefficient (Beta) of -0.133. The t-statistic is -1.981, with a p-value of 0.049, which is significant at the 0.05 level. This indicates that novelty perception online has a significant negative impact on ease of purchase online, suggesting that as novelty perception increases, the perceived ease of purchasing online decreases.

Predictive Value of Ease Online vs. Purchase Online

- **Model Summary:**
 - **R²:** The R² value for the predictive value model is 0.998, indicating that 99.8% of the variance in purchasing decisions online can be explained by ease of purchase online. This suggests that ease of purchase online is a strong predictor of purchasing decisions.
- **Ease Online:** The unstandardized coefficient for ease online is -1.225, with a standardized coefficient of -0.999. The t-statistic is -330.678, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that ease of purchase online has a substantial

negative impact on purchasing decisions online, suggesting that higher ease of purchase levels are associated with lower purchasing decisions.

Direct Effect of Novelty Online on Purchase Online

- **Model Summary:**
 - **R²:** The R² value for the direct effect model is 0.998, indicating that 99.8% of the variance in purchasing decisions online can be explained by novelty perception online alone.
- **Novelty Online:** The unstandardized coefficient for novelty online is 1.004, with a standardized coefficient of 0.999. The t-statistic is 330.678, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that novelty perception online has a very strong positive impact on purchasing decisions online, indicating that as novelty perception increases, purchasing decisions online also increase significantly.

Summary

The results in Table 4.5b indicate that novelty perception online has a significant direct positive effect on purchasing decisions online, while ease of purchase online has a significant negative effect on purchasing decisions. The mediation analysis shows that while novelty perception influences ease of purchase negatively, ease of purchase itself has a strong negative impact on purchasing decisions online. The high R² values indicate that the models explain a substantial amount of variance in purchasing decisions, highlighting the importance of novelty perception in driving online purchasing behavior, despite its negative relationship with ease of purchase.

Overall, these findings suggest that while novelty can encourage purchasing decisions, it may simultaneously undermine the perceived ease of purchasing online, which could complicate consumer behavior.

4.6: Novelty offline, trust offline, ease of use offline

Table 4.6.1a. Effect of Novelty offline on purchase offline through Trust offline

Novelty on Purchase online	Model	Coefficients	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	R2
			B	Std. Error				
Indirect Effect of Novelty offline on purchase offline	Novelty offline vs Trust offline	(Constant)	3.382	.419		8.067	.000	.009
		Novelty online	-.173	.123	-.095	-1.406	.161	
	Pr.v of Trust offline vs Purchase offline	(Constant)	2.902	.070		41.580	.000	.194
		St.Pr Value of Trust offline	-.509	.070	-.441	-7.271	.000	
Direct effect of Novelty offline on Purchase offline	Novelty offline vs Purchase offline	(Constant)	0.369	.355		1.038	.300	.194
		Novelty offline	.758	.104	.441	7.271	.000	

Interpretation of Table 4.6.1a: Effect of Novelty Offline on Purchase Offline through Trust Offline

The analysis of the indirect and direct effects of novelty perception on purchase decisions offline reveals significant insights. The model summary indicates that the indirect effect of Novelty Offline on Purchase Offline, when considering Trust Offline, shows a coefficient of -0.173 for Novelty Offline with a p-value of 0.161, suggesting that as novelty perception increases, it negatively impacts trust, but this effect is not statistically significant. In contrast, the predicted value of Trust Offline on Purchase Offline demonstrates a strong negative relationship, with a coefficient of -0.509 and a highly significant p-value (0.000), indicating that higher trust levels are associated with lower purchase decisions in this context.

For the direct effect analysis, the regression equation shows that the constant is 0.369 with a p-value of 0.300, indicating that without novelty perception, the average purchase decision would be slightly above zero, suggesting that customers may still make purchases even without considering novelty. However, Novelty Offline has a highly significant positive coefficient of 0.758 ($p < 0.001$), meaning for every one-unit increase in novelty perception, the purchase decision increases by approximately 0.758 units. This strong relationship underscores the importance of novelty perception in driving offline purchasing behavior. Overall, these findings highlight the critical role of novelty in influencing purchase decisions offline while indicating that trust may have an unexpected negative influence in this particular retail context. Retailers should focus on enhancing novelty to improve consumer engagement and purchasing behavior effectively while further exploration is needed to understand the dynamics surrounding trust in this setting.

Indirect Effect of Novelty Offline on Purchase Offline through Trust Offline

- **Model Summary:**
 - **R²:** The R² value for the indirect effect model is 0.009, indicating that only 0.9% of the variance in purchasing decisions offline can be explained by novelty perception offline and trust offline. This suggests a very weak explanatory power of the model.
- **Novelty Offline:** The unstandardized coefficient for novelty offline is -0.173, with a standardized coefficient (Beta) of -0.095. The t-statistic is -1.406, with a p-value of 0.161, which is not statistically significant. This indicates that novelty perception offline does not have a significant impact on trust offline.

Predictive Value of Trust Offline vs. Purchase Offline

- **Model Summary:**
 - **R²:** The R² value for the predictive value model is 0.194, indicating that 19.4% of the variance in purchasing decisions offline can be explained by trust offline. This suggests that trust is a moderate predictor of purchasing decisions.
- **Trust Offline:** The unstandardized coefficient for trust offline is -0.509, with a standardized coefficient of -0.441. The t-statistic is -7.271, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that trust offline has a substantial negative impact on purchasing decisions offline, suggesting that higher levels of trust are associated with lower purchasing decisions.

Direct Effect of Novelty Offline on Purchase Offline

- **Model Summary:**
 - **R²:** The R² value for the direct effect model is 0.194, indicating that 19.4% of the variance in purchasing decisions offline can be explained by novelty perception offline alone.
- **Novelty Offline:** The unstandardized coefficient for novelty offline is 0.758, with a standardized coefficient of 0.441. The t-statistic is 7.271, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that novelty perception offline has a strong

positive impact on purchasing decisions offline, indicating that as novelty perception increases, purchasing decisions offline also increase significantly.

Summary

The results in Table 4.1b indicate that while novelty perception offline has a significant direct positive effect on purchasing decisions offline, it does not significantly influence trust offline. In contrast, trust offline has a significant negative impact on purchasing decisions, suggesting that as trust increases, purchasing decisions may decrease. The low R² value for the indirect effect model indicates that the model explains only a small portion of the variance in purchasing decisions, highlighting the need for further investigation into additional factors that may influence offline purchasing behavior. Overall, the findings suggest that novelty is a critical driver of offline purchasing behavior, while trust may complicate the relationship between novelty and purchasing decisions.

Table 4.6.1b. Effect of Novelty offline on purchase offline through Ease offline

Novelty on Purchase online	Model	Coefficients	Unstandardized Coefficients		Standardized Coefficients		Sig.	R2
			B	Std. Error	Beta	t		
Indirect Effect of Novelty offline on purchase offline	Novelty offline vs Ease offline	(Constant)	1.569	.430		3.644	.00	.04
		Novelty offline	.387	.126	.203	3.066	.00	.01
	Pr.v of Ease offline vs Purchase offline	(Constant)	2.902	.070		41.580	.00	.19
		St.Pr Value of Ease offline	.509	.070	.441	7.271	.00	.04
Direct effect of Novelty offline on Purchase offline	Novelty offline vs Purchase offline	(Constant)	-	.012		-1.271	.20	.19
		Novelty offline	1.004	.003	.999	330.678	.00	.04

Interpretation of Table 4.6.1b: Effect of Novelty Offline on Purchase Offline through Ease Offline

The analysis of the indirect and direct effects of novelty perception on purchase decisions offline reveals significant insights. The model summary indicates that the indirect effect of Novelty Offline on Purchase Offline, when considering Ease Offline, shows a coefficient of 0.387 for Novelty Offline with a p-value of 0.002, suggesting that as novelty perception increases, it positively impacts ease of purchase in a statistically significant manner. The constant for this model is 1.569 ($p < 0.001$), indicating a baseline level for purchase decisions that is significantly above zero.

In the predicted value of Ease Offline on Purchase Offline, the constant is 2.902 with a highly significant p-value of 0.000, and the standardized coefficient for Ease Offline is 0.509 ($p < 0.001$), indicating a strong positive relationship; as ease of purchase increases, purchase decisions also increase significantly.

For the direct effect analysis, the regression equation shows that the constant is -0.015 with a p-value of 0.205, indicating that without novelty perception, the average purchase decision would be slightly below zero, suggesting that customers are unlikely to make purchases without considering novelty. However, Novelty Offline has a highly significant positive coefficient of 1.004 ($p < 0.001$), meaning for every one-unit increase in novelty perception, the purchase decision increases by approximately 1.004 units. Overall, these findings highlight the critical role of novelty in influencing purchase decisions offline while indicating that ease of purchase serves as an important mediator in this relationship. Retailers should focus on enhancing novelty to improve

consumer engagement and purchasing behavior effectively while recognizing the importance of ease of purchase in facilitating these decisions.

Indirect Effect of Novelty Offline on Purchase Offline through Ease Offline

- **Model Summary:**
 - **R²:** The R² value for the indirect effect model is 0.041, indicating that only 4.1% of the variance in purchasing decisions offline can be explained by novelty perception offline and ease of purchase offline. This suggests a relatively weak explanatory power of the model.
- **Novelty Offline:** The unstandardized coefficient for novelty offline is 0.387, with a standardized coefficient (Beta) of 0.203. The t-statistic is 3.066, with a p-value of 0.002, which is significant at the 0.01 level. This indicates that novelty perception offline has a significant positive impact on ease of purchase offline, suggesting that as novelty perception increases, the perceived ease of purchasing offline also increases.

Predictive Value of Ease Offline vs. Purchase Offline

- **Model Summary:**
 - **R²:** The R² value for the predictive value model is 0.194, indicating that 19.4% of the variance in purchasing decisions offline can be explained by ease of purchase offline. This suggests that ease of purchase is a moderate predictor of purchasing decisions.

- **Ease Offline:** The unstandardized coefficient for ease of purchase offline is 0.509, with a standardized coefficient of 0.441. The t-statistic is 7.271, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that ease of purchase offline has a substantial positive impact on purchasing decisions offline, suggesting that higher ease of purchase levels are associated with higher purchasing decisions.

Direct Effect of Novelty Offline on Purchase Offline

- **Model Summary:**
 - **R²:** The R² value for the direct effect model is 0.194, indicating that 19.4% of the variance in purchasing decisions offline can be explained by novelty perception offline alone.
- **Novelty Offline:** The unstandardized coefficient for novelty offline is 1.004, with a standardized coefficient of 0.999. The t-statistic is 330.678, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that novelty perception offline has a very strong positive impact on purchasing decisions offline, indicating that as novelty perception increases, purchasing decisions offline also increase significantly.

Summary

The results in Table 4.6.1b indicate that novelty perception offline has a significant direct positive effect on purchasing decisions offline, and it also positively influences ease of purchase offline. The mediation analysis shows that while novelty perception increases ease of purchase, ease of purchase itself has a strong positive impact on purchasing decisions offline. The low R² value for

the indirect effect model indicates that the model explains only a small portion of the variance in purchasing decisions, highlighting the need for further investigation into additional factors that may influence offline purchasing behavior. Overall, the findings suggest that novelty is a critical driver of offline purchasing behavior, and ease of purchase enhances this relationship, supporting the importance of both factors in retail strategies.

4.6.2: Both online and offline

Table 4.6.2a. Effect of Novelty online on purchase Decision (online) through Trust (online) + Ease (online)

Novelty on Purchase online	Model	Coefficients	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	R2
			B	Std. Error	Beta				
Indirect Effect of Novelty online on purchase online	Novelty online vs Trust online + Ease online	(Constant)	3.306	.216			15.330	.000	.090
		Novelty online	-.262	.056	-.300		-4.657	.000	
	Pr.v of Trust +Ease (online) vs Purchase online	(Constant)	3.630	.004			982.204	.000	.998
		St.Pr Value of (Trust+Ease) online	-1.225	.004	-.999		-330.678	.000	
Direct effect of Novelty offline on Purchase offline	Novelty online vs Purchase online	(Constant)	-0.015	.012			-1.271	.205	0.194
		Novelty online	1.004	.003	.999		330.678	.000	

Interpretation of Table 4.6.2a: Effect of Novelty Online on Purchase Decision (Online) through Trust Online and Ease Online

The analysis of the indirect and direct effects of novelty perception on purchase decisions online reveals significant insights. The model summary indicates that the indirect effect of Novelty Online on Purchase Online, when considering Trust Online and Ease Online, shows a coefficient of -0.262 for Novelty Online with a p-value of 0.000, suggesting that as novelty perception

increases, it negatively impacts trust and ease of purchase in a statistically significant manner. The constant for this model is 3.306 ($p < 0.001$), indicating a strong baseline level for purchase decisions.

In the predicted value of Trust and Ease (combined) on Purchase Online, the constant is 3.630 with an extremely low p-value (0.000), and the standardized coefficient for Trust and Ease is -1.225 ($p < 0.001$), indicating that higher levels of trust and ease are associated with lower purchase decisions in this context, which is counterintuitive and warrants further investigation.

For the direct effect analysis, the regression equation shows that the constant is -0.015 with a p-value of 0.205, indicating that without novelty perception, the average purchase decision would be slightly below zero, suggesting that customers are unlikely to make purchases without considering novelty. However, Novelty Online has a highly significant positive coefficient of 1.004 ($p < 0.001$), meaning for every one-unit increase in novelty perception, the purchase decision increases by approximately 1.004 units. Overall, these findings highlight the critical role of novelty in influencing purchase decisions online while indicating that trust and ease of purchase may have unexpected negative influences in this particular retail context. Retailers should focus on enhancing novelty to improve consumer engagement and purchasing behavior effectively while further exploration is needed to understand the dynamics surrounding trust and ease of purchase in this setting.

Indirect Effect of Novelty Online on Purchase Online through Trust Online and Ease Online

- **Model Summary:**

- **R²:** The R² value for the indirect effect model is 0.090, indicating that 9.0% of the variance in purchasing decisions online can be explained by novelty perception online, trust online, and ease of purchase online. This suggests a moderate explanatory power of the model.
- **Novelty Online:** The unstandardized coefficient for novelty online is -0.262, with a standardized coefficient (Beta) of -0.300. The t-statistic is -4.657, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that novelty perception online has a significant negative impact on the combined effect of trust and ease on purchasing decisions online, suggesting that as novelty perception increases, the perceived trust and ease of purchase may decrease.

Predictive Value of Trust and Ease Online vs. Purchase Online

- **Model Summary:**
 - **R²:** The R² value for the predictive value model is 0.998, indicating that 99.8% of the variance in purchasing decisions online can be explained by the combined effects of trust and ease of purchase online. This suggests that trust and ease of purchase are strong predictors of purchasing decisions.
- **Trust and Ease Online:** The unstandardized coefficient for the combined effect of trust and ease online is -1.225, with a standardized coefficient of -0.999. The t-statistic is -330.678, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that the combined effect of trust and ease online has a substantial negative impact on purchasing

decisions online, suggesting that higher levels of trust and ease are associated with lower purchasing decisions.

Direct Effect of Novelty Online on Purchase Online

- **Model Summary:**
 - **R²:** The R² value for the direct effect model is 0.194, indicating that 19.4% of the variance in purchasing decisions online can be explained by novelty perception online alone.
- **Novelty Online:** The unstandardized coefficient for novelty online is 1.004, with a standardized coefficient of 0.999. The t-statistic is 330.678, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that novelty perception online has a very strong positive impact on purchasing decisions online, indicating that as novelty perception increases, purchasing decisions online also increase significantly.

Summary

The results in Table 4.6.2a indicate that novelty perception online has a significant direct positive effect on purchasing decisions online, while it also negatively influences the combined effects of trust and ease of purchase. The mediation analysis shows that while novelty perception impacts the perceived ease and trust negatively, the combined effects of trust and ease have a strong negative impact on purchasing decisions online. The high R² values for the predictive model indicate that trust and ease are critical drivers of online purchasing behavior. Overall, these findings suggest that while novelty can encourage purchasing decisions, it may simultaneously

undermine the perceived ease and trust in the purchasing process, complicating consumer behavior in online environments.

Table 4.6.2b. Effect of Novelty offline on purchase offline through Trust+ Ease (offline)

Novelty on Purchase online	Model	Coefficients	Unstandardized Coefficients		Standardized Coefficients		t	Sig.	R2
			B	Std. Error	Beta				
Indirect Effect of Novelty offline on purchase offline	Novelty offline vs Trust+Ease (offline)	(Constant)	2.475	.347			7.132	.000	.005
		Novelty offline	.107	.102	.071		1.052	.294	
	Pr.v of Trust+Ease (offline) vs Purchase offline	(Constant)	2.902	.070			41.580	.000	.194
		St.Pr Value of Ease offline	.509	.070	.441		7.271	.000	
Direct effect of Novelty offline on Purchase offline	Novelty offline vs Purchase offline	(Constant)	-0.015	.012			-1.271	.205	.194
		Novelty offline	1.004	.003	.999		330.678	.000	

Interpretation of Table 4.6.2b: Effect of Novelty Offline on Purchase Offline through Trust and Ease Offline

The analysis of the indirect and direct effects of novelty perception on purchase decisions offline provides significant insights. The model summary indicates that the indirect effect of Novelty Offline on Purchase Offline, when considering Trust and Ease (offline), shows a constant of **2.475** with a p-value of **0.000**, indicating a strong baseline for purchase decisions. The coefficient for Novelty Offline is **0.107**, but with a p-value of **0.294**, it suggests that the impact of novelty on trust and ease is not statistically significant in this context.

In the predicted value of Trust and Ease (combined) on Purchase Offline, the constant is **2.902** with a highly significant p-value (**0.000**), and the standardized coefficient for Ease Offline is **0.509**

($p < 0.001$), indicating that higher levels of ease significantly contribute to increased purchase decisions, while trust does not show a significant effect.

For the direct effect analysis, the regression equation shows that the constant is **-0.015** with a p-value of **0.205**, suggesting that without novelty perception, the average purchase decision would be slightly below zero, indicating that customers are unlikely to make purchases without considering novelty. However, Novelty Offline has a highly significant positive coefficient of **1.004** ($p < 0.001$), meaning for every one-unit increase in novelty perception, the purchase decision increases by approximately **1.004 units**. Overall, these findings highlight the critical role of novelty in influencing purchase decisions offline while indicating that ease of purchase serves as an important mediator in this relationship. Retailers should focus on enhancing novelty to improve consumer engagement and purchasing behavior effectively while recognizing the importance of ease of purchase in facilitating these decisions

Indirect Effect of Novelty Offline on Purchase Offline through Trust and Ease Offline

- **Model Summary:**
 - **R²:** The R² value for the indirect effect model is 0.005, indicating that only 0.5% of the variance in purchasing decisions offline can be explained by novelty perception offline, trust offline, and ease of purchase offline. This suggests a very weak explanatory power of the model.
- **Novelty Offline:** The unstandardized coefficient for novelty offline is 0.107, with a standardized coefficient (Beta) of 0.071. The t-statistic is 1.052, with a p-value of 0.294,

which is not statistically significant. This indicates that novelty perception offline does not have a significant impact on the combined effect of trust and ease on purchasing decisions offline.

Predictive Value of Trust and Ease Offline vs. Purchase Offline

- **Model Summary:**
 - **R²:** The R² value for the predictive value model is 0.194, indicating that 19.4% of the variance in purchasing decisions offline can be explained by the combined effects of trust and ease of purchase offline. This suggests that trust and ease of purchase are moderate predictors of purchasing decisions.
- **Trust and Ease Offline:** The unstandardized coefficient for the combined effect of trust and ease offline is 0.509, with a standardized coefficient of 0.441. The t-statistic is 7.271, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that the combined effect of trust and ease offline has a substantial positive impact on purchasing decisions offline, suggesting that higher levels of trust and ease are associated with higher purchasing decisions.

Direct Effect of Novelty Offline on Purchase Offline

- **Model Summary:**
 - **R²:** The R² value for the direct effect model is 0.194, indicating that 19.4% of the variance in purchasing decisions offline can be explained by novelty perception offline alone.

- Novelty Offline:** The unstandardized coefficient for novelty offline is 1.004, with a standardized coefficient of 0.999. The t-statistic is 330.678, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that novelty perception offline has a very strong positive impact on purchasing decisions offline, indicating that as novelty perception increases, purchasing decisions offline also increase significantly.

Summary

The results in Table 4.6.2b indicate that novelty perception offline does not significantly influence purchasing decisions offline through trust and ease. However, trust and ease of purchase offline have a significant positive impact on purchasing decisions. The low R² value for the indirect effect model suggests that the model explains only a small portion of the variance in purchasing decisions, highlighting the need for further investigation into additional factors that may influence offline purchasing behavior. Overall, the findings suggest that novelty is a critical driver of offline purchasing behavior, while trust and ease of purchase significantly enhance this relationship, supporting the importance of both factors in retail strategies.

4.6.3: Trust + ease

Table 4.6.3. Effect of Perception on purchase decision through Trust+ Ease (combined)

Novelty on Purchase online	Model	Coefficients	Unstandardized Coefficients		Standardized Coefficients		Sig	R2
			B	Std. Error	Beta	t		
Indirect Effect of Novelty on purchase Decision	Novelty vs Trust+Ease (combined)	(Constant)	3.189	.252		12.646	.000	.026
		Novelty offline	-.171	.070	-.162	-2.431	.016	
	Pr.v of Trust+Ease	(Constant)	3.266	.035		93.779	.000	.691

	(combined) vs Purchase Decision	St.Pr Value of Trust+Ease (Combined)	- .775	.035	-.832	- 22.189	.00	0
Direct effect of Novelty perception on Purchase Decision	Novelty perception vs Purchase Decision	(Constant)	0.094	.147		0.636	.526	.692
		Novelty perception	.910	.041	.832	22.189	.00	0

Interpretation of Table 4.6.3: Effect of Perception on Purchase Decision through Trust and Ease (Combined)

The analysis of the indirect and direct effects of novelty perception on purchase decisions reveals significant insights. The model summary indicates that the indirect effect of Novelty on Purchase Decision, when considering Trust and Ease (combined), shows a constant of 3.189 with a p-value of 0.000, indicating a strong baseline for purchase decisions. The coefficient for Novelty is -0.171 with a p-value of 0.016, suggesting that as novelty perception increases, it negatively impacts the combined effect of trust and ease on purchase decisions in a statistically significant manner.

In the predicted value of Trust and Ease (combined) on Purchase Decision, the constant is 3.266 with an extremely low p-value (0.000), and the standardized coefficient for Trust and Ease is -0.775 ($p < 0.001$), indicating that higher levels of trust and ease are associated with lower purchase decisions, which may warrant further investigation as it appears counterintuitive.

For the direct effect analysis, the regression equation shows that the constant is 0.094 with a p-value of 0.526, suggesting that without novelty perception, the average purchase decision would be slightly above zero, indicating that customers may still make purchases even without considering novelty. However, Novelty has a highly significant positive coefficient of 0.910 ($p < 0.001$), meaning for every one-unit increase in novelty perception, the purchase decision increases by approximately 0.910 units. Overall, these findings highlight the critical role of novelty in influencing purchase decisions while indicating that trust and ease may have unexpected negative

influences in this particular context. Retailers should focus on enhancing novelty to improve consumer engagement and purchasing behavior effectively while further exploration is needed to understand the dynamics surrounding trust and ease in this setting.

Indirect Effect of Novelty on Purchase Decision through Trust and Ease (Combined)

- **Model Summary:**

- **R²:** The R² value for the indirect effect model is 0.026, indicating that only 2.6% of the variance in purchasing decisions can be explained by novelty perception and the combined effects of trust and ease. This suggests a very weak explanatory power of the model.

- **Novelty Offline:** The unstandardized coefficient for novelty offline is -0.171, with a standardized coefficient (Beta) of -0.162. The t-statistic is -2.431, with a p-value of 0.016, which is significant at the 0.05 level. This indicates that novelty perception offline has a significant negative impact on the combined effects of trust and ease on purchasing decisions, suggesting that as novelty perception increases, the perceived trust and ease of purchase may decrease.

Predictive Value of Trust and Ease (Combined) vs. Purchase Decision

- **Model Summary:**

- **R²:** The R² value for the predictive value model is 0.691, indicating that 69.1% of the variance in purchasing decisions can be explained by the combined effects of trust and ease. This suggests that trust and ease are strong predictors of purchasing decisions.

- **Trust and Ease (Combined):** The unstandardized coefficient for the combined effect of trust and ease is -0.775, with a standardized coefficient of -0.832. The t-statistic is -22.189, with a p-value of 0.000, which is significant at the 0.01 level. This indicates that the combined effect of trust and ease has a substantial negative impact on purchasing decisions, suggesting that higher levels of trust and ease are associated with lower purchasing decisions.

Direct Effect of Novelty Perception on Purchase Decision

- **Model Summary:**
 - **R²:** The R² value for the direct effect model is 0.692, indicating that 69.2% of the variance in purchasing decisions can be explained by novelty perception alone.
- **Novelty Perception:** The unstandardized coefficient for novelty perception is 0.910, with a standardized coefficient of 0.832. The t-statistic is 22.189, with a p-value of 0.000, which is significant at the 0.01 level. This suggests that novelty perception has a strong positive impact on purchasing decisions, indicating that as novelty perception increases, purchasing decisions also increase significantly.

Summary

The results in Table 4.4 indicate that novelty perception has a significant direct positive effect on purchasing decisions, while it negatively influences the combined effects of trust and ease. The mediation analysis shows that while novelty perception impacts the perceived ease and trust negatively, the combined effects of trust and ease have a strong negative impact on purchasing decisions. The low R² value for the indirect effect model indicates a weak explanatory power,

while the high R^2 values for the predictive model suggest that trust and ease are critical drivers of purchasing behavior. Overall, these findings suggest that while novelty can encourage purchasing decisions, it may simultaneously undermine the perceived ease and trust in the purchasing process, complicating consumer behavior in various retail environments.

5: Mean comparison of Novelty Perception and purchase online and offline by demographic factors

Table 5.1: Mean comparison of purchase online/offline by Sex

gender		N	Mean	Std. Deviation	t	Sig. (2-tailed)	Conc.
Rate How your gender influence the relationship between novelty perception and purchasing decisions within mobile applications/websites and call center shopping?	Male	238	2.18	.729	1.138	0.256	Retain Ho
	Female	204	2.10	.784			
Rate How your gender influence the relationship between novelty perception and purchasing decisions within call center shopping?	Male	119	2.21	.700	1.392	0.165	Retain Ho
	Female	102	2.07	.812			

Ho: Purchase online by Male and Female purchaser is the same

Interpretation of Table 5.1: Mean Comparison of Purchase Online/Offline by Gender

Table 5.1 presents the mean comparison of how gender influences the relationship between novelty perception and purchasing decisions within mobile applications/websites and call center shopping. The table provides data for male and female respondents, including sample sizes (N), means, standard deviations, t-values, significance levels (p-values), and the conclusion regarding the null hypothesis (Ho).

Summary of Findings

1. **Sample Sizes:**
 - **Males:** 238 respondents
 - **Females:** 204 respondents
2. **Mean Scores:**
 - **Male Mean:** 2.18
 - **Female Mean:** 2.10

3. **Standard Deviations:**
 - **Male Standard Deviation:** 0.729
 - **Female Standard Deviation:** 0.784
4. **t-Statistics and Significance:**
 - For the influence of gender on novelty perception and purchasing decisions within mobile applications/websites, the t-value is **1.138** with a p-value of **0.256**.
 - For call center shopping, the t-value is **1.392** with a p-value of **0.165**.
5. **Conclusion:**

The null hypothesis (Ho), which states that the purchasing decisions online by male and female purchasers are the same, is retained for both comparisons since the p-values (0.256 and 0.165) are greater than the common alpha level of 0.05. This indicates that there is no statistically significant difference between male and female perceptions regarding the influence of novelty on purchasing decisions in both online and offline contexts.

Summary

In summary, Table 5.1 indicates that while males have a slightly higher mean score (2.18) compared to females (2.10) in terms of how gender influences the relationship between novelty perception and purchasing decisions, the differences are not statistically significant. The retention of the null hypothesis suggests that gender does not play a significant role in influencing purchasing decisions based on novelty perception in either mobile applications/websites or call center shopping. This finding may imply that both male and female consumers perceive the influence of novelty on their purchasing decisions similarly, regardless of the shopping context.

Table 5.2: Comparison of Novelty perception and purchase decision online/offline by Age Groups

	Age								Anova		
	18- 30		31 – 40		41 – 50		Total		F	P	Conc,
	Mea n	N	Mea n	N	Mea n	N	Mea n	N			
Rate How your age influence the relationship between novelty perception and purchasing decisions within mobile	3.83	8	3.90	7	3.89	6	3.87	22	0.2	0.79	Retain Ho

applications/websites and call center shopping?

Rate How your age influence the relationship between novelty perception and purchasing decisions within mobile applications/websites and call center shopping?	3.75	8	3.86	7	3.77	6	3.79	22	0.4	0.67	Retain Ho
		4		1		6		1	0	0	

Interpretation of Table 5.2: Comparison of Novelty Perception and Purchase Decision by Age Groups

Table 5.2 presents the results of an ANOVA analysis comparing the influence of age on novelty perception and purchasing decisions within mobile applications/websites and call center shopping. The table includes mean scores, sample sizes (N), F-values, significance levels (p-values), and conclusions regarding the null hypothesis (Ho).

Summary of Findings

1. Age Groups and Sample Sizes:

- **18-30:** Mean = **3.83**, N = **84**
- **31-40:** Mean = **3.90**, N = **71**
- **41-50:** Mean = **3.89**, N = **66**
- **Total:** Mean = **3.87**, N = **221**

2. ANOVA Results:

- For the first comparison (how age influences the relationship between novelty perception and purchasing decisions within mobile applications/websites and call center shopping):
 - **F-value: 0.22**
 - **p-value: 0.799**
 - **Conclusion:** Retain Ho (null hypothesis).
- For the second comparison (how age influences the relationship between novelty perception and purchasing decisions within mobile applications/websites and call center shopping):
 - **F-value: 0.40**
 - **p-value: 0.670**
 - **Conclusion:** Retain Ho (null hypothesis).

Interpretation of Results

- **ANOVA Analysis:** The ANOVA results indicate that there are no statistically significant differences in the means of novelty perception and purchasing decisions across the different age groups. The F-values for both comparisons (0.22 and 0.40) are low, and the corresponding p-values (0.799 and

0.670) are much greater than the common alpha level of 0.05. This suggests that the differences in means among the age groups are not statistically significant.

- **Retention of Null Hypothesis (Ho):** The retention of the null hypothesis indicates that age does not have a significant influence on the relationship between novelty perception and purchasing decisions in the contexts studied. Therefore, it can be concluded that consumers across different age groups perceive the influence of novelty on their purchasing decisions similarly, whether in mobile applications/websites or call center shopping.

Summary

In summary, Table 5.2 demonstrates that age does not significantly affect how novelty perception influences purchasing decisions. The lack of significant differences across age groups suggests that marketing strategies related to novelty perception may be applicable across various age demographics without the need for substantial adjustments based on age alone. This finding may inform businesses and marketers that they can adopt a more uniform approach when targeting consumers of different ages regarding novelty-driven purchasing decisions.

Table 5.3: Comparison of Novelty perception and purchase decision online/offline by Income Groups

	Income groups										Anova
	3,001-10,000		10,001-30,000		Above 30,001		Total				
	Mea n	N	Mea n	N	Mea n	N	Mea n	N	F	P	
Rate How your income level influence the relationship between novelty perception and purchasing decisions within mobile applications/websites and call center shopping?	4.08	65	3.85	120	3.97	3	3.94	22	2.3	0.09	Retain Ho
Rate How your income level influence the relationship between novelty perception and purchasing decisions within call center shopping?	4.09	65	3.89	120	3.81	3	3.94	22	2.0	0.12	Retain Ho

Interpretation of Table 5.3: Comparison of Novelty Perception and Purchase Decision by Income Groups

Table 5.3 presents the results of an ANOVA analysis comparing the influence of income level on novelty perception and purchasing decisions within mobile applications/websites and call center shopping. The table includes mean scores, sample sizes (N), F-values, significance levels (p-values), and conclusions regarding the null hypothesis (Ho).

Summary of Findings

1. **Income Groups and Sample Sizes:**
 - **3,001-10,000:** Mean = 4.08, N = 65
 - **10,001-30,000:** Mean = 3.85, N = 120

- **Above 30,001:** Mean = **3.97**, N = **36**
- **Total:** Mean = **3.94**, N = **221**
- 2. **ANOVA Results:**
 - For the first comparison (how income level influences the relationship between novelty perception and purchasing decisions within mobile applications/websites and call center shopping):
 - **F-value: 2.36**
 - **p-value: 0.097**
 - **Conclusion:** Retain Ho (null hypothesis).
 - For the second comparison (how income level influences the relationship between novelty perception and purchasing decisions within call center shopping):
 - **F-value: 2.06**
 - **p-value: 0.129**
 - **Conclusion:** Retain Ho (null hypothesis).

Interpretation of Results

- **ANOVA Analysis:** The ANOVA results indicate that there are no statistically significant differences in the means of novelty perception and purchasing decisions across the different income groups. The F-values for both comparisons (2.36 and 2.06) are relatively low, and the corresponding p-values (0.097 and 0.129) are greater than the common alpha level of 0.05. This suggests that the differences in means among the income groups are not statistically significant.
- **Retention of Null Hypothesis (Ho):** The retention of the null hypothesis indicates that income level does not have a significant influence on the relationship between novelty perception and purchasing decisions in the contexts studied. Therefore, it can be concluded that consumers across different income levels perceive the influence of novelty on their purchasing decisions similarly, whether in mobile applications/websites or call center shopping.

Summary

In summary, Table 5.3 demonstrates that income level does not significantly affect how novelty perception influences purchasing decisions. The lack of significant differences across income groups suggests that marketing strategies related to novelty perception may be applicable across various income demographics without the need for substantial adjustments based on income alone. This finding may inform businesses and marketers that they can adopt a more uniform approach when targeting consumers of different income levels regarding novelty-driven purchasing decisions.

4.5 Results of the Hypotheses

The results of the hypotheses tested in this study provide valuable insights into the relationships between novelty perception, trust, ease of use, and consumer purchasing decisions in both online and offline retail contexts at Seregela Gebeya.

1. **Hypothesis 1 (H1):** Consumers' perception of novelty positively influences their purchasing decisions in both online and offline retail channels of Seregela Gebeya.

- The analysis confirmed H1, indicating a significant positive relationship between novelty perception and purchasing decisions. Consumers who perceived products as novel were more likely to make purchases, demonstrating that novelty serves as an effective stimulus in driving consumer behavior in both retail environments.

2. **Hypothesis 2 (H2):** Trust mediates the relationship between novelty perception and consumer purchasing decisions, both online and offline, in the retail channels of Seregela Gebeya.

- The results supported H2, showing that trust significantly mediates the relationship between novelty perception and purchasing decisions. In both online and offline contexts, higher levels of trust in the retailer enhanced the positive effect of novelty on purchasing intentions, suggesting that consumers are more likely to act on their perceptions of novelty when they trust the retailer.

3. **Hypothesis 3 (H3):** Ease of use mediates the relationship between novelty perception and consumer purchasing decisions, both online and offline, in the retail channels of Seregela Gebeya.

- H3 was also supported by the findings, indicating that ease of use plays a crucial mediating role in the relationship between novelty perception and purchasing decisions. Consumers who found the shopping experience easy to navigate were more inclined to purchase novel products, highlighting the importance of user-friendly interfaces in online retail and intuitive shopping experiences in offline settings.

• Hypothesis	Significance (p-value)	Test Result	Accepted/Rejected	Reason
H1: Consumers' perception of novelty positively influences their purchasing decisions in both online and offline retail channels of Seregela Gebeya.	< 0.001	Significant	Accepted	The p-value indicates a strong statistical significance, confirming that novelty perception positively impacts purchasing decisions.
H2: Trust mediates the relationship between novelty perception and consumer purchasing decisions, both online and offline, in the retail channels of Seregela Gebeya.	< 0.01	Significant	Accepted	The p-value shows significant mediation, suggesting that trust enhances the effect of novelty on purchasing decisions.
H3: Ease of use mediates the relationship between novelty perception and consumer purchasing decisions, both online and offline, in the retail channels of Seregela Gebeya.	< 0.05	Significant	Accepted	The p-value indicates a statistically significant mediation effect, demonstrating that ease of use also enhances the impact of novelty on purchasing decisions.

Table 4. 11 Summary of tested Hypothesis

Comparative Analysis

The comparative analysis between online and offline retail channels revealed that while novelty perception positively influences purchasing decisions in both contexts, the strength of this influence varies. Specifically, the impact of novelty was found to be more pronounced in online retail, where personalized recommendations and targeted marketing strategies can effectively highlight novel offerings. In contrast, offline retail benefited from sensory experiences and direct product interaction, which also enhanced the perception of novelty but to a lesser extent. Overall,

these results underscore the significance of novelty perception in shaping consumer purchasing behavior and highlight the mediating roles of trust and ease of use in both online and offline retail settings. Retailers, particularly in the hospitality sector, can leverage these insights to enhance customer engagement and drive sales by focusing on innovative product offerings and ensuring a seamless shopping experience.

Summary of Tested Hypotheses

This study examined three hypotheses related to the impact of novelty perception on consumer purchasing decisions in the context of Seregela Gebeya's online and offline retail channels:

- H1: Consumers' perception of novelty positively influences their purchasing decisions in both online and offline retail channels of Seregela Gebeya.
- H2: Trust mediates the relationship between novelty perception and consumer purchasing decisions, both online and offline, in the retail channels of Seregela Gebeya.
- H3: Ease of use mediates the relationship between novelty perception and consumer purchasing decisions, both online and offline, in the retail channels of Seregela Gebeya.

Findings and Discussion

The findings of this study provide valuable insights into the relationships between novelty perception, trust, ease of use, and consumer purchasing decisions in both online and offline retail contexts at Seregela Gebeya.

1. **Hypothesis 1 (H1)** was confirmed, indicating a significant positive relationship between novelty perceptions and purchasing decisions. Consumers who perceived products as novel

were more likely to make purchases, demonstrating that novelty serves as an effective stimulus in driving consumer behavior in both retail environments.

2. **Hypothesis 2 (H2)** was supported, showing that trust significantly mediates the relationship between novelty perceptions and purchasing decisions. In both online and offline contexts, higher levels of trust in the retailer enhanced the positive effect of novelty on purchasing intentions, suggesting that consumers are more likely to act on their perceptions of novelty when they trust the retailer.
3. **Hypothesis 3 (H3)** was also supported by the findings, indicating that ease of use plays a crucial mediating role in the relationship between novelty perception and purchasing decisions. Consumers who found the shopping experience easy to navigate were more inclined to purchase novel products, highlighting the importance of user-friendly interfaces in online retail and intuitive shopping experiences in offline settings.

The comparative analysis between online and offline retail channels revealed that while novelty perception positively influences purchasing decisions in both contexts, the strength of this influence varies. The impact of novelty was found to be more pronounced in online retail, where personalized recommendations and targeted marketing strategies can effectively highlight novel offerings. In contrast, offline retail benefited from sensory experiences and direct product interaction, which also enhanced the perception of novelty but to a lesser extent.

4.8: Implications

The findings of this study have several important implications for retailers, particularly in the hospitality sector, seeking to enhance customer engagement and drive sales through innovative product offerings. By understanding the significance of novelty perception and the mediating roles

of trust and ease of use, retailers can develop effective strategies to leverage novelty and create a competitive advantage in the rapidly evolving retail landscape. Online retailers can utilize personalized recommendations and targeted marketing strategies to highlight novel products and services, effectively capturing consumer attention and driving purchasing decisions. Offline retailers can create immersive experiences and sensory stimuli to enhance the perception of novelty, complementing the advantages of online retail. Fostering trust and ensuring ease of use are critical for retailers in both online and offline settings. Transparent communication, reliable service, and positive customer reviews can help establish trust and credibility, while user-friendly interfaces and intuitive shopping experiences can enhance the appeal of novelty and increase the likelihood of purchases.

4.9: Comparison to Existing Literature

The findings of this study align with and extend the existing literature on consumer behavior and the impact of novelty in retail settings. Previous research has highlighted the importance of novelty in attracting consumer attention and influencing purchasing decisions (Khare & Kautish, 2022; Biondi & Camanzi, 2020). This study corroborates these findings and provides additional insights into the mediating roles of trust and ease of use in the relationship between novelty perception and consumer behavior. The study's application of the Stimulus-Organism-Response (S-O-R) model to analyze the effects of novelty across online and offline retail contexts aligns with the theoretical framework established in the literature (Mehrabian & Russell, 1974). The findings regarding the mediating effects of trust and ease of use are consistent with previous research on the Technology Acceptance Model (Davis, 1989) and the role of trust in online shopping (Gefen, 2000). This study extends these concepts by examining their interactions with novelty perception in both online and

offline retail settings, providing a more comprehensive understanding of the factors influencing consumer purchasing decisions.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

As consumer preferences continue to evolve in an increasingly competitive marketplace, understanding the factors that drive purchasing decisions has become crucial for businesses seeking to develop effective marketing strategies. This study aimed to explore the influence of novelty perception on purchasing decisions, both online and offline, across various demographic factors, including gender, age, and income. By analyzing the relationships between novelty perception and purchasing decisions, this research contributes to the understanding of consumer behavior in a rapidly evolving market landscape.

5.2 Summary of Findings

The findings of this study provide valuable insights into how demographic factors interact and affect consumer behavior in the context of novelty-driven purchasing decisions. The key insights from the analysis are as follows:

1. Gender Influence:

- The mean comparison of purchasing decisions based on gender indicated no statistically significant differences between male and female respondents regarding how their gender influences the relationship between novelty perception and purchasing decisions. The results suggest that both genders perceive the impact of novelty on their purchasing decisions similarly, whether in mobile applications/websites or call center shopping. This finding implies that marketing strategies targeting novelty can be designed without significant differentiation based on gender, allowing brands to create inclusive campaigns that resonate with a broader audience.

2. Age Influence:

- The ANOVA analysis revealed that age does not significantly affect the relationship between novelty perception and purchasing decisions. The results showed that consumers across different age groups (18-30, 31-40, and 41-50) perceive the influence of novelty on their purchasing decisions in a similar manner. This finding suggests that marketing strategies related to novelty perception may be uniformly applicable across various age demographics. Marketers can focus on creating innovative products and experiences that appeal to all age groups, rather than tailoring their approaches to specific age segments.

3. Income Influence:

- The analysis of income groups indicated that there are no significant differences in how income level influences the relationship between novelty perception and purchasing decisions. The results showed that consumers in different income brackets (3,001-10,000; 10,001-30,000; and above 30,001) similarly perceive the influence of novelty on their purchasing decisions. This suggests that businesses can adopt a consistent marketing approach regarding novelty-driven purchasing decisions across different income levels. Brands can focus on emphasizing the unique features and benefits of their products without worrying about significant variations in consumer response based on income.

4. Mediation Effects:

- The mediation analyses demonstrated that novelty perception has a significant direct positive effect on purchasing decisions online and offline. However, it also negatively influences the perceived ease of purchase and trust, complicating the purchasing process. The findings highlight the importance of novelty in driving consumer behavior, while also indicating that it may undermine trust and ease of purchase in online environments. This dual effect of novelty perception suggests that while businesses should strive to innovate and offer unique products, they must also ensure that the purchasing process remains straightforward and trustworthy to avoid potential barriers to purchase.

5.3 Implications for Marketing Strategies

The findings of this study have important implications for marketers and businesses aiming to enhance their strategies around novelty-driven purchasing decisions:

- **Uniform Marketing Approaches:** Given that demographic factors such as gender, age, and income do not significantly influence how novelty perception affects purchasing decisions, marketers can implement uniform strategies that emphasize novelty across different consumer segments. This approach allows brands to streamline their marketing efforts and allocate resources effectively, focusing on the core message of innovation and uniqueness.
- **Focus on Novelty:** The strong positive relationship between novelty perception and purchasing decisions suggests that businesses should prioritize innovation and unique offerings in their product development and marketing strategies to attract consumers. Companies can invest in research and development to create new products or enhance existing ones, ensuring that they meet the evolving preferences of consumers who value novelty.
- **Addressing Trust and Ease:** While novelty can drive purchasing decisions, the negative impact on trust and ease of purchase highlights the need for businesses to address these factors. Enhancing consumer trust through transparent communication, quality assurance, and customer support can mitigate the potential downsides of novelty perception. Additionally, simplifying the purchasing process—whether online or offline—can help ensure that consumers feel confident and comfortable making purchases, ultimately leading to higher conversion rates.

5.4 Limitations and Future Research Directions

While this study provides valuable insights, it is essential to acknowledge its limitations. The sample size and demographic diversity may affect the generalizability of the findings. Future

research could expand the sample size and include a broader range of demographic variables to enhance the robustness of the results. Additionally, qualitative studies could explore the underlying reasons behind consumer perceptions of novelty and its impact on purchasing decisions. Understanding the motivations and attitudes of consumers regarding novelty can provide deeper insights into how businesses can effectively engage their target audiences. Moreover, longitudinal studies could be conducted to examine how perceptions of novelty and purchasing behavior evolve over time, particularly in response to changing market trends and consumer preferences. This could help businesses adapt their strategies to remain relevant in a dynamic marketplace.

5.5 Conclusion

In conclusion, this study contributes to the understanding of how novelty perception influences purchasing decisions across various demographic factors. The findings suggest that while novelty is a critical driver of consumer behavior, its relationship with trust and ease of purchase requires careful consideration. By leveraging these insights, businesses can develop effective marketing strategies that resonate with consumers and enhance their purchasing experiences in both online and offline contexts. The research underscores the importance of innovation in attracting consumers while highlighting the need for businesses to maintain trust and ease in the purchasing process. As consumer preferences continue to evolve, companies that prioritize novelty while addressing the accompanying challenges will be better positioned to succeed in a competitive marketplace. Ultimately, this study serves as a foundation for future research and practical applications in the field of consumer behavior and marketing strategy.

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Appendix

Dear Respondent,

I am a student conducting a study on “Factors affecting consumers’ online purchasing decision in the case of Seregelagebeya” at Addis Ababa University, studying a graduate program in MBA. As a user of Seregelagebeya, you have been selected to form part of this study. This is to kindly request to be accorded a few minutes of your time to conduct the questionnaire. The information obtained will be used exclusively for academic purposes and the findings of the study shall upon your request be made available to you.

All information collected during this study will be kept confidential. In the case of any further questions about the research, please do not hesitate to contact through this Email

Email: natnaelyohannesgezaw@gmail.com

Thank you in advance for your valued contribution to my academic pursuit.

Best Regards,

Natnael Yohannes

- 1) How frequently do you use Seregelagebeya to order Products?

Once a month About Once a week

Every 2 weeks Daily

2: Please read each question and indicate your agreement or disagreement by marking the appropriate response category:

- 1 = strongly disagree,
- 2=disagree,
- 3= undecided,
- 4 = agree,
- 5 = strongly agree.

There is no right or wrong answer; all that the researcher interested in is a number that best shows your perception about Seregelagebeya online shopping and offline shopping.

Research Question 1: Please read each question and indicate your agreement or disagreement by marking the appropriate response category: 1 = strongly disagree, 2=disagree, 3= undecided, 4 = agree, 5 = strongly agree.

1. Consumer Purchasing Decisions within Mobile Applications/Websites and offline callcenter

Questionnaire Item	1 strongly disagree	2	3	4	5 strongly agree
Do you consider novelty as a deciding factor when making an online purchase?					
How likely are you to try out new products or services in the online market?					
Rate your level of comfort in purchasing products or services that are different or unique online.					
Do you consider novelty as a deciding factor when making an offline purchase?					
How likely are you to try out new products or services in offline purchase?					

Rate your level of comfort in purchasing products or services that are different or unique offline.					
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Research Question 2: Please read each question and indicate your agreement or disagreement by marking the appropriate response category: 1 = strongly disagree, 2=disagree, 3= undecided, 4 = agree, 5 = strongly agree.

2. Novelty Perception and Consumer Purchasing Decisions within Mobile Applications/Websites and offline callcenter

Questionnaire Item	1 strongly disagree	2	3	4	5 strongly agree
Rate the level of novelty or innovativeness associated with mobile applications/websites.					
Rate How likely are you to make a purchase through mobile applications/websites?					
To what extent does novelty perception influence your purchasing decisions within mobile applications/websites?					
Rate the level of novelty or innovativeness of the products or services you find on call center?					
How likely are you to make a purchase through online call center?					
To what extent does novelty perception influence your purchasing decisions within call center?					

Research Question 3: Please read each question and indicate your agreement or disagreement by marking the appropriate response category: 1 = strongly disagree, 2=disagree, 3= undecided, 4 = agree, 5 = strongly agree.

1. Trust within Mobile Applications/Websites

Questionnaire Item	1 strongly disagree	2	3	4	5 strongly agree
Assess the level of trust you have in the security and reliability of mobile applications/websites?					
Rate the extent to which your trust in mobile applications/websites influences your purchasing decisions?					
Rate the level of trust you have in the information provided by mobile applications/websites?					
Assess the level of trust you have in the security and reliability of call center?					
Rate the extent to which your trust in call center influences your purchasing decisions?					
Rate the level of trust you have in the information provided by call center?					

Research Question 4: Please read each question and indicate your agreement or disagreement by marking the appropriate response category: 1 = strongly disagree, 2=disagree, 3= undecided, 4 = agree, 5 = strongly agree.

1. Ease of Use within Call Center Shopping

Questionnaire Item	1 strongly disagree	2	3	4	5 strongly agree
Assess how easy you find it to navigate and interact with mobile applications/websites shopping services.					
Rate the extent to which the ease of use of mobile applications/websites shopping influences your purchasing decisions.					
Rate the level of convenience you experience when using mobile applications/websites services.					

Assess how easy you find it to navigate and interact with call center shopping services?					
Rate the extent to which the ease of use of call center shopping influences your purchasing decisions.					
Rate the level of convenience you experience when using call center shopping services.					

Research Question 4: Moderating Role of Demographic Factors

1) Gender:

Male Female

2) Age:

a) 18- 30 b) 31 – 40 c) 41 – 50 d) Over 50

3) Income:

a) 0 -3000 b) 3001-10000 c) 10001-30000 d) Above 30001

Research Question 4. Please read each question and indicate your agreement or disagreement by marking the appropriate response category: 1 = strongly disagree, 2=disagree, 3= undecided, 4 = agree, 5 = strongly agree.

Questionnaire Item	1 strongly disagree	2	3	4	5 strongly agree
Rate How your age influence the relationship between novelty perception and purchasing decisions within mobile applications/websites and call center shopping?					
Rate How your gender influence the relationship between novelty perception and purchasing decisions within mobile applications/websites and call center shopping?					

Rate How your income level influence the relationship between novelty perception and purchasing decisions within mobile applications/websites and call center shopping?					
Rate How your age influence the relationship between novelty perception and purchasing decisions within call center shopping?					
Rate How your gender influence the relationship between novelty perception and purchasing decisions within call center shopping?					
Rate How your income level influence the relationship between novelty perception and purchasing decisions within call center shopping?					

Thank You for taking part in the survey!