



RESEARCH ON THE E-SHOPPING CONSUMPTION

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ABSTRACT

The convenience of the Internet allows consumers to quickly search and purchase the products they need on the Internet. Due to the development of e-functions, consumers are more likely to e-shopping.

This study uses e-shopping customers as the research interviewees, and explores what factors consumers perceive about the e-functions of e-shopping. The analysis method was adopting one-way analysis of variance. The empirical results show that groups with different consumer attributes have different percept on the factors of e-circulation.

The research conclusions also be provided to the industry as a reference.

KEYWORDS: *e-shopping service function*

BACKGROUND

With the development of information and the convenience of the Internet, it is simple to quickly search for the products you need on the Internet. In the current epidemic, e-shopping can reduce the risk of being infected.

From browsing, purchasing, remittance, shipping, and delivery to purchasing procedures, online shopping is faster and more efficient, allowing consumers to save a lot of time and money.

For these above various reasons, more and more consumers rely on online shopping, which also makes the number of online shoppers rise rapidly.

The increase in consumers has also led to a rapid increase in the number of Internet operators. Excepting the increase in the number of sellers at a high growth rate, the establishment of shopping websites is also increasing. In the early established shopping websites such as e-Bay, PCHome, and Yahoo, such as Open Air, Shopee, and some overseas websites, all provide a comfortable and convenience environment for e-shopping. These shopping websites compete fiercely with each other.

This study will conduct research and analysis on different e-functions and various consumer groups to understand whether consumers have different views.



LITERATURE REVIEWS

Commodity flow generally refers to the process of commodity sales and transaction and the process of ownership transfer. The business flow function is also known as the supply and demand combination function and the transaction circulation function. That is, the application of the Internet in the field of business has three purpose orientations: communication services, commodity services and information services.

In terms of logistics, it refers to the behavior of physical circulation activities of a material. Through management procedures, it effectively combines related logistics functional activities such as transportation, warehousing, loading and unloading, packaging, circulation processing, and information to create value and meet the needs of customers and society.

Boone and Kurtz (1983) defined logistics as limited to the planning and control of the delivery of finished goods to consumers. Carlson and Yao (1996) define the flow of duties and consider the receiving, storage, and delivery operations in large logistics centers; the decision rules and cargo loading rules in their study are developed based on cardboard size, box count, and weight/stacking pattern.

Chaum (1983) proposed the security of the first electronic transaction in online shopping. The concept of electronic payment system outlines that the main participants in the system include three roles: payer, payee and bank.

Payment flow, Ferreira and Dahab (1998), on the characteristics of electronic payment system, proposed the use of currency transaction mode, whether there is a fair third party involved, the amount of transaction, the hardware used in the system, the role of the system, privacy and currency availability. E-payment systems are classified by properties such as reparability, privacy and currency reparability.

If consumers have any questions about online shopping or doubts about the use of functions after purchase, merchants should provide services to customers. The personnel management required by the network is generally referred to as the servicers-flow.

The servicers-flow generally refers to the development and management of people and organizations required for commercial circulation, including personnel management, organizational design, channel integration, communication and coordination mechanisms between enterprises, relationship management and other activities.

Consumers' collection of product or service information before shopping, or their understanding of new product information or service functions after shopping, depends on the services provided by the industry to provide relevant information.

Bowman (1989) believes that information flow is "inter-organization or intra-organization through computer network, with each unit within the organization or outside the organization's distributors and customers, so that the information transmitted between and within the organization can be circulated. Therefore, it is possible to obtain the needs and changes of customers, so that it can respond to improve the business performance of the enterprise, and this series of links between organizations and units forms an information



flow.”

ANALYSIS

A total of 1000 questionnaires were distributed in this study. After eliminating invalid questionnaires, 725 valid questionnaires were recovered, and the effective recovery rate was 72.5%.

According to the different groups of monthly income, shown in Table 1, the item “browsing e-shopping is easy” was the higher score for the interviewees' percept. Items as “Purchased goods can be delivered within the specified time”, “This e-shopping site will not abuse my personal information”, “The e-shopping servers their knowledgeable enough to answer my questions”, and “The e-shopping site will provide information on new products” were the percept the higher scores on the logistic, payment flow, services flow, and information flow, respectively.

The ANOVA analysis results also shown in Table 1 present that all commodity flow items were not significant differences between the monthly income groups. And the other e-attributes were found the significant difference on items for the logistics, payment flow, services flow, and information flow.

In terms of consumers' online shopping experience, there are four types of ethnic groups. In terms of commodity flow, “browsing e-shopping is easy” is most recognized by the online shopping consumer group within 1 to 2 years. In terms of logistics, consumers of various ethnic groups most agree with the item “purchased goods can be delivered within the specified time”. The item “this e-shopping site will not abuse my personal information” is the item that consumers most agree with the attributes of payment flow. In the information flow, less than half a year, and the group of two years and above most agree with the item “the e-shopping site will provide information on new products”.

The ANOVA analysis was carried out for consumers' online shopping experience, and the analysis results are also shown in Table 2.

From Table 2, it can be seen that various ethnic groups have different views on the functional attributes of various network services such as commodity flow, logistics, payment flow, services flow, and information flow.



Table 1 ANOVA analysis of the different groups of monthly income

E-attribute	≤20,000	20,001-40,000	>40,000	F - value
<i>Commodity flow</i>				
Browsing e-shopping is easy	5.51	5.42	5.54	2.221
I can easily access the shopping network	5.32	5.56	5.56	0.410
Easy to find the items I need online	5.26	5.28	5.40	0.555
The shopping network provides the service functions I need	5.11	5.08	5.25	0.619
<i>Logistics</i>				
Purchased goods can be delivered within the specified time	5.13	5.19	5.31	0.853
Packaging and delivery method or delivery time can be specified	4.80	4.98	5.33	10.684***
Easy to return items and refunds	4.58	5.01	5.22	6.296**
<i>Payment flow</i>				
This e-shopping site will not abuse my personal information	4.99	5.19	5.28	2.290
This site has discretionary use of private messages	4.88	5.10	4.83	1.834
I think it is safe to e-shopping	4.42	5.08	4.90	14.098***
It is safe to provide sensitive information (ex: credit card number) in e-transactions	4.17	5.07	5.08	26.497***
E-shopping risk is low	4.15	4.98	4.83	21.851***
<i>Servicers flow</i>				
The e-shopping servers their knowledgeable enough to answer my questions	4.94	5.31	5.08	0.591
For my request or inquiry, the shopping network will quickly solve and respond	4.93	5.33	5.07	5.691**
It is easy to contact the seller	4.88	5.04	4.80	4.911**
<i>Information flow</i>				
The e-shopping site will provide information on new products	5.10	5.42	5.03	0.633
I get the messages I need quickly	5.08	5.37	5.13	5.078*
The e-shopping site provides the product information what I need	5.03	5.16	5.07	2.875

Currency unit: TWD



Table 2 ANOVA analysis of the different groups of e-shopping

E-attribute	<6 months	6-12 months	1 to 2 years	>2 years	F-value
<i>Commodity flow</i>					
Browsing e-shopping is easy	5.21	5.65	5.63	5.62	5.992***
I can easily access the shopping network	5.00	5.49	5.39	5.37	6.965***
Easy to find the items I need online	4.94	5.73	5.60	5.58	12.985***
The shopping network provides the service functions I need	4.84	5.44	5.22	5.07	9.133***
<i>Logistics</i>					
Purchased goods can be delivered within the specified time	5.00	5.34	5.00	5.30	3.728**
Packaging and delivery method or delivery time can be specified	4.72	5.03	4.83	5.14	3.610**
Easy to return items and refunds	4.59	5.04	4.50	4.92	5.324***
<i>Payment flow</i>					
This e-shopping site will not abuse my personal information	4.86	5.37	5.08	5.05	4.736**
This site has discretionary use of private messages	4.82	5.17	4.79	4.89	2.843*
I think it is safe to e-shopping	4.41	5.10	4.51	4.54	8.820***
It is safe to provide sensitive information (ex: credit card number) in e-transactions	4.18	5.10	4.31	4.48	12.337***
E-shopping risk is low	4.01	5.00	4.25	4.57	15.704***
<i>Servicers flow</i>					
The e-shopping servers their knowledgeable enough to answer my questions	4.69	5.32	5.11	5.19	9.396***
For my request or inquiry, the shopping network will quickly solve and respond	4.64	5.31	5.19	5.24	12.337***
It is easy to contact the seller	4.48	5.31	5.02	4.96	6.643***
<i>Information flow</i>					
The e-shopping site will provide information on new products	4.88	5.26	5.16	5.44	5.900***
I get the messages I need quickly	4.81	5.40	5.29	5.30	9.828***
The e-shopping site provides the product information what I need	4.76	5.26	5.27	5.14	7.783***



CONCLUSION AND SUGGESTION

Therefore, how to target consumers with different click frequencies, operators should pay attention to the schedule of promotion or launch of new products, so as to avoid consumers with low click-through rate from missing the time when operators are promoting or launching new products; not good.

In addition, consumers shopping on different websites have different perceptions of the service function attributes of each website. For these service attributes, operators should strengthen the functions that are weaker than other websites in order to attract customers to spend e-shopping.

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