

Impact of Website Quality on Online Shopping Behaviour

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Introduction

The world business activities are now moving very fast because of the information technology, the internet has changed the way people shop and day-to-day lives. Online shopping consumers do not physically go to the shop; they visit the company website to conduct the purchasing activities. Websites need to create attractively to provide service to the consumer; therefore, website quality is an important factor to increase the visit of the site. Website design, website reliability/fulfillment, website customer service and website security/privacy are the most attractive features which influence the perception of the consumer of online buying (Shergill & Chen 2005). Website quality, design, features, and contents are important parts to create attractive website to increase the online shopping. Therefore, this research attempts to investigate what extend WQ impact on the OSB among the social media users, the specific research question of this study is:

“Does website quality influence online shopping behaviour of social media user?”

There is a lack of literature in Sri Lanka to examine the impact between WQ and OSB. Thus, there exists a clear empirical gap with respect of the influences of WQ on OSB within the context of social media users. This empirical gap becomes a problem to companies who are changing their business activities traditional to online. They want to know whether this WQ is successfully impact on OSB.

Literature Review

As (Forsythe and Shi, 2003) explains” Internet shopping has become the fastest growing use of the Internet; most online consumers, however, use information gathered online to make purchases off-line”. All of the business and transaction activities are now handled online. Although, purchasing online is still a small part of Internet usage, most analysts expect it will increase dramatically when consumers feel convinced and secure about their purchases and protection of their privacy (Norbayah Mohd Suki 2013).

Website qualities are weight content of the web page that consumer easy to find their need information and do the business activities. Song and Zahedi (2001) classify WQ elements into five categories according to their purpose: for promotion, service, informational influence, self-efficacy, and resources facilitation. Hygiene factors cause the customers consider website functional and serviceable, and whose absence causes user dissatisfaction. Liang and Lai (2000) review WQ factors influencing Internet buying behavior by categorizing them into three groups, two of them are also named motivators and hygiene factors, and third media richness factors.

Overall, the measures employed to value WQ by the researchers include the websites’ information content, information presentation, interaction between customers and venders, navigation, searching mechanism, security, site technical feature, media richness, and so forth (Zhang & von Dran 2000, 2001a, 2001b; Grandon & Ranganathan 2001; Cho et al. 2001; Kim et al. 2001; Lohse and Spiller 1998; Koufaris et al. 2002; Ho and Wu 1999) In summary, a variety of factors related to WQ have been demonstrated to significantly influence

consumers' OSB and attitudes. Better WQ can guide the consumer's complete transactions smoothly and attract them to revisit this Internet store. In contrast, worse quality would hinder their online shopping moves.

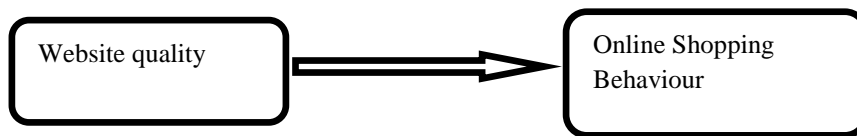
Methodology

The type of research is deductive and variables are measured with quantitative analysis. The structured questionnaires with closed statements measured with Likert's scale (1-5 as strongly agree, agree, neutral, disagree, strongly disagree respectively), based on result from face book respondents. Among 500 friends, about hundred twenty (120) friends have been identified using convenient sampling technique (See Table 1). A web-designed questionnaire was designed for this research purpose by using "Google drive" a web link, which can be open in all internet operating systems such as internet explorer, Google chrome, Firefox, and Mac OS, etc. Primary data were collected for analyses both dependent and independent variables by based an on-line survey utilizing a structured questionnaire in a web page format posted in the "wall" of Social Media's which can be sent to all friends of us. Among 500 friends, about hundred twenty (120) friends have been responded to the uploaded questionnaire within the required time frame.

Table 1: Sampling Framework

Study Setting	All social media users
Unit of Analysis	Social media respondents
Sample Size	Hundred Twenty (120) customers
Sample Method	Convenient Sampling Technique

Conceptual Framework



This study is taken into account about how the Website quality impacts over the Online Shopping Behaviour. Regarding this study, the hypothesis statement constructed as such is given below.

The hypothesis statement regarding this study is

H₁: DMCT significantly impact on CBA

Results and Discussion

Level of Independent Variable and its Dimensions

Based on the literature review, WQ was evaluated with three dimensions: Website layout, convenience, information. WQ as an independent variable has high level attribute of OSB (Mean X₁ = 3.825). In addition, most of the respondents expressed generally a common opinion regarding the variable of WQ concepts (Standard deviation = 0.641). With individual analysis, it is also noted that about all respondents in this study have high level attribute for the WQ.

Specifically, all dimensions of WQ have high level attributes in relation to their mean values (mean values of Website layout X_{1.1} = 4.000, convenience X_{1.2} = 3.742 and information X_{1.3}= 3.725). Among these dimensions, Website layout is comparatively higher than other dimensions that contribute to WQ.

Level of Dependent Variable and its Dimensions

The OSB is assessed with three dimensions: attitude, intention, and actual behaviour. OSB as an independent variable has high level attribute (Mean X₁ = 3.903). And common opinion regarding the variable of OSB

concepts (Standard deviation = 0.689). With individual analysis, it is also noted that about all respondents in this study have high level attribute for the OSB.

Indicatively, all dimensions of OSB have high level attributes of respondents in relation to their mean values (mean values of attitude $X_{2.1} = 3.87$, intention $X_{2.2} = 3.82$, and actual behaviour $X_{2.3} = 4.025$). Among these dimensions, actual behaviour of OSB has comparatively high value of mean than other dimensions in contribution to OSB.

The Relationship and Impact of WQ on OSB

The correlation analysis is initially carried out to explore the linear relationship of WQ with OSB, if it exists. Results indicate that there is statistically linear significant and positive relationship ($r = 0.582$, $p < 0.01$) between WQ and OSB. Thereby, accept the Hypothesis 1 H1 – i.e., WQ significantly influences on OSB. The coefficient of determination (r^2) was 33.9% at the 1% level and (adjusted r^2) show the 0.333. This implies that 33.9 percent of the dependent variable are explained by this independent variable. Only 33.9 % of the OSB is explained by this WQ.

Conclusion and Recommendation

This study considers WQ as independent variable and OSB as the dependent variable. While these variables individually have high level attributes of the respondents, the Pearson's Correlation analysis explores a strong positive linear relationship between WQ and OSB. The correlation coefficient (r^2) was 30.9% at the 1% level. This implies that OSB can be predicted with WQ. According to (Grandon & Ranganathan 2001), and (Lohse & Spiller 1998) WQ can have positive effect on OSB. Our study also has the same positive effect of WQ on OSB. Which mean WQ has slight positive impact on OSB.

Based on conclusion, some suggestions are put forward to marketers who are going to enter in the online business activities. Regarding conclusion, the WQ also impact the OSB, therefore, the website creation is also a tool to increase the revenue, Good WQ requires in-depth knowledge of its organization and a solid plan of how it can be used to achieve business goals. And second one website contents, feature, and full of information turn customer to the organization sites.

Implications: Considering the limited time and scope of this research, many theories related to the subject were covered but in a rather general perspective so as to provide a big picture for the readers. This study focuses on one independent variable WQ to explain OSB and to explore the relationship between them. However, it is explicit that there may be other variable(s) to be considered to explain the variation of OSB. Future studies can be devised to identify those additional variable(s) and dimension(s) for explaining the consumer's OSB. Therefore, if further research could be conducted, then an in-depth survey should be carried out in tackling the research objective.

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