

Fashion on the Go: The Relationship between Consumers' Adoption and Post-Adoption of M-Shopping Fashion App



Sunayna Khurana, Dipti Jain

Abstract: *The aim of this study to find the relationship between initial adoption and post adoption behavior in the light of post purchase customer experience of people using m-shopping fashion apps to purchase fashion products. The study identifies post purchase customer experience as a multidimensional concept and identifies Return and Replacement, Customer Assistance, Product Experience and Handover of a product as post purchase activities. These four constructs being loaded on a single factor, hence, explained the construct of post purchase customer experience. Data was collected from 512 respondents in Delhi-NCR aging 18-25 years. The collected data is analyzed using structural equation model. The results revealed that behavioral intention significantly influences actual purchase behavior and actual use behavior significantly influence post purchase customer experience. Also, post purchase customer experience plays a significant role in the post adoption of m-shopping fashion apps as selling to customer once is not the only objective. Post purchase customer experience may lead to initial customer satisfaction but may lead to loyalty if users come across with consistent seamless post purchase experience. This will be the first study to do research on the relationship between adoption and post adoption behavior in the context of m-shopping fashion applications.*

Keywords- Behavioral Intention, Actual Use Behavior, Post purchase customer experience, m-shopping fashion apps, Post adoption, India

I. INTRODUCTION

Mobile for years, the sales of mobile phones and mobile phone users have been increasing. The penetration of mobile phones (now called as Smart Phones) is increasing geographically as well. Mobile phones began their journey as a humble device whose only achievement was that it was a phone which could be carried around with a person. From those initial days this device that undergone so much transformation that today it is unrecognizable. Whereas the

earliest of devices were only able to make and receive calls and text messages, the smart phones of today can do all type of jobs using internet. The smart phones today work as an extension of computers, but due to small screen size using internet on mobile phone is not pleasing experience even though it is an additional advantage. To solve this concern, developers came out with the idea for mobile apps using gives mobile phone-based usability features. Mobile apps were turning point in mobile phones history as user accepted this idea whole heartedly. In context of India m-commerce mobile retailing is about to grasp 39 billion US\$ by 2020 [1]. According to a recent report titled as "Digital Retail in 2020: Rewriting the Rules" jointly published by Google & AT Kearney in 2016, the number of online shoppers in India is expected to grow hugely from 50 million in 2016 to nearly 175 million by 2020. This report further stated that Fashion and Lifestyle will overtake Consumer Electronics to be the top product category in E-Commerce by 2020 [2]. Having own app can help the companies control the look and feel of the user experience, at the same time can personalize the content as per individual user preference. Shopping companies have major benefit of having an app of their own as it allows for 24x7 availability and is ubiquitous, can be used anywhere anytime. Still there are barriers in adoption of m-shopping like shopping on small screen is not best experience, inconsistent internet connection, problem of logistic reach for deliveries, ineffective customer support in native language. According to [3], initial adoption of new technology is necessary for the growth and the success of new technology but the continued use of same technology which shows post adoption is necessary for the long-term survival and earning profit. But, the question arises why the customer would purchase or use the same technology. The answer to the question is the experience the customer had while purchasing and after receiving the fashion products from the same m-shopping fashion app. There are three stages of consumer Decision Process, namely, Pre-Purchase, Purchase and Post-Purchase stage. Purchase stage shows the stage of acceptance of new technology. It is the stage when the consumer consumers place an order with the company. Post -Purchase is the stage in the mobile shopping when consumers actually experience the product. M-shopping is different from online shopping. In m-shopping consumer experience the product after purchasing the product but in the case of offline shopping, consumer tries and check the product in hand before purchasing.

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In this stage, consumer compare the performance of the product they have experienced after delivery with their previous expectations. If this experience matches the prior expectation, then the consumer will be satisfied and will have higher intention to purchase the product using the same m-shopping app. However, based on literature review, Previous studies have work extensively on the factors affecting the adoption of mobile technology [4, 5, 6]. When it comes to post adoption very few studies have worked on continued intention to use [7, 8, 9]. but, the relationship between initial acceptance and post adoption of mobile application is rarely studied [10]. Thus, based on theoretical literature and practical implication, there is dearth of studies on relationship amongst adoption and post adoption. Thus, studying diverse type of post purchase activities which forms overall mobile shoppers post purchase experience and their relationship will be justifiable.

II. LITERATURE REVIEW

A. Literature Review on adoption Mobile shopping, M-commerce and mobile application, continued intention and Post Purchase Experience

The Table 1 shows the former studies conducting in the area of, mobile shopping applications, continued intention to use mobile shopping and post-purchase experience

Table 1: Literature Review

Author	Context	Variables used	Outcome variables
[11]	Mobile shopping applications	Performance expectancy, effort expectancy, social influence, facilitating conditions, hedonic motivation, price value, habit, privacy risk and security risk	Behavioral intention and use behavior
[12]	Mobile Shopping	Performance expectancy, effort expectancy, hedonic motivation, facilitating condition and social influence	Behavioral intention
[13]	Mobile application in tourism	Effort Expectancy, Social Influence, Facilitating Condition, Mobile Innovativeness,	Behavioral intention and use behavior

		Perceived Playfulness, Performance Expectancy, Perceived Expressiveness	
[14]	Post Purchase Experience in Online Shopping	Experience: Customer Service, Shipping, Tracking, Return	Customer Satisfaction and Future Purchase Intention
[15]	Post-Purchase Customer Experience in Online Retailing	Delivery, Product-in-hand, Return and Exchange, Customer Support, Benefits and Feel-good factors	Online Post Purchase Customer Experience
[16]	Mobile Shopping	Active Coping-Maximizing Tendency Emerging Nature Expected Fit of Technology	Customer Satisfaction-Process and Outcome Continued use of intention
[17]	Mobile Payment	Performance Expectancy, Effort Expectancy, Social Influence, Perceived Risk and Perceived Cost.	Behavioral Intention
[18]	Online shopping	Perceived Benefit: Satisfaction with outcome Quality, Satisfaction with process quality. Investment: Trust, Learning. Moderator: Habit	Continued repurchase intention
[9]	Online Shopping Experience	Effort Expectancy, Performance Expectancy, Self-Efficacy, Trust. Moderator: Experience	Satisfaction Intention to repurchase

Technology acceptance Models

There has been rapid development and consistent rise in the new technology, there is a need of research to understand the factors which make users to take their decision to accept, reject or to hook up to a particular latest technology. As shopping via the mobile app platform is reliant on technology, the theories and models used in this research is derived from information Technology (IT) acceptance. Extensive theories and models concentrates on finding out on diverse sets of factors influencing peoples' intentions to use the latest technology and how these intentions help in the prediction of actual use of the technology [19]. The theory of reasoned action, the technology acceptance model, the motivational model, the theory of planned behaviour, the model of pc utilization, the innovation diffusion theory and the social cognitive theory, the UTAUT model and UTAUT2 Model

III. THEORETICAL FRAMEWORK

A. Use Behavior and Behavioral Intention

Use Behaviour as a construct has been proved many time in the literature as the fundamental construct depicting the factors of Pc use behaviour as an uncommon case [19]. However, use behaviour isn't expressly explained in UTAUT2 model but was estimated through the items accessible in the framework register [20]. The fundamental antecedent of use behaviour in UTAUT model is encircled as Behavioural intention. Behavioural Intention is determined from the framework of TRA and is characterized as "a proportion of individual strength of intention to undertake predetermined behaviour in future [21]. In this manner, intentions depict the motivational variables that impact behaviour and are pointers of how eager individuals are to attempt and the effort they put in to participate in the behaviour. The TPB model likewise portrays the solid connection between behavioural intention to undertake given specific behaviour and furthermore, use behaviour [22]. In addition, there is accord among experts that intention to utilize a specific technology is a solid indicator and determinant of the actual use of technology, and forecasts customers' future use. Because of this, the behavioural intention to use a technology is a focal idea of the technology acceptance models [20, 23, 22]. Therefore, it is proposed as:

H1: There is a significant positive influence of formed behavioral intention of young mobile users on actual purchase behavior.

B. Post Purchase Customer Experience

With the advent of internet, the way of customer interaction and response to the offerings has changed. Thus, new channel customer experience has been created [15]. According to [24] the online shopping experience reflects the consumers' previous past experience with the online companies. Also, the study conducted by [25] affirmed the relationship between frequency of online purchase with a specific retailer with experience they had. The relationship developed would be short lived if consumer will have a poor experience and consequently would be harmful for the long-term survival of the e-tailer. Also, [26] were of the opinion that by providing good online experience to the consumer can lead to positive

online buying behavior. Also, [27] posited that online customer experience is complicated than traditional offline shopping experience. Furthermore, [28] argues that online customer experience can of diverse nature. Hence, the following hypothesis has been formulated:

H2: There is a significant positive influence of actual purchase behavior on post purchase customer experience.

C. Return and Replacement

It is affirmed that ease of return alongwith e-business quality affects repurchase intentions to purchase [29]. Furthermore, [30] confirmed that the 66% consumers check return policy of the e-tailers before purchasing.

D. Product Experience

The consumer actually experiences the product after delivery. This experience of handling actual product while feeling & observing its real texture, size, color may or may not meet expectation the consumer had while placing an order. Closer this experience is to the expectation, more are chances of repurchase intention [31].

E. Customer Assistance

Customer assistance inculcates service aspects like FAQ'S, handling of returns, time taken to resolve the conflicts. Previous research done by multiple authors concluded that customer assistance significantly influences repurchase intentions and retention of consumers [14, 32].

F. Handover of Product

It has been confirmed that the logistics services can be measured by timely delivery, quality of delivery, good quality product and is helpful in creating customer satisfaction [33] According to [34] delivery plays avital role in affecting customer satisfaction which is necessary condition for post adoption. Furthermore, [35] stated that 78% of consumers drops their decision to shop online if delivery is not provided free of cost.

Thus, the following hypothesis has been proposed:

H3: Post Purchase experience is amultidimensional concept and is significantly defined by post purchase activities like return and replacement, customer assistance, product experience and handing over of product

IV. RESEARCH METHODOLOGY

A. Participants

The respondents chosen for this study will be the young mobile users who have the experience of using m-shopping fashion applications and had ordered the fashion products at least once or more. The reason for such selection is to check the post purchase experience of the users. If the user would not have the experience of using the m-shopping fashion app, he / she cannot fill the questionnaire.

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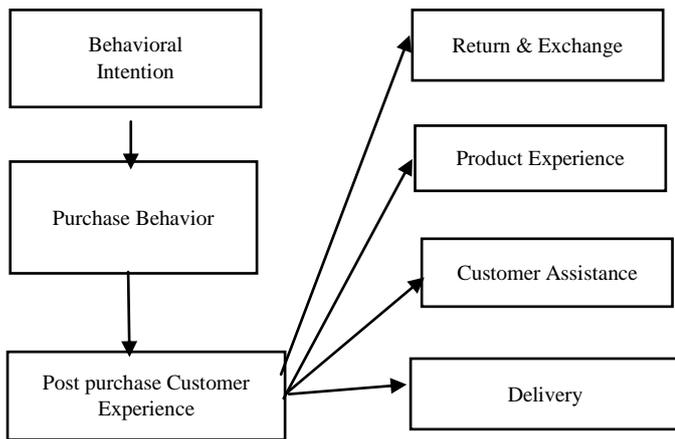


Figure 1: Research Model

B. Sampling

This study is based on non-probability sampling technique as the population of mobile users using m-shopping fashion app in Delhi-NCR was not accessible. According to [36] “under non-probability sampling technique, the elements in the population do not have any probabilities research to obtain information in a quick and inexpensive way”.

C. Instrument Development

This study has chosen self-administered questionnaires because it is completed by respondents themselves, hence reducing the [37] interviewers’ biasness [38, 39]. The self-administered questionnaire was distributed to students and its development was based on earlier research work. There were two sections in the questionnaire. The first part was related to demography characteristics of the respondents. The second part puts questions relating to Behavioral intention, Use Behavior and Post-purchase customer experience. The total items in the questionnaire was 21. All the statements of the questionnaire were measured using 5-point Likert scale ranging from 1- strongly disagree, 2= disagree, 3= neutral, 4= agree and 5= strongly agree. All the items of the questionnaire were developed based on previous research work. Use behavior and behavioral intention was adapted from the study of [20]. Post purchase customer experience being a multidimensional concept, the items for this construct is taken from multiple construct like return and replacement and customer Assistance were adapted from the study of [14], Product Experience and hand over of product were adapted from [15].

D. Data Collection

The pilot testing was undertaken with the aim to find out the problematic areas and statements in the questionnaire on 70 experienced users in September 2019. The results discovered that the Cronbach alpha value is coming above the recommended level 0.7.

E. Respondents’ profile

Table 2: Respondents’ characteristics

Sample Characteristics	Frequency (N= 512)	Percentage (%)
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<i>Location</i>		
Delhi	290	56.6
NCR	222	43.4
<i>Gender</i>		
Female	252	49.2
Male	260	50.8
<i>Frequency of purchasing products via fashion apps</i>		
Weekly	48	9.4
Monthly	248	48.4
Once in 6 Month	166	32.4
Yearly	50	9.8
<i>Most Preferred m-shopping fashion app</i>		
Amazon	108	21.1
Flipkart	112	21.9
Myntra	213	41.6
Jabong	30	5.9
Ajio	20	3.9
Any Other	29	5.7

Also, there was no ambiguity in respect of language, hence no restating of the items was done. The respondents of the questionnaire were selected from private colleges of Guru Gobind Singh Indraprastha University. The total 617 questionnaire were received but only 512 questionnaire responses were taken into consideration for data analysis. 105 questionnaires were rejected as it was incomplete.

V. DATA ANALYSIS AND RESULTS

In this section, structural equation modelling using AMOSSoftware 23.0 will be used to find model fit and structural path analysis. The confirmation factor analysis (CFA) will be employed to assess the convergent validity and Discriminant validity of the constructs.

A. Assessing Convergent and Discriminant Validity

The thumb rule for establishing convergent validity is $CR > 0.7$, $CR > AVE$ and $AVE > 0.5$. Also, the rule for establishing discriminant validity is $MSV < AVE$ and $MSV > ASV$. Based on the results depicted in Table 3, it is clear that all the conditions related to convergent and discriminant validity has been fulfilled. Therefore, both convergent and Discriminant validity has been established

Table 3: Reliability and Validity of constructs

Factors	CR	AVE	MSV	ASV
Behavioral Intention	0.912	0.675	0.183	0.150
Actual Purchase Behavior	0.835	0.559	0.342	0.263
Post Purchase Customer Experience	0.804	0.506	0.342	0.230

B. Measurement Model

The model of measurement was checked by carrying out CFA in AMOS. The measure to check the model overall goodness fit was C_{min}/DF , CFI, NFI and RMSEA.

Table 4: Model Fit of Measurement Model

χ^2	df	χ^2/df	RMSEA	NFI	CFI	TLI	GFI
216.909	182	1.192	0.019	0.962	0.994	0.993	0.961

Based on the results shown in Table 4, it is evident that the measurement model proposed for this research is a good fit as per the recommended value of 0.9 for GFI, CFI, NFI [40]. Also, the value of RMSEA IS 0.19 which is less than the threshold rule of 0.8 or 1. Further, the value of χ^2/df is 1.192 which far below the maximum acceptable value of 4.

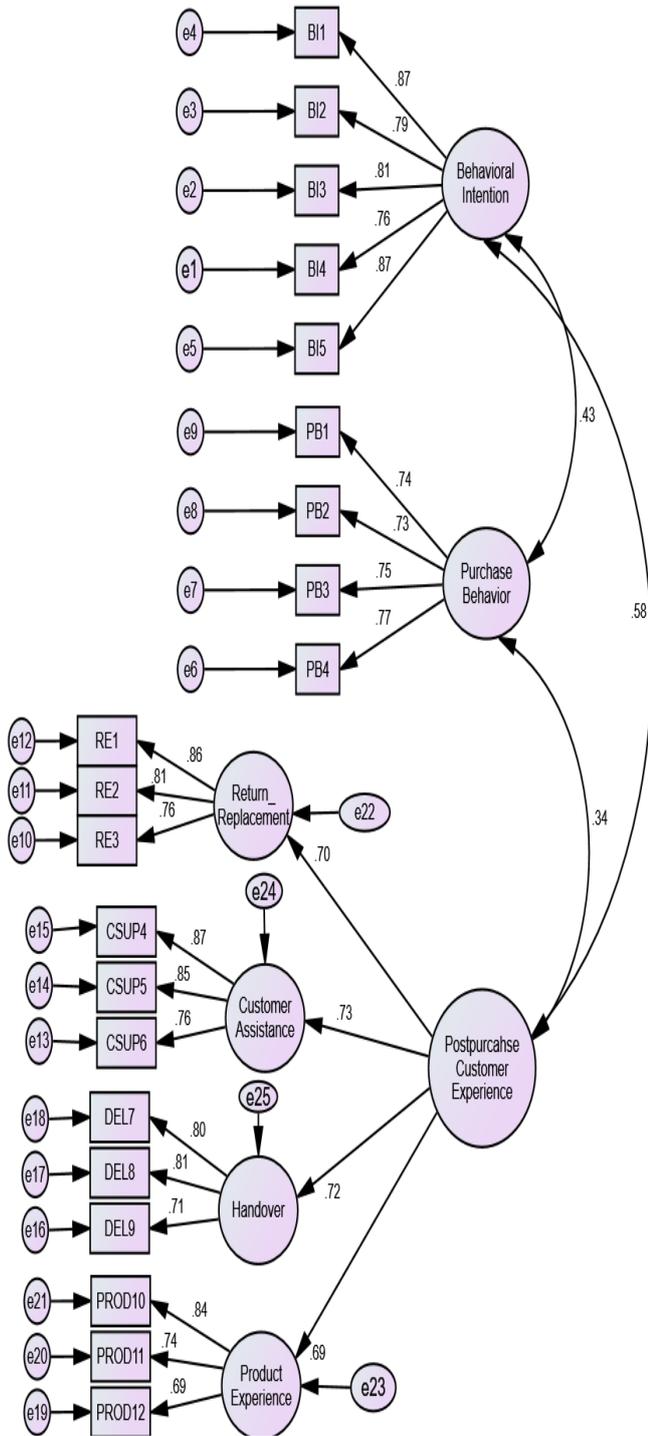


Figure-2: Measurement Model

After confirmation of model fit and reliability and validity of the construct, the SEM showing relationship between independent and dependent construct was developed. All the independent construct was found statistically significant as p-value is coming less than .005. Therefore supporting H1, H2, and H3 (Table 7).

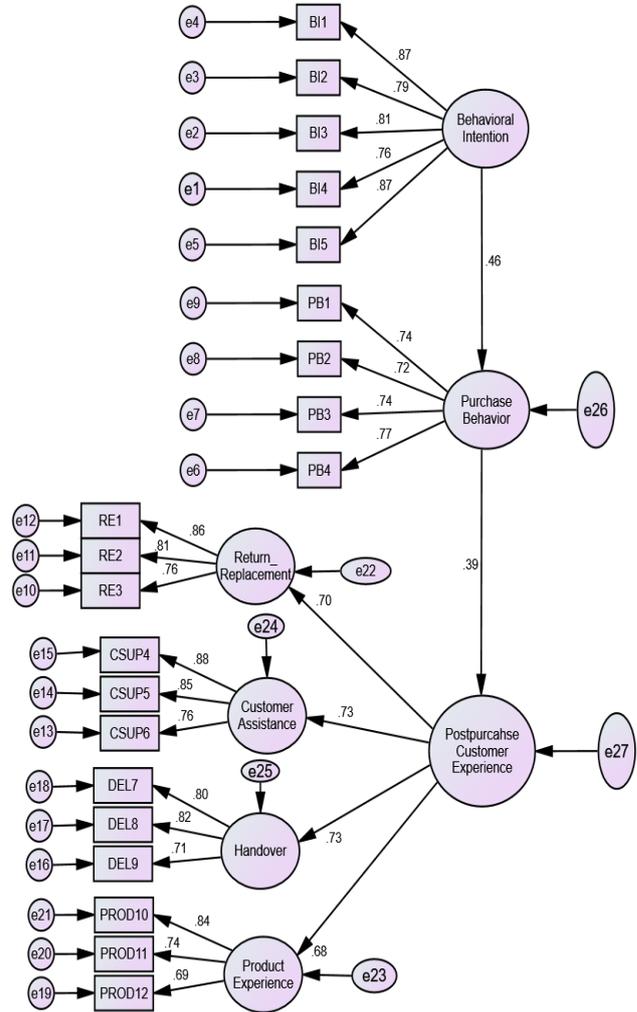


Figure-3: Structural Model

Table 7: Hypothesis Testing

Hypothesis	β value	P value	Status
BI to PB (H1)	.456	.001	Supported
PB to PPCE (H2)	.386	.001	Supported

D. Structural Model

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Post Purchase Customer Experience (H3)		.001	Supported
• Return and Replacement	.703		
• Customer assistance	.732		
• Product Experience	.683		
• Handover of product	.727		

VI. DISCUSSION AND CONCLUSION

There has been a tremendous increase in the use of m-commerce and mobile shopping due to availability of smartphones and internet connection. More usage means more competition and the result is identity crisis among the competitors. Therefore, the aim should not be only adoption it should be both adoption and retention. In order to retain the users, post purchase experience is extremely important. The result of the study supports this notion and proves that post purchase customer experience is a multi-dimensional concept and include hand over of product, product experience, customer assistance and return and replacement as its variables. The customer experience is of prime importance while purchasing products from m-shopping fashion app. Since, the users can check and feel the product after delivery. If the quality, color of product matches the picture shown in the application, the user may be satisfied. If doesn't match, then the role of customer service begins. The way customer representative solves the problem, how are they accessible leads in making positive post purchase experience. In sum, this study was undertaken with the aim to find out the relationship between acceptance of m-shopping fashion apps and postadoption experience of m-shopping fashion apps by the users. The results depicted there exists a strong and significant relationship between two. The users when purchase the fashion product for the first time using m-shopping fashion app may purchase with the aim of trial and to check out the services of the company. The user will have the continued intention to use the m-shopping fashion app to buy the fashion products if their experience after purchasing the product will be satisfactory. Thus, post purchase activities like return and replacement, customerassistance, product experience and hand over of product plays a dominant role in the post adoption of m-shopping fashion apps.

VII. IMPLICATIONS

This study extends the concept of adoption beyond purchase related activities and develops the model that shows the relationship between adoption and post adoption stage in the light of post purchase customer experience. Also, this study added to the literature that post purchasecustomer experience is a multidimensional concept and can be defined in the mobile retailing context with return and replacement, customer assistance, product experience and handing over of product. From the practical point of view, the results will help the managers and app developers to consider post purchase

customer experience to gain competitive advantage. Also, the study can provide directions for managers to build satisfaction for both adoption stage and post-adoption stage. More positive feelings about the variables like hand over of product, return and replacement, customer assistance and product experience will lead to more satisfied customers and higher profit and survival of the business. In sum, results will be useful for all the fashion industry as they will be able to understand the experiences which need improvement from the consumers perspective.

VIII. LIMITATIONS AND FUTURE SCOPE

Limitations are an important part of research. The main limitation of this research that it doesn't take into consideration the differences that exist in Delhi-NCR in terms of respondents' behavioral characteristics, market and demography. Also, the findings are based on the data of young mobile users. There is difference in the behavior pattern of shopping of youngsters and professionals, hence the results cannot be generalized to general population. The future researchers should therefore give consideration to different related complexities related to respondents' characteristics, market size and demographics. Also, moderators like age, gender, occupation etc. to be used in order to find out the complete decision process of users towards m-shopping fashion apps.

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