Skills Augmenting Online Shopping Behavior: A Study of Need for Cognition Positive Segment

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Abstract
The present study takes into account “need for cognition” (NFC), which represents the tendency of individuals to engage in and enjoy thinking. The NFC has been described as the need to structure relevant situation into meaningful, integrated ways and a need to understand and make a reasonable understanding of the experiential world. The article attempts to identify the specific skill dimensions, which operate in respondents who shop online and are positive on NFC, and try to seek difference in online shopping behavior of the respondents with different level of these skills. Principal Component Analysis, ANOVA, and confirmatory factor analysis were the statistics used in the study. Six factors were identified explaining dimensions operating in NFC positive segment, namely, preference for being advance user, confident user of latest in information technology, using it as tool for knowledge exploration, ability to assess behavior of program, efficient end user and knowledge of hardware. Significant difference in online shopping behavior was identified for users having skills clubbed under the dimension of confident user of latest in information technology.

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