

Online Shoppers' Satisfaction: The Impact of Shopping Values, Website Factors and Trust

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ABSTRACT

The present study examines the impact of two shopping values and three website characteristics and e-trust on shoppers' e-satisfaction. Earlier studies have identified various factors that affect shoppers' online satisfaction. It is pertinent to validate those factors in the developing economies and none of the earlier studies have explored this. To fill this gap, the study validates the scales of these constructs in the Indian context. The results reveal a positive and significant impact of utilitarian shopping value, web entertainment, effectiveness of information content, web informativeness and e-trust on shoppers' satisfaction. This paper did not find any impact of hedonic shopping values on shoppers' satisfaction. From managerial perspectives, the study can be used as a guide for online retailers in encouraging e-shopping by creating conducive websites that attract shoppers. For future researchers, this has validated scales in Indian context.

KEYWORDS

E-Satisfaction, E-Trust, Hierarchical Regression, Online Shopping, Web Entertainment

INTRODUCTION

Internet as an information and communication tool (ICT) is effecting the way people communicate and also the way they shop across the world (Lennon et al., 2009). Its growth has resulted in the massive switch from the traditional format of retailing to online retailing. Besides promoting their websites, e-retailers have been striving to induce the attitude of online buying among shoppers.' For this, they resort to various marketing and promotional strategies aimed at increasing shoppers' online buying convenience. Shoppers are lured with the widest options of goods/services, 24X7 accessibility with all possible strategic tools of payments and assurance (Brynjolfsson & Smith, 2000; Hsin Chang & Wang, 2011; Prashar et al., 2015).

Online shopping has ushered leverage in both consumers' buying environments and retailers' selling strategies. According to Eroglu et al. (2001), web shopping provides buyers with convenience with regards to time and space, compare and evaluate different products at a time and facilitates enriching experiences. For online marketers, besides providing a way of conducting business, Internet

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based stores also act as enabler of competitive marketing strategies (Varadarajan & Yadav 2002). Though the Internet based shopping system has multiple benefits, literature has also raised questions on some of its limitations. These include privacy and security problems which tend to draw consumers away from online retail sites (Tsai et al., 2011; Tsai & Yeh, 2010; Vila & Kuster, 2011). Also, inability to physically examine the product before purchasing is considered as a significant obstacle in online shopping (Lorenzo-Romero et al., 2011).

Aimed at lowering the risks inherent in e-buying and also to augment shoppers' buying experiences, web-based retailers constantly endeavour to increase buyers' satisfaction, trust and purchase intentions. One of the means to achieve higher satisfaction is to improve the e-retailing environment (Lee et al., 2010; Vijay et al., 2017). While postulating the criticality of a high-quality website environment in the successful online retailing, Yang (2001) have identified security, reliability, access, ease of use, personalization and credibility as important elements of web environment. While focussing on the effects of environmental stimuli (atmospherics) on online consumer behaviors, many other studies too have highlighted the importance of web site atmospherics in e-shopping settings (Massara et al., 2010; Wu et al., 2008). Hence, it becomes pertinent to decipher the association between the web portal environment and shoppers' satisfaction (Kim and Stoel, 2004).

Since competition is only a "mouse-click" away, shoppers' loyalty is a critical element of success in a competitive and an economic sense for Internet based retailers (Semeijn et al., 2005). As per Reichheld & Scheffer (2000), shoppers exhibit loyalty only when they are satisfied and their trust is secured and maintained. With aggressive competition in the e-commerce market, shoppers' issues and perspectives of trust and loyalty become extremely significant. To create the sense of loyalty among shoppers, online retailers must pivot strategies around developing trust and satisfaction. Satisfaction with electronic environments, referred to as e-satisfaction, increases web portal traffic and encourages repeated use of a site.

In this light, the study has been endeavoured to decipher the impact of online shopping values, website characteristics and e-trust on e-satisfaction and determine the relative significance of these predictors. Existing studies on the relationship between the constructs like shopping values and online purchase intention (Peng & Kim, 2014), and web atmospherics and purchase intention and satisfaction (Gao & Bai, 2014) are limited by geographical and cultural settings. In order to generalize the results of the existing studies, it is pertinent to validate the scales for different regions (Gao & Bai, 2014; Peng & Kim, 2014). Hence, the study is a pioneer attempt to validate the constructs and their respective scales in Indian context. The paper has been organised as follows. Extant review of literature and related constructs have been presented in the following section. The next section explains the hypotheses constructed, the sample and measures used in the study. This is followed by validation of the scales in Indian context using two-step approach. The results of the study are presented, followed by discussions and future research directions.

REVIEW OF LITERATURE

Shopping Motivations

The utilitarian outlook considers the consumer to be a rational and logical problem solver. Such shoppers begin with fixed objectives and aim to derive maximum value out of purchases. The perceived benefit of this shopping value is determined by whether the objective is concluded efficiently or not (Batra & Ahtola, 1991; Sherry et al., 1993). In their study, Blake et al. (2005) reported many specific aspects for online retail sites that are considered as important by e-shoppers. Most of these

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