

## The Impact of the 6P's on Motivating Egyptian Consumer to Purchase Online



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**ABSTRACT:** This paper aims to detect the factors that motivate Egyptian consumers to purchase online and examine the impact of demographic characteristics on this matter. Six factors are suggested to be evaluated in this research, which are: product price, product variety, product quality, product description, product delivery, and promotion. The researcher named these suggested factors by the '6P's factors'. The researcher used the quantitative approach to collect data from 300 respondents. The sample covered a wide range of consumers in Alexandria city, Egypt who have awareness of online purchase. To analyze the collected data, correlation analysis, stepwise regression, two independent samples t-test, and One-Way ANOVA were used. The importance of this research lies in the fact that it will increase the familiarity of e-retailers with the factors that motivate Egyptian consumers to purchase online and thus work to improve the factors of higher relative importance. Also, it enables Egyptian marketing managers to adopt the appropriate marketing strategies that increase the satisfaction for Egyptian consumers toward the electronic service provided. The study concluded that there is a positive correlation between all the proposed factors and Egyptian consumer's intention toward online purchase but with varying degrees in terms of correlation strength. Furthermore, the results revealed that the Egyptian consumer's intention to purchase online is influenced also by gender, age, and educational level.

**KEYWORDS:** Online purchase, Egyptian consumer, Product price, Product description, Demographic characteristics

**JEL classification:** L81, M31

### 1. INTRODUCTION

There is no doubt that the Internet has dramatically changed the nature of consumer shopping behavior due to its many advantages compared with traditional shopping channels. Thus, the Internet is expected to represent a major threat to traditional selling outlets during the next few years. This has led to increased interest to understand the factors that influence consumers' decision regarding online shopping. In fact, consumers rely on different factors when they evaluate the online shopping decision. For some consumers, product variety and cheaper price would be the most important factors. For others, the product quality and customer service might be more important. This is what e-retailers should try to find out in order to improve their online services and consequently gain a competitive advantage. If e-retailers are aware of the factors on which the consumers rely on before making their online purchasing decision, it certainly would be easier to take the necessary procedures to reallocate their resources in a way that improves the provided e-service quality.

Nowadays, people feel uncomfortable when going to traditional stores due to congestion of roads and the lack of parking. Also, when they reach the store, they may feel inconvenience due to time consuming searching for a particular product and waiting a long time in checkout lines (Punj, 2012). Therefore, many consumers turned to online purchase for its many advantages. Online stores are usually available 24 hours a day and consumers can visit online stores while sitting at a computer from their home. In addition, a variety of goods and special offers are available which help the consumers to buy the product according to their favorable conditions in terms of price, quality, and other benefits in line with their wishes. Moreover, consumers can get full information about the product before purchasing just by one click on the mouse. Koyuncu and Bhattacharya (2004) stated that through online shopping everyone can buy faster through numerous available alternatives of products with lower price. In the same context, Punj (2012) argued that shopping online enables consumers to save money due to the cheapness of the product sold online compared to the price of the same product in traditional stores.

Certainly, the online shopping has grown extensively and rapidly, it has become a powerful driver of all business in the world. In the USA, Europe and Asia, the growth rate of online sales is exceeding that of traditional ones and it is predicted to continue

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increasing (Aref & Okasha, 2019). Recently, online shopping in Egypt is increasingly being used widely as a way of purchasing products and services. Egypt is one of the most important markets in the region and one of the most promising countries for the growth of e-commerce; it ranks first in the number of internet users in the Middle East and North Africa with more than 50 million users, most of them are young people (Egyptian Ministry of Communications and Information Technology, 2021). This factor is considered the most important prerequisite for e-commerce success which enhances the growth of the e-commerce sector locally, and contributes to advancing digital transformation efforts according to Egypt vision 2030. In 2021, BOOST Corporation for consultations published its statistical report about the growth of e-commerce in Egypt, the report included that the e-commerce transactions in the Egyptian market reached EGP 100 billion by the end of 2021. The report added that e-commerce is predicted to be among the most prominent sectors in Egypt during the next five years and it is expected to grow by 30 percent by the end of 2022. Therefore, it is considered one of the most qualified countries to attract this type of investment due to its growing population and the purchasing pattern of its residents who are beginning to shift strongly to online purchasing. This has led to a growing interest from many of the world's leading e-commerce platforms such as Amazon, Jumia, IKEA, Souq.com...etc. to have a presence in Egypt, which indicates the huge growth opportunities for e-commerce in Egypt.

Understanding the consumer's behavior in e-market and understanding the factors that affect such behavior are critical issues for developing the appropriate selling strategies to attract and maintain the online consumers. E-retailers should keep in mind that no consumer will give up the traditional method of purchase and move to online purchase unless the new service is higher quality and more convenient than the traditional service. So, examining the factors on which customers rely on when making an online purchase decision is a vital issue. In Egypt, although the number of Internet users is growing rapidly, there is a lack of knowledge about the behavior of Egyptian consumers regarding online shopping and the factors that influence this behavior. Therefore, this study provides an inclusive understanding of factors that motivate Egyptian consumers to purchase online. Actually, this study will contribute in enhancing the knowledge of electronic retailers about the factors that motivate Egyptian consumers to purchase online and accordingly they can follow the appropriate marketing strategies to attract more customers and achieve more profits.

The remainder of this paper is organized as follows. The second section will be devoted to the presentation of the literature review followed by depicting the conceptual model framework of the study. In the third section, the research methodology will be introduced. In section four, the adopted analytical approaches will be highlighted. In section five, the results will be discussed. In section six, conclusion and strategic implications will be introduced. Finally, in section seven, the recommendations will be presented.

## 2. LITERATURE REVIEW

In recent years, the business world has changed extremely with the development of the internet as an essential business platform. One of these changes is the growing interest from all consumers around the world in online purchase due to its tremendous advantages that led consumers to prefer online shopping over traditional shopping. In fact, online purchase provides consumers with a range of information and options for comparing products, features, and prices. Moreover, it offers several alternatives to purchase the desired products from different suppliers. Katawetawaraks and Wang (2011) argued that online purchase satisfies consumers who are looking for convenience and speed. In addition, it has many advantages compared with traditional shopping channels, thus the Internet has become a major threat to traditional retail outlets (Hsiao, 2009).

Generally, e-commerce plays an important role in the development of countries as it improves the standard of living in remote areas by enabling people to reach the products and services that are not available in their current location. In addition, reduction of transaction costs, access to full information about provided product or service, increasing competition among international vendors, less road traffic, and lower air pollution are some other positive impacts of e-commerce on economy and society (Chaffey, 2015). By considering all these benefits of e-commerce, it is no surprise to see a steady increase in the global volume of online purchase.

On the other hand, for a successful online purchase, online stores must be available too. Online store is a seller's virtual store in which goods and services can be displayed for sale backed by abundant information about these goods and services. Compared to traditional stores, online stores have many advantages; they are convenient, time saving, no traveling to purchase and no waiting in lines to pay is needed. They are open all time and they are accessible anytime and anywhere. In addition, these stores provide consumers with free and rich information about all available products and services..

The other party in online purchase success is the presence of the online consumer who has the desire to purchase via the Internet. Online consumer is the person who searches for and purchases goods or services from various e-stores without geographical limitation over the Internet through using a web browser. These goods can be shipped to him without leaving his residence and he can pay for purchased goods or services either online with a credit or debit card or upon delivery. According to

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Katawetawaraks and Wang (2011), the Internet provides online customers dual advantages as it supplies them with a wide range of products that satisfy their desires and at the same time provides the necessary information that helps them in making the right buying decision. In fact, before making the final online purchase transaction, consumers are influenced by several factors which may limit their desire or motivate them to complete the purchasing process. Therefore, understanding these factors is a vital for e-companies to meet their customers' needs and to be able to compete.

Globally, there is a steady growth in the number of Internet users; in 2018, 55.1% of the world's population had access to the Internet (Internet World Stats, 2018). In Egypt, Egyptian Ministry of Communications and Information Technology revealed that the number of Internet users in Egypt reached about 76.37 million users at the beginning of year 2022 compared to 63.57 million users in 2021, an increase of 12.8 million new users in only one year (datareportal.com/reports/digital-2022-egypt). According to internetlivestats.com (a global statistical website), Egypt is the 39th largest market for e-commerce with revenue of EGP 100 billion in 2021. So, understanding the factors that motivate Egyptian consumers to purchase online is a critical issue for e-retailers to attract new customers and also to compete in the e-market.

### **2.1 Online Purchase Intention**

Actually, factors that influence customer online purchase intention have been the subject of several debates in the literature, but these factors were studied individually and not in aggregate. Vijayasathy (2004) and Richard (2005) found that website design affects online purchase intention. Jarvenpaa et al. (2000) differentiated online shopping from traditional shopping and suggested that trust is crucial for online transactions. Baker et al. (1994) found in their study that there is a correlation between store image and intention to purchase a product. Childers et al. (2001) found enjoyment as a consistent and strong predictor of online shopping intention. If consumers enjoy their online shopping experience, they will be more likely to adopt the Internet as a shopping medium. Smith and Sivakumar (2004) concluded that the consumer knowledge of how to deal with computer as well as the Internet is related to consumer intention towards online shopping because a better understanding of computer alleviates consumers' concerns with regard to the risks in the online environment. Also, Chang and Chen (2008) confirmed the same conclusion in their study. Li et al. (1999) stated the internet accessibility is a key determinant of online shopping intention. Mauldin and Arunachalam (2002) suggested that comfort level when using the internet has a positive relationship with the consumer's tendency towards online shopping.

Ruyter et al. (2001) stated the trust and perceived risk are the key factors of consumer online purchase adoption. Bobbitt and Dabholkar (2001) pointed to product characteristics as a main determinant that motivates consumers towards online purchase, while Song and Zahedi (2001) pointed to the same role regarding the product price. Song and Zahedi (2001) agreed that brand, store reputation, and provided service quality are considered important determinants in affecting online purchase intentions. Liang and Lai (2002) confirmed in their study the positive impact of web page design in terms of navigation, interface, security, and search attributes on the online purchase intention.

### **2.2 Product Price**

Price is the most important component in the marketing mix as it is used as a basic factor to motivate the consumer to buy. It is also used as a method to compare products and judge their quality. Pricing is a marketing decision that must take into account many factors such as production, distribution cost, required profitability, competitor's prices, market condition, brand, quality of product, and many more factors. Therefore, price has a considerable influence on the consumer purchasing decision (Brassington & Pettitt, 2000). Product price is considered a major indicator of consumer choice in the online shopping process as many consumers seek price information before online purchasing. Esaki (2013) stated the price of a product influences the sales volume and customers' satisfaction.

According to Hallowell (1996), customers' satisfaction results from comparing the benefits they received from purchasing the product by the price they paid. Wong & Dean (2009) concluded that price has a direct and positive relationship with customer loyalty. Darian et al. (2005) demonstrated that the monetary value that sellers receive when selling a product is derived from the set of benefits received by customers, and thus price influences a customer's buying intentions. Porter (2004) argued that the firm builds its value by offering lower prices to compete with its competitors. Kotler and Keller (2012) further stressed that customer purchasing decision is based on several criteria; price is one of them. Generally, online stores which offer good quality products with low prices will attract more customers (Chamhuri and Batt, 2013). For the above reasons, the researcher promotes this factor to be tested as one of the factors that motivate Egyptian consumers to purchase online.

### **2.3 Product Variety**

Product variety refers to the depth or breadth of product assortment provided to consumers (Simonson, 1999). Sin and Tse (2002) concluded in their research that availability of product variety on the e-stores leads to increased customer satisfaction.

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This simply because the wider the product choice available online, the higher reasonable buying decisions which of course lead to a higher level of customer satisfaction. Online marketing researches showed that consumers tend to shop online to receive the benefits of the product variety that contributes significantly in increasing customer loyalty towards the store (Bansal et al., 2004 and Lim & Dubinsky, 2004). Product variety also provides consumers with decision freedom, choice flexibility, shopping enjoyment, and enhances consumer choice (Menon and Kahn, 1995). In this sense, Keeney (1999) argued that the product variety leads to better comparison and eventually better purchasing process. Davis & Hodges (2012) as well as Bauer et al. (2012) stated the product assortment represents a strategic tool for customer acquisition and retention. Kumar & Kim (2014) explained that the right combination of product assortment plays an important role in creating the brand image that increases shoppers' loyalty towards this brand. Wong & Dean (2009) also pointed out the consumers are consistently looking for choice in a range of products. Mantrala et al. (2009) concluded in their research that consumers desire flexibility in their choices, and demand variety of products to choose from in order to meet their ever-changing needs. Hence, the researcher posits this factor to be one of the factors that motivate Egyptian consumers to purchase online.

### **2.4 Product Quality**

Product quality is one of the most important competitive strategies and is no less important than the price strategy in all firms (Singh and Deshmukh, 1999). According to Kotler and Keller (2012), product quality is the ability of a product in performing its function. Winder and Judd (1996) as well as Chavan (2003) stated the product quality is the totality of product characteristics that has the capability of satisfying the expectations of consumers. In the same context, Phan et al. (2013) stated the quality is all the features and characteristics that a product or service brings to meet customers' needs. Generally, product quality refers to how well a product satisfies customer needs, serves its purpose and meets industry standards. If a product can perform its function well, it will be considered high quality. A good quality product makes consumers tend to re-purchasing, but if the product quality is not suitable with the expectations, the consumers will move to other alternative products. Wong and Dean (2009) have indicated in their study that the quality of products is a significant predictor of customer loyalty to the brand. Product quality is an important factor for both producer and customer since if the product has an adequate quality, it will increase producer' reputation and as well as affect customers' desire to buy this product. Hence, the researcher proposes this factor to be one of the motives for Egyptian consumers to purchase online.

### **2.5 Product Description**

When customers arrive at the e-store, this does not mean they will buy directly, but rather the seller must convince them to buy the product. One of the important tools of persuasion is to write the product description or what is called product details. Product description is a crucial factor in persuading the customer to purchase the product online. It includes the basic features of the product and all necessary information about it such as size, color, length, width, height, thickness, manufacturing materials, and other important information that help the customer when making a purchase decision. A good product description will not only convince customers, it will make them feel that they really need this product. Generally, Product description should include all the competitive advantages that the product holds and reflects the ability of this product to meet all consumer needs.

The importance of writing the product description lies in building customers' confidence towards the online store. In addition, it helps the retailer to be differentiated from competitors by informing customers about the specifications of the product that are not available to other products. Hsee et al. (2009) stated the product description is very important to support customers' purchase decision and it can lead to changing their choice to another product. In the same context, Salazar et al. (2018) stated the providing customers with a detailed product description prevent them from purchasing an alternative product. To sum up, the real goal of writing product description is to attract potential customers and motivate them to purchase the product. Without the excellent description, customers will not have the incentive to make the purchase process. So, the researcher promotes this factor to be tested as one of the determinants that motivate Egyptian consumers to purchase online.

### **2.6 Promotion**

Promotion considers a vital element of marketing mix that aims to influence the consumers' feelings and their purchasing decision (Stanton et al., 2007). Sales promotion is a temporary reduction of product price or a particular set of products for a specific time. Kotler and Keller (2012) stated the sales promotion represents a strong incentive tool for attracting consumers and increasing sales volumes. In the same context, Agrawal (1996) views sales promotions as an aggressive strategy can be used to attract customers and avoid consumers' transformation to other competitors.

Several researchers analyzed the relation between customer loyalty and sales promotion and concluded that customers in general respond positively when they find sales promotions (Ehrenberg, 2000). Chan et al. (2011) argued that applying a proper

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promotion strategy would motivate purchasing desire for consumers. Grewal et al. (2011) stated that developing a policy based on discounted prices will enable retailers to increase the sales and attract new clients to their stores. Generally, e-stores that offer good quality products with low prices will attract more consumers (Chamhuri and Batt, 2013). Therefore, the researcher in this study attempts to prove the promotion is also among the determining factors that motivate Egyptian consumers to purchase online.

### 2.7 Product Delivery

Delivery service is absolutely important in e-commerce because it is the last stage of the purchase process and the last impression the customers have about the e-store. So, if they encounter a problem, it's going to leave them with a negative image of this store and they'll be unlikely to buy from it again.

Good delivery management is the essential success element for e-commerce businesses. Producers can produce the best products in the world, but if they don't have a good delivery strategy to deliver it to their customers they can't sell any unit of those products. Therefore, if e-retailers do not provide a variety of delivery options, they may lose a lot of current and potential customers. A good delivery service isn't just making sure the product reaches the customer on time, but it's also about ensuring that the product neither is damaged nor is broken during shipping.

Overall, delivery time and reliable delivery play a critical role in meeting customer's expectations and making them satisfied in an e-business environment. In other words, if e-retailers aim to maintain their customers and increase their business, paying attention to the delivery process is a vital issue. Hence, the researcher also nominates this factor to be tested as one of the determinants that motivate Egyptian consumers to purchase online.

### • CONCEPTUALFRAMEWORK

Based on previous clarification, the conceptual framework about how the relationship between research variables (The 6 P's model) is illustrated as follows:

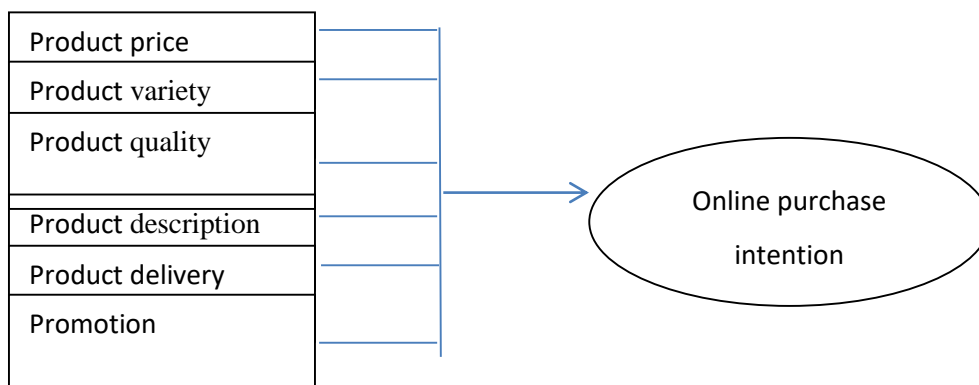


Figure 1. Conceptual Framework  
"The 6 P's model"

### 3. RERSEARCH METHODOLOGY

Data were collected through a questionnaire that was distributed in Alexandria city among random sample of consumers who have an awareness of online purchasing. The first stage of this study involved a pilot study that was conducted on 25 questionnaires to refine the data gathering instrument. Also, this stage involved ensuring both the validity and the reliability for the instrument.

#### 3.1 Ensuring the Validity

Carmines and Zeller (1979) as well as Schyns (2014) refer to a measure's validity as the extent to which the instrument accurately measures what it is supposed to measure. Eriksson and Wiedersheim (1997) defined the validity as: "the ability of the scale or instrument to measure what is intended to be measured". In this research, the content validity has been applied to ensure the validity. All comments and notes received from practitioners, experts, and academics were taken into account, and accordingly the questionnaire was reached in its final form to be distributed.

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## 3.2 Ensuring the Reliability

Reliability is the internal consistency of the questionnaire. In other words, it is the extent to which the questionnaire yields the same results on repeated trials under the same conditions (Carmines and Zeller, 1979). In this research, Cronbach's alpha technique is used to ensure the reliability of the questionnaire. The results of Cronbach's alpha are illustrated in table1.

**Table 1. Reliability test**

Cronbach's alpha coefficient	N of items
.837	24

Source: primary data collected (2022)

Cronbach's alpha reliability coefficient ranges between 0 and 1. The greater Cronbach's alpha coefficient, the higher the internal consistency of the items in the scale (Gliem and Gliem, 2003). Values of 0.7 and above are usually considered adequate values of alpha coefficient (Nunnally and Bernstein, 1994), while Gliem (2003) mentioned that the alpha reliability coefficient of .8 is a reasonable goal. In our study, the overall Cronbach's alpha reliability coefficient for the instrument formed by 24 items = .837 which means the items of this questionnaire have high internal consistency and can be used for analytical procedures.

## 3.3 Sample and Data Collection

The required sample size (n) of linear regression analysis is still a debatable issue. Stevens (2002) suggested a ratio of 15 respondents for each predictor to calculate the sample size, while Pedhazur and Schmelkin (1991) recommended  $n \geq 30k$ , where k is the number of predictors. On the other hand, Tabachnick & Fidell (2007) stated that  $n > 50 + 8m$  is preferable equation to calculate the appropriate sample size (n = number of participants and m = number of IVs). Therefore, the appropriate sample size has to meet one of the above formulations as follows:

- $n = 15 \times 6 = 90$  respondents (according to Stevens, 2002)
- $n = 30 \times 6 = 180$  respondents (according to Pedhazur and Schmelkin, 1991)
- $n = 50 + (8 \times 6) = 98$  respondents (according to Tabachnick & Fidell, 2007)

The author chose  $n=300$  respondents consistent with the base "the more is better"

After the pilot study, the researcher started second stage which involved distribution of the revised survey to a random sample of 300 customers who have an awareness of online purchase in Alexandria city. The respondents were asked to show to what extent they believe that the written sentence corresponds to them by using a five point Likert scale. In addition, the respondents were asked to answer some questions that reflect their demographic characteristics; age, gender, income level, and education level. The usable observations were 284 respondents with response ratio 94.67%. The descriptive statistics about demographic characteristics of the respondents are given in Table 2.

**Table 2. Demographic characteristics of the respondents**

	Number of Respondents	Percentages (%)
<b>Gender</b>		
Male	146	51.41
Female	138	48.59
<b>Education level</b>		
Intermediate education	131	46.13
Higher education	153	53.87
<b>Age</b>		
18-40 years old	132	46.48
41-60 years old	112	39.44
Above 60 years old	40	14.08
<b>Income level</b>		
4000-less than 10000 L.E	176	61.97
10000-less than 20000 L.E	87	30.63
20000 L.E and above	21	7.40

Source: primary data collected (2022)

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### 4. ANALYSIS APPROACH ADOPTED

In the following sections, correlation analysis to discover the nature of relationship between the proposed factors and online purchase intention will be used. Also, stepwise regression analysis to detect the most important factors that strongly affect online purchase intention for Egyptian consumers will be carried out. Moreover, Independent samples t-test to compare Egyptian consumers regarding their online purchase intention according to their gender and education level will be conducted. Finally, to discover the differences among consumers groups regarding online purchase intention for Egyptian consumers based on age and income level, One-Way ANOVA analysis will be performed.

#### 4.1 Correlation Analysis

The main objective of correlation analysis is to find out if there is a relationship between two variables or not and measures the strength and direction of such a relationship. In this research, correlation analysis is used to detect the strength and direction of relationship between the dependent variable (online purchase intention) and each one of the independent variables. The results of correlation analysis are illustrated in table 3.

**Table 3. Results of correlation analysis (r)**

		Product price	Product variety	Product quality	Product description	Product delivery	Promotion	Online purchase intention
Factor 1 Product price	Pearson Correlation	1	.575**	.712**	.613**	.573**	.659**	.816**
Factor 2 Product variety	Pearson Correlation	.575**	1	.480**	.455**	.552**	.598**	.728**
Factor 3 Product quality	Pearson Correlation	.712**	.480**	1	.431**	.460**	.502**	.687**
Factor 4 Product description	Pearson Correlation	.613**	.455**	.431**	1	.521**	.532**	.671**
Factor 5 Product delivery	Pearson Correlation	.573**	.552**	.460**	.521**	1	.621**	.765**
Factor 6 Promotion	Pearson Correlation	.659**	.598**	.502**	.532**	.621**	1	.792**
Online purchase intention	Pearson Correlation	.816**	.728**	.687**	.671**	.765**	.792**	1

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

**Source:** Processed primary data (2022)

The results reached about the correlation coefficient values show that there is a positive relationship between all proposed factors (independent variables) and online purchase intention (dependent variable) for Egyptian consumers.

Product price factor is highly correlated with online purchase intention, the correlation coefficient for this relationship is .816, followed by promotion .792, then product delivery .765, and the last factor is product description.671.

#### 4.2 Multiple Linear Regression Analysis

To find out which of the factors has the greatest influence in motivating Egyptian consumer to purchase online, the researcher conducted the multiple regression analysis. The results of this analysis are listed in tables 4, 5, and 6 respectively.

**Table 4. Results of multiple linear regression analysis**

Model	$\beta$
(Constant) (-.355)	
Product price	.225
Product variety	.193
Product quality	.147
Product description	.129
Product delivery	.252
Promotion	.230

**Dependent Variable:** Online purchase intention

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The results revealed the product delivery is the highest influence factor that strongly motivate Egyptian consumers to purchase online ( $\beta = .252$ ), followed by promotion ( $\beta = .230$ ), then product price ( $\beta = .225$ ), and the lowest factor is product description ( $\beta = .129$ ).

The positive values of the regression coefficients confirm that the dependent variable moves in the same direction as the independent variables move.

**Table 5. Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.941	.886	.884	.21759	1.793

**Predictors:** (Constant), Promotion, product quality, product description, product variety, product delivery, product price

Coefficient of determination 'R-Square' is a statistical measure in a regression model that measures the percentage of the change in the dependent variable caused by the independent variables. Generally, the closer r-square is to 1, the higher the quality of prediction model in depicting this relationship. In our study, R square shows that 88.6% of motivating Egyptian consumers to purchase online is caused by the proposed factors which are: product price, product variety, product quality, product description, product delivery, and promotion.

Durbin-Watson value is 1.793 which indicates there is no problem of multi-collinearity among the variables and consequently, the model is reliable for prediction.

**Table 6. ANOVA**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.051	6	17.008	359.235	.000
	Residual	13.115	277	.047		
	Total	115.165	283			

**Predictors:** (Constant), Promotion, product quality, product description, product variety, product delivery, product price

ANOVA results show that the independent variables have a significant effect on dependent variable. This means the proposed independent variables can collectively explain the variation in online purchase intention of Egyptian consumers. Generally, ANOVA outcomes indicate that the model as a whole is statistically significant.

### 4.3 Independent Samples T-Test

In this research, the researcher tries to find out the influence of demographic characteristics (gender, age, income, and education) of Egyptian consumers on online purchase intention. So, independent samples t-test will be conducted.

#### 4.3.1 Independent Samples T-Test for Gender Characteristic

In this study, the researcher wants to compare Egyptian consumers regarding their online purchase intention based on their gender. For this purpose, two Independent samples t-test will be performed. Before performing this test, the researcher conducted Levene's test to check the assumption of homogeneity of variances. According to Skaik (2015), the assumption of variance homogeneity must be met to ensure the correct use of t-test. The results of Levene's test and Independent samples t-test are depicted in table 7.

**Table 7. Independent Samples T-Test for gender characteristic**

	Gender	N	Mean	Levene's Test for Equality of Variances		t-test for Equality of Means		
				F	Sig.	t	df	Sig.
Online purchase intention	Male	146	3.8801	1.109	.293	4.196	282	.013
	Female	138	3.4939					

**Source:** Processed primary data (2022)

The results of Levene's test indicate that the two samples are equal in variance which means the homogeneity of variances assumption was met.



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There is a statistically significant difference between Egyptian male and female regarding online purchase intention; male consumers are more interested in online purchase than female

### 4.3.2 Independent Samples T-Test for Education Characteristic

Also, the researcher used two Independent samples t-test to compare Egyptian consumers regarding their online purchase intention based on their Education level. The results of this test are depicted in table 8.

**Table 8. Independent Samples T-Test for education level characteristic**

	Education level	N	Mean	Levene's Test for Equality of Variances		t-test for Equality of Means		
				F	Sig.	t	df	Sig.
Online purchase intention	Intermediate education	131	3.6021	F	Sig.	3.263	282	.027
	Higher education	153	3.9732	1.471	.437			

**Source:** Processed primary data (2022)

The results of Levene's test indicate that the two samples are equal in variance which means the homogeneity of variances assumption was met.

There is a statistically significant difference among Egyptian consumers regarding online purchase intention based on their education level; higher educated consumers are more willing to purchase online.

### 4.4 ONE-Way ANOVA ANALYSIS

This technique is used to discover the differences among groups (more than two groups) in one variable. In our study, we want to discover whether there are statistically significant differences among different respondents' ages and Income levels in terms of online purchase intention for Egyptian consumers. For this purpose, One-Way ANOVA analysis will be conducted.

#### 4.4.1 One-Way ANOVA for Age Characteristic

The results of descriptive analysis and ANOVA test for age characteristic are depicted in tables 9 and 10 respectively.

**Table 9. Descriptive analysis for consumer age characteristic**

Age group	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
18-40 years old	132	3.9217	.72602	.06319	2.83	5.00
41-60 years old	112	3.5917	.80070	.12660	2.33	5.00
Above 60 years old	40	3.4582	.80851	.07640	1.83	5.00
Total	284	3.6925	.79775	.04734	1.83	5.00

**Source:** Processed primary data (2022)

**Table 10. ANOVA results for consumer age characteristic**

Sample	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	13.491	2	6.745	11.376	.017
Within Groups	166.614	281	.593		
Total	180.104	283			

**Source:** Processed primary data (2022)

Results drawn from table 10 shows there are statistically significant differences among Egyptian consumers regarding online purchase intention based on their ages. The researcher conducted the Post Hoc test to detect which age group is more interested in online purchasing. The results of this test are depicted in table 11.

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**Table 11. Post Hoc Test - Multiple Comparisons**

age group (I)	age group (J)	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
(1) 18-40 years old	(2) 41-60 years old	.46353*	.09892	.000	.2304	.6966
	(3) Above 60 years	.32999*	.13898	.011	.0025	.6575
(2) 41-60 years old	(1) 18-40 years old	-.46353*	.09892	.000	-.6966	-.2304
	(3) Above 60 years	-.13354	.14184	.615	-.4677	.2007
(3) Above 60 years old	(1) 18-40 years old	-.32999*	.13898	.011	-.6575	-.0025
	(2) 41-60 years old	.13354	.14184	.615	-.2007	.4677

\*. The mean difference is significant at the 0.05 level.

Source: Processed primary data (2022)

Results of Post Hoc test show that the online purchase intention for Egyptian consumers aged 18-40 is statistically different from those aged 41-60 and above 60. On the other hand, 41-60 age group and above 60 age group are not statistically different in terms of online purchasing. From the mean values in table 9, it is seen that the 18-40 age group is more interested in online purchase than other groups.

### 4.4.2 One-Way ANOVA for Income Level Characteristic

The results of this analysis are illustrated in tables 12 and 13 respectively.

**Table 12. Descriptive analysis for income level characteristic**

Income level	N	Mean	Std. Deviation	Std. Error	Minimum	Maximum
4000 - less than 10000 L.E	176	3.6195	.85473	.06443	1.83	5.00
10000 - less than 20000 L.E	87	3.6360	.75957	.08143	2.17	5.00
20000 L.E and above	21	3.6885	.73429	.16023	2.33	5.00
Total	284	3.4876	.82352	.04887	1.83	5.00

Source: Processed primary data (2022)

**Table 13. ANOVA results for income level characteristic**

Sample	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.677	2	1.839	2.745	.296
Within Groups	188.250	281	.670		
Total	191.927	283			

Source: Processed primary data (2022)

The results derived from table 13 expose that there are not statistically significant differences among Egyptian consumers regarding online purchase intention based on income level; All Egyptian consumers love to live the experience of online purchase regardless of their income level, but of course everyone purchases in light of his/her own income.

## 5. FINDINGS AND DISCUSSION

The results of correlation analysis showed that the relationship between all proposed factors and online purchase intention is positive which means the more attention paid to these factors, the greater the number of online Egyptian shoppers. The correlation coefficient between product price and online purchase intention is 0.816 which means the cheap price is a crucial factor in motivating Egyptian consumers to purchase online. The correlation coefficient between promotion and online purchase intention is 0.792 which means the promotions and discounts play also an important role in motivating Egyptian consumers to purchase online

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Furthermore, the results of the multiple regression revealed the relative importance of each investigated factors; product delivery is the highest influence factor that strongly motivate Egyptian consumers to purchase online followed by promotion, product price, Product variety, product quality, and product description respectively. These factors contribute by 88.6% in such motivation. Therefore, managers of e-stores should pay more attention to factors which have the greatest relative importance to attract more customers.

The results of independent samples t-test analysis showed there is a statistically significant difference between Egyptian male and female consumers regarding online purchase intention; male consumers are more interested in online purchase than female. Also, there are statistically significant differences among Egyptian consumers based on their education level; higher educated consumers are more willing to purchase online.

The results of ANOVA indicated that there are statistically significant differences among Egyptian consumers based on their ages; Young consumers are more interested in online purchase than older consumers. Therefore, it would be beneficial for e-store managers to target this group when preparing online marketing plans. In addition, this analysis revealed that there are no statistically significant differences among Egyptian consumers regarding the income level. In other words, All Egyptian consumers are interested in online purchasing regardless of their income level, but of course everyone buys in light of his own income.

### 6. CONCLUSION AND STRATEGIC IMPLICATIONS

In the last few years, e-shopping has grown very rapidly in Egypt and the choices of products are becoming abundant and available to the consumers. This rapid development has attracted many of the world's leading e-commerce platforms to have a presence in Egypt. Therefore, the researcher found there is an urgent need to discover the factors that motivate Egyptian consumers to purchase online so that e-retailers can take these factors into account to increase the quality of their provided service and consequently increase online shoppers' satisfaction.

This study makes a contribution to improve online shopping activity in Egypt by providing insights on the factors that motivate Egyptian consumers to purchase online. This paper has outlined the crucial factors in this regard. These factors can be used as a guideline to improve service quality provided by e-stores, which of course leads to increasing customer satisfaction and consequently increasing sales of these stores.

E-stores managers can design a platform that takes all these suggested factors into account. Definitely such a store will be a distinctive e-store and has a better opportunity to attract more customers and consequently gain more profits.

Moreover, this study allows managers of e-stores to gain an inclusive understanding about the factors that motivate Egyptian consumers to purchase online, which helps marketing managers to design appropriate marketing plans that will yield productive results.

### 7. RECOMMENDATIONS

Six factors are suggested to be investigated as motivators for Egyptian consumers to purchase online. Researchers may look for additional factors to be taken into account to precisely evaluate the factors that motivate Egyptian consumers to purchase online.

Because of customer satisfaction is strongly related to providing a high level of online purchasing service quality, the researcher asks the researchers who are interested in studying customer satisfaction to conduct researches to measure the customer satisfaction for online purchase services In the light of these proposed factors. Definitely, through such researches the online purchase service can be improved.

The researcher had chosen to target respondents from Alexandria city only. It is recommended in future researches to target respondents from all Egyptian cities. The findings of such work may provide additional validity and support the findings of this study.

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