

Influence of purchase process, responsiveness, delivery, and security on Internet shopping intention*

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Abstract

This paper investigates the effect of e-service quality on online customers who actively participate in Internet shopping. Data were collected from 220 respondents and Pearson Correlation and Multiple Regression Analysis were conducted to analyze the data using Statistical Package for Social Science (SPSS). The results of this study show that the purchase process, responsiveness, and delivery are positively influence e-consumer intention of online shopping. Of these, the purchase process and delivery have the most influence, whereas the security/privacy factor indicates an insignificant relationship between those selected e-service quality dimensions and purchase intention. Findings of this study can provide online retailer with insight into improving the e-service quality to increase consumer intention to shop online. The implications and limitations of this study were discussed in detail.

Keywords : Purchase process, responsiveness, delivery, security, online shopping intention

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1. Introduction

In Bangladesh, an online shopping platform was introduced in 2012 when a state-owned IT company first developed the 3G network. Since then, the development of online shopping platforms has continuously improved, and after the introduction of 4G network in 2018, the reliability of online shopping has increased. Over two million Bangladesh consumers are reported to shop online with transaction valued at \$123 million annually (Shahabuddin, 2014; Akter, 2016). Moreover, the improvement of consumer living standards has led to a change in purchasing behavior as consumers replace traditional offline shopping with online shopping, mainly to save time (Swapana and Padmavathy, 2017). For example, consumers spend less time to complete the purchase process when shopping online by using electronic devices that allow them to compare different types of products and services right on the screen. Consumers can also conveniently pay for and have their products delivered faster than picking them up at a physical location.

Logically, more domestic and global retailers have distributed their products and services to the online marketplace along with various promotional offers to attract potential customers and expand their reach in Bangladesh. Consequently, the e-commerce and online shopping industries have developed extraordinarily, which is equally evidenced by the growth of the online market in Bangladesh (Limayem et al., 2000).

However, not all consumers uniformly prefer to shop online. Consumers tend to evaluate their online shopping experience differently based on the quality of service they receive when using an online shopping platform (Hsu et al., 2014; Kalia and Paul, 2021). Traditionally, the overall satisfaction of online service quality including website design, customer service, security, and fulfillment influences consumer's online purchase decision (Taufik et al., 2021). Today, rapid advances in information technology have made consumer online shopping behaviors more complex as consumers have more options for collecting information (Ali et al., 2017). Furthermore, with unprecedented competition in the e-commerce industry amid the global pandemic crisis, shopping online for

consumers means more than simply purchasing products and services using an online platform. Specifically, emerging markets such as Bangladesh's economy, where the e-commerce industry is expected to continue to grow, requires a better understanding of the most important factors of e-service quality in online shopping that influence consumer purchase intention.

The purpose of this study is to investigate different factors that affect purchase intention of online shopping using samples of Bangladesh e-consumers. Specifically, this paper intends to examine the effect of e-service quality on online purchase intention by scrutinizing the factors of purchase process, responsiveness, security/privacy and delivery. Based on the theory of planned behavior, a conceptual framework is designed to test the relationship of e-service quality factors to online shopping intentions. Data is collected from a group of Bangladesh shoppers who purchase products and services online on a regular basis, and the results of analysis show the relationship between e-service quality factors and consumer purchase intentions of online shopping.

The present study is structured as follows. First, the existing literature on e-service quality is concisely reviewed, and research models and hypotheses are developed. Then, the research methods and results of data analysis are discussed, and it ends with a discussion of the implications of this research findings.

2. Literature review

To predict consumer attitudes and behavioral intentions toward online shopping, previous research in the e-commerce literature primarily conducted studies based on the theory of planned behavior (Dhingra et al., 2020; Limayem et al., 2000). Different beliefs about attitude towards e-service quality indicate willingness to purchase online. For example, Han et al.(2018) demonstrate that consumer beliefs have a positive effect on attitudes toward cross-border online shopping when consumers believe that e-service quality they received during the purchase process of the website is satisfactory and acceptable. More

recently, Rita et al., (2019) suggest a new cultural shift in which online shopping is adopted into consumers' daily activities because consumers have become more familiar with online shopping than visiting physical retail stores. Due to the rapid growth of Internet technologies, consumers take advantage of online shopping in terms of saving time and effort in searching various products and services not having to pay for switching costs. Moreover, consumers tend to accept technology when it is easier in using the technology while shopping online (Rita et al., 2019; Siadat et al., 2008).

Blut (2016) identifies website design as a major construct for improving the e-service quality where the purchase process plays a very important role. Purchase process generally measures the extent to which shoppers perceive a website as easy to use, for instance, when making a payment. When the purchase process of the website is easy to use and less complicated consumers indicate positive evaluation of e-service quality (Zemblytė and Sciences 2015). Lee and Lin (2005) also suggests the positive relationship between e-service quality and customer's website purchase intention, which further leads to overall satisfaction with consumers' online shopping experience. As it is effectively used to identify consumer segments of online shoppers, Bressolles and Senecal (2014) demonstrates that purchase process is considered as an important factor in determining whether an online customer is a browser or a surfer. According to Thirumalai and Sinha (2011), online purchase processes are often evaluated by two different customized stages: information availability and transaction convenience. The former refers to the selected information delivered to specific consumers to help them make their purchase decisions. The purchase process related to transaction convenience refers to individualized payment methods customized for online shoppers. Providing such a personalized purchase process has a positive impact on website users as their satisfaction increases (Blut et al., 2015; Rita et al, 2019).

According to Rahi and Ghani (2019), an adaptation of internet banking is influenced by responsiveness of bank representatives. Existing bank consumers value the quality of e-customer service, which in turn leads to consumer loyalty. Dharmesti and Nugroho (2013) investigated the relationship between

e-satisfaction and e-service quality and found that website responsiveness is one of the key factors influencing online shopping customer loyalty.

A number of studies have also suggested that e-satisfaction increases when e-customer service is promptly responded (Cetinsoz, 2015; Fatema and Siddiqui, 2021). For example, when online shoppers request product information via sending an email immediate responses are expected. Moreover, quality of e-customer service influences consumer's post-purchasing decision (Cao et al., 2018). Using groups of online shoppers from China and Taiwan, the study of Cao et al. (2018) found the importance of e-customer service by comparing the website responsiveness in the context of the returning process. Raman (2019) has investigated purchase intentions of female consumers in Indian online shopping in the context of convenience, trust, and customer service. Results of the study show that the responsiveness of e-customer service representatives and the convenience of website design had a positive effect on consumer attitudes and purchase intentions. Therefore, willingness of personnel to deal with customer's inquiries is one of the key factors of e-service quality (Wolfenbarger and Gilly, 2003).

Previous studies have suggested that website design, security/privacy, and fulfillment are directly connected with e-service quality (Blut et al., 2015; Blut, 2016). Specifically, Rita et al., (2019) identifies the importance of timeliness of delivery, order accuracy, and delivery condition are the key attributes in the fulfillment stage of overall e-service quality. In particular, reliability and customer service involving accurate orders and on-time delivery are shown to be one of the main contents of e-service quality (Vo Thi et al., 2020). Part of online shopping fulfillment is measured by delivering the products in the promised time, and it affects the customers' perceptions of service quality provided by the Internet shopping sites (Zeithaml, et al. 2002). Moreover, previous studies have suggested that reliable delivery increases consumer perceived service quality of online shopping (Han et al., 2018; Keeney, 1999). According to Liao et al. (2011), the timely delivery along with the well-designed websites determines whether users of online shopping are satisfied with e-service quality. Moreover, according to Bashir et al., (2020), the usefulness

of Internet purchase depends on the quality of the delivery service, whether the delivery does not take too long or not. According to Han et al.(2018), shipping and delivery is also one of the key driving factors of cross-border online shopping. They argue that first-time international online shoppers are more satisfied when their products and services are delivered in an effective and accurate manner. As more global consumers use the Internet to purchase their products and services, more and more international companies offer free shipping and delivery (Karim, 2020; Momotaz and Hassan, 2018). Therefore, ensuring online shoppers with high delivery quality improves the relationship between the website providers and e-customers (Rita et al., 2019).

The term trust is understood by the relationship between parties which helps them to depend on each other and meet their expectation (Shankar and Datta, 2020). In the context of online shopping, trust has been defined by the capability, truthfulness, and goodwill of the transaction partner to provide the promised assistance (Sambada and Koay, 2021). In the perspective of e-commerce settings, trust is the fundamental key component to buy from the online as well as repurchase and getting used to that specific environment. Factors that drive consumers to online shopping include the consumer's adaptation of online shopping and understanding the process of online shopping (Hajli, 2013). In such environment, security and privacy in regard to online shopping is the issues dealing with the protection of personal information and financial loss. For example, e-customers face threat when they discover inconsistent information from retailers. This is especially true when online shoppers encounter situations where their personal details are shared with other unknown online users and websites. According to Elsharnouby and Abeer (2015), consumers are more likely to engage in the co-creation process on websites where the security/privacy of e-service quality is positively evaluated. Findings of the study confirm that protecting the privacy of online shoppers and securing their personal information plays an important role in consumer decision making to actively participate in the website. According to Evanschitzky et al. (2004), the most important factors affecting e-satisfaction are financial security of transactions, convenience, and website design. Moreover, financial security is

one of the dominant factors influencing e-satisfaction along with consumer perceptions of online convenience, website design, and product offerings and information (Szymanski and Hise, 2000).

3. Hypothesis and research model

The relationship between e-service quality and consumer satisfaction (or trust and loyalty) is primarily measured by examining the impact of website design, customer service, security/privacy and fulfillment (Cetinsoz, 2015; Kim and Park, 2013; Swapana and Padmavathy, 2017). Based on the previous studies reviewed above and the aforementioned recent condition of online shopping and e-consumers in Bangladesh, this study considers the four attributes among e-service quality factors. According to Figure 1, the research model has been developed which consists of four independent variables, specifically purchase process, responsiveness, delivery, and security/privacy, and online purchase intention as the dependent variable. Therefore, four hypotheses are proposed in this study.

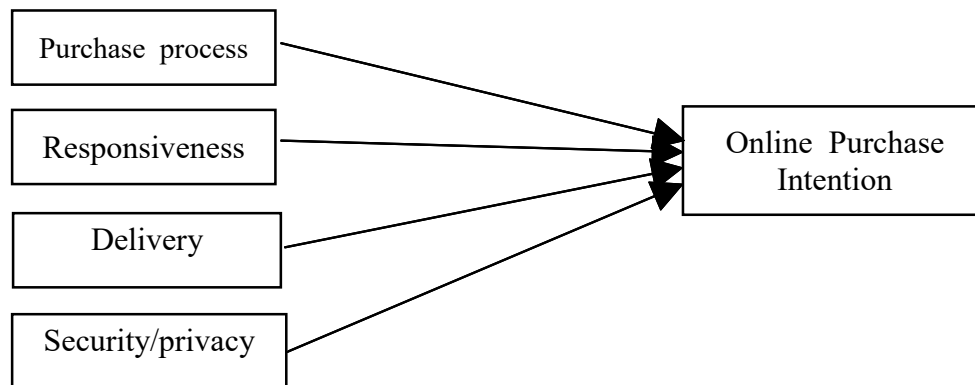
H1: Purchase process of website design will positively influence consumer purchase intention of online shopping.

H2: Responsiveness of customer service will positively influence consumer purchase intention of online shopping.

H3: Delivery of fulfillment will positively influence consumer purchase intention of online shopping.

H4: Security/privacy will positively influence consumer purchase intention of online shopping.

<Figure 1>The conceptual model



4. Method

This study uses an Internet-based survey in which potential respondents receive emails requesting answers to research questions. After obtaining 368 publicly available email addresses, the author sent an email explaining the purpose of this study. A total of 225 responses were received, but five responses were dropped due to missing information, leaving the final 220 usable samples.

The questionnaire is sectioned into two parts. Part I is for demographic information about the respondents, which consists of four questions. In Part II of the questionnaire, respondents were asked to respond to three multiple items for each of four independent variables on five Likert scales. With regard to the dependent variable, the participants were asked three items of online purchase intention on the same 5-point scale. All the measurement scales were rated on a 5-point Likert scale, with 1 = strongly disagree and 5 = strongly agree.

5. Data analysis and results

As for demographic profile of respondents, Table 2 shows that over 80% of the respondents are male users of online shopping and the table also exhibits that relatively young, students in their 20s with university education engage in more Internet purchase activities.

First, the reliability of the internal consistency of the four factors is examined by the Cronbach's alpha value. Reliability test has indicated that all values were acceptable from .71 to .88 (Vaske et al., 2017). Furthermore, Table 3 shows the descriptive statistics of mean score and standard deviation for each variable used in this study.

<Table 2>Sample demographic

Measure	Items	Frequency	Percentage
Gender	Male	177	80.5
	Female	43	19.5
Age	20s	190	86.4
	30s	16	7.3
	Over 40s	14	6.3
Education	High school	35	15.9
	University	172	78.2
	Graduate school	13	6.9
Profession	Employee	19	8.6
	Student	198	90
	Others	3	1.4

<Table 3>Means and standard deviations

Variables	Mean	SD
Purchase process	4.16	.52
Responsiveness	3.98	.61
Delivery	4.27	.36
Security/privacy	3.92	.62
Purchase intention	4.06	.70

According to the basic characteristic of the respondents indicated in Table 3 above, Delivery made up the highest mean value of 4.27 while the variable of Security/privacy scored the lowest mean score with is 3.92.

Next, correlation analysis was conducted to determine whether purchase process, responsiveness, delivery, and security/privacy have any relationship with online shopping purchase intention. Table 4 shows a correlation analysis based on Pearson Correlation indicating the relationship between dependent variables and the independent variable. The results are to show the relationship between the linear variables and the strength of that relationship. According to Table 4, the correlation value of Purchase process, $r = 0.51$, Responsiveness, $r = 0.68$, Delivery, $r = 0.34$, Security/privacy, $r = 0.67$ ($p < 0.01$) indicates that there is a positive relationship between each independent variable and purchase intention of online shopping.

<Table 4>Correlation analysis statistics

Variables	PI	PP	RSPN	DLVY	SECP
Purchase intention (PI)	1	.51**	.68**	.34**	.67**
Purchase process (PP)		1	.62**	.33**	.57**
Responsiveness (RSPN)			1	.44**	.37**
Delivery (DLVY)				1	.75**
Security/privacy (SECP)					1

**Correlation is significant at the 0.01 level, two-tailed; N = 220.

To test whether there is an effect of Purchase process, Responsiveness, Delivery, and Security/privacy on online purchase intention, the multiple linear regression analysis was conducted. Based on Table 5, the result for $R = 0.726$ indicates that there is a positive relationship between purchase intention of online shopping and the independent variables. In addition, the independent variables account for 53% ($R^2 = .527$) of the variance of the degree of online purchase intention. Table 5 shows the impact level (β), where the value indicates the degree of independent variables on online purchase intention. Purchase process ($\beta = .370$), responsiveness ($\beta = .185$), and delivery ($\beta = .335$) are significantly positively related to the degree of purchase intention of online shopping while the factor of security/privacy is not significant.

<Table 5>Regression analysis on the online purchase intention factors

Factors	β	t-value	Sig.	Result
Constant		2.57	.000**	
Purchase process	.370	4.576	.000**	Accepted
Responsiveness	.185	2.326	.082*	Accepted
Delivery	.335	4.434	.000**	Accepted
Security/privacy	.022	1.398	.691	Rejected
R			.726	
R square			.527	

** Denotes significance at $p < 0.050$, * $p < 0.100$

6. Discussion and conclusions

In this study, four different attributes (purchase process, responsiveness, delivery, and security/privacy) from the four dimensions of e-service quality measurement (website design, customer service, fulfillment, and security/privacy) were adopted to investigate how these factors influence e-customer purchase intention while shopping online. The findings show that purchase process, responsiveness, and delivery have positive influence on the online shopping intention of Bangladesh e-consumers. This is in line with the existing findings of Rita et al. (2019), Sembada and Koay (2021), Suryani et al. (2021), and Veloso et al. (2020), which have suggested that these factors have positive influences on customer's satisfaction, loyalty and perceived value. Among the factors that turn out to be significant in this study, the delivery condition factor is one of the most influential elements for the online shopping intention. The results of this study also show that the purchase process and responsiveness are important for online shopping intention as revealed in the previous studies regarding the website design and fulfillment of e-service quality. For example, as Dhingra et al. (2020) suggested, fulfillment, delivery condition, is found to be one of the influential factors that has a significant impact on e-customer purchase intention and customer satisfaction.

This study, however, fail to find a noticeable relationship between online shopping intention and the security/privacy such as safe transactions, adequate security features, and misuse of personal information. This result is in contrast to those of some prior studies (Mohammed et al., 2016; Rita et al., 2019; Suhaily and Soelasih, 2018; Suhartanto et al., 2019), which report that consumers' trust in the online shop keeping personal information safe is important determinant for the e-consumer satisfaction of Internet purchases. Although this study did not find a significant link between the security/privacy and online shoppers in Bangladesh, the findings do not necessarily indicate this factor is not important. Rather, it might be a relatively unimportant factor for the current users of online shopping because they have learned that identity theft is rare today and the website has adequate security features to protect information about their credit card.

This study investigates Bangladesh consumers who make their purchase activities using the Internet shopping platform. The purpose of this research is to identify the factors of e-service quality that influence e-consumer purchase intentions. Based on existing studies on the e-service quality and consumer satisfaction, this study proposes four variables that may affect overall purchase intention of online shopping in Bangladesh. The first factor is the purchase process of using the website in terms of easiness and convenience. The second factor is the responsiveness evaluated by customer service representatives and meaningful service level. As the third factor, this study proposes the fulfillment aspect of the online shopping such as timeliness of delivery and order accuracy. Lastly, this study suggests security/privacy measured by the perceptions of the website trustworthy in terms of sharing personal information and making payment transactions. As a measure of online purchase intention this study asks the survey participants whether they would make more purchases through online shop, whether they would intensify purchase through online shopping, and whether they are willing to recommend the online shopping to others.

By supporting previous studies and enriching the knowledge of e-service quality, this study confirms the effect of website design, customer services, and fulfillment on online shopping intention. Specifically, this study is an addition to

the relevant literature in the context of online shopping in Bangladesh. For example, several studies have been conducted to identify the e-service quality dimension and how it effects customer satisfaction in Bangladeshi online shopping (Momotaz and Hasan, 2018; Shahabuddin, 2014). In this sense, the current research confirms the impact of e-service quality on e-customer purchase intention.

Like most studies, this present research has limitations. The data collected for this study consists of 220 online shoppers, and their demographic shows that relatively young university students, in their 20s, with university-level education tend to participate in more Internet-based shopping activities. The regression results confirm that purchase process, responsiveness, and delivery are significantly positive in explaining purchase intention of online shopping. However, the findings are not grounded on the specific products or services sold in an Internet retailer. Therefore, conducting research with specific products or services offered by online stores is needed to more accurately measure the purchase intention of e-consumers. Finally, the findings of this current study provides evidence of the direct effect of the four variables. It will be fruitful to consider potential mediation or moderation effect between these variables and e-consumer purchase intention.

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구매 프로세스, 응답성, 배송, 보안이 인터넷 쇼핑 의도에 미치는 영향*

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요 약

본 연구는 인터넷 쇼핑에 참여하는 온라인 고객에게 e-서비스 품질이 구매의도에 미치는 영향을 조사하였다. 220명의 응답자로부터 데이터를 수집하고 SPSS(Statistical Package for Social Science)를 사용하여 Pearson Correlation 및 Multiple Regression 을 수행하여 데이터를 분석하였다. 연구의 결과는 구매 프로세스, 응답성, 배송이 소비자의 온라인 쇼핑 의도에 긍정적인 영향을 미치는 것으로 나타났다. 이 중, 구매 프로세스와 배송이 가장 큰 영향을 미치는 반면 보안/프라이버시 요소는 본 연구에서 조사한 e-서비스 품질과 온라인 쇼핑 구매 의도 사이의 중요하지 않은 관계를 나타내고 있다. 본 연구의 결과는 온라인 소매 업체에게 e-서비스 품질을 개선하여 온라인 쇼핑에 대한 소비자의 구매 의도를 높일 수 있는 통찰력 있는 정보를 제공해준다. 마지막으로, 본 연구의 시사점과 한계점을 논의하였다.

핵심 주제어: 구매 프로세스, 응답성, 배송, 보안, 온라인 쇼핑, 구매의도

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