

Dublin Business School



**An Investigation into Consumer Behavior across Online and
Offline shopping Channels within the Irish Book Market –**

An analysis of 18 to 35 years old Irish consumer By: Chunlong

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Abstract

The paper tries to establish a research framework in Irish book market from the aspects of consumer motivations in online and offline shopping channels. Thus research has been limited and many key areas remain under explored. Research gaps exist in the service in Irish book market and how consumer react new innovations relates to this area. The research examines the consumer motivations in online and offline Irish book market, delve what drive them to buy books in online book stores or traditional book outlet during economic crisis. The research extracts several findings from primary research to examine or supplement previous academic literature. The research methodology is primary focus on a qualitative research technique under exploratory research. As focus groups have the ability to deeply uncover a respondent's feeling, attitudes and opinions, explore issues in depth, and obtain insights. In order to overcome the limitation of focus groups samples on size and geographical, an online survey will be used as a complementary research technique. The structured research design will lead to scientific and reliable findings, hope this research can give people some inspiration within this specific area in the future.

Chapter One: Introduction

1.0 Introduction

The focus of this research is to investigate what motivate consumer to buy books in online stores or offline traditional book outlets. More specifically, to delve into the consumer motivation factors during the economic crisis, these factors are the drives for consumer to purchase.

In relation to previous research in this area, the author will present them in a ‘funnel’ structure. First, an introduction of consumer buying behavior will be introduced. This will provide a theoretical background for the entire research. Then the literature will focus on the consumer motivation factors. By comparison several previous researchers’ theories, the author will show a clear understanding of consumer motivations. In next step, the literature of consumer motivation will be evolved on online shopping area. This will provide a more specific theory foundation for the research. Then, the author will further narrow down the literature on the online shopping in book market.

In methodology, the author will list research objectives followed a problem definition. Research design will focus on both qualitative and quantitative research. The priority of research tool is focus group, and then researcher will carry out a online survey as a complementary research to make up some limitations from geographically.

As the most important part of the research, the research findings will be given under each research objective and go into details according to the feedback collected from focus groups and online survey. The feedback shows that consumer were more concern about price, time, security and delivery when they purchase book from online book stores, so the findings for objective 1 will extend deeply on these aspects. However, compare with shopping online, consumers pay more attention to what service offline book shops will provide and what level of quality are they, the quality of the services result in consumers’ positive or negative shopping experience. The findings under

objective 3 will be categorized under three variables which are recession, green issue, market's new innovation and how consumer reacts, it shows a clear view of future trend in Irish book market.

The researcher will give a recommendation based on the secondary and primary research. It will cover recommendations for academics which is a existed gap for the previous research in Irish book market; and for practitioner how to improve in their field work.

Chapter Two: Literature Review

2.0 Introduction

The chapter is structured into five main components. Firstly, an introduction of the chapter will be presented; Secondly, the chapter looks at an overview of consumer buying behavior; then the chapter identifies the motivation which relevant to the consumer's shopping channels. Fourthly, the chapter will focus on the motivations which influence consumers to choose online shopping channel. Fifthly, the motivation theories will be set forth further more in this chapter and it will emphasis on the online book market.

2.1 Consumer Buying Behavior

Blackwell, Miniard and Engel (2001) defined consumer behavior as the activities people undertake obtaining, consuming and disposing of products and service. In relation to the consumer buying behavior, Kotler, Armstrong, Saunders and Wong (2001) gave a further definition; they suggest that consumer buying behavior is the buying behavior of final consumer's individuals and households who buy goods and services for personal consumption. It can be influence by culture factor, social factor, personal factor and psychological factor. According to Domegan & Fleming (2007), buyer behavior can be affected by psychological, personal, social and cultural factors, and psychological factor can be break down to motives, perception, ability and knowledge, attitudes, personality and lifestyles. Consumers' buying process mainly implement through online stores and offline traditional outlets. A Person may prefer to shop in a store where they can handle and compare products before purchase, or meet and interact with staff, while online stores does not afford the consumer the ability to interact with staff or products, but on the other hand it offers greater levels of convenience, time saving and easy comparison between product or services to consumers (Canavan, Henchion and O'Reilly, 2007)

Years of experience and understanding of the conventions of retailing have gone into defining the optimal retail experience. Retailers are among the savviest of marketers, having direct contact with the customer and a daily handle on what works and what does not. In traditional offline shopping channel, retailer name recognition may have higher impact on online purchase. Kim & Park (2005) suggest that retailers who were well known in the traditional channel increased consumers' confidence of shopping in their online stores. Shopping behavior is going through a revolution fuelled by e-commerce on the web and the recession, which are causing consumers increasingly to shop around. (Ian Tomas, 2009) The consumer shopping channel extends from offline to online store. Kim & Park (2005) showed that attitude toward the offline store were a significant predictor of attitude toward the online store. In addition, search intention for product information via the online store was the strongest predictor of consumer's purchase intention via the online store as well as a mediating variable between predictor variables and purchase intention. Canavan, Henchion and O'Reilly (2007) further support this point of view that marketer who conduct online sales have greater online experience and may have adopted a more commercial and strategic approach to website development and exploitation. Helander and Khalid (2000) found that a positive attitude toward e-commerce has a significant influence on shopping from the internet. Klein (1998) proposed that the internet may influence information search behavior because of the greater convenience and accessibility, and these motivate consumer to shopping online.

According to a survey conducted by The Irish Examiner in 2009, a significant 93% of Irish people believe that the Government did not react properly to the financial crisis, 60% of people believed their personal financial situation has been impacted by the economic downturn, the result was a total of 74% of people said that they had less to spend during the year.

2.2 Consumer Motivation

Domegan & Fleming (2007) define motivation as an internal energizing force that

orients a person's activities forward satisfying a need or achieving a goal.

Schiffman & Kanuk (2004) defined motivation as the driving force within individuals that impels them to action. This driving force is produced by a state of tension, which exists as the result of an unfulfilled need.

Both these two definitions are focus on satisfying a specific need or achieving a goal. Individuals strive both consciously and subconsciously to reduce this tension through behavior that they anticipate will fulfill their needs and thus relieve them of the stress they feel. The specific goals they select and the patterns of action they undertake to achieve their goals are the results of individual thinking and learning.

Wright (2006) defined motivation as a process that starts with some kinds of motive or need, perhaps for a drink of water, the drive or action to satisfy that need, and the fulfillment of the need, obtaining the water.

Solomon & Bamossy & Askegaard (2002) indicated that motivation refers to the processes that cause people to behave as they do. From a psychological perspective, motivation occurs when a need is aroused that the consumer wishes to satisfy.

Even though these researchers defined motivation by "force" or "process", they are all internal factors cause consumer to consume. Jobber (2007) gave a combination: Motivation lies in the relationship between needs, drives and goals; the basic process involves needs the set drives in motion to accomplish goals.

Although these researchers have different formulation, but they have one common thing, that is they have a same motivation direction, needs and wants. Motivation is a highly dynamic construct that is constantly changing in reaction to life experiences. Needs and goals change and grow in response to an individual's physical condition, environment, interactions with others and experiences.

In relation to the motivation, some early motivation theories like Tauber (1972) first

explore the motivation behind shopping behavior. The author regards shopping as a series of behaviors of acquiring the product or the value of the shopping process. A shopper could be motivated simply to find the products he or she needs. However, attracting others' attention, finding time to be with peers, or just simply killing time are other motivations propelling people to shop. Generally speaking, the author believes that people shop not only for the utilitarian value of the products, but also for the satisfaction obtained during the shopping process; McGuire (1974), which suggests that human motives, whether cognitive or affective, are primarily geared towards individual gratification and satisfaction--provides the theoretical basis for examining the underlying reasons for why people shop. Consumers may be motivated by the ability to implicitly derive a certain set of utilities by patronizing a given type of shopping setting. These utilities may include location (place utility), expanded store hours and quick, efficient checkout (time utility), and an efficient inventory and distribution system that enables consumers immediate possession (possession utility) of the goods purchased; Freud's theory developed that much of human behavior stems from a fundamental conflict between a person's desire and to gratify his or her physical needs and the necessity to function as a responsible member of society, for example superego and ego; Maslow's Hierarchy of Needs divide needs into different levels. When the safety needs satisfied, a higher level of needs will appear, it is also support the view that motivation is highly dynamic. With Maslow's Hierarchy of Needs, it is necessary to determine what level of the hierarchy the consumers are to determine what motivates their purchases.

Carter (2009) suggests that brand loyalty is more of a motivating factor for consumers, comparing the motivations of different demographic groups also provides detailed insights into how to better market your brand to specific consumers. Hesselink, Lwaarden and Wiele (2004) further supplement that building a customer experience and satisfaction which genuinely creates loyalty is the newest and hardest battleground business has faced.

According to Ridderstrale and Nordstrom (2005), conventional methods of offering broad assortments, low prices and extended store hours may no longer whet consumers' appetites and retailers have to consider new methods of engaging consumers. But his opinion just fit for a good economic climate, it has created a contradiction in terms with the reality the whole world facing now, recession. Consumers are much more selective about what they purchase in an economic downturn. Bazinet & Saxty & Frank (2008) have different point of view, they suggest five approaches to help overcome the recession: highlight the value, remove cost while additional benefit appeal, empower customer with trade off options, build loyalty by connecting with customers' core beliefs and personal values.

2.3 Consumer Motivation for online shopping

According to research conducted by Google (2008), over 50% of retail trips are made in conjunction with online usage. (Bonanno, 2008) According to Amazon's report, its income rises 62 per cent in 3rd quarter in 2009, big sales still expected.

The attraction and retention of consumers is critical to the success of internet retailers. Chang et al. (2004) categorized three factors for consumer to shop online; they are perceived characteristics of the internet as a sale channel; consumer characteristics and characteristics of the product for summary. Analyzing the literature related to online shopping, we found that the researchers pay more attention to demographics and experience of consumers. Bagdoniene & Zemblyte (2009) proposed that the most frequently studied factors from demographics are age and gender, some researchers examine education, household income and family composition as demographic factors effecting shopping online. However, the results of demographic characteristics and motivation to shop online are mixed.

Washington, Kelli; Miller, Richard K (2009) indicate that men are more likely than women to go online for fussiness, entertainment, and to keep informed on news and current events while women, in turn, are more likely to use the internet to advocate for a cause or issue, express themselves, and socialize. Jeffery Grau, the senior analyst of eMarketer get a finding on their research that nine out of 10

internet users will browse research or compare products online, this rate will grow slightly by 2013, since most internet users predisposed to online shopping will already be doing it.

Consumer usage of internet-informed shopping has increased and is now extending to consumables categories. The result simply is that the more engaged the consumer is in a category/trip the more time they will put into it prior to shopping. The net effect is that the age-old notion that the more time spent in store the more money spent is no longer universally true. (Bonanno, 2008) Levels of engagement are being set in different ways in the past, and different shopping patterns result. In those patterns, in-store behaviors are polarizing and show how large chains and brands must drive both engagement and satisfaction to win. Hawkins, Best, and Coney (2004) claim that motivations are the reasons for behavior, it might play a direct role in shaping specific aspects of online word-of-mouth, they might indirectly affect behavior operating through mediators, and they might act as moderators of other relationships. In today's world, long-tail thinking, and possibilities, as routinely on display in the digital world, is making their impact in the hundreds of thousands of stores the world over. For post-modern retail markets, fragmenting consumer classes, fragmenting trips cannot be engaged or satisfied with mass market, one size fits all strategies. (Bonanno, 2008)

In the views of Rohm & Swaminathan (2004), several motives may be used to classify the online shopper: shopping convenience, including time savings, information seeking, and social interaction gained from shopping and shopping as a recreational experience itself. In contrast to physical storefronts, Internet shopping represents a new way of shopping; diversified selection is the primary motivation that Internet shopping could offer to the consumers. Morganosky and Cude (2000) further support Rohm & Swaminathan, they indicate that convenience and time efficiency are the primary factors of online shopping. Internet shopping provides 24/7 nonstop service, which is not limited by time, space or weather. The value of

convenience is the main reason people love to go shopping online. Also, online shopping provides a more comfortable and convenient shopping environment, consumer can sit at home, choose to dress more comfortably, choose when to shop according to their own schedule. Convenience has a significant positive influence on the utilitarian motivation of online shopping. Meanwhile, Morganosky and Cude also indicate that online shopping has other advantage like cost saving and more selection, but its limitation is it lack of sociality. Online shopping allow seller to save on the cost of rent, store installation, decoration and personnel. Consumers therefore are able to get the product at a lower price. Geography constrains was break down when shopping online, it provide more products for selection. Compare with offline shopping, online shopping consumers more willing to have a nice and quire environment, they do not like to be bothered, it might keep them out of social network.

Previous researchers believe that utilitarian values are the major factors for people shopping online. But there is a new trend for shopping online called hedonic. In terms of hedonic motivation, Falk (1997) points out that whether for offline shopping or online shopping, sensual stimulation and the freedom to search are the primary shopping motivations for consumers. Kim and Shim (2002) suggest that consumers who go online to shop are not only doing so for gathering information and purchasing products. They are also satisfying the needs of experience and emotion, which shows that online shoppers are like shoppers in the real world for they pursue utilitarian as well as hedonic value.

2.4 Consumer Motivation for shopping in online book market

There is a huge increase in online shopping over the last few years and this is no different this year (Hennessy, 2009)

Today, while all economists are thinking about how to overcome recession, consumers are increasingly pessimistic about the state of the economy and are behaving as though

we are in one. As the cost of oil and food continues to climb, and property values continue to plunge, consumers are looking for ways to save and also maximize value when they do spend; consumers are much more selective about what, where and how they purchase, they become more price driven. According to Irish Independent, More than 13,000 parents are now using www.schoolbookexchange.ie and they're finding that they are able to save on average 66pc of the cost of books.

In the Irish market the predominant use of the internet is to search for information and use e-mail, with purchasing goods online as the third most popular use of the internet, furthermore, books are the third most common forms of online purchase (Canavan, Henchion and O'Reilly, 2007)

Liu and Tang (2005) compare the pricing behavior between online branches of traditional bookstores and pure Internet booksellers and find that full prices by pure online book retailers are significantly lower than those by online multi-channel retailers. Further, pure online booksellers did not make price changes more frequently than online multi-channel retailers, as what one might expect. Theoretically, it is expected that online book retailers may charge a lower price due to their low operation costs and fierce competition, the price dispersion among the pure online retailers should be smaller than that of the conventional retailers. From Liu and Tang's comparison, a result can be given, that is online book market has a significant advantage-low price, that is what consumer looking for during the economic downturn. They also criticized it should be more frequent for online book retailers to adjust price levels because of their lower menu printing cost, online book market should react more quickly than traditional bookstores. A counterexample was UK book firms override the crisis, Malcolm Pinkerton, a senior analyst at retail consultancy Verdict, indicated on Irishindependent that Borders' was too slow to react to the changes in consumer shopping habits and was further hampered by its "very expensive" store locations. "Quite a lot of their problems were that they didn't really move quickly enough," he said."Their online offering was pretty poor and in store they gave up space to people like Starbucks and Paper chase."

Literature is Ireland's greatest export and Irish publishers are an important part of our cultural infrastructure: as an employer, economic generator, contributor to our national pride and international reputation (Hayes, 2009). According to a research conducted by Irish Examiner, Irish consumers are becoming extremely prudent in their spending in 2009, but still have 52% of people thought the most favored presents would like to receive would be books for the Christmas that year. But things have changed significantly in recent months, after Sony and Amazon launched their e-book reader on the market; Google announced it would open an e-book store, Google Editions, which will be browser-based – neatly sidestepping any format rows, with 500,000 titles (The Irish Times, 23rd Oct. 2009). The technology has significant impact on both online and offline Irish book market, whether it can bear up against the force of changes is worth to concern.

The technology behind electronic book has improved dramatically in recent years, and the e-book has entered the mainstream (Conor 2008). Amazon and Sony launched an e-book reader on the market, this new product require consumer to purchase e-book reader, then buy an e-book from internet and download to the e-book reader. The e-book reader can easily store hundreds of books, and convenient for travelling.

As mentioned earlier, Rohm & Swaminathan and Morganosky and Cude's research gained a finding, several motives may be used to classify the online shopper, and these also can be applied for the online book market. Online book retailers will charge lower price with lower operation cost; from consumer aspect, it is more convenience, have more selection, with time saving, do not need to travel between traditional outlets to search, the lower online search costs will motivate more consumer to buy book online.

Chapter Three: Methodology

3.0 Introduction

Most of literatures on methodology were surrounding the systems of methods and principles used in a particular discipline. From using the real-time “river” methods by face to face or telephone, to today’s online methods, methodology is changing as the result of technology developing. Even though, the basic principle of methodology stills applicable.

3.1 Research Problem Definition

Domegan and Fleming (2007) defined problem definition as identification, clarification, formulation and definition of the specific marketing difficulty that necessitates decision related information.

The general research question is characterized as follows:

Does consumer motivations the decisive factor when choosing preferred shopping channels between online and offline shopping in Irish book market?

3.2 Definition of Research Objectives

An objective is simply a statement of what is to be done and should be stated in terms of results. It examines the research aim and its effects on a variety of variables. The research objectives are as follows:

1) To investigate consumer motivations in online Irish book shopping behavior.

The researcher will examine what motivations factors can affect consumers to purchase book online. More specifically, to give an anatomy of how these motivations effect on consumers.

2) To analyze consumer motivation in offline Irish retail book shopping behavior.

The researcher will find out what motivations factors can affect consumers to buy books in this traditional shopping channel, furthermore, whether they will be willing to change in future.

3) To explore how the economic downturn and green issues has influence on both online and offline consumer behavior within the Irish book market.

More specifically, delve into what are the key drivers for consumer during the economic downturn, whether green issues effect on their buying behavior and what marketers can offer to consumer during the crisis and how consumers will react.

3.3 Research Design

3.3.1 Introduction

Malhotra and Birks (2006) suggest that research design is a framework or blueprint for conducting the marketing research project. It specifies the details of the procedures necessary for obtaining the information needed to structure or solve marketing research problems.

Burns and Bush (2008) indicated that the choice of design depends on the objectives of the researcher. The authors suggest three types: Exploratory, Descriptive and Casual research.

Research Design	Exploratory	Descriptive	Casual
Data Type	Qualitative	Qualitative or quantitative	Quantitative
Aims	To explore, chart, identify	To describe, quantify	To establish cause and effect
Nature of	Unknown Undocumented	Known	Known exactly,

Research Design	Exploratory	Descriptive	Casual
Data Type	Qualitative	Qualitative or quantitative	Quantitative
Aims	To explore, chart, identify	To describe, quantify	To establish cause and effect
Nature of	Unknown Undocumented	Known	Known exactly,
Variables		associations and Documented	Clearly supported
Degree of Formality	Relatively little	Some to extensive	High mathematical content
Data Collection	Literature review Expert survey Focus groups In-depth interviews Projective techniques	Literature review Surveys Observation Panels	Literature review Expert survey Experiments Survey Observation

Table 1: Source Domegan & Fleming, 2007

Sample Size
Kinnear & Taylor (1996) suggest that the primary sources of information such as observation and qualitative techniques (e.g., focus group and in-depth interviews) provide current data on customer buying behavior, perceptions, attitudes, and motivations. They further indicated that exploratory research may be used to explore whether the problem environment has changed or whether new alternatives exist.

The customer buying behavior and motivations are applicable to this study. The researcher will conduct an exploratory research to explore the current situation in the Irish book market to gain insights and understanding of consumers' needs and wants and the underlying motivations that can touch their soul. In addition, descriptive research will be conducted as a complementary research method to overcome geographic limitation when choose participants for exploratory research.

3.3.2 Secondary Research

Conduct secondary research by using relevant secondary data can help define the research problem and develop an approach. Malhotra & Birks (2006) suggest that secondary data is an essential component of a successful research design; it can help in sample designs and in the details of primary research methods

Secondary research primarily came from an extensive reading of books, academic journals, trade publications, newspapers, and websites, reports, especially linked to the topic of consumer motivation, with specific focus on online shopping in Irish book market. By reviewing and applying these literatures, it provides theoretical and practical bases for the research.

3.3.3 Qualitative Research and Quantitative Research

Details of the methodology are required whether a qualitative or quantitative research methodology is used (Yin, 1989). Burns and Bush (2000) propose that the basis differences between qualitative and quantitative research is qualitative research involves observing and /or asking open-ended questions, usually with a small number of informants while quantitative research involves a structured questionnaire and a large sample.

In order to gain insights from participants through a communication with a small sample size, the author will choose to conduct a qualitative research and transform the collected data into written words.

As a major way for collecting primary data, qualitative research is open to interpretation. Malhotra (2004) defined qualitative research as an unstructured, exploratory research methodology based on small samples that provides insights and understanding of the problem setting. Hair, Bush and Ortinau (2009) deem that qualitative research attempting to develop reliable and valid scale measurements for investigating specific market factors, consumer qualities and behavior outcomes.

The reason to selecting qualitative research on this topic is much more because its advantage lies in both economical and timely. Due in part to the use of small samples, researcher can complete the research quicker and at a significantly lower total cost than can with other types of methods but can gain richness of the data (Hair & Bush & Ortinau, 2003). As a degree project, there is a limited time and budget to conduct the research on the Irish book market, only small samples size selected. Furthermore, qualitative research allows research to use unstructured qualitative techniques to collect consumer in-depth data about consumer's behavior in relates to the book market. It can help researcher to find out what are the key drivers for the consumer when they buying books.

Even though, qualitative research still has its limitation, it lack of generalizability, researcher will face an issue on measurement. Once more, qualitative need a well trained moderator.

Burns and Bush (2006) define quantitative research as research involving the use of structured questions in which the response options have been predetermined and a large number of respondents are involved. Quantitative research details the percentage or proportion of a characteristic present. It relies heavily on maths, statistics and probability theory (Domegan & Fleming 2003). Quantitative research can be conduct through survey, panels, and observation.

3.4 Selecting an applied Research Method

A variety of qualitative techniques can be considered, examined then selected to

conduct phenomenological research on the topic. Some techniques have their inherent limitation. Donoghue (2000) indicated that projective techniques are expensive to administer, the reliability of measures is very difficult to establish, and difficult to get the subjects to project themselves into the roles the researcher wish them to assume. In-depth interviews also costly, it is physically exhausting for interviewer unless the population of interested is small, the interpretation of findings is subjective.

Domegan and Fleming (2007) believed that use the focus group, the researcher can have the ability to uncover a respondent's feeling, attitudes and opinions. Churchill & Brown (2004) defined focus groups as an interview conducted among a small number of individuals simultaneously; the interview relies more on group discussion than on directed questions to generate data.

In relation to this thesis, the researcher will conduct two focus groups on 25th February in DBS library study room; each of them consists of 8 to 12 participants led by moderator. By listening to a group of participants selected from the Irish book market, the researcher can identify the key motivation factors surrounding the project, to explore participants responses when purchase book in this market, find out why they fell or perceive things the way they do. According to Palomba and Banta (1999), focus groups provide an excellent opportunity to listen to the voices of respondents, explore issues in depth, and obtain insights that might not occur without the discussion they provide.

Among descriptive research tools, the researcher will choose to conduct a questionnaire as a complementary research.

In relation to descriptive re research, inherent limitations also exist. Observation has no data on factors which motivate the behavior; it focuses on the present time, and beliefs, feelings, attitudes and preferences cannot be observed. Panel research method require a long period of time to conduct the research, a certain fluctuation exist like participants move to other place or longer illness time actively in the research. It is also costly to

conduct a panel research.

A questionnaire is a method of obtaining specific information about a defined problem so that the data, after analysis and interpretation, result in a better appreciation of the problem (Chisnall, 1997). As a complementary research for focus group, the research will conduct an online questionnaire through “SurveyMonkey”. Online questionnaire has lower cost but quicker response time. As the researcher selects participants for focus group from Dublin region only, it has certain limitations on sample process. Online questionnaire can overcome geographic distractions, select participants from other regions in Ireland, so the samples can represent the interest of the population.

3.5 Research Limitations

Most literatures on focus groups note that a focus group interview differs from many other methods in that it does not take place in an environment that is natural to the participants. The researcher will create a productive and friendly atmosphere (Arsenault and Morrison, 2005). It should be noted that this unusual environment could lead participants to feel fear to talk. However, the magnitude of this effect is small. In addition, Arsenault and Beedy (2005) suggest that the weakness of focus groups normally relates to the moderator.

The online questionnaires select 50 participants only from other regions in Ireland. It just uses for a complement for focus group, difficult to fully represent the population of interest in Ireland.

Furthermore, specific for this research, time and cost are the issues that cannot be ignored, these issues will inevitably affect the research findings.

Chapter Four: Research Findings

4.0 Introduction

This chapter presents an analysis of the research findings based on quantitative data and qualitative data under each objectives formulated in methodology.

Data analysis is a set of methods and techniques that can be used to obtain information and insights from the data (Domegan and Fleming, 2007) In relation to the research, as the researcher conduct both qualitative research and quantitative research to explore consumer motivation when they purchasing books in Irish book market, data analysis will consequently focus on qualitative data and quantitative data.

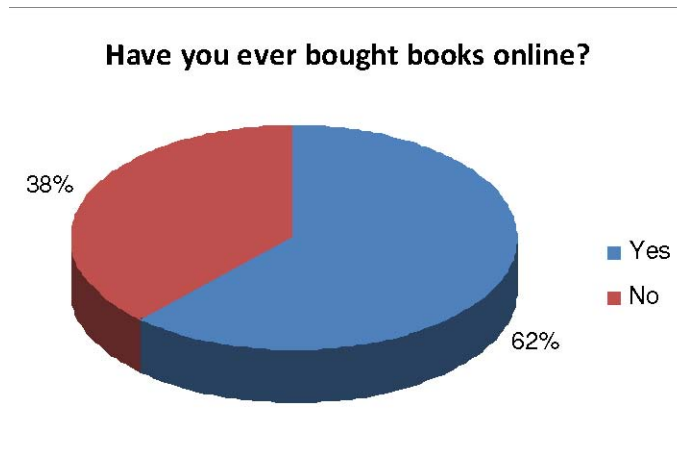
Training in analysis of qualitative research is reported to be the least developed in all of the research skills and under reported in the literature (Domegan and Fleming, 2007).Qualitative analysis transforms data into theory. Not formula exists for that transformation-guidance (Patton, 2001). Strauss and Corbin (1998) argue that what is important is to take appropriate measures to minimize the subjectivity of your analyses. This is also very important when apply on primary data collect from focus group.

Domegan and Fleming (2007) also indicate that quantitative data is numerical, counted, or compared on a scale demographic data. The researcher collected quantitative data for through conducting a questionnaire on ‘SurveyMonkey’.

4.1 Objective 1 Research Findings

‘To investigate consumer motivations in online Irish book shopping behavior’

A research through ‘SurveyMonkey’ shows that over half of respondents have bought books online before. In order to get an accurate finding for this objective, the researcher will provide an anatomy by breaking down the motivation factors into four aspects which are price, time, security and delivery.



4.1.1 Price

Link with secondary source, Ridderstrale and Nordstrom (2005) indicate that in a good economic climate, low price may no longer whet consumers' appetites and retailers have to consider new methods of engaging consumers. But the reality is the world still struggling with recession, consumers are looking for ways to save and also maximize value when they do spend, they are very price sensitive.

In relation to the price issue, the majority of respondents expressed a very clear attitude to the importance of price issues for purchasing books online. They said that the most important factor to bring them to buy book online is the cheaper price offered by online book stores. *Jing* provide a specific example:

'Price will be the first consideration for me to buy a book in online book stores or in traditional book outlet'

Furthermore, aforementioned literature by Liu and Tang (2005) specify that it is expected that online book retailers may charge a lower price due to their low operation costs and fierce competition, they also criticized it should be more frequent for online book retailers to adjust price levels because of their lower menu printing cost, online book market should react more quickly than traditional bookstores.

All respondents agree and further support Liu and Tang's view that low price is a

significant advantage for online book stores as their low operation cost. Also, some participants indicate that the most of the large online book stores can get low supplier price from publisher by a large amount of demand.

'Like Amazon, they can get low price from publisher as they might purchase thousands of books under each category' (Waseem)

Refers to the frequency for adjusting price level for online book stores, some participants have their different point of view, they thought there is no necessary:

'Online book stores usually do not change their price, they normally provide a discount, but traditional book stores do not have it, so it is already a competitive advantage for online book stores' (Henrike)

By over viewing the literature relates to the price issue, integrate participants' opinions, all the assertions bear remarkable similarities that consumer is more prices driven and many consumers purchase book online because it's competitive advantage-low price.

The follow pie chart shows the responses of online survey participants about the price for online book market. As over half of respondents agreed that online book stores offer cheaper price, it is a very important factor to motivate customer to buy books online.



4.1.2 Time

The findings demonstrate that the respondents agreed that online book stores provide 24 hours service is a great improvement. As consumers can choose the place to shop according their habits, it might provide a suitable place for shopping, and it is easier to access, it makes shopping more convenient.

'A relaxative and comfortable environment can make you more rational and let you know more about the book before you buy it' (Waseem)

Although Ridderstrale and Nordstrom (2005) pointed out that extended store hours may no longer whet consumers' appetites and retailers have to consider new methods of engaging consumers, but it just fit for a good economic climate. McGuire's (1974;) study report that online book stores' expanded store hours and its quick, time utility, and an efficient inventory and distribution system that enables consumers immediate possession.

Jeffery Grau indicate that nine out of 10 internet users will browse research or compare products online, since most internet users predisposed to online shopping will already be doing it(documented earlier). The responses from the participants verify Jeffery Grau's opinion that online browsing system is a preferred method for searching a book; as consumers do not need to travel between shops, it can save a lot of time. Time saving is one of the motives that Rohm & Swaminathan (2004) used to classify online shopper.

'It can help to save time and very convenient, time is money.' (Anita)

Overall time issue, Morganosky and Cude's (2000) views summary the literature and qualitative research findings, they indicate that convenience and time efficiency are the primary factors of online shopping, it provides a more comfortable and convenient shopping environment.

4.1.3 Security

The focus group respondents considered that security for online payment is an important issue for Irish online book market, whatever the payment is through credit card, laser card or third part payment like PayPal.

'Big company like Amazon can be trust, or well know third party payment like PayPal can be trust.' (Waseem)

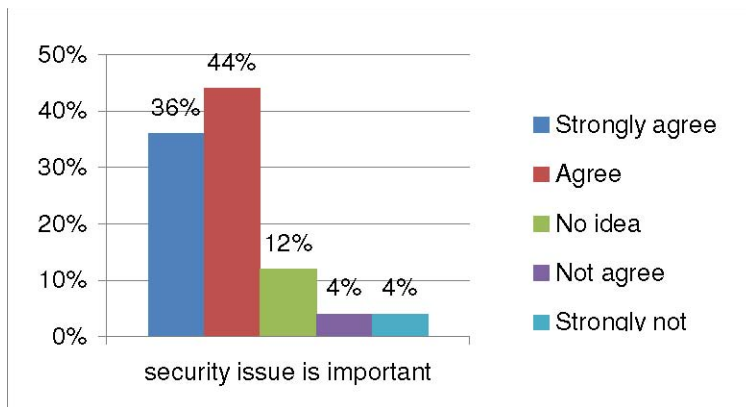
In relation to the third party payment, *Jing* supplemented and reinforced that the reliability of the third party payment depends on its awareness.

The findings provide some supports for the previous literatures, marketer who conduct online sales have greater online experience and may have adopted a more commercial and strategic approach to website development and exploitation (Canavan, Henchion and O'Reilly 2007); Retailers who were well known in the traditional channel increased consumers' confidence of shopping in their online stores (Kim & Park 2005).

Henrike's perspective represents most of the people's viewpoint:

'It will be fine if I know the company or I heard of it before, and then I will trust them. If it is a new company I never heard of them before and I do not have their real contact address or other contact information, I won't trust them.'

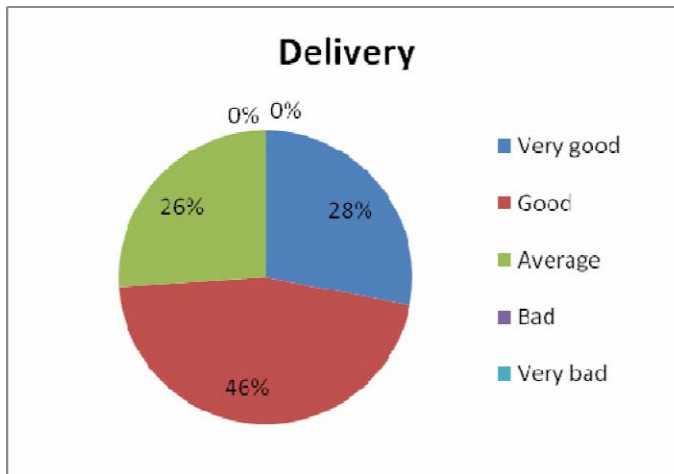
The figure collected from online survey prove the findings comes from focus group respondents' opinion, the bar chart shows that the majority of online survey respondents also worried about security issue when they buy books online. Compare with traditional way, online shopping as a new innovation, it does has its weakness, it haven't been accepted by most of people. Kim and Park (2005) has already illustrate that it needs to build up consumers' confidence of shopping in their online stores.



4.1.4 Delivery

This area of research examines a vital part of online book store's quality service. Previous researcher believes that people shop not only for the utilitarian value of the products, but also for the satisfaction obtained during the shopping process (Tauber 1972). Whether cognitive or affective, is primarily geared towards individual gratification and satisfaction--provides the theoretical basis for examining the underlying reasons for why people shop (McGuire, 1974). So online book stores should provide quality service to satisfy their consumers. Delivery is crucial aspects amount these services. Most of focus group members were satisfied the delivery service provide by online book store as majority of them can arrive within 2 or 3 days, normally its package can fully protect the book contained. But once the delivery service leave a bad experience for the consumer, the influence will be difficult to clear up.

The pie chart presents a result from online respondents, their feedback also provide a status that online book market provide a good quality delivery, in general, all respondents were satisfied the service, no respondent gave any negative feedback about the delivery service. Link to the studied by Tauber (1972) and McGuire (1974), the intrinsic factor to motivate consumer to buy has gone beyond the function of the product, the online book stores has made a new step forward in consumer satisfaction.

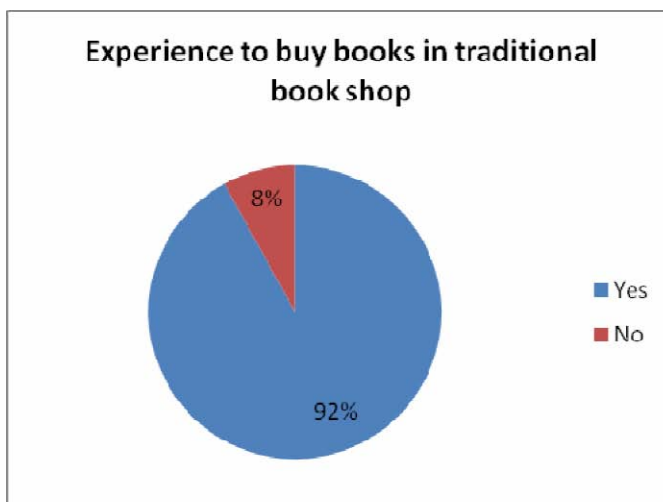


4.2 Objective 2 Research Findings

'To analyze consumer motivation in offline Irish retail book shopping behavior'

The research findings under objective two mirror those founds got from primary and secondary research mainly under three categories which are price, experience and service. By demonstrating those three motivation factors, the research showed the insights of how those factors motivates consumer to buy book in traditional book outlet.

The pie chart impart a information that over 90% of people have experience to buy book in traditional book shop, as a mainstream shopping pattern, it was interiorized.



4.2.1 Price

The focus group respondents agreed that the books in traditional book shops are expensive, especially academic books. Many of them showed that they would be more willing to buy books in offline stores when they have offer some discount.

'I always buy book in offline stores when sales going on, offer some discount or like buy three books get one free' (Ausra)

Consumer perception of the price offered by traditional book shop can be distinguished into different level with online book stores'. Kim & Park (2005) showed that attitude toward the offline store were a significant predictor of attitude toward the online store, also online store can mirror the offline store. Compare with online book store's low operational cost, traditional book shop will struggle at a disadvantage. As most of the respondents indicated that they would buy more books as presents for their friends if the book can be cheaper, some promotion is necessary for offline stores to bring more footfalls back.

4.2.2 Service

Whether books stores can provide a high quality service is critical, high quality service can leave a good experience for customer and let them feel satisfied; it can create a good customer loyalty and positive word of mouth. Several previous studies report that customers shop not just for the functions of the product, they also seek for good experience and satisfaction, once these have been achieved, customer royalty is build, and customer royalty is more of a motivation factor for driving customer to shop (Tauber, 1972; Hesselink, Lwaarden and Wiele, 2004; Carter, 2009). In relation to the service in Irish book market, the respondents' feedbacks were positive, *Ruth* though it is 'cool', *Malin* gave more detail base on her experience:

'I was looking for a book in a book store close to my home, they didn't have it, and the

staff suggested me to go online to check the ISBN number, told him the number, then he can got the book for me, that was excellent'

In additional, for the purpose of bring more footfalls to the book shop and build better customer relationship, to create more purchase desire, some stores brought some additional service (like tea and coffee service, book club etc.) to their stores and provide extra value to customer. Three quarter of respondents thought that was a good idea, *'It is very good, it is a strategic thinking'* (Anita). Waseem represented the rest of them worried about it could interrupt others in the shop and it could add more operation cost: *'The extra service like tea and coffee are not free, people are expect to get more during the recession'*

Even though, these respondents who thought the additional service could brought negative effect to the book stores also agreed that it does bring more footfalls to the book stores or build better customer relationship.

Overall, service become more important in developed societies and customers' role is more prominent in services, and strong customer relationships are becoming the only way to compete in many business sectors (Hesselink, Lwaarden and Wiele, 2004)

4.2.3 Experience

The quality of services provides by books stores lead directly to what experience customer will have, there is a causation relationship between them. Refers to the activity of purchasing products from offline shops, Jing and Ausra represent a viewpoint that it is a sociality, they like to go shopping with their friends and ask their opinion. But when this activity been narrow down and focus in book market, their thoughts totally changed, they like to go to book store by their own, without any disturber.

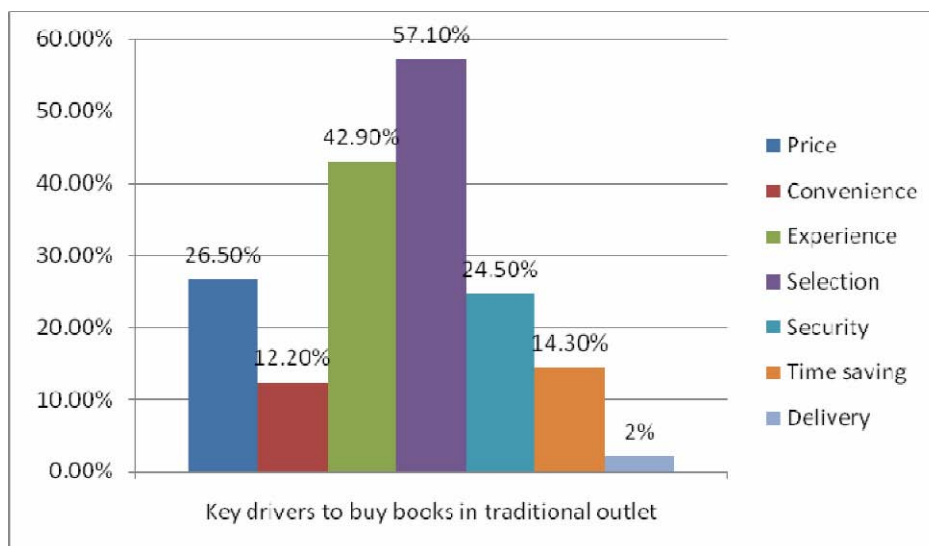
'Normal I will go shopping with my friends, but if I want to buy a book, I will definitely on my own, I need a quite environment, friends will make me more stress' (Ausra)

However, they also pointed out that different age group could behave in different ways, like teenage might prefer to go to books store with their peer group.

Link to previous study, Canavan, Henchion and O'Reilly (2007) emphasis that a person may prefer to shop in a store where they can handle and compare products before purchase, or meet and interact with staff, while online stores does not afford the consumer the ability to interact with staff or products. The focus group respondents further supported this point of view; they thought that physical touch the book is very important; the staffs are very polite and helpful when they need help.

Generally speaking, the author believes that people shop not only for the utilitarian value of the products, but also for the satisfaction obtained during the shopping process (McGuire, 1974). The majority of respondents thought that the most of the book stores in Ireland have very decent design and they change very frequently, especially the windows use for presenting new books.

Furthermore, there is another perspective from respondents that even just simply killing time is a motivation propelling people to shop.



The bar chart provides a clear content that online survey respondents were more concerned about selection, experience and price. Respondents thought selection as a key driver because they can physically browsing books in book stores, and the staffs

might provide some suggestions, it can be boiled down to the question of service.

Forenamed findings showed that service and experience have causation relationship, customer first get their service, then it transforms to their experience. The third key drivers price transit a information that customer is price driven during the recession, some promotion tools like discount or special offer are effective on driving people to go into book shop.

4.3 Objective 3 Research Findings

‘To explore how the economic downturn and green issues has influenced on both online and offline consumer behavior within the Irish book market’

The world wild economic crisis already spread to every country’s every sector; Irish book market also cannot light on its feet. The research findings illustrate the current situation in Irish book market, how marketer and consumers reacted to this situation.

4.3.1 Recession

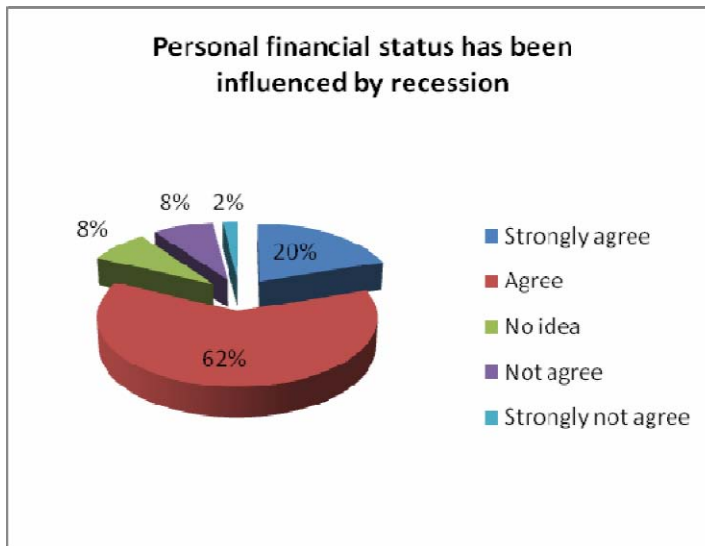
Recession is the hottest topic at this moment; all the respondents indicated that they have been influenced by it. The aforementioned literature stressed that as the government could not react properly to the economic crisis, over 60% of Irish people are worried about their financial status, led to 74% of people cut their expenditure in 2009.

As documented earlier, Hayes (2009) point out that literature is Ireland’s greatest export and Irish publishers are an important part of the country’s cultural infrastructure.

Due to the personal financial situation, most of the respondents also said that they cut their budget at this stage; they will more concern about price and value. This resulted their personal expenditure is less than before, include the spending on books and cause a directly effect on Irish book market. Link to the earlier statement, it is possible the most important reason why many focus group respondents show more buying power

when book stores provide special offer.

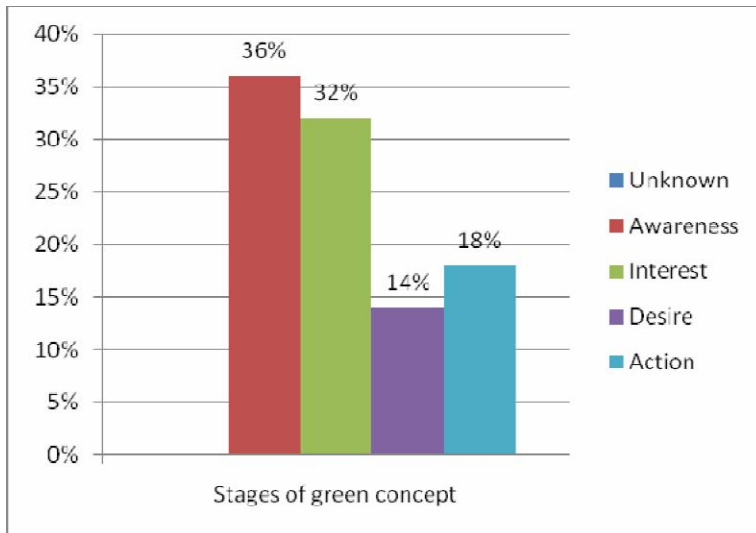
Some voice comes from online survey respondent have some common things with focus group members, over three quarter of respondents has been influenced by the recession on their personal financial status, this might cause their budget for books been cut.



4.3.2 Green issue

The concept of green issues is acceptable by the respondents. But in relation to book market, give up physical book to protect more forest is difficult for them at the moment,

'Even if you buy a book online, you still receive a physical book, paper consumption still necessary, so when I buy books online not because of green issue, unless I buy books in PDF format, but I prefer physically touch a book and not read on digital screen'(Jing)



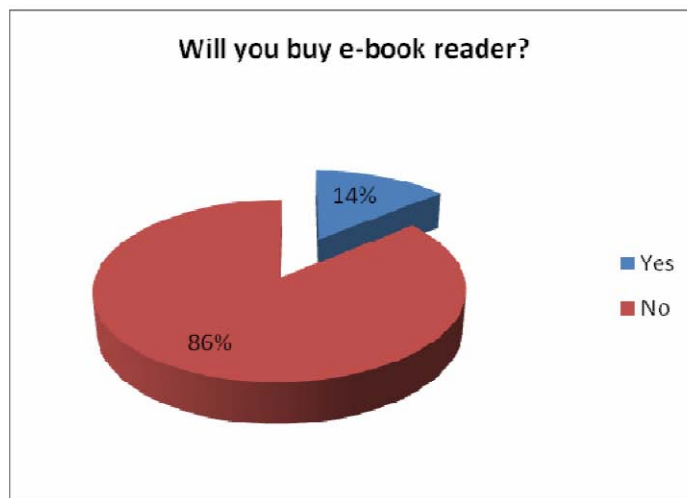
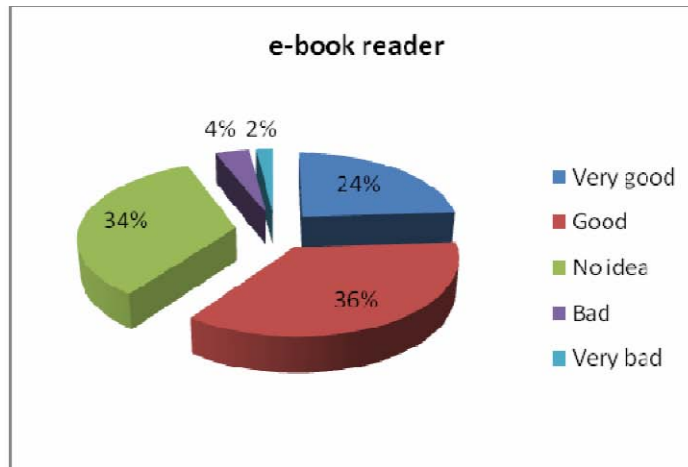
The bar chart showed a concept that majority of respondents still in awareness and interest stages of green issue, some of they have desire to contribute on the issue, but haven't take action.

Although respondents are aware of green issues, but in reality, recession has more influence than green issue on individual, they were willing to do it but powerless to renter assistance.

4.3.3 Consumers' reaction to new product offering by marketer

Sony and Amazon launched their e-book reader on the market which can store hundreds of books, but this new product could not receive warn welcome among focus group respondents, Jing straight way use *'I don't like it'* to express her reaction, *Ausra* further added that *'It is too expensive'*.

'It is a nice product, the reason it could not attract me is I rather to have a physical book in my hand'(Waseem). *'And I like to make some notes on it by different color pens, if I buy it, I will probably get books in PDF format, then I have to print them out'* (responded by Henrike)



The researcher got some similar findings from online survey respondents, they agreed it is a nice and creative product, but they will not take action to buy it.

Overall the findings for objective 3, the researcher found that during the recession, the consumer become more price driven as their financial situation changed. Marketers tried to use new product to active consumer's desire to buy books, but consumers are more rational now, the new product could be excellent in function and design, but consumer might step back because financial crisis.

Chapter Five: Conclusion and Recommendations

5.1 Conclusion

This dissertation provides an anatomy on consumer behavior across shopping in online book stores and traditional book outlets within Ireland. The contributions of this research paper are several. Firstly, by reviewing the literature relates to the price issue, integrate focus groups and online survey respondents' feedback, the research findings illustrate that price is one of the key drivers for consumer to choose their shopping channel when they consume in Irish book market, especially during the recession, this driver has been accentuated. Price is a competitive advantage for online book stores, as they usually offer discount originated from their low operation cost, consumers do not expect them to adjust price as frequently as offline book shops. In comparison, consumers look forward to more promotions offered by offline book shops.

Secondly, the findings provide a clear view that time is a variable that cannot be ignored. Morganosky and Cude's research summarized the time issue for purchasing books from online stores as convenience and efficiency. It is not just embodied in saving time for the information searching process, but also reflects its 24 hours flexible shopping time. Consumers can choose their preferred place in their free time to shop. This can be seen as a competitive disadvantage for offline book stores.

Even though, security is a fatal weakness for online book stores. When consumers buy books from online stores, they only trust some companies which is large and with good reputation. Small companies and new entrants need to build up consumers' confidence of shopping in their online stores (Kim and Park, 2005).

The previous research states that consumer purchase has gone beyond the products' function, they also look for satisfaction (Tauber, 1972; McGuire, 1974). Through an evaluation of the findings, the research justify that online book stores provide a high quality of delivery service, while offline book stores also offer good customer service. But bringing some additional services to offline book store is a controversial subject.

By assessing the findings, the researcher also found that shopping for books is not deemed to a sociality; it stands in vivid contrast against shopping for clothes or others. In relation to shopping experience, consumers put more emphasis on they can physical touching the book and interacting with book shop staff. Even they are aware of green issues, the possibility of giving up physical book to use digital books like e-book reader is small.

5.2 Recommendations for Future Research

There are many positive attributes in this research. By conducting the literature review, the researcher found that previous researches primarily focus on the consumer behavior across online and offline shopping. It provides a broad theoretical background for later researcher to build a foundation in this area. Some researchers went further in this area and concentrated on the consumer motivations; delve into what motivate people to buy. Furthermore, a certain level of contributions has been done on investigating consumer motivations in online shopping, especially online book market. This part of study was more economic originated, emphasize on how the entire economic environment, personal financial situation and time issues influenced consumer purchase. When the secondary research was narrowed down to this stage, the academic and reliable data became very limited. The motivations factors for shopping in online books market needs to develop further. Base on this study, the researcher suggests that future researches should put more efforts on exploring how consumers expect and react on the service and experience, to consummate the study on this subject.

Meanwhile, this research also gives some inspirations for the practitioners in Irish book market. Traditional book outlets should focus on bringing more footfalls back to their stores and adding more value for their consumers by providing additional service. It could be implemented in three major ways. First of all, book stores can create some specific reader clubs for consumers according to their subject preference, bring them together, and provide a comfortable environment for them to exchanging experience and feeling. It can build good customer loyalty. Second, if the book shops have enough resources, they can develop joint venture concept, provide coffee, tea even baby seating in specific area in their stores to target some particular market segmentations. But book shop operators must clear that those service only for supplementary, not the right channel to get profits. The third way is to build up a good consumer relationship. They can create a consumer database, send some booklets to consumers when there are some new books arrive or on sale relates to consumers' preference area, offer some

discount for these customers, to make them feel belonging, and create customer loyalty.

Another inspiration base on this research is to build customer confidence in online book market. As the author prove that consumers are very concern about security issue for the payment when they buy books online. They only trust some large and with good reputation companies online. Consequently, small companies or new entrants in online book market can put more efforts on adopting well known and reliable third party payment like PayPal, to lay consumers doubts.

This research had several limitations related to secondary source availability, research method, research sample. Nevertheless, the major contribution of the research is the anatomy on consumer motivations in Irish book market. The research results may be useful for marketers and future researchers who seek to develop this specific area in theoretical or field work.

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Appendix 1

Questionnaire

This questionnaire is designed for a survey research for a BA (Honors) Degree thesis, on an investigation into consumer behavior across online and offline shopping channels within the Irish book market. It will be use for the thesis only.

- 1 Have you ever bought your books online? Yes No
- 2 What will drive you to buy books online? Price Convenience Experience Selection Security Time saving Delivery
- 3 What do you think about price issue when you purchase a book online? Very cheap cheap No idea Expensive Very Expensive
- 4 What do you think about the delivery when you buy a book online? Very Good Good Average bad Very bad
- 5 Do you agree that security is the important issue when you purchase a book online? Strongly agree Agree Not idea No agree Strongly not agree
- 6 Have you ever bought your books in the traditional book stores? Yes No
- 7 What bring you to go into these book stores to purchase books? Price Convenience Experience

Selection

Security Time

saving

Delivery

8. Do you agree “experience” is an important factor when you buy books in book stores? Strongly agree Agree Not idea No agree Strongly not agree

9. Some people go to book stores just for browsing, then they buy the book on the internet, will you do that when you want to buy a book? Sure Maybe No idea Probably not No

10. Do you think the recession and green issue have influence on your decision making when you buy a book. No difference A little No idea Make a difference Make a huge difference

11. Which channel you will be able to choose when you purchase your books in this recession moment? Online book store Traditional book store Others please

12. Which stage do you think your green concept is?
Unknown Awareness Interest Desire Action

13. Do you agree that recession has influenced your personal financial status?
Strongly agree Agree No idea Not agree Strongly not agree

14. If book stores reduce the price, will you be willing to buy book more often?

Sure Maybe No idea Probably not No

15. What do you think about Sony and Amazon's e-book reader?

Very Good Good No idea bad Very bad

16. Will you be able to buy e-book reader?

Yes No


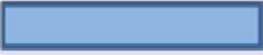
17. What is your age?







Under 18 18~25



25~30 30~35 35+

Thank you for your time!

Appendix 2

1. Have you ever bought your book online?			
Pre-Coding: Yes=1; No=2		Response Percent	Response Count
1		62.00%	31
2		38.00%	19
Answered question			50

2. What will drive you to buy books online?			
Pre-Coding: Price=1; Convenience=2; Experience=3; Selection=4; Security=5; Time saving=6; Delivery=7		Response Percent	Response Count
1		42.00%	21
2		50.00%	25
3		4.00%	2
4		36.00%	18
5		0.00%	0
6		32.00%	16
7		32.00%	16
Answered question			50

3. What do you think about price issue when you purchase a book online?			
Pre-Coding: Very cheap=2; Cheap=1; No idea=0; Expensive=-1; Very expensive=-2		Response Percent	Response Count
2		4.00%	2
1		62.00%	31

0		24.00%	12
-1		10.00%	5
-2		0.00%	0
Answered question			50

4. What do you think about the delivery when you buy a book online?

Pre-Coding: Very good=2; Good=1; Average=0; Bad=-1; Very bad=-2		Response Percent	Response Count
2		28.00%	14
1		46.00%	23
0		26.00%	13
-1		0.00%	0
-2		0.00%	0
Answered question			50

5. Do you agree that security is the important issue when you purchase a book online?

Pre-Coding: Strongly agree=2; Agree=1; No idea=0; Not agree=-1; Strongly not agree=-2		Response Percent	Response Count
2		36.00%	18
1		44.00%	22
0		12.00%	6
-1		4.00%	2
-2		4.00%	2
Answered question			50

Answered question 50

6. Have you ever bought your books in the traditional book stores?		
Pre-Coding: Yes=1; No=2	Response Percent	Response Count
1	92.00%	46
2	8.00%	4
Answered question		50

7. What bring you to go into these book stores to purchase books?		
Pre-Coding: Price=1; Convenience=2; Experience=3; Selection=4; Security=5; Time saving=6; Delivery=7	Response Percent	Response Count
1	26.50%	13
2	12.20%	6
3	42.90%	21
4	57.10%	28
5	24.50%	12
6	14.30%	7
7	2.00%	1
Answered question		50

8. Do you agree "experience" is an important factor when you buy books in book stores?		
Pre-Coding: Strongly agree=2; Agree=1; No idea=0; Not agree=-1; Strongly not agree=-2	Response Percent	Response Count
2	18.00%	9
1	46.00%	23
0	16.00%	8
-1	18.00%	9



-2		2.00%	1
Answered question			50





9. Some people go to book stores just for browsing, then they buy the book on the internet, will you do that when you want to buy a book?


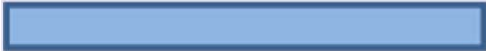



Pre-Coding: Sure=2; Maybe=1; No idea=0; Probably no=-1; No=-2		Response Percent	Response Count
2		8.00%	4
1		62.00%	31
0		2.00%	1
-1		20.00%	10
-2		8.00%	4
Answered question			50

10. Do you think the recession and green issue have influence on your decision making when you buy a book.






Pre-Coding: No difference=2; Slight difference=1; No idea=0 Make a difference=-1; Make a huge difference=-2		Response Percent	Response Count
2		36.00%	18
1		32.00%	16
0		14.00%	7
-1		18.00%	9
-2		0.00%	0
Answered question			50



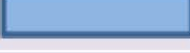
11. Which channel you will be able to choose when you purchase your books in this recession moment?			
Pre-Coding: Online book store=1; Traditional book store=2 Others=3		Response Percent	Response Count
1		64.00%	32
2		36.00%	18
3		0.00%	0
Answered question			50


12. Which stage do you think your green concept is?			
Pre-Coding: Unknown=1; Awareness=2; Interest=3; Desire=4; Action=5		Response Percent	Response Count
1		0.00%	0
2		36.00%	18
3		32.00%	16
4		14.00%	7
5		18.00%	9
Answered question			50


13. Do you agree that recession has influenced your personal financial status?			
Pre-Coding: Strongly agree=2; Agree=1; No idea=0; Not agree=-1; Strongly not agree=-2		Response Percent	Response Count
2		20.00%	10
1		62.00%	31
0		8.00%	4
-1		8.00%	4
-2		2.00%	1

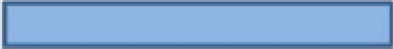


Answered question	50
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14. If book stores reduce the price, will you be willing to buy book more often?			
Pre-Coding: Sure=2; Maybe=1; No idea=0; Probably no=-1; No=-2		Response Percent	Response Count
2		22.00%	11
1		34.00%	17
0		30.00%	15
-1		12.00%	6
-2		2.00%	1
Answered question			50

15. What do you think about Sony and Amazon's e-book reader?			
Pre-Coding: Very good=2; Good=1; No idea=0; Bad=-1; Very bad=-2		Response Percent	Response Count
2		24.00%	12
1		36.00%	18
0		34.00%	17
-1		4.00%	2
-2		2.00%	1
Answered question			50

16. Will you be able to buy e-book reader?			
Pre-Coding: Yes=1; No=2		Response Percent	Response Count
1		14.00%	7

2		86.00%	43
Answered question			50

17. What is your age?			
Pre-Coding: Under18=1; 18~25=2; 25~30=3; 30~35=4; 35+ =5		Response Percent	Response Count
1		0.00%	0
2		62.00%	31
3		26.00%	13
4		12.00%	6
5		0.00%	0
Answered question			50