Technology Embracement and Etailer Approbation in Cyberspace Retailing

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Abstract—The world is fascinated by mesmerising technologies. Technology has become a part and parcel of life today. Technology is utilised for running all household and workplace electrical and electronics products. One such revolutionary application has been the emergence of cyberspace as another world where people meet, greet and do business. Retailing in cyberspace is one such phenomenon. This study endeavours to assess the components of technology embracement as well as the impact of such embracement on etailer approbation. The study stemmed from the survey of 895 cyberspace shoppers in India.

Keywords: Entrustment, Uncomplicated Use, Technology embracement, Etailer approbation.

I. INTRODUCTION

Cyberspace Retailing

Cyberspace retailing is here to stay despite a ruckus being created about privacy and data security. However, there is a difference. Alibaba is China is a super hit grossing high volumes and profits because it is part of an ecosystem that comprises Alipay and other services. The dominant players in India are Amazon, Flipkart and Paytm Mall. All of these have run into huge losses[1] despite trying to offer good services. Cyberspace retailing is heavily dependent on applications of technology. Cyberspace shoppers have mixed reactions as society has witnessed brick and mortar retailing for generations.

II. NEED FOR THE RESEARCH

Cyberspace shoppers first need to embrace technology to pursue online shopping. This requires operation of associated gadgets like smartphones, laptops, desktops or tabs. Websites as well as dedicated Apps are available. The concern is that such touch points be trusted and whether they are simple to use. Hence entrustment and uncomplicated use are major factors. Etailer popularity can increase only when cyberspace shoppers spread positive word-of-mouth and reviews. Hence,

research is required to assess as to what extent technology embracement has a role in influencing etailer approbation.

III. OBJECTIVES OF THE RESEARCH

The research endeavoured to assess the impact of Technology embracement (entrustment and uncomplicated use) on etailer approbation in cyberspace retailing. The influence of gender also needed to be analysed.

IV. REVIEW OF LITERATURE

4.1 Trust

Kahraman[2] et al. (2019) aimed to measure the purchase behaviour of consumers in B2C e-commerce in Turkey. The moderating effect of consumer socio-demographic features on online buying behaviour was examined. The empirical evidence found that user's socio-demographic characteristics had different impact on decision to buy online. Results showed that consumers had sufficient trust on online shopping which induced them to buy products online. It was found that male consumers were interested to buy technological device but female consumers prefer to buy clothing products. Married consumers rarely shopped than single consumers. Findings also indicated that trustworthiness encouraged buying intentions and actual financial risk taking. It was concluded that trust on e-commerce environment was mostly associated with gender, monthly income, age, marital status, and education.

Veerraju[3] (2019) aimed to measure the factors that impacted customer satisfaction in online shopping. This study revealed that customers were satisfied when the products or services fulfilled their expectation while using it. It was found that buying intention was the result of customer satisfaction, which referred to their readiness to buy a product from the e-retailers. Results showed that online retailers had offered more benefits such as creating better value for consumers beyond geographic complications and generating extraordinary business growth. Customer satisfaction was dependent upon trust, speed of delivery, service quality, reliability, prompt service, replacement warranty, and cash on delivery while purchasing goods through online shopping. Similarly, customer buying decision was based on suitable pricing, accountability, website quality and so on. It was concluded that variety, website quality and tangibility had influence on customer satisfaction in online shopping.

Nguyen[4] (2018) examined the factors affecting consumer trust in online shopping for technology and electronic products.

This study considered the effect of six factors on trust of consumers in online shopping for technology and electronic products. It consisted of business size, reputation, information security, website quality, perceived service quality, and reference group. Results showed that among the six factors, business size had high effect on consumer trust. It was followed by perceived service quality, group reference, reputation, website quality, and information security. Findings revealed that online shopping business can enhance customer awareness and trust by paying enough attention on all these factors. Findings also disclosed that perceived service quality should be maintained through fast service and quality of product, which was described on the website. It was concluded that proper care on consumer trust can increase online shopping for technology and electronic product.

4.2 Ease of Use

Boon-itt[5] (2019) aimed to examine quality of health websites and their influence on perceived usefulness, trust and intention to use. This study stressed that the quality of health website should possess better design, availability and accessibility of information, authority of source, user support, and quality of link to other sources. Results revealed that quality of health website had significant influence on perceived information quality. Findings disclosed that the quality of website content, relevant information and user friendliness were important factors that lead to high quality perception when consumers accessed the websites. This study revealed that perceived information quality can encourage consumers to have trust so as to use health website. It was found that perceived usefulness of health information had influence on consumer intention to use website.

Vijay[6] et al. (2019) examined the influence of online shopping values and web-atmospheric cues on e-loyalty with mediating role of e-satisfaction. This study emphasised that online shopping mostly relied on promotional schemes, price and website features. However, website features consisted of information, content effectiveness, entertainment and differentiation from others. Results showed that e-loyalty was highly dependent on e-satisfaction of consumers. Findings revealed that website features not only made it easy for users to purchase but also created fundamental hedonic value of job through convenient shopping. It was also found that web information, content effectiveness and entertainment had significant effect on changing consumer e-satisfaction. It can be concluded that playing a main mediating role between precursors and outcome, e-satisfaction had impact on e-loyalty.

Sahel[7] et al. (2018) investigated factors affecting the selection of e-commerce website in Bangladesh. This study emphasised that e-commerce enabled consumers to access enough choices and allowed flexibility in selection of products. This study analysed the e-tailer perspective factors such as customer service, product variety, brand image, privacy and security, past experience, and ease of usage. This study revealed that consumers showed hierarchical order of interest in selecting website. Findings revealed that ease of usage had been ascertained as the main factor in selection of e-commerce website. Findings also showed that brand image,

customer service, privacy and security, product variety, and past experience also influenced the selection of e-commerce website. It was concluded that e-commerce website should be designed as per consumer preference.

4.3 Technology Acceptance

Hassan[8] et al. (2019) aimed to assess online purchase decision based on technology acceptance model among university students in Pakistan. This study stressed that development in technological spread had encapsulated the world but its acceptance was slow in various parts of the world. Results revealed that actual system use was caused by the behavioural intentions of buyers. Perceived usefulness and perceived ease of use were the prominent antecedents of behavioural intention of buyers. Findings disclosed that technology acceptance was a premise reached out by perceived ease of use and perceived usefulness. However, perception towards online purchase and intention to purchase online were not actively influenced by handiness, pleasure, and convenience. Moreover, shopper attributes, item qualities, situational factors, trust, and past experience guided the buyer to purchase online. It was concluded that technology acceptance among buyers was directly responsible for increase in online purchase.

Fedorko[9] et al. (2018) examined the impact of selected user experience factors on e-commerce website. This study aimed to make a model that will explain the influence of each major factor on user experience intention to repurchase. Results revealed that technology acceptance model mostly relied on the perceived simplicity of use and perceived usefulness of the customer. Four variables such as quality of information, quality of service, modern technologies and quality of the system had close connection with perceived usefulness and simplicity of use. Findings showed that these antecedents effectively promoted customer attitude towards using e-commerce transaction by accepting technology. In conclusion, it was found that creation of e-commerce websites established competitive advantage both in the firm and amongst customers. Therefore, quality of information, quality of service, modern technologies and quality of the system were responsible for technology acceptance.

Khrais[10] (2018) examined technology acceptance factors in utilisation of online shopping system in emerging markets. This study stressed that online shopping practice were actively reducing cost, increasing trade and attaining more prominent consumer loyalty. This study showed that value, simplicity to use, mindfulness, trust and security, and nature of internet were the positive factors for increasing use of internet. It was found that online shopping significantly reduced the difficulty in physical shopping and trustworthy services of online retailer boosted confidence among consumers. Results revealed that technology acceptance practice had been increased as per changing consumer behaviour in purchase of goods and services. It was found that factors such as value, mindfulness, simplicity to use, trust and security, and nature of internet had strong impact on technology acceptance. Therefore, consumers expressed interest in online shopping in emerging markets.

4.4 E-tailer Advocacy / Endorsement

Nithya[11] & Selvavinayagam (2019) examined online retailer endorsement in B2C e-tailing. This study specifically assessed online engagement, retailer fondness, perceived value and online retailer service quality and its influence on online retailer engagement. It was found that competition in e-tailing sector abounds and it is necessary to catch the attention of potential customer so as to persuade and purchase their products. This study also revealed that endorsement by customer can be attained through transparency, grievance removal, better service provision, and protection. Results showed that online retailer fondness was the important factor in online retailer endorsement. It was followed by service quality, online engagement and perceived value in online retailer endorsement. It was concluded that positive endorsement by existing customer can transform the business and it also increased reputation and customer base. It was suggested that etailers should optimally use different channels to promote smooth transaction and to surpass loyalty.

Raguraman[12] & Subbiah (2019) attempted to measure the dynamics of consumer purchase decision behaviour in omni-channel e-tailing. This study showed that consumer online purchase decision behaviour was considered as the main elements of consumer cognitive behaviour on how the consumer plans to buy a product. It was found that online purchase happened when a consumer was happy with etailer service in online shopping. Online retailer advocacy increased when consumers were satisfied. Results found that etailer efforts on perfect delivery, fixing reasonable price and replacement were the significant motivators in online shopping. Findings revealed that online shopping motivation, internet acceptance, consumer experience, way of life, status of vendor, and e-trust were the significant factors influencing online shopping. It was concluded that subjective norms, perceived benefit, perceived risk, and perceived value about the e-shopping had considerable impact on online shopping decisions.

Magesh[13] & Balaji (2018) investigated the customer engagement in online retailing. This study had been commenced with the intention of exploring and analysing the factors influencing customer engagement in online shopping. This study showed that both online retailer and the customer were encountering much difficulty in transacting business in online retailing atmosphere. This study considered that online retailer loyalty relied on recognition, interest, involvement, passion and absorption aspects in online retailing. Findings disclosed that interest was the most significant aspect to extract online retailer loyalty. It was followed by passion, recognition, absorption and involvement aspects in extracting e-tailer loyalty. It was found that customer engagement relied on such aspects of online retailer loyalty. This study suggested that information provided in the website should be updated on a regular basis to help customers to access different information.

V. RESULTS & METHODS

895 cyberspace shoppers in India were administered structured questionnaire with the aim of covering research objectives. Purposive sampling was employed. Subsequent to pilot study and Confirmatory Factor Analysis, 13 statements had to be rated for 3 variables. Entrustment had 4 statements, uncomplicated use had 5 statements and etailer approbation had 4 statements. Other aspects of the research comprised various aspects of cyberspace shoppers' consumer behaviour as well as shopper engagement. Certain demographical data was also collected.

VI. ANALYSIS AND DISCUSSION

Part of the entire research is analysed here.

6.1 Structural Equation Modelling

Etailer approbation, entrustment and uncomplicated use were the observed endogenous variables while technology embracement and error terms were the unobserved exogenous variables.

H_1: The etailer approbation model demonstrates good fit.

H_{01}: The etailer approbation model does not demonstrate good fit.

Table 1 and Figure 1 portray the outcome of the structural equation modelling.
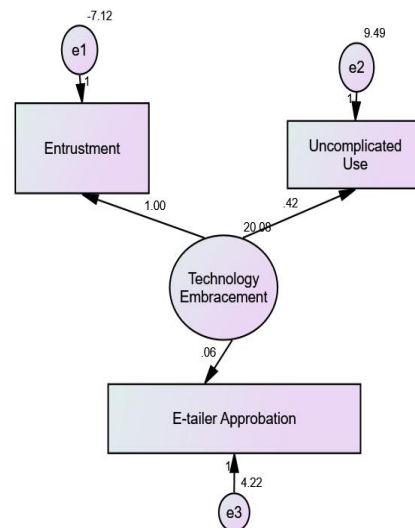
Figure 1: Structural Model

Table 1: Path Analysis

Path			Estimate	p
ETM	<---	TEM	1.000	
UCU	<---	TEM	0.418	0.003**
EAB	<---	TEM	0.057	0.015*

ETM- Entrustment;
UCU- Uncomplicated Use
TEM- Technology Embracement
EAB- E-tailer Approbation
** p<0.01; * p<0.05

0.418 increment in uncomplicated use and 1 unit increment in entrustment would result in 1 unit increment in technology embracement. 0.057 unit increase in technology embracement would result in 1 unit increase in etailer approbation. The etailer approbation model demonstrated good fit based on observed model fit indices.

6.2 t-Test

H_2: Male and female have dissimilar views about entrustment, uncomplicated use and etailer approbation.

H_{02}: Male and female have similar views about entrustment, uncomplicated use and etailer approbation.

Table 2 presents the prevalence of cyberspace shoppers in terms of gender. t-Test was executed to analyse the influence of gender and the outcome is shown in Table 3.

Table 2: Cyberspace Shoppers' Gender

Gender	Count	Percentage
M	507	56.6
F	388	43.4
Total	895	100

Table 3: t-test (Gender)

Variables	Gender	N	t	p
Entrustment	Male	507	1.958	0.052
	Female	388		
Uncomplicated Use	Male	507	1.283	0.200
	Female	388		
E-tailer Approbation	Male	507	2.194	0.028*
	Female	388		

* $p < 0.05$

Table 3 indicates that all p value was significant in the case of etailer approbation. H_{02} is therefore rejected at 5% level for etailer approbation.

Male and female have dissimilar views about etailer approbation and similar views about entrustment, and uncomplicated use.

VII. CONCLUSION

As far as technology embracement is concerned, entrustment requires more attention than uncomplicated use. This is due to t he fact that breach of data is rampant in India. The payment platforms may be secure but many institutions sell the data of individuals. Hacking is also another cause. The law regarding cyberspace and information technology needs revamping to deter such fraudulent acts. Etailers need to invest on securing their websites, Apps and associated platforms. More awareness needs to be disseminated about careful use of cyberspace. Entrustment does not stop with the online platform. The products sold need to be of superior quality and the services need to be more receptive. Mere automation only adds to the intangibility limitation of services.

Male and female have dissimilar views about etailer approbation. There could be many reasons. One of them could be availability of products and depth in the product range. Etailers must also facilitate multiple touch points to encourage transactions that may involve goods, information and payments. More clarity is required when it comes to description about the product, its benefits and value for money. Web pages meant for mean may need to be designed in a different way compared to we pages meant for women in terms of layout, images, colours and design patterns. Reviews posted by e-shoppers must comprise posts from men and women. Loyalty program rewards should have different rewards for mean and women and for different age groups.

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