

FACTORS AFFECTING ONLINE SHOPPING INTENTION AMONG GENERATION 'Y' IN YEMEN: BUILDING A CONCEPTUAL FRAMEWORK

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Abstract

The internet has grown to be the vast global marketplace for exchange of goods and services for several reasons. Apart from its attractive virtual storefront, its capable of satisfying online shopping among the general public effectively. This is a conceptual paper that seeks to propose a conceptual framework by establishing a link between factors (security, product quality, price, payment method, perceived usefulness) affecting online shopping and online shopping intention in Yemen. Within the current fraework, the paper intend to conceptually propose the possibility of online shopping satisfaction to mediate in the relationship between the study variables. Based on this, the study will develop a research model as well as suggest some propositions which will later be empirically tested within the context of online shopping in Yemen.

Keywords: Online, Shopping, Customer, Satisfaction, Yemen.

INTRODUCTION

Online shopping has in recent times become a popular means of shopping for customers worldwide. This recent shopping innovation has gone a long way in increasing the number of several merchandise to potential consumers in different countries and also provides huge market with different business activities across the world. In this modern world, social media is no longer restricted to a facility used by people in presenting themselves to the internet but rather used for commercial purpose known as online shopping (Singh & Kashyap, 2015). Market via internet or online shopping is the ultimate use of computer (technology) for an effective marketing production. The online shopping on social media such as Facebook and Instagram has now developed its function to align with current update and the increasing needs of general public. Several companies that are solely engaged in selling goods have learned to utilize the recent global technologies like Facebook and Instagram in the quest to reach out to potential buyers in every location or across countries of the world (Singh & Kashyap, 2015). Over the past few years, E-commerce is increasingly growing very fast due to its numerous advantages related to business activities for its lower cost, fastness, and easier transaction compared to other forms of business/shopping (Cuneyt & Gautam, 2004).

Hence, quality information the accessibility of different products and brands in facilitating customers towards making their various choices out of wider market. Thus,

customers tend to make use of the internet not only for the purpose of online buying of product, but to also make comparison about the product features and prices before buying the products from a particular shop (Cuneyt & Gautam, 2004; Singh & Kashyap, 2015). In addition, the entire products in online shoppes are described through multimedia files, text with photos. Again, most of these online shops provides their access links for further informations regarding their priducts. They makes available, instructions, demonstrations and specification, as well as safety procedures. In fact, the scope of E-commerce is growing in a great pace due to several advantages such as convenience and discount offers attached to online shopping around the clock (Singh & Kashyap, 2015).

In the Middle East, the adoption of E-commerce has been slow not untill after the Covid-19 global pandemic put an arest to the traditional means of trading, the appeal for online shopping started growing in a quick match (Radcliffe, 2021). Therefore, the Covid-19 pandemic has been the stimulant for the adoption of online shopping in the Middle East. Regretably, Mena region was said to be the least region to adopt the online shopping. Thus, the persistence use of traditional means of shopping and the preference attached to the cash on delivery as well as in-person relaionships with the sellers, rendered the online shopping unpopular in the Mena region unlike other parts of the world (Radcliffe, 2021). Hence, due to the improvement in inventory, delivery, regulatory and ligislative frameworks in sporting the commencement of mobile wallets and online payments, E-commerce has appeared to be ingrained in terms of digital and shopping experiences of increasing number of people in the entire Middle East (Radcliffe, 2021).

In Yemen, E-commerce was initiated in for the purpose of promoting online shopping and other business activities towards increasing public confidence in Yemeni community in the internet as a means of buying and selling of goods and services through available online resources (Isoc, 2016). The idea of E-commerce emerged in Yemen after realizing the most internet users mainly utilize the internet for social media, news reading and networking without understanding the potentials and value of E-commerce as both users as well as entrepreneurs (Isoc, 2016). In fact, it has been observed that E-commerce has made several businesses more successful in this modern world. Thus, it has been observed that, customer online shopping intention is one of the important stimulating factors necessary for boosting online shopping/E-commerce in most parts of the world especially in the Middle East and Yemen in particular (Al-Falah & Al-Nasheri, 2022). Although quite a number of factors are said to be capable of affecting online shopping. The main aim of this paper is to embark on empirical exploration on the mediating role of online shopping satisfaction in the relationship between security, product quality, price, payment method, perceived usefulness and online shopping intention among generation 'Y' in Yemen.

PROBLEM STATEMENT

In spite the fact that, Yemen is a developing country at an average degree, still the internet users remains very little with only 8.24 million compared with other countries of the world like UK, US, China, and Canada. Hence, it has been posit that E-commerce in Yemen is estimated to contribute \$229 million (0.1%) of its Gross Domestic Product (GDP) (Digital, 2022). Still, the internet penetration in Yemen still remain at 26.7% (Al-Falah & Al-Nasheri, 2022). Figure 1, shows the internet penetration of several countries of the world with Yemen having the lowest percentage of internet users amongst the selected countries;

Figure 1: Percentage of Intrenet users in Several Countries

	USA	UK	China	India	Yemen
Penetration (%)	92	96	65.2	45	26.7
Internet Users (in Millions)	307.2	65.32	939.8	939.8	8.24

Source: (Al-Falah & Al-Nasheri, 2022; Digital, 2022).

Hence, this clearly signifies that, the percentage of social media users in Yemen is said to be 11.4% of the entire population. In fact, Yemen was ranked amongst the twenty (20) lowest countries in the B2C E-commerce index, which clearly indicates that, there is a need for increase in the capacities of E-commerce in the country (Al-Falah & Al-Nasheri, 2022). Thus, increase in the level of E-commerce largely depends on online shopping intention (Lima et al., 2016). Lack of intention has always been the major obstacle in the development of E-commerce in most parts of the world. Previous studies have made serious effort in describing several factors capable of influencing online shopping intention in different countries (Mansori et al., 2012; Murshid et al., 2020; Thanngaha et al., 2021). Studies that tend to investigate the factors such as security, product quality, price, payment method, perceived usefulness and online shopping intention with mediating role of online shopping satisfaction in Middle East and Yemen in particular appears to scarce in the existing literature. This paper is an attempt to bridge the existing gap in the literature.

RESEARCH OBJECTIVES

The current study aim to explore the mediating role of online shopping satisfaction in the relationship between security, product quality, price, payment method, perceived usefulness and online shopping intention among Generation 'Y' in Yemen. The main objectives are;

- i. To examine the relationship between security, product quality, price, payment method, perceived usefulness and online shopping intention among Generation 'Y' in Yemen.
- ii. To examine the mediating role of online shopping satisfaction between security, product quality, price, payment method, perceived usefulness and online shopping intention among Generation 'Y' in Yemen.

UNDERLYING THEORIES

Theories are basically utilized in research specifically in quantitative studies in answering research questions (Cresswell, 2014). The main theory applied in this study is the theory of plan behavior (TPB). Thus, the TPB is an extension of theory of Reason Action (TRA) in consideration of the noticeable limitation of the prior theory in tackling voluntary behavior. While the latter theory (TPB) posit that behavior is not absolutely under control, it's a voluntary action (Ajzen, 1991). The theory is used in predicting and understanding the behaviors of individuals. The TPB emphasized that behaviors are usually determined by behavioral intention based on certain conditions. Based on this argument, the current study intend to apply the TPB as it appears to be suitable in explaining the complex relationship between security, product quality, price, payment method, perceived usefulness and online shopping intention among generation 'Y' in Yemen. Moreover, the theory has been applied by several previous studies and achieved suitable result (Le-Hoang, 2020; Lima et al., 2016; Xen & Salim, 2020).

LITERATURE REVIEW

Online Shopping Intention

The online shopping intention is one of the two major factors affecting shopping behavior among customers. It could be seen as factor used in assessing future behavior (Blackwell et al., 2001). According to Ajzen, (1991), intention is seen as a motivational factor which tend to motivate an individual towards taking a particular action. Similarly, Akbar et al., (2014) suggests that intention is a precise drive of consumers towards processing a single or several actions. Thus, consumers may have numerous intentions, including online shopping intention. Hence, online shopping intention could be describe as a plan of making choice of where to purchase a particular product (Blackwell et al., 2001). In the same vein, Delafrooz et al., (2011) describe online shopping intention as the strength of a consumer to perform an explicit purchasing behavior through the use of internet. In this study, online shopping intention will be used as dependent variable.

Security

Security plays a vital role towards online shopping and it also affect consumers online shopping intention (Masoud, 2013). In a web-based situation, consumers often becomes bothered regarding their disclosed personal information used by most of the online business owners for the purpose of fulfilling their business transactions (Rasool et al., 2017). Moreover, Meskaran, (2015) sees security as a factor capable of influencing online shopping intention. Likewise, Neama et al., (2016) emphasized that security is crucial factor in determining strength of online shopping intention since consumers value their personal information in relation to their patronage and intentions towards online shopping and other forms of E-commers transactions. In this study, security will be used as independent variable.

Product Quality

Product quality is considered as the degree to which good service or combination thereof meets a particular need or solve a problem. Hence, for a particular product to possess a real value, some certain qualities needs to be considered. In other words, such product needs to solve consumers problem or meet up with their needs (Ekasari et al., 2019; Gordon, 2022). Similarly, Kotler et al., (2011) describe product quality as the features of a given product or services which bears on its ability to satisfy the need of customers. In addition, (Ahn et al., 2004) sees product quality as the real functionality of a given product, and its consistency between the specification provided online from the online shop owners and the physical quality of the product. Thus, the current study used product quality as independent variable.

Price

Price of a given product is usually considered as an influential factor in terms of online shopping intention. Thus, price could be seen as a prevalent marketing strategy which is used in attracting customers by providing an excess incentive or value capable of encouraging online shopping intention (Yin & Huang, 2014). In this study, price is used as independent variable.

Payment Method

Payment method can be seen as payment instrument usually used in exchange of goods and services (Stita et al., 2020). Hence, payment methods often makes a suitable consumer experience because it gives room for customers to choose their preferred means of payment for goods and services and if any of the payment options fails, its enables customers to explore other available payment methods which in turn result to increase in online shopping intention (Halim et al., 2020). This study employed payment method as independent variable.

Perceived Usefulness

Consumers' intention is usually influenced by their actual perception of usefulness Davis et al., (1989). Thus, perceived usefulness could be seen as an extent to which an individual believed that utilizing a specific system would actually increase his/her performance (Davis et al., 1989) Based on online shopping, perceived usefulness simply refers to the degree in which a particular consumer becomes certain that online shopping is capable of enhancing the efficiency of their shopping (Shih, 2004). In this study, perceived usefulness is used as independent variable.

Relationship Between Security and Online Shopping Intention

Security plays a vital role towards online shopping and it also affect consumers online shopping intention (Masoud, 2013). Several studies have been conducted in an attempt to investigate the relationship between security and online shopping intention. For instance, Xen & Salim, (2020) conducted a study to examine the link between security and online shopping intention among generation 'Z' in Malaysia using 100 students from UTHM as respondents. The result of the study revealed that security has significant effect on online shopping intention. Another study was conducted by Van & Tuan, (2022) to investigate the influence of security on online shopping intention in Vietnam with 358 sample size. The findings suggested that security is positively related to online shopping intention. Likewise, AL-Shukri & Udayanan, (2019) investigated the impact of security and on online shopping intention in Oman through online survey using questionnaire with 104 respondents. The study insist that security is significantly related to online shopping intention. Accordingly, the current study hypothesized that;

H1: Security has significant influence on online shopping intention

Relationship Between Product Quality and Online Shopping Intention

Product quality is considered as the degree to which good service or combination thereof meets a particular need or solve a problem. Hence, for a particular product to possess a real value, some certain qualities needs to be considered. In other words, such product needs to solve consumers problem or meet up with their needs (Ekasari et al., 2019; Gordon, 2022). Many studies have been conducted to examine the influence of product quality on online shopping intention in different context. For example, Daniel et al., (2018) examines the effect of product quality on online shopping intention using all the students of Universitas Sumatera Utara who uses Telkomsel internet quota, with 100 respondents. The findings shows that product quality has significant relationship with online shopping intention. Again, Saleem et al., (2015) in their study investigated the effect of product quality and online shopping intention using 122 respondents in Pakistan. The outcome shows that product quality has positive relationship with online shopping intention. Moreover, Farina et al., (2016) examines the effect of product quality on online shopping intention with 50 respondents in Indonesia. The findings of the study suggests that product quality has significant effect on online shopping intention. Hence, this study hypothesized that;

H2: Product Quality has significant influence on online shopping intention

Relationship Between Price and Online Shopping Intention

Numerous studies have been taken in an attempt to investigate the effect of price on online shopping intention. For instance, Wei et al., (2021) examines the influence of price on online shopping intention through online distributed questionnaires to 344 respondents. The findings shows a significant relationship between price and online shopping intention. In addition, Irawan et al., (2020) in their study that was conducted to examine the influence of price on online shopping intention maintained that, price is significantly related to online shopping intention. Likewise, the study conducted by Levrini et al., (2021) indicates that price is a significant factor that has influence on online shopping intention. Likewise, this

study hypothesized that;

H3: Price has significant influence on online shopping intention

Relationship Between Payment Method and Online Shopping Intention

Diverse payment mechanisms and methods enhances electronic commerce due to several systems and properties in different ways (Stita et al., 2020). Studies have suggested that payment method has significant effect on online shopping intention. For instance, Khasawneh & Shamaa, (2016) conducted their study in Jordan to investigate the relationship between payment method and online shopping intention. The result shows a positive relationship between payment method and online shopping intention. Again, Shamim & Xiaoyan, (2018) carried out an investigation on the influence of payment method on online shopping intention in China using online questionnaire with 350 respondents. The outcome of the investigation maintained that payment method is positively related to online shopping intention. In addition, Halim et al., (2020) revealed in their study that was conducted in Indonesia with 51 respondents that, payment method has significant influence on online shopping intention. Thus, the present study hypothesized that;

H4: Payment Method has significant influence on online shopping intention

Relationship Between Perceived Usefulness and Online Shopping Intention

Several attempts have been considered by researchers to find out the effect of perceived usefulness and online shopping intention among consumers regarding E-commers all over the world. For instance, Thanngaha et al., (2021) carried out an investigation on the effect of perceived usefulness on online shopping intention through the use of questionnaire with 836 respondents from Vietnam. The findings of the investigation revealed that perceived usefulness is positively related to online shopping intention. In the same vein, Ivan & Kolbe, (2020) posit that perceived usefulness is significantly related to online shopping intention based on the outcome of their investigation that was conducted in Mexico city using online survey with 380 respondents. This finding is inline with the result of examination carried out by Iriani & Andjarwati, (2020) with 100 respondents which also suggest that, perceived usefulness is positively related to online shopping among customers in Indonesia. Accordingly, this study hypothesized that;

H5: Perceived Usefulness has significant influence on online shopping intention

Relationship Between Online Shopping Satisfaction and Online Shopping Intention

Online shopping satisfaction is seen as how consumers are pleased with a particular product or service that matches their requirements. It could be considered as an essential factor which always triggers when the a given service or product performance surpasses the actual perception and expectation of the customers (Woodside et al., 1989). Thus, studies have been carried out to examine the relationship between online shopping satisfaction and online shopping intention. For example, Chu & Zhang, (2016) investigated the influence of customers satisfaction with online shopping and online shopping intention using survey with 102 respondents from University of China, the United State and United Kingdom. The outcome of the investigation indicates that online shopping satisfaction is significantly related to online shopping intention. Also, Elizabeth et al., (2022) revealed that online shopping satisfaction is significantly related to online shopping intention in their study that was conducted using 330 respondents from Mexico, Colombia and Peru among small business consumers. While He, (2018) found that online shopping satisfaction has insignificant and negative influence on online shopping intention in his study that was conducted using closed-end questionnaire with 150 online consumers/respondents in China. Hence, the current study hypothesized that;

H6: Online shopping satisfaction has significant influence on online shopping intention

Based on the aforementioned argument, this paper posit that when E-commerce providers ensures effective security by preventing sever crime and other related internet criminal acts, enhance product quality for E-commerce, fixing affordable prices for online products, ensures reliable and effective method of payment, and also encourage consumers positive perception about the usefulness of E-commerce, it will lead to increase in the level of consumers intention to engage on online shopping which in turn leads to economic growth and development in Yemen.

Mediating Role of Online Shopping Satisfaction

The customers satisfaction is said to be crucial to E-commerce exchanges (Sánchez Pérez et al., 2005). Satisfaction is the outcome of how customers perceived or value a certain product purchased from online shopping platform (Armstrong & Kotler, 20013). Thus, it can also be seen as individual's feeling of pleasure or displeasure while comparing the perceived performance or value of online shopping in relation to the expectations about the outcome (Santo & Marques, 2022). Consequently, it has been suggested that high level of online shopping satisfaction is capable of ensuring greater customer retention, higher value, and stronger brand reputation (Franklin, 2021). Yet, studies that examines the mediating role of online shopping satisfaction in the relationship between security, product quality, price, payment method, perceived usefulness and online shopping intention appears to be scarce in the bulk of literature. Based on this, the present study employed online shopping satisfaction to mediate on the relationship between the study variables.

Previous studies have confirmed the suitability of mediating role of online shopping satisfaction in describing the complex connection amongst two different variables (dependent and independent). For example, Dewi & Giantari, (2022) conducted a study in Denpasar City of Indonesia using 112 sample size to investigate the mediating role of online shopping satisfaction in the relationship between online shopping experience and intention to repurchase. The findings of the investigation revealed that online shopping satisfaction has a partial mediating effect between the study variables. In addition, Ismail et al., (2021) conducted a study to examine the mediating role of customer satisfaction in the relationship between service quality and customer loyalty in Malaysia using 150 life insurance policy holders as respondents. The outcome of the study suggest that customer satisfaction is capable of mediating the link between the study variables. Another study conducted by Wibowo, (2019) with 1105 respondents from Bukalapak.com Indonesia, also indicates that online shopping satisfaction mediates the relationship between E- service quality and E-loyalty. Based on the above empirical submissions, this paper hypothesized that;

H7: Online shopping satisfaction mediates the relationship between security, product quality, price, payment method, perceived usefulness and online shopping intention.

RESEARCH FRAMEWORK

Based on the literature reviewed, it has been clearly confirmed that a significant relationship exists between security, product quality, price, payment method, perceived usefulness and online shopping intention. Again, literature has confirmed the capability online shopping satisfaction in describing the complex relationship between two variables (dependent and independent). Findings from these studies are mostly generalized based on Asia and western context without considering the Middle East and Yemen in particular. Consequently, studies that tend to explore the mediating role of online shopping satisfaction in the relationship between security, product quality, price, payment method, perceived usefulness and online shopping interest in one model appears to scarce in the bulk of literature. This paper proposed the following conceptual framework which will later be emperically investigated;

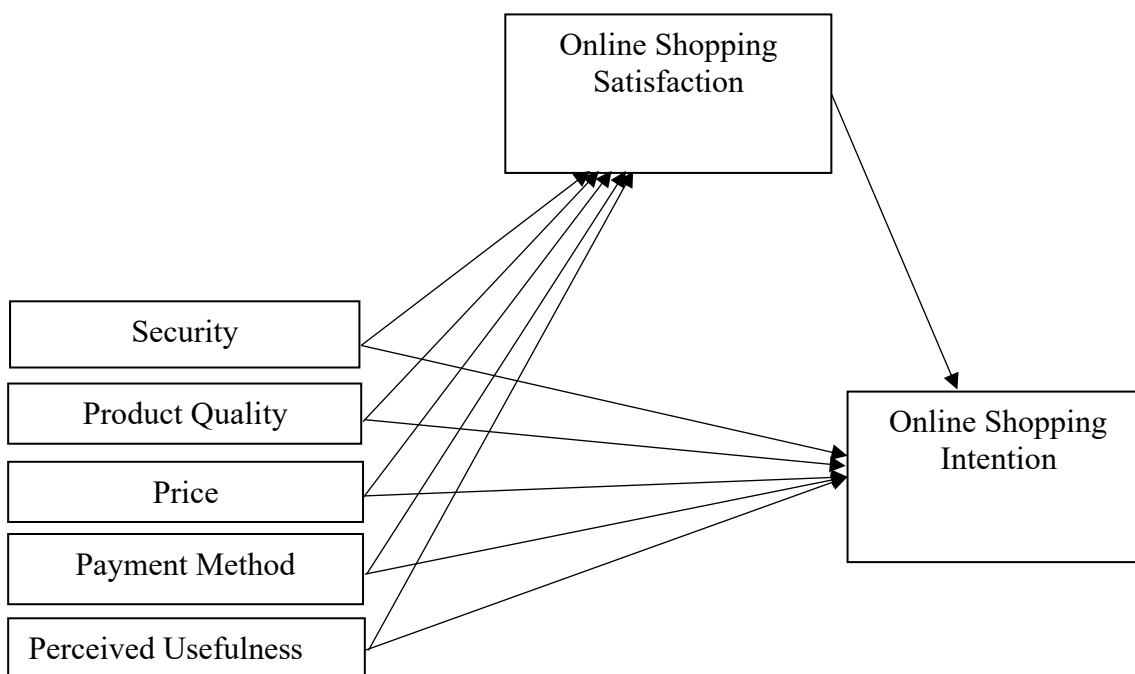


Figure 2: Research Framework

METHODOLOGY

This paper is one that thoroughly reviewed relevant previous studies to propose a conceptual framework that determines online shopping intention adoption among generation 'Y' in Yemen. As stated earlier, the variables under study includes; security, product quality, price, payment method, perceived usefulness and online shopping intention, with mediating effect of online shopping satisfaction.

CONCLUSION

This research work proposed a framework on the mediating effect of online shopping satisfaction in the nexus between security, product quality, price, payment method, perceived usefulness and online shopping intention. Thus, different studies has been conducted on the factors influencing online shopping intention. Interestingly, the integration of online shopping satisfaction is expected to add value. Consequently, subsequent study would be taken for the purpose of testing the developed conceptual framework. Likewise, a quantitative approach would be utilized in collecting the data from online shopping consumers among generation 'Y' in Yemen. The collected data would be analyzed with the use of SPSS for the purpose of Exploratory Factor Analysis (EFA) and SEM-AMOS in confirming the relationship among the study variables. This paper made a theoretical contribution by proposing a model representing online shopping satisfaction's integration in aspect of online shopping. Apparently, the study will add weight to the existing body of scientific knowledge by offering suitable understanding of the antecedents of online shopping intention.

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