

A CLOSER LOOK AT E-SHOPPING: SEGMENTING BY BROWSING AND PURCHASING PATTERNS

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ABSTRACT

The development of e-shopping has opened new possibilities to persons who are time-pressed and searching for convenience ("Retailing 2010" 1997; Seiders, Berry, and Gresham 2000). During its rapid growth, e-shopping has demonstrated strengths and weaknesses, as well as numerous patterns for use (Mardesich 1999). In the present study, we examine the self-reports of a sample of approximately 250 adult Internet users concerning their frequencies of web use for browsing for information as an activity distinguished from actual purchasing of products. We propose that shoppers can be grouped by definable patterns of 1) online browsing for consumer information without purchasing and 2) actual purchasing that occurs when an order is placed. Five categories are proposed ranging from those who never browse or purchase on the Internet to those who browse and then purchase at least a few times a month. A discussion of their demographic characteristics and attitudes is also presented.