

Influence of Online Shopping Behavior Factors on E-Satisfaction of Customer

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Abstract

This research has recommended a conceptual framework for considering the online buying behavior factors which they are namely privacy, trust, perceived value and the firm reputation that they have an impact on the electronic satisfaction of customers. To test the conceptual framework, SPSS has been used to analyze the data collected from 146 online buyer customers in Malaysia. The results of the study indicate online buying behavior factors which they are namely privacy, trust, perceived value and the firm reputation are significantly and positively related to e-satisfaction of the customer. Moreover, according to the demographic characteristics it can be guidance for the online business firms or organization to identify the problems to take actions to attract more online shopping consumers in Malaysia.

Keywords: Malaysia; e-satisfaction of customer; online shopping

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1.0 INTRODUCTION

In Malaysia online shopping or e-marketing had faced quick expansion because of the emergency of the internet. It is familiar to utmost from Internet checker with quantity of the business to consumer interaction online which is expanding once a year in an extremely rate. We are now living at the age of technology. The Internet has become popular in the world, people use the Internet to get connected, form communities, get socialized, design the future and improve modern conducting business ways. E-commerce seems to be growing rapidly. The traditional business borders are expected to be replaced by technology and the new mechanism. E-commerce or online business has many advantages for both the customer and the organization over the traditional approach of conducting business.

In fact, online business reduces the cost of purchasing. The nature of distribution in e-commerce eliminates the role of middleman and hence, cuts a considerable cost to the firm. Moreover, firms that engage in online business do not need to rent or own a space of a building and in that way avoid expenses.

On the other hand, online business provides consumers quite number of benefits ranging from more interactive communications present in the system. Both the distribution and the delivery are efficient and fast. Product and services that are available in online business are more customized and one can get almost what s/he order if not exactly. In addition, the range

that exists between products/services in different firms gives a very competitive advantage to online customers as they can easily compare prices of the products/services.

The latest online statistics of stated that the most Malaysians are expending much time for Internet access compared to the prior years.¹ The usage of Internet obtained 41% in the year 2010 in compared with a year ago 25% in accord with the most recent result of Nielsen Mobile Insights directed upon the country. A survey which has done in the mid of 2005 through the Malaysian communication and Media Corporation (MCMC), shows that in three months only 9.3 percent of consumers of Internet has purchased services or goods via Internet. Amid, those airline tickets which were purchased (43%) reservation (15%) and music (6%). The fees have spent on these stuff were small, nevertheless with 55.7% of interaction value not more than \$500. Furthermore, this is predictable that online interaction among Malaysian people is expanding year by year.

There are some streams of researches which are linked to this survey. They are consisted those addressing the factors which have significant impact on online shopping.²⁻⁸ It recognized that the elements which had been discovered may be capable consequently toward antecedent inquiry regarding online shopping.

The fundamental consequence of specific acts of marketing and first order main component in emotional connection which exists in marketing is "Perceived value".⁹ Inquiry shows that there is direct specific connection between satisfaction and

perceived value.¹⁰ Therefore, buyers may percept integrate their understanding which they receive (benefits) and what they had to concede (sacrifices) so that particular service may absorb.¹¹ Inward, Hume (2008) recommends suitably which sensed value absolutely is a very significant measure of purchase purpose as well.¹⁰ In the event that an interaction suggests a superior honest value, it will get better repurchase and return the customer's honest in coming times. Guenzi *et al.* (2009) discovered the proof that some degree in perceived value influence on loyalty purpose.¹² Perceived soothe of utilization and perceived to be beneficial are essential concepts in the TAM Davis, (1989) study.¹³ He also performed the investigation in many contexts and between various users.

In accordance with Hess (2008), “organizations’ reputation” possibly delineated as customers’ comprehension on how well an organization makes customers arrangement and is honestly involved about their financial assistant.¹⁴ On top of that, he exhibited in order for extraordinary reputation, supply organizations by a “buffering effect” separate from some of the poor results of non-performance. He also disputed which organization’s reputation mediates the connection amid satisfaction and failure seriousness, and diminished reference of controllability and solidity lead to altitude re-purchasing intentions subsequent failures of services. Reference of solidity and controllability are connected just to the intentions of repurchase; there is no fully satisfaction interpose this association. This prior study discovery is seemingly in order for an excellent organization reputation may derive to appreciable online repurchase shopping as well.

“Privacy” mention secures and guards of the customers’ online shopping information in the website.¹⁵ Obviously, technologies which are new becoming larger functionally to treat of information which is made privacy to an increasing degree influential issue.¹⁶ Therefore, suspiciousness of consumer absolutely is expanding concern in what way personal information is processed and collected.¹⁶ Great number of customers appeared frightened to online purchasing services and products or to supply individual information or intelligence online because of the horror of feasibility and privacy absence that online retailers are unexploited their individual information in Malaysia. As an example, it is exhibiting which buyers will waver the online shopping if there is no more secure feeling for them so, their information on a credit card is guaranteed and sheltered from possibility hackers.¹⁷ In online vendor systems, previous studies on online shopping literature have represented in order to consumers’ privacy comprehension which has a consequential and favorable impact on their confidence.¹⁵ There is a quantitative consequence of same flow which is displayed by Udo (2001)¹⁸ that shows to safety of privacy there are the immense interest of Internet purchasers.¹⁶ It this situation, if buyers do not inevitable of privacy safety they alter to reluctant to online shopping, besides if privacy is secured they wishes will change to have more online shopping.

“Trust of Customer” executes a fundamental role in providing support long time relationship with the retailer. According to Chiu *et al.* (2009), trust is connecting with the capability, generosity and honesty of another party.

Goode and Harris (2007) illustrate distinguish trustworthiness of online shopping like a measure that the website usually acts and responds as hypothesized. According to Kim *et al.* (2009), trustworthiness of service is the major electronic service quality tool succeeds to the extensive satisfaction of the customer.¹⁹ Ndubisi (2011) presents trustworthiness of service as satisfaction and orientation of

customer and also in an indirect way to loyalty that he selected it which is mediated by satisfaction.²⁰

Anderson and Srinivasan (2003) explain the e-satisfaction “the customer satisfaction with high regard for her or his experience of earlier purchasing with a given e-commerce corporation”.²¹ Ho and Lee (2007) examined five functions of the website: security, information quality, customer relationships, fulfillment, functionality and responsiveness, which concluded satisfaction of customer.²² Different researches examined the consequence of customer satisfaction and service quality as well.²³ Kim (2005) mentioned ten antecedents model that have impact on purchase behavior and satisfaction of the customer.²⁴

E-satisfaction of customer is the final consequence of meeting an expectation of consumer due to the product performance. The majority of the contented customers have a kind of purpose to buy again the goods whether goods show her or his anticipation. However, how much effect on e-satisfaction of customer through online shopping? Earlier researches had demonstrated various satisfactions of customer patterns.²⁵⁻²⁹

Among all of these researchers, Oliver (1980) suggests a pattern which indicated satisfaction of consumer like an expectancy disconfirmation and expectation function.²⁹ This research investigated empirically which satisfaction has significantly influence on customer treatment and customer purpose to buying. Churchill and Surprenant (1982) in their experimental research indicated that disconfirmation like a mediate variable impacting satisfaction.²⁷ Anyway; impact of disconfirmation is sufficiently apprehended through perceived performance and expectation. In the other research Tse and Wilton (1988)²⁵ went after the consequence submitted by Churchill and Surprenant (1982)²⁷, and examined satisfaction of customer configuration.

In this paper four factors i.e. firm reputation, perceived value, privacy, and trust are examined. Some researchers such as Anthanassopoulos *et al.* (2001)³⁰, Szymanski and Hise (2002)³¹, and Ahn *et al.* (2004)³² have discovered the diversity of goods which are significant factors impacting on E-satisfaction. Cost and time restrictions are the major online shopping benefits. In accordance with Devaraj *et al.* (2002) competencies of time and store have a mirror image shown in price savings and time cost correspondingly.³³ Ahn *et al.* (2004)³², Lee and Joshi (2007)²⁸, and Grewal *et al.* (2004)³⁴ in their researches discovered that performance of delivery has a consequential impact on satisfaction of the customer.

1.1 The Model

Online Shopping Behavior Factors Influencing E-satisfaction of Customer

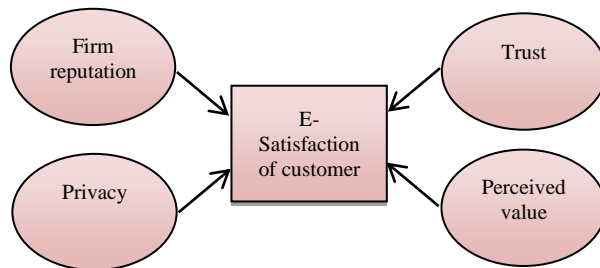


Figure 1 Proposed conceptual framework

2.0 MATERIALS AND METHODS

The information for the current research was collected from different sources. The primary data are obtained from a questionnaire of the survey. The questionnaire of the survey was utilized to acquire answer for those who were participants. We used snowballing sampling method for single out the participants for the inquiries. This was to make certain to such a degree the participants utilized the internet to buying goods.

Before, we were concerned with participants' capability and readiness to repurchase goods online, it was measured logical to gather data from participants that have previous experience in online shopping.²⁰ The method of "Key Informants" has regarded as suitable one who answers if a suitable option process is utilized.³⁵ Therefore, utilizing the guidelines on pick out key defendant from prior studying, Key Informants were selected and shown their knowledge of the inquiries flow, their experience with online purchase, and readiness to answer.³⁶ The method of snowball has utilized in the research which capable us to obtain these goals and the in-depth research goals and is a sampling method in-depth utilized in an Internet-based research.

Table 1 Variable description

Variable names	Description	Sources
PV	The fundamental marketing activities effect and also is an initial factor in the relationship market	9, 36
FR	Perceptions of Customers that how a firm look after customers and interested about their well-being	14, 37
PR	Who manager of web site protects the customers' information online shopping	15, 38
TR	Some particular opinion related principally to the competence, generosity and honesty of another party	15, 39
Customer Satisfaction	The level of appeasement of a desire of customer and gratify of online purchasing	40, 41

2.1 Questionnaire Design

The questionnaire of this study is separated into sections A and B. Section A includes of the demographic questions like gender, occupation, respondents' age, monthly income and education level. Section B is requested answers on the key concept of the framework of study by the way of explanation of perceived value, firm reputation, privacy, and trust.

2.2 Measures

In this survey total 146 of completed questionnaires were given back but, 24 questions were disqualified because of lacking some parts of answers. Therefore, only 122 outcomes were useable answers. Original items in the survey were based on previous validated research to test several user reactions including privacy, trust, perceived value, firm reputation and customer satisfaction. Privacy items are related to work by Roma'n (2007) and Chiu *et al.* (2009).^{15, 39} Items on customer

satisfaction are adapted from Oliver and Swan (1989) and McKinney *et al.* (2002).^{42, 41} Items on trust are based on Pavlou and Fygenon (2006) and Chiu *et al.* (2009).^{40, 15} And also items of perceived value are based on Moliner *et al.* (2007) and Oh (2003).^{9, 37} In addition, Items on firm reputation are based on Brown *et al.* (2005) and Hess (2008) as well.^{38, 14} The tool for measuring of the variables is on the foundation of seven-point Likert scale with scale anchors from "1" strongly disagree to "7" strongly agree. There are some researches which also focused on similar measurements in their researches. Wang *et al.* (2009) and Lin and Sun (2009) are the most latest researchers who discovered the seven-point Likert scales to be productive and efficient measures.⁴³⁻⁴⁴

2.3 Data Analysis

We utilized inferential statistics to create reductions dependent upon the consequence. The tools of descriptive analytical like standard deviation and mean were utilized to present in a condensed form of the respondents' feedback. For measurement validity and reliability of the variables, reliability tests and factor analysis were directed in the preceding time of subjecting the information to inferential analysis. The four variables were examined for their connections by satisfaction of customer utilizing regression and correlation analysis. For this analysis SPSS was utilized.

3.0 RESULTS AND DISCUSSION

Total 146 of completed questionnaires were given back but, 24 questions were disqualified because of lacking some parts of answers. Therefore, only 122 outcomes were useable answers. Table 2 identified the demographic features of the 122 answers which are participated as shown in the following:

Table 2 Demographic features

Items	Categories	Frequency	%	Cumulative (%)
Gender	Female	35	28.7	100
	Male	87	71.3	71.3
Marital status	Singe	53	43.5	100
	Married	69	56.5	56.5
Age	Under 20	9	7.3	7.3
	20-30	51	41.8	49.1
	31-40	32	26.2	75.3
	41-50	30	24.7	100
	More than50			
Race	Malay	63	51.7	51.7
	India	19	15.5	100
	Chinese	40	32.8	84.5
level of Education	uneducated	4	3.2	3.2
	A	6	4.9	8.1
	higher	23	18.9	27
	Diploma	14	11.5	38.5
	Degree	49	40.3	78.8
	Post graduate (Master/PH.D)	26	21.2	100
Income (Monthly)	Under RM2,000	22	18	18
	RM2,000 to RM4,000	45	36.8	54.8
	RM4,001 to RM6,000	26	21.3	76.1
	RM6,001 to RM8,000	15	12.3	88.4
	RM8,001 to RM10,000	12	9.8	98.2
	More than RM10,000	2	1.8	100
Job status	Self-employed	22	18	44.2
	Retiree	43	35.2	79.4
	Student	10	8.4	100
	Employed	32	26.2	26.2
	Homemaker	15	12.2	91.6
Frequency of online purchases	Once a week	15	12.2	12.2
	Once a month	45	36.8	49
	Once a year	62	51	100
How many times you had online shopping in the past five years (times)	Under 2 times	35	28.6	28.6
	2-3	45	36.9	65.5
	4-6	25	20.5	86
	7-9	17	14	100
Time of being in website for online shopping (minutes)	Under 5	12	9.8	9.8
	5-15	15	12.3	22.1
	16-30	25	20.5	42.6
	31-45	33	27	69.6
	More than 45 minutes	37	30.4	100
Number of online shopping patronized	Under 2 shops	14	11.5	11.5
	2-3	31	25.5	37
	4-5	12	9.8	46.8
	6-7	40	32.7	79.5
	8-9	12	9.8	89.3
	10 or more shops	13	10.7	100
Online items for purchased	Friends	45	36.9	81.9
	Oneself	55	45	45
	Family members	22	18.1	100
experience of online repurchase	Average	42	34.5	84.5
	Good	33	27	50
	Bad	19	15.5	100
	Excellent	28	23	23

Table 3 is shown the multiple regression analysis for the current research. Moreover, Table 4 presents the Cronbach's alpha values for the dependent and independent variables in this paper as well. The consequence illustrates which Cronbach's alpha value range from 0.772 to 0.870. In accordance with Nunnally (1978), the value for Cronbach's alpha of 0.7 or higher is taken into account satisfactory.⁴⁵

Table 3 Multiple regressions analysis (R and R²)

Model	R	R ²	Adjusted R ²	SE of the estimate	Durbin-Watson
1	.912 ^a	.831	.824	.16885	2.003

Notes: constant: PV, FR, PR, TR, CS; dependent variable: CS; let Y – Customer Satisfaction (CS); X – perceived value (PV), firm reputation (FR), privacy (PR) and trust (TR)

Table 4 Mean and reliability of variables

ID	Mean (n = 102)	SD	Number of items	Cronbach's alpha
PV	5.58	.982	9	.772
FR	5.63	.913	8	.785
PR	5.73	.915	7	.819
TR	5.76	.901	7	.798
CS	5.56	1.008	6	.770

Table 5 shows the variables correlation matrix. A two-tail test at 0.05 significance level shows that there are positive associations between the independent variables and the dependent variable.

Table 5 Correlation coefficients

Constant	PV	FR	PR	TR	RE
Perceived value	1.000				
Firm's reputation	.589 *	1.000			
Privacy	.545 *	.599 *	1.000		
Trust	.578 *	.623 *	.562 *	1.000	
Customer Satisfaction	.605 *	.589 *	.584 *	.638 *	1.000

*significant at .05 percent

The results in Table 6 presents the particular of the estimated coefficients, where β is -0.548, β PV is 0.122, β FR is 0.130, β PR is 0.136, β TR is 0.158, and β CS is 0.113. The consequence represents which all four variables are significant at significance level 0.05. This shows which kind of linear association is amid the dependent variable and the predictor variables.

Table 6 Regression coefficients

	Unstandardized Coefficients				Collinearity statistics	
	β	SE	t	Sig.	Tolerance	VIF
Constant	-0.548	0.211	-	0.01	-	-
PV	0.122	0.034	2.618	0.009	0.459	2.116
FR	0.130	0.057	2.142	0.029	0.215	4.410
PR	0.136	0.028	3.764	0.000	0.516	1.887
TR	0.158	0.045	3.011	0.002	0.277	3.465

The literature indicates that all the elements of online buying behavior factors by the way of explanation of privacy, trust, perceived value and the firm reputation which are identified in the study influence the electronic satisfaction of the customer and they are the most consequential elements which

have an impact on online factors of shopping in Malaysia. These factors have a great impact on online shopping but strongly trust can have a favorable influence on policy in the direction of intentions of purchasing.⁴⁶ The previous research discovered after much searching that trust has a favorable influence on electronic satisfaction.⁴⁷⁻⁴⁸

The main effect of privacy, trust, perceived value and the firm reputation is that the purchase is happening again and again because of customer e-satisfaction. Other researchers have also found that website playfulness increases users' satisfaction.⁴⁹ Wolfenbarger and Gilly (2001) deduced that greater than normal of the online experience playfulness, the important customers' satisfaction resulted in the greater than normal probability of customers re-visiting the website.⁵⁰ It is just from their agreeable experience of online, therefore, consumers will have an inspection from travel agency websites and finally they do purchasing.⁵¹

As researchers like Kim (2005) mentioned ten antecedents model that have impact on purchase behavior and satisfaction of customer, therefore it is required to have much concentration on this ten antecedents model because they has an influential relevance with e-satisfaction in Malaysia.²⁴ There are some factors in online buying behavior (privacy, trust, perceived value and the firm reputation) which have excellent connection between online shopping and e-satisfaction, but Hume (2008) indicated that there is a very important factor in online purchasing and he explained that perceived value examination is connected directly and meets with a particular relationship by satisfaction.¹⁰

4.0 CONCLUSION

This research has recommended a conceptual framework for considering the online buying behavior factors which they are namely privacy, trust, perceived value and the firm reputation that they have impact on the electronic satisfaction of customers. The results of the study indicate online buying behavior factors are significantly and positively related to e-satisfaction of the customer. Moreover, according to demographic characteristics it can guide the online business firms or organization to identify the problems to take actions in order to motivate more online shopping consumers in Malaysia. It also indicates that Malaysian buyers by online shopping save their time since time saving is the main objective of the online buyers. Therefore, it is necessary for the top managers to have special attention to the customers' time.

The other finding shows that these four factors of online shopping behavior are highly prominent and they have a significant function in e-satisfaction in Malaysian firms or organization. Therefore, it is required to have an accurate consideration to online shopping behavior factors because online shopping behavior factors have a direct relationship with e-satisfaction. E-satisfaction of customer is the final consequence of meeting an expectation of consumer due to the product performance. The majority of the contented customers have a kind of purpose to repurchase the goods whether goods show their anticipation. As a result the websites with these factors will attract more e-customer satisfaction, and more e-customer satisfaction means having more transaction which finally help the organizations to achieve more benefits.

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