



CONFIRMATION OF EXPECTATION AND CUSTOMER SATISFACTION TOWARDS ONLINE SHOPPING: A THEORETICAL FRAMEWORK

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Abstract

Research area of customer satisfaction towards online shopping is considered as an important phenomenon because it is very crucial for generating e-loyalty, successful online shopping marketing, lowering the marketing cost, increasing the profitability and reducing complaining behaviour. Although existing literatures identified much on the various factors influencing customers' satisfaction, exploring the impact of technology acceptance factors and website service quality on confirmation of expectation and in turn customers' satisfaction is still limited. Hence, this study addresses this issue and reduces the gap by investigating the relationship among these constructs. The study can be significant at least in four ways. Firstly, the study provides information about the importance of technology acceptance factors and website service quality in examining customer satisfaction towards online shopping. Secondly, the study provides information how confirmation of customer expectation play role in examining customer

satisfaction. Thirdly, the development of the conceptual framework shows how these constructs affect satisfaction simultaneously that may enrich the academic literature. Lastly, this study clarifies and adds value to the existing theory by developing this study's conceptual framework. Further researches can be proceeded by providing empirical evidence based on these constructs that would investigate the relationship between technology acceptance factors and website service quality with customers' satisfaction as well as the effect of confirmation of expectation on the relationship between technology acceptance factors and website service quality with customers' satisfaction.

Keywords: Customer satisfaction, e-loyalty, technology acceptance factors, website service quality, confirmation of expectation

INTRODUCTION

Online shopping means the sale and purchase products and services over the internet. This internet thus transcends us from the traditional shopping system like shopping from physical shops or stores, into more popular and efficient shopping system called e-commerce (Rudansky-kloppers, 2014). Globally, shopper are gaining much more benefits from the online shopping because it permits the 24/7 and 365 days availability of goods and services with little or sometimes no cost and with little time (Jiradilok, Malisuwan, Madan, and Sivaraks, 2013). But because of the growing demands or competitiveness, researching on online shopping customer satisfaction has become very popular in academic literature. Previously several authors have identified several factors for measuring customer satisfaction, but very little study have focused on their confirmation of expectation from online shopping for determining customer satisfaction. Apart from this, the current study has identified two important factors from the review of literature that have influence on customer satisfaction. These include technology acceptance factors and website service quality.

Technology acceptance model (TAM) was adopted for identifying this technology acceptance factors as the constructs. These include three attributes: perceived usefulness (PU), perceived ease of use (PEOU) and perceived enjoyment (PE). Wong, Lo, and Ramayah (2014) revealed that technology acceptance factors directly affect customer satisfaction towards online shopping because perceived usefulness (PU) is part of the post-purchasing expectations that relates to satisfaction. In addition, Ludin and Cheng (2014) agreed that website service quality is one of main factors for identifying online buying customer satisfaction. But it has been found very limited literature that indicates how technology acceptance factors and website service

quality affect confirmation of customer expectation and in turn how these can affect customer satisfaction. Hence, this present study has addressed this issue by developing a conceptual framework based on expectation-confirmation theory (ECT).

LITERATURE REVIEW

Online Shopping

Online shopping is called the trendy phenomenon in this current world because it is known as the convenient and dependable shopping system (Kumar and Velmurugan, 2017). Therefore, online shopping is more convenient to shop products or services by sitting at one place without moving from place to place (Senthilkumar and Chandramohan, 2018). After all, people can buy their necessities of life through visiting the online shopping websites regularly. However, online shopping is the process or system of researching and buying products or services through the using Internet. The earliest online stores went into business in 1992 and nowadays, it has been takes a significant segment of the retail market (Senthilkumar and Chandramohan, 2018).

Over the past years, the usage of online shopping has grown rapidly, and it has become common and very popular means of delivering and trading information, services and goods. As it is growing tremendously in the current business scenario, researching on online shopping has become an important issue in the marketing literature. In terms of e-commerce, several factors contribute to the success or failure of the business. Measuring customer satisfaction is one of them. Customer satisfaction has been considered as one of the main goals for marketing (Abdeldayem, 2010). Because satisfied customers are likely to be loyal and make repetitive purchases which in turn increase profitability of the particular e-commerce company (Jiradilok et al., 2013). Hence, measuring customer satisfaction towards online shopping has been a crucial matter in the e-commerce businesses. The next section has been described the customer satisfaction towards online shopping.

Customer Satisfaction

Customer satisfaction happens when their demands from products and services meet with their expectations before purchasing (Oliver, 1997). It is crucial to identify customer satisfaction because satisfied customer purchase again and also recommend to others. By this way, satisfied customers can be considered as the loyal customers. According to Giese, Giese and Cote (2016), customer satisfaction is the post-purchase overall evaluation of perceived product performance compared with pre-purchase expectations. Rudansky-kloppers (2014) defined customer satisfaction "as the degree to which an organisation's product or service matches up

to the expectations of the customer” (p. 1190). Hence, customer’s perceptions of the online shopping experience confirm their expectations.

Ludin and Cheng (2014) thus viewed customer satisfaction as a result of comparison between the consumption expectation and experience that determine the success of market concept implementation. Therefore, identifying customer satisfaction acts as a benchmark of the business performance and as guidelines for future improvement (Ludin and Cheng, 2014). For these reasons, previous many authors have been identified several factors influencing customer satisfaction for improving e-commerce business. Rudansky-kloppers (2014) identified that technology factors, shopping factors, products factors, and logistic factors affect customer satisfaction towards online shopping.

Ludin and Cheng (2014) found some factors including website design, security, e-service quality and information quality that affect customer satisfaction in the case of online shopping. Moreover, Lin, Wu, and Chang (2011) showed that information quality, system quality, service quality, product quality, delivery quality, and perceived price affect customer satisfaction. Security, information availability, shipping, quality, pricing, and time are the main factors influencing customer explained by Vasić, Kilibarda, and Kaurin (2019). Momtaz, Islam, Ariffin, and Karim (2011) argued that although many studies have not focused on advertisement which affect customer satisfaction because advertisement generates positive perception from the intention to the purchasing to consumption. Thus, the authors revealed that advertisement is the main factors and also product quality, brands, and experience influence customer satisfaction.

But Irantaj and Huseynov (2018) focused on the website service quality to measure customer satisfaction towards online shopping and therefore, they described that information quality, website usability, order fulfilment quality, security and privacy, and trust are the crucial factors of customer satisfaction. Similarly, Uzun and Poturak (2014) mentioned that website service quality including website design and website quality is the main factors influencing customer satisfaction. Although Chong (2014) pointed out that website design is the main fact for determining customer satisfaction, Lin and Sun (2009) hypothesised the positive effects of technology acceptance factors on customer satisfaction. The next sections have been described about these two factors (e.g. technology acceptance factors and website service quality) that can affect customer satisfaction towards online shopping.

Technology Acceptance Factors

A good number of previous studies have adopted technology acceptance factors as a measurement to consumer online shopping satisfaction. Thus, Davis (1989) proposed the Technology Acceptance Model (TAM) that explains and predicts user acceptance of information

systems (IS) or information technology (IT). Within TAM, perceived usefulness (PU) – defined as “the degree to which a person believes that using a particular system would enhance his or her job performance” as well as perceived ease of use (PEOU) – defined as “the degree to which a person believes that using a particular system would be free of effort” – is a secondary factor in determining system usage (Lin and Sun, 2009, p. 459).

In this study, this technology acceptance factors have been considered as the major factor. Because according to the suggestion of Davis (1989), perceived ease of use (PEOU) have an indirect effect on system usage through perceived usefulness (PU). Shih (2004) argued that customers’ attitudes toward e-shopping are strongly and positively correlated with user acceptance. The authors’ empirical research results confirmed that perceived ease of use of trading online (PEOUT) and perceived usefulness (PU) significantly determine customers’ satisfaction, trust, and loyalty towards e-shopping.

The results also described the positive impact of PEOU of the web on PEOUT, which consequently affects PU. However, perceived usefulness was not found to affect user acceptance significantly. Furthermore, user satisfaction with the internet and perceptions of the information systems and service were shown to affect user acceptance positively.

Website Service Quality

Parasuraman et al. (1985) measured the quality of the services mentioning service quality (SERVQUAL) theory. This theory described ten phases of measuring service quality namely; accessibility, communication, capability, courtesy, trustworthiness, reliability, responsiveness, safety, tangibility. Additionally, understanding with customers, the author reduced these measures into five phases: tangibility, reliability, responsiveness, assurance, and empathy (Parasuraman et al., 1985).

Service quality measures have been applied to assess the quality of search engines and factors associated with website design service or success regarding electronic commerce or e-commerce. However, consumers’ perceptions of website service quality has largely been explored by different authors in their different articles or researches (Shergill and Chen, 2005; Tandon et al., 2017; Alam et al., 2008; Deyalage and Kulathunga, 2019; Alam and Yasin, 2010; Guo et al., 2012).

There are indications that because of the consumers’ preference for the channel, electronic commerce service issues go beyond the product price. In the case of service quality for online shopping service, four dimensions of SERVQUAL has been mentioned. These include reliability, responsiveness, assurance, and empathy. These dimensions are used to measure the users’ cognition of SERVQUAL online (Sastry and Rao, 2018). Keeney (1999) developed a

model called means-ends objectives network for internet commerce. This research found that internet commerce has on the value proposition to the customer for any product or service. These products and services are sold over the internet.

The model of Keeney (1999) focuses on the aspects of the customer's desired e-service experience including the assurance of the system security, the maximization of the product information, maximization of the ease of use. These are operationalized by e-service process attributes during the customer's interaction with the e-service. Relevant to service dimensions of the website, the study of Devaraj, Fan, and Kohli (2002) found that e-commerce technology acceptance, e-commerce channel transaction cost, and e-commerce service quality are used as constructs to measure customer e-satisfaction and in turn e-commerce channel preference.

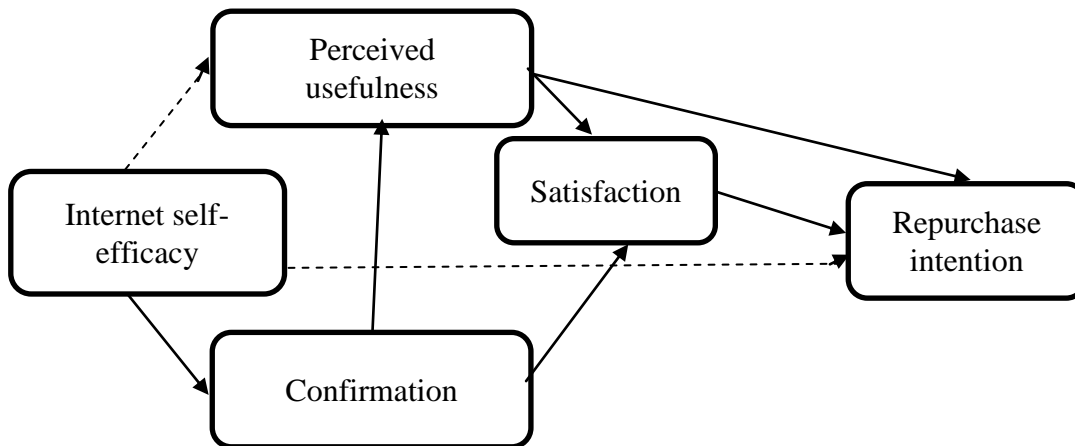
Confirmation of Expectations

According to the expectation-confirmation theory, satisfaction can be measured by analysing the gap between expectations and perceived performance. If this gap is negative called disconfirmation creates dissatisfaction among customers. Oppositely, a positive gap between perceived performance and expectations called confirmation generates satisfaction among the customers (Oliver, 1980). Considering the research paper of Chen, Huang, Hsu, Tseng, and Lee (2014), confirmation has been regarded as the variable to measure customer satisfaction. The results showed that the confirmation and positive disconfirmation indicates higher satisfaction.

According to the arguments of Oliver (1980), satisfaction is significantly affected by the expectations and perceived the performance of the products and services that are served for the customers. Therefore, repurchase intentions are greatly influenced by the satisfaction that is obtained from disconfirmation and expectation for the products or services. it is proved that disconfirmation has the strongest direct effects on satisfaction.

Disconfirmation includes two aspects. Firstly, confirmation; is called actual performance meets the expected standard. Secondly, negative disconfirmation is called actual performance fails to meet the expected standard. Lastly, positive disconfirmation is meant by the actual performance exceeds the expected standard (Oliver, 1980). Thus, the study of Chen, Huang, Huang, and Sung (2009) added that perceived performance into expectation-confirmation theory as an antecedent of satisfaction, and further made the relationship between the expectations and perceived performance and ultimately that has an influence on disconfirmation. The model of Chen et al. (2009) as shown in the figure 1.

Figure 1: Satisfaction Model



Source: Chen et al. (2009)

Theoretical Base

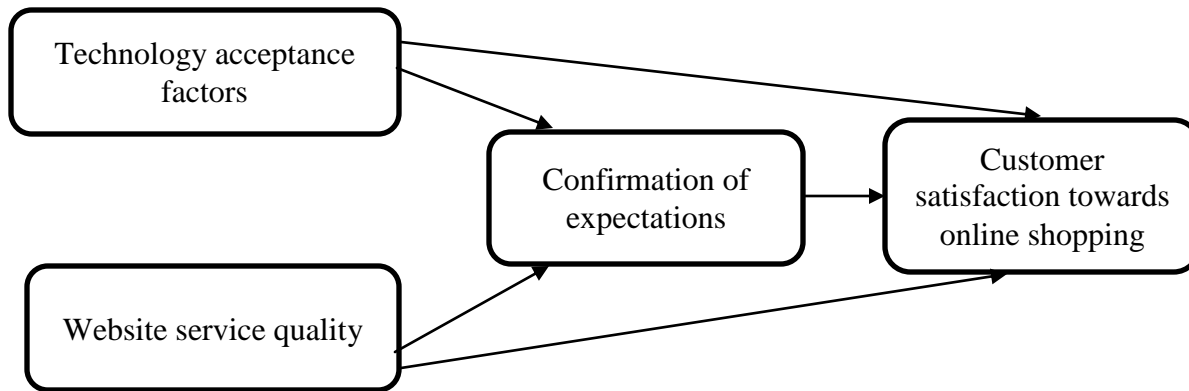
Based on the gap between customer expectation and their satisfaction that can be measured after a purchase, customer satisfaction can be identified (Oliver, 1997). Customers' perception about each factor contributes in order to measure satisfaction from the customers' perspective. According to Swan and Combs (1976) it is very important to know the customer perception of each attribute. Therefore, it is equally important which factors or attributes have a significant impact on the assessment of the customer satisfaction after purchasing. As previous authors have mentioned that technology acceptance factors and website quality service are the important factors for measuring customer satisfaction towards online shopping. Hence, these two factors have been considered for this study.

This study has been adapted of the expectation-confirmation theory by Oliver (1980) in order to create a conceptual framework. Oliver (2010) stated the opposite term of disconfirmation that is confirmation compares customers' satisfaction with their expectations towards products and services before and after purchase. It has been explained that when product performance is better than customers' expectations, positive discrepancy or confirmation occurs. In contrary, when product performance is worse than expectations, negative discrepancy or disconfirmation occurs. Hsu, Chang, and Chuang (2015) mentioned that confirmation is cognition based that is significantly related to the measurement of customer satisfaction.

Hence, this study has been selected these factors namely; technology acceptance factors and website service quality that are regarded as the crucial factors for identifying customer satisfaction. The current study also selects another construct that is also considered

as the antecedent for measuring customer satisfaction known as confirmation of expectation. Thus, the study has been proposed a conceptual framework (figure:2.2) indicating that the performance of technology acceptance factors and website service quality can directly affect customer satisfaction. In addition, the performance of these two factors can affect confirmation of the customer expectations that in turn affect their satisfaction.

Figure 2: Proposed conceptual framework



Source: Authors' Conceptualization

Approach of the Study

In this current study, the authors depend on existing literature to explore the impact of technology acceptance factors and website service quality on confirmation of expectation and customers' satisfaction. In this review study, the necessity of these main factors has been examined from the customers' perspective in terms of determining confirmation of expectation and their satisfaction based on existing literature. Throughout the study, the authors collected secondary information by searching in different online database sources including Google Scholars, Springer Link, Research Gate, Wiley, Science Direct, Taylor and Francis, JSTOR, Emerald, and Scopus. During their search for developing this article, the authors have tried to involve the most relevant articles, conference proceedings, published dissertations in order to provide an extensive review of the topic and as well as to provide relevant recommendations for future study.

CONCLUSIONS AND DISCUSSIONS

Based on the review of the previous literature, technology acceptance factors and website service quality have been selected as the determinants of online buying customer satisfaction. In addition, based on the expectation-confirmation theory, it has been explained that if the performance of the products and services are matched with customers' expectations, customers

are satisfied. On the other side, when performance and expectation are not matched, customers become dissatisfied (Oliver, 1997). Thus, the current study has identified two main factors including technology acceptance factors and website service quality by which customers confirm their expectation and that can help to determine customer satisfaction towards online shopping. The study consequently showed the relationship between confirmation of expectation and customer satisfaction towards online shopping by developing a conceptual framework.

SUGGESTIONS FOR FURTHER STUDIES

This study serves as a guideline to online marketing practitioners to plan and develop good quality website service for online shopping customers so that customer can purchase products and can confirmed their expectations with products performance. Thus, customers are satisfied, and e-commerce business profitability can be maintained. Although the present study will add value to the literature on customer satisfaction, it suffers from the limitation in terms of results and findings for customers' satisfaction. According to D'Silva and D'Silva (2008)., findings of any paper after primary data analysis reflect the real-life scenario. As satisfaction level can be determined by getting feedback from individuals, without primary data collection customer satisfaction towards any products or services cannot be measured. These feedbacks from online shopping customers can be generated using measurement items in a quantitative manner. Hence, the authors feel that further study should be continued to test empirically which must involve a representative sample of online shopping customers to advance the knowledge. Another limitation in the study, the authors feel that customers' satisfaction towards online shopping can be different based on customers' different socio-demographic characteristics. For this reason, primary data from the fieldwork can be collected from customers with different socio-demographic characteristics in the next researches that would help to assess the validity and reliability of the study results. Furthermore, the future study can be conducted to identify online shopping customers' intention to revisit the website for repurchasing and recommendations to others to purchase from this website.

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