Original Article

A study on the Interaction of Motivations and Online Shopping Experience in E-Commerce Success in Digikala Company

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Abstract

The present research has been conducted aiming at examining Interaction of Motivations and Online Shopping Experience in E-Commerce Success in Digikala Company. The statistical population consists of customers of Digikala Company. Questionnaire has been used to collect the required data. Reliability of questionnaire was examined using Cronbach's alpha. Results from Cronbach's alpha indicate that the obtained value equals to 0.824 and since this value is greater than criterion limit (0.7), the questionnaire has a proper reliability. Pearson correlation coefficient and multiple regression analysis have been used to test hypotheses. Results indicate that motivation affects E-Commerce Success in Digikala Company. Further, results indicate that online shopping experience affects e-commerce success in Digikala Company.

Key words: Online shopping experience, E-Commerce, Motivation, Digikala

INTRODUCTION

E-commerce is in fact the process of buying and selling products and services over the Internet, and it can be divided into several groups: business-to-business, consumer-to-customer (B2C), business-to-business (B2B), and consumer-to-business commerce (C2C). Among which business activities are mainly focused on B2B and B2C. However, future activities of B2A and C2A are also foreseeable in the future, each of which is described below. In the last few years, organizations have started to use e-commerce from the Internet. The Internet has, in another sense, led to the development of e-commerce. E-commerce standards are currently under development. Today, due to the growth and diversity of e-commerce technologies, the number of online stores has expanded exponentially, led to new challenges in business. E-commerce has made tremendous advances despite the recent advent, especially

in recent years, it has become increasingly popular in Iran, which has become an effective way for online retailers and their consumers to conduct online trading through commercial websites (Khosravani, 2011). A new concept of active purchasing technology, known as Internet shopping, emerged after the creation of the first Web site browser in 1990, which is one of the new ways of purchasing and has many benefits. The rapid growth and ever-increasing use of computer technology has made it possible for vendors, retailers and buyers to communicate more effectively through the Internet and increase the effectiveness of the exchange process. Hence, internet shopping can be considered as one of the major developments in retail sales in the world (Jafarpour & Rahman Sarsht, 2009). Hence, the study of consumer behavior is important for companies to achieve their goals (Moshref Javadi et al, 2012). Since the importance of attracting and retaining consumers for the success of online retailers is very important, research into consumer acceptance has attracted widespread attention to online shopping. In the business world, there are many hurdles that affect the decision and intention of buying from websites. Lack of security on the Internet, the customer's lack of trust in virtual purchase, website quality and design, especially in the product delivery method and related product information, leads to the unwillingness of customers to

make Internet purchases (Olfat and Khosravani, 2011). On the other hand, people's willingness to online buying is influenced by internal factors such as attitudes, habits and perceptions of person from the opportunities that can be made by Internet shopping. Therefore, the positive attitude of consumers towards online shopping can help for maintaining the survival and profitability of Internet vendors in a competitive market (Soopramanien, D.G.R., Robertson, A., 2006). Therefore, the importance of the factors that make customers tend to buy e-commerce has increased for sellers. As a result, it's better to know for what reasons customers tend to buy through Internet, because customer willingness and acceptance are a key factor in the development of the Internet service structure, and if they do not welcome customers, such Internet services will fail (Vazquez Delia. Xu Xingang, 2008). In most studies, the Davis and colleagues' acceptance model has been used to describe the adoption and use of (TAM) information technology systems. In Iran, in spite of a dramatic global growth, Internet sales are inadequate and Internet markets have not reached enough maturity in Iran (Nikookar et al., 2009). People in Iran less likely tend to buy Internet retailers. Hence, companies should try to identify the factors that affect the demand for Internet shopping and increase in internet sales. One of the most important issues to be mentioned is conservative buying habits of customers. Changing these buying habits is an extremely difficult and time consuming task. In fact, there are various reasons for this situation, including factors of individual motivation, substructures, cultural factors, etc. E-retailers should know the behavioral and psychological aspects of customers in order to achieve this. By motivating their needs, they encourage customers to shop online and electronically. Thus there are two important factors on shopping online shopping experience and consumer motivation for online shopping. E-commerce, one of the results of which is the online shopping of products by customers, is one of the company's solutions to reduce intermediaries and speeds in delivering products to end customers. One of the companies that has had significant activity in this field is Digikala Company. The company has been able to attract a significant share of customers. In this research, the impact of two factors of motivation and online shopping experience on e-commerce success is reviewed and evaluated. In other words, the main question of the research is that what is the effect of two factors of motivation and online shopping experience on the success of e-commerce in Digikala Company?

Literature Review

Dehdashti and Mobarhan(2012) in a research entitled "study on effect of factors of individual motivation on online purchasing" stated that today businesses move towards being electronic, but in Iran despite global growth,

there is not adequate internet sale and people less likely tend to buy from internet retailers. Thus, an attempt should be made to identify the factors which affect internet buying and internet sale. Their research aimed to examine effect of factors of individual motivation on internet buying. In their research, descriptive survey has been used as method of research and statistical population consisted of the students of Alameh Tabatabei University who have made internet buying at least once. Stratified sampling method has been used and sample size has been estimated with 374 persons. In this research, Pearson correlation coefficient and confirmatory factor analysis have been used for data analysis. Results from research despite related works indicated that if the managers enable to increase re-purchasing through providing high-quality information in their purchasers, their willingness to return to website will increase. In this regards, managers of online stores can be suggested to improve sense of enjoying life in purchasers and provide the facilities for chat to meet the need for making social relationships in people.

Rendi et al.(2014) conducted a research entitled "factors affecting bu ying behavior of internet customers in Iran regarding technology acceptance model(TAM)". This research which is an applied survey aims to examine effect of 12 factors on customer's attitude and willingness to accept internet purchasing in which 29 hypotheses have been presented. The statistical population consists of potential customers of Iran's internet stores among which 500 individuals have been selected as sample. The preliminary data have been collected via questionnaire and secondary data have been collected via library method. Using measurement tools, content validity and reliability of questionnaires were examined. With regard to results from observations, among 29 presented hypotheses, 19 hypotheses were confirmed and 10 hypotheses were rejected. In this regards, except income, 11 other factors affect acceptance of internet buying which the most influence related to customer's willingness to internet buying. Further, risk taking has the least effect on attitude and previous online buying experience and satisfaction have a significant impact on willingness to buying.

Rezaei Dolat abadi et al.(2012) in a research examined factors affecting willingness to online buying and displayed security, ease of use, perceived utility and compatibility on customer's attitude and positive effect of normative beliefs on willingness to online purchasing.

Asil & Özen(2014) in a research examined factors which affect people's behavioral buying from daily trading websites and examined effect of people's behavioral buying from daily trading websites. They concluded that satisfaction affects buying. On the other hand, there is

a significant relationship between *Price* Awareness and buying behaviors. Faruk Anıl Konuk(2015) conducted the first research on the relationship between price awareness, buying motivation and intention in the field of priced and expired foods. Obtained results indicated that there is a relationship between price awareness and willingness to auction. Further, results indicated impact of Price Awareness on intent to buy perishable foods that are priced and expired. On the other hand, these results do not confirm positive impact of price awareness on intent to buy.

Research Method

This research is a descriptive survey. The present research is a descriptive study on the basis of how to obtain the required data and classify research regarding their goal. This research is a field study as the researcher examines variables in their normal state.

Data Analysis

To analyze data from questionnaire, various statistical methods have been used. In doing so, Statistical Packages for Social Science (SPSS), Descriptive statistics and Inference statistics have been used. In following, we will examine them. The required information for the present research have been collected from the questionnaire which has been tested in validity and this information is analyzed in software SPSS by taking suitable statistical tests regarding research hypotheses.

Testing the normal distribution of factors

Kolmogorov–Smirnov test has been used to examine normality of data. Null hypothesis in this test says that data have a normal distribution.

H_0: $\beta i = 0$

H_1: $\beta i \neq 0$

In this test, if sig is less than 0.05, null hypothesis is rejected and if sig is greater than 0.05, H0 is accepted. Results relating to normality of factors have been presented in Table 1.

Since sig is greater than 0.05, H0 is confirmed and H1 is rejected. Results indicate that data have normal distribution;

in other words, distribution of sample under study is normal, and parametric tests are used to test hypotheses.

Hypotheses Testing

In this section, the required tests are made and their results are presented to give response to the mentioned questions. Since the obtained data are normal, parametric tests are used. Pearson correlation coefficient, one-sample t-test and multiple regressions are used to test hypotheses. First, Results from correlation coefficient test and relationship between variables are examined.

First Hypothesis

Motivation affects e-commerce success in Digikala Company.

Thus, test hypotheses are presented as follows:

H0: Motivation does not affect e-commerce success in Digikala Company.

H1: Motivation affects e-commerce success in Digikala Company.

$$\begin{cases} H_0 : \rho = 0 \\ H_1 : \rho \neq 0 \end{cases}$$

ρ refers to value of correlation coefficient between motivation and e-commerce success in Digikala Company. To examine the correlation between motivation and e-commerce success in Digikala Company, Pearson correlation coefficient is used. These values are significant at sig(0.05). Results from analysis have been presented in Table 2.

Results indicate that there is a significant relationship between motivation and e-commerce success in Digikala Company in Tehran at error level under 0.05, i.e. motivation can helps for e-commerce success in Digikala Company in Tehran. in other words, motivation affects e-commerce success in Digikala Company in Tehran. thus, H0 is rejected and H1 is confirmed. thus, it can conclude that there is a positive significant relationship between motivation and e-commerce success in Digikala Company in Tehran. On the other hand, value of this relationship equals to 0.437, indicating strong correlation between motivation and

Table 1: Results from Kolmogorov–Smirnov test

Tests of normality				Result of test
Variables	Kolmogorov-Smirnov[a]			
	Statistic	df	Sig.	
Motivation	0.178	383	0.125	Normal distribution
Shopping experience	0.205	383	0.085	Normal distribution
e-commerce success	0.208	383	0.213	Normal distribution

Source: Research data

Table 2: Results from Pearson test

First hypothesis			Motivation
Pearson's rho	e-commerce success	Correlation coefficient	0/437
		Sig	0/000
		No	384

Source: Research data

e-commerce success in Digikala Company in Tehran. thus, it can conclude that there is a positive significant correlation between motivation and e-commerce success in Digikala Company in Tehran and H0 is rejected and H1 is confirmed.

Second Hypothesis
Online shopping experience affects e-commerce success in in Digikala Company in Tehran.

thus, hypotheses are presented as follow:

H0: Online shopping experience does not affect e-commerce success in in Digikala Company in Tehran.

H1: Online shopping experience affects e-commerce success in in Digikala Company in Tehran.

$$\begin{cases} H_0 : \rho = 0 \\ H_1 : \rho \neq 0 \end{cases}$$

ρ represents correlation coefficient value between Online shopping experience and e-commerce success in in Digikala Company in Tehran. To examine correlation between Online shopping experience and e-commerce success in in Digikala Company in Tehran, Pearson correlation coefficient is used. These values are significant at sig (0.05). Analysis results have been presented in Table 3.

Results indicate that there is a significant relationship between online shopping experience and e-commerce success in Digikala Company in Tehran at error level under 0.05, i.e., online shopping experience can help for e-commerce success in Digikala Company in Tehran. In other words, online shopping experience affects e-commerce success in Digikala Company in Tehran. Thus, H0 is rejected and H1 is confirmed. Thus, it can conclude that there is a positive significant relationship between online shopping experience and e-commerce success in Digikala Company in Tehran. On the other hand, value of this relationship which equals to 0.534 indicates a strong correlation between two variables of online shopping experience and e-commerce success in Digikala Company in Tehran. Thus it can conclude that there is a positive significant relationship between online shopping experience and e-commerce success in Digikala Company in Tehran and H0 is rejected and H1 is confirmed.

Regression Analysis
Multiple regression is used to examine concurrent effect of independent variables on dependent variable and determine the extent to which independent variables affect dependent variable. in this research, multiple regression is used to examine the extent to which motivation and online shopping experience affect e-commerce success in Digikala Company in Tehran. This test indicates that whether the changes in one of the dimensions of model have effect on other dimensions of model or not. Further, the extent to which each of dimensions affects is displayed.

Presumptions of Linear Regression Test
In order to have the best estimates without linear bias in linear regression model, it is necessary to examine the assumptions of this model as follows:

Normality of the residuals

At first step, normality of the residuals of data which is one of the presumptions on use of linear regression is examined. In doing so, a new column including non-standard residuals is calculated and then K-S test is made on column. With regard to results of test, sig equals to 0.134. Thus, H0 under non-normality of residuals is rejected and H1 including normality of residuals is accepted.

In doing so, colinearity of independent variables is considered as an independent variable, i.e. it can use regression test when independent variables are orthogonal. but when there is high correlation between independent variables, deduction on regression model is distractive. if there is a linear correlation between independent variables, it is stated that there is multiple colinearity. to examine lack of multiple colinearity correlation, values of variance inflation factor (*VIF*) and tolerance in coefficients table is used. Tolerance value ranges between 0 and 1. The closer tolerance value to 1, colinearity between variables is less. on the contrary, the lesser value of variance inflation factor (*VIF*) than 2, colinearity between variables is less. Results from test in table 5 indicate that there is not colinearity between variables and use of regression test has no problem.

After studying presumptions of regression test and confirming that such test is without any problem, here results from regression for conceptual model of research are presented. results in Table 5 indicate that regression

Table 3: Results from Pearson test

Second hypothesis			Online shopping experience
Pearson's rho	And e-commerce success	Correlation coefficient	0/534
		Sig	0/000
		No	384

Source: Research data

Table 4: Results from Kolmogorov–Smirnov test; normality of non-standard residuals

	Value	No	Sig
Residuals	1.427	384	0.134

Study on lack of colinearity of independent variables

Table 5: Results from lack of colinearity between variables

Indices	Collinearity statistics	
	VIF	Tolerance
Motivation	1.005	0.995
Shopping experience	1.002	0.998
e-commerce success	1.004	0.996

Table 6: Results from variance analysis of variables

Model	R	Determination coefficient	Adjusted determination coefficient	f-statistics	Sig
1	0/795	0/633	0/619	48/209	0/000

Source: Research data

Table 7: Regression coefficients

Model	Non-Standardized coefficients		Standardized coefficients	t-value	Sig
	B	Standard error	Beta		
1					
Width of origin	0.272	0.328		1.827	0.015
Motivation	0.243	0.089	0.436	4.729	0.007
Online shopping experience	0.368	0.108	0.518	3.409	0.001

a. Dependent variable: e-commerce success, Source: Research data

model and Enter method have been used to predict changes in variables of motivation and online shopping experience on e-commerce success in Digikala Company in Tehran. Correlation coefficient value between variables equals to 0.795, indicating a strong correlation between independent variables and dependent variable. as observed in table of variance analysis, value of f statistics and sig level confirm significance of regression model; further, values of determination coefficient and adjusted determination coefficient equal to 0.693 and 0.681, indicating a percent of changes in dependent variable which is determined via independent variables.

Further, value of adjusted determination coefficient equals to 0.633, indicating that 63% of total changes in e-commerce success in Digikala Company in Tehran depend on 2 mentioned variables in this equation. in other words, independent variables predict over half of variance of e-commerce success in Digikala Company in Tehran. with regard to obtained f-value which is significant at error level(0.05), regression model has combined of 2 independent variables and one dependent variable; total independent variables enable to determine changes in e-commerce success in Digikala Company in Tehran. With regard to the standardized regression coefficients, results

indicate that the extent to which the determined factors affect e-commerce success in Digikala Company in Tehran is not the same. results indicate that variable of online shopping experience(0.518) has the most influence on e-commerce success in Digikala Company in Tehran among rest of factors. Further, motivation with coefficient(0.436) is in next rank of influence on e-commerce success in Digikala Company in Tehran.

CONCLUSION

Today, due to the growth and diversity of e-commerce technologies, the number of online stores has expanded exponentially, led to new challenges in business. E-commerce has made tremendous advances despite the recent advent, especially in recent years, it has become increasingly popular in Iran, which has become an effective way for online retailers and their consumers to conduct online trading through commercial websites. A new concept of active purchasing technology, known as Internet shopping, emerged after the creation of the first Web site browser in 1990, which is one of the new ways of purchasing and has many benefits. The rapid growth and ever-increasing use of computer technology has made it possible for vendors, retailers and buyers to communicate more effectively through the Internet and increase the effectiveness of the exchange process. Hence, internet shopping can be considered as one of the major developments in retail sales in the world. Hence, the study of consumer behavior is important for companies to achieve their goals. Since the importance of attracting and retaining consumers for the success of online retailers is very important, research into consumer acceptance has attracted widespread attention to online shopping. In Iran, in spite of a dramatic global growth, Internet sales are inadequate and Internet markets have not reached enough maturity in Iran. People in Iran less likely tend to buy Internet retailers. Hence, companies should try to identify the factors that affect the demand for Internet shopping and increase in internet sales. One of the most important issues to be mentioned is conservative buying habits of customers. Changing these buying habits is an extremely difficult and time consuming task. In fact, there are various reasons for this situation, including factors of individual motivation, substructures, cultural factors, etc. E-retailers should know the behavioral and psychological aspects of customers in order to achieve this. By motivating their needs, they encourage customers to shop online and electronically.

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