



The Impact of e-Shopping Services Quality on Customer's Attitudes

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Key words: e-commerce, online shopping, online shopping services, customer's attitude, e-business, hypothesis

Abstract: The aims of this study are to examine the impact of online shopping services quality towards customer's attitudes in Jordan context. The criteria which is used in the study contains three items of web design quality, ease of use and web security. Questionnaire survey was used to test the model of the study conducted to 387 students of private universities in Amman. Moreover, exploratory factor and confirmatory factor analyses were conducted to examine validity, reliability and the structural of the study model. In addition, correlation and multiple regression tests were used to examine the hypothesis. The analytical results showed that online shopping services quality have a significant impact on customer's attitude. The practical implications of this study is to contribute new understanding to the impact of online shopping services quality on customer's attitude by examining the sub dimensions of online shopping services quality including web design quality, ease of use and web security and their impacts on customer's attitudes. Furthermore, this study emphasizes the importance of web design quality, ease of use and web security. The results recommend that e-retailers should develop online services quality and decide which one is the most important and the least important of online services from customer perspective. Also, the study guide the managers of website to improve better marketing strategies to their e-business.

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INTRODUCTION

The number of the internet users is estimated at 3.67 billion in 2016. This number represents about 50% of the total population of the world. This rapid growth in the number of the internet users has allowed new business forms to emerge to provide new richness and enjoyment to the customers. According to Celik (2011), the number of online shopping websites has increased rapidly; specifically in the e-retailing world and e-retailers also believe that website services present an essential strategy

for success and provide huge marketing opportunities. As suggested by Al-Debei *et al.* (2015), despite the fact that online shopping phenomenon in Jordan is considered in its early stages, Jordanian and Middle East shoppers can access a large number of regional websites such as open Souq, Sukar, Khasanati, Hadaya VIP and other international websites including Amazon.com, Alibaba and others.

From the perspective of consumers and in comparison with traditional shopping, online shopping has its own advantages and benefits (Kim *et al.*, 2008). It

is apparent now to consumers in Jordan that online shopping can be useful in different ways; online shopping for example, enables the consumers to buy products or services at any time from any place ever. In addition, Delafrooz *et al.* (2011) suggested that the availability of products and information related to services such as prices, features and specifications that facilitate conducting comparisons among various products and services from other e-retailers as well as saving time and effort. This study assumes that such benefits would have a significant and positive effect on consumer's attitudes toward online shopping. On the other hand, some consumers may view the online shopping as a source of anxiety, complexity, risk and difficulty due to the lack of personal interaction which might lead consumers to reject this innovation (Ho and Ko, 2008). Therefore, there is a need to define the factors that could motivate consumers to adopt online shopping technology and change their negative attitudes toward online shopping with positive ones.

This study aims at investigating the factors that influence online shopping services quality in Jordan and their impact on customer's attitudes. Therefore, this study suggests that understanding customer's attitudes in this early stage is very important for e-retailers to create various marketing strategies that encourage early adopters to repeat purchasing from the same online shopping website (Pihlstrom and Brush, 2008). Thus, companies should shift their concentration from e-business and e-commerce to e-services; in other words to focus on the transactions that take place before, during and after online shopping activity (Liu *et al.*, 2008).

Consequently, this study aims to examine the impact of online shopping services quality towards customer's attitudes in Jordan context. Moreover, this study considers three sub dimensions of online shopping services quality which are ease of use, web security and web design quality. The researcher suggests that there is an impact of web design quality on customer's attitudes (Liu *et al.*, 2008). In addition, the researcher states that there is an impact of ease of use and web security on customer's attitude (Ha and stoel, 2012). This study provides qualitative and quantities data about the online shopping services quality and its three sub dimensions which are web design quality, ease of use and web security. Also, the study examines how these three sub dimensions affect on customer's attitudes. The rest of this study is structured as follows: introduction, the study model, literature review, research methodology, study population, sample, measurement tools and the design of questionnaire; data collection procedures, reliability and validity of measurement items were discussed. And main variables have measured, finally, recommendation.

This study model is derived from technology acceptance model suggested by Davis (1986). User's motivation to system use can be effected by external

factors such as system features as mentioned it in this study: ease of use, web security and web design quality. User's motivation to system is already defined in this study as ease of use that contains perceived ease of use and perceived usefulness which in turn, lead to positive attitude toward using system. Furthermore, the five factors in this study are suggested by Zeithaml *et al.* (2002) as a set of criteria related to e-services quality that customers use in evaluating websites. Web design quality factor is the same as graphic style. Moreover, privacy/security and information availability/content has been changed, respectively, to web security and information quality. Finally, fulfilment/reliability have been merged into fulfillment, since, reliability is sub dimension from fulfilment (Zeithaml *et al.*, 2002) (Fig. 1).

Hypothesis of the study:

- H₁₀: there is an impact of online shopping services quality on customer's attitudes at significant level ($\alpha \leq 0.05$)
- H₁₀₋₁: there is an impact of web design quality on customer's attitudes at significant level ($\alpha \leq 0.05$)
- H₁₀₋₂: there is an impact of ease of use on customer's attitudes at significant level ($\alpha \leq 0.05$)
- H₁₀₋₃: there is an impact of web security on customer's attitudes at significant level ($\alpha \leq 0.05$)

Literature review

Electronic services quality: The first formal definition of electronic services quality was provided by Zeithaml *et al.* (2000) which is the process of facilitating e-shopping, purchasing and product and services delivery via. websites. In other words, customer's evaluation of website services quality includes the experience during their interactions with the site and also post-interaction services aspects (i.e., fulfillment, returns). As observed from the above definition, the meaning of services includes pre and post-websites services features. The process of forming the e-services quality concept was derived from services quality; however, the two concepts

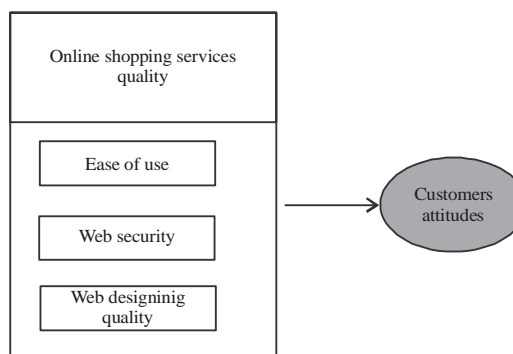


Fig. 1: Study model

have different and same characteristics. According to Riedl *et al.* (2009), e-services and traditional services are unlike in some aspects such as cost of services structure, the speed of new services development. Some researchers found that electronic services quality positively influence the customer attitudes and increase repurchasing from the same website.

Some academics have concentrated on improving e-services quality by developing e-services quality criteria. For example, Yoo and Donthu (2001) develop a psychometrically measure e-services quality of online shopping websites called SITEQUAL. Afterward, Loiacono *et al.* (2002) create WebQual model to measure B2C in the websites. Finally, Parasuraman *et al.* (2005, 1985) proposed an important models in measuring e-services quality which are E-S-Qual and E-RecS-Qual scales and also considered as leading models in its field. E-S-Qual has 22 items and four dimensions such as efficiency, fulfilment, system availability and privacy while E-RecS-Qual consists of 11 items in three dimensions: responsiveness, compensation and contact.

Online shopping services quality: Online shopping services quality was defined by Ha and Stoel (2012) as how consumers perceive the performance and effectiveness of e-store among its products and services offering. Online-shopping services has multidimensional processes such as browsing, searching, engaging in a transaction, purchasing and post purchasing evaluation. Many researchers have created criteria that fit online shopping services quality such as Liu *et al.* (2008) divided online shopping services into three phases: phase 1 is searching for information, quality of information, websites design and products features) phase 2 is purchasing includes transaction performance, response, privacy and payments, finally, phase 3 is post-purchasing includes product and services delivery and customer services. From previous studies, researchers have agreed that the higher quality of online shopping services the more trust in the same website. The main hypothesis is proposed as shown below:

- $H_{1,1}$: there is an impact of online shopping services on customer's attitudes

Concept of web design quality: Hsiao *et al.* (2010) defined web design quality as to what extent a consumer perception of website features and characteristics meet his/her needs and expectation. Web design quality consists of many sub factors such as usability, website interactivity, ease of navigating and search effectiveness which means the ease and speed in collecting information of price product. Web design quality was also suggested

by Carlson and O'Cass (2010) as the first impression that recognized and kept in consumer mind after the first experience of using website.

Recently, several studies on ecommerce have shown that web design and its features such as ease of navigation, visual characteristics, web image, background, color and videos are critical in website success. According to previous studies the third hypothesis is suggested as:

- $H_{1,2}$: there is an impact of web design quality on customer's attitude

Concept of ease of use: According to Zeithaml *et al.* (2000), ease of use consists of perceived usefulness and perceived ease of use. Moreover, ease of use defined as user's believes of using a specific system would be free of mental effort while perceived usefulness defined as gaining benefits from using particular system.

Similarity, Al-Debei *et al.* (2015) defined perceived website usefulness and ease of use as usability, time saving during seeking price and product information and gaining more knowledge than offline shopping. Prior studies have proved that perceived usefulness and ease of use will lead to positive customer's attitude to particular website, therefore, the researcher suggested hypothesis as below:

- $H_{1,3}$: there is an impact of ease of use on customer's attitudes

Concept of web security: Web security defined by Tsiakis and Sthephanides (2005) as website ability to protect user from risk of e-deception or financial loss and also prevent any unauthorized modification or using personal information of users. Abbad *et al.* (2011) suggested that web security availability leads to trust which is defined as positive attitude toward website. Due to the high level of uncertainty and continuous changing in information technology, web security quality is considered as an important influence over customer's attitude in developing countries such as Jordan. Indeed, online shopping is believed to bring risk to consumer as a result of the lack of direct and physical interactions with retailers. Consequently, if the website provides a secure and private environment to the customers it would motivate the customer to repeat visiting and purchasing from the same website. According to previous studies it is suggested the below hypothesis:

- $H_{1,4}$: there is an impact of website security on customer's attitudes

Concept of customer's attitudes: Main key of initiating this research is to determine and predict the attitude of online consumer in Jordan toward online shopping

services. According to Theory Reasoned Action (TRA) and the Theory of Planned Behavior (TPB), attitude is defined as the overall judgment toward object or behavioral to expect the outcomes, these attitudes are also influenced by beliefs and norms (Ajzen and Fishbein, 1977; Ajzen, 1991).

Moreover, these beliefs and norms differ from an individual to another based on their backgrounds such as their personal previous experience and personality traits and characteristics. Al-Lozi (2011) suggested that customer's attitude is influenced by technological characteristics which consist of ease of use, web design quality and web security. Based on TAM Model and previous studies, the study assumes that the key factors have mainly impact on customer's attitude toward online shopping services are information quality, ease of use, web design quality and web security.

MATERIALS AND METHODS

This study is a descriptive analytical study, since, this method matches the identifications, the hypothesis and the objectives of this study "The impact of online shopping services quality on customer's attitudes". Furthermore, descriptive method is basically used to describe the characteristics of the population and sample of this study. In addition, descriptive studies involve collecting data in order to test hypothesis and answer questions concerning the current status of the subject (Sekaran, 2013).

Collecting data in this study was from questionnaires developed from previous studies and hypothesis of this study. Then the questionnaires were distributed to students of three universities in Amman which are university of Jordan, The Princess Sumaya for technology and MEU.

After that a statistical treatment was done to the collected data of the study in order to find the impacts of each independent factor on the dependent factor in accordance with the study objectives and the suggested hypothesis of the study. Finally, data and result were collected. At the end, the conclusions and recommendations are suggested.

Study population and sample: The study population is all the Jordanian shoppers who purchase goods or services from website that provides different kinds of products such as clothes, accessories, bags, watches, shoes and electronic devices through online catalog. However, it is hard to reach all of these shoppers due to time and cost limitations. Therefore, a simple random sampling method was selected by distributing the questionnaire to the students of three universities. The element of this study is

Table 1: Cronbach's alpha coefficients

Study construct	Number of items	Cronbach's values alpha
Web design quality	6	0.752
Ease of use	9	0.792
Web security	5	0.821
Attitude toward online shopping	8	0.858
All	44	0.940

the student of universities in Amman which was selected because it is believed to be representatives of the Jordanian online shoppers (population) and expected to achieve the purpose of our study. A 400 questionnaires were distributed to students of three universities in Amman which were received by hand, yet the number of received questionnaires was 387.

Reliability testing: The reliability of a measure indicates the extent to which it is without bias or error and hence, ensures consistent measurement across the various items in the instrument. In other words, it can simply described as the accuracy in measurement which includes stability and consistency. The researcher used Cronbach's alpha to measure the internal consistency of the study instrument (Questionnaire) as well as the stability. Pallant pointed out that the minimum accepted level is 0.7. Therefore, the reliability of the study question will be (Table 1):

Statistically descriptive

T-Tabulated ($\alpha \leq 0.05$) (+1.96) one tailed: According to Table 2 before it is obvious that the relative importances of the main study variables are high. It range from 3.74-3.94 which the highest mean was for attitude toward online shopping. Moreover, the respondents consider and agree on information quality, web design quality, ease of use, web security, fulfillment and attitude toward online shopping as important factors, they also have positive viewpoints toward online shopping services.

Hypothesis testing: To conducted the relationship between the dependent and independent variables, the researcher first should make sure that the correlation between the independent variables are lower than 0.9. If correlation is higher than 0.9, this leads to a perfect correlation and thus will cause a collienraity diagnostics problem in the regression analysis. Second, the researcher should support the regression analysis results. If there is a correlation between 2 variables, it does not imply impact between the two variables. However, if there is an impact, it automatically means there is a correlation between the variables (Sekaran, 2013). The correlation analysis will be shown in Table 3:

It can be seen from the above table that the correlation between the independent variables are lower

Table 2: Statistically descriptive of the main variables (online shopping services)

Variables	Mean	SD	Relative importance	Rank	t-values
Web design quality	3.76	0.638	High	5	23.553
Ease of use	3.85	0.595	High	2	28.225
Web security	3.77	0.708	High	4	21.348
Attitude toward online shopping	3.94	0.640	High	1	28.772

Table 3: Correlation analysis for the main variables

Correlations						
Variables	Attitude toward online shopping	Information quality	Web design quality	Ease of use	Web security	fulfillment
Attitude toward online shopping	1.00					
Web services quality	0.459**	1.00				
Ease of use	0.600**	0.584**	0.550**	1.00		
web security	0.474**	0.474**	0.439**	0.556**	1.00	

**Correlation is significant at the 0.01 level (2-tailed)

Table 4: Multiple regression analysis

Variables	Model summary			ANOVA		Coefficients(a)		Unstandardized coefficients
	R	R square	Adjusted R square	F-value	Sig	t-values	Sig. (p-values)	Beta
	0.645	0.416	0.408	54.254	0.000			
Constant						4.860	0.000	0.933
Web services quality						1.947	0.052	0.104
Ease of use						6.610	0.000	0.403
Web Security						2.090	0.037	0.099

Table 5: Collinearity statistics test

Variables	Collinearity statistics		The dependent variables
	Tolerance	VIF	
Web services quality	0.570	1.754	Attitude toward online shopping
Ease of use	0.478	2.093	
Web security	0.559	1.790	

than 0.9. This is a good indication that there are no perfect positive correlations among the study variables. Additionally, the above results show that all the independent variables have a significant relationship with dependent variables. The higher correlation was between (Ease of use) and (attitude toward online shopping) and the value of correlation is $r = 0.600$ at 0.01.

Multiple regression analysis for the study hypothesis:

The dependent variable is attitude toward online shopping:

$$ATTOS = 0.933 + 0.104(IQ) + 0.403(ES) + 0.099(WS)$$

It can be noticed from the result in Table 4-5 that the multiple correlation coefficient $R = 0.645$ indicates that there is a positive correlation between online shopping service and attitude toward online shopping. Also, the value of $R^2 = 0.4165$. This means that online shopping service can account (0.4165) of the variation of attitude toward online shopping.

Furthermore, it is noticed that the value of adjusted R^2 is very close to the value of R^2 . If the

adjusted R^2 is excluded from R^2 ($0.416 - 0.408$) = 0.008. This little shrinking 0.008 means that if the model has been fitted when the whole population participates in the study, the higher variance in the outcome will be 0.008.

Also, the table above shows the probability of F-value and it is significant at 0.05 which indicates that online shopping services quality has a significant effect on customer's attitudes at significant level at ($\alpha \leq 0.05$). Therefore, the first main hypothesis is rejected and the alternative one is accepted.

- H_1 : there is an impact of online shopping services quality on customer's attitudes at significant level ($\alpha \leq 0.05$)

Referring to the first sub hypothesis under H_{01-1} ; the sig-value of web services quality is (0.052) and it is not significant at ($\alpha \leq 0.05$) and the t-calculated is (1.947) and it is lower than the t-tabulated (1.96). This indicates that information quality has no significant effect on the attitude toward online shopping at ($\alpha \leq 0.05$). Therefore, the first sub null hypothesis is accepted:

- H_{01-1} : there is no impact of web services quality on customer's attitudes at significant level ($\alpha \leq 0.05$)

Referring to the second sub hypothesis under H_{01-2} ; the sig-value of web design quality is (0.725) and it is not significant at ($\alpha \leq 0.05$) and the t-calculated is (-0.352) and it is higher than the t-tabulated (-1.96). This indicates that

web design quality has no significant effect on the attitude toward online shopping at ($\alpha \leq 0.05$). Therefore, null-sub hypothesis is accepted.

- H_{01-2} : there is an impact of ease of use on customer's attitudes at significant level ($\alpha \leq 0.05$)

Referring to the fourth sub hypotheses under H_{01-4} ; the sig-value of web security is (0.037) and it is significant at ($\alpha \leq 0.05$) and the t-calculated is (2.090) and it is higher than the t-tabulated (1.96). This indicates that web security has significant effect on the attitude toward online shopping at ($\alpha \leq 0.05$). Null- hypothesis is accepted:

- H_{10-3} : there is an impact of web security on customer's attitudes at significant level ($\alpha \leq 0.05$)

Referring to the fourth sub hypothesis under H_{01-4} ; the sig-value of web security is (0.037) and it is significant at ($\alpha \leq 0.05$) and the t-calculated is (2.090) and it is higher than the t-tabulated (1.96). This indicates that web security has significant effect on the attitude toward online shopping at ($\alpha \leq 0.05$). Null- hypothesis is accepted.

Final study hypothesis:

- H_{01} : there is an impact of online shopping services quality on customer's attitudes at significant level ($\alpha \leq 0.05$)
- H_{10-1} : there is an impact of ease of use on customer's attitudes at significant level (αH_{10-2} : there is no impact of web design quality on customer's attitudes at significant level ($\alpha \leq 0.05$) ≤ 0.05)
- H_{10-3} : there is an impact of web security on customer's attitudes at significant level ($\alpha \leq 0.05$)

RESULTS AND DISCUSSION

The results of variables analysis descriptive indicate that criteria customer uses to evaluate electronic services quality model suggested by Zeithaml *et al.* (2002) can applied to the context of Jordan according to variables analysis descriptive, yet the model needs to be improved according to hypothesis testing. Information quality and web design quality should be replaced by other items existing in models of electronic services quality.

This study also enriches and contributes to the field of online shopping services. According to descriptive variables testing, web design quality, ease of use and web security as outstanding factors that have impact on their attitudes towards online shopping. Whereas the results of hypothesis testing found that the web design quality have no impact on their attitudes. Based on hypothesis testing, the conclusion will be as follows:

The study found that there is a significant effect of the online shopping services on customer's attitudes. This result is consistent with Ha and Stoel, (2012). The researcher concludes that online shopping services are an important predictor that effects on customer's attitudes. e-retailer should understand well online shopping-services and how the customer perceives them. Moreover, e-retailer should know well which services consider more important than the others in Jordan context.

The study found that there is no significant impact, between web design qualities on customer attitude and also there is no significant impact of web design quality on customer's attitudes, referring to Liu *et al.* (2008) it is suggested that online shopping services divided onto three phases: pre-purchasing services, purchasing services, post-purchasing services. In Jordan context this indicates that shoppers evaluate the quality of online shopping services depend on purchasing and post purchasing services rather than repurchasing services. However, e-retailers should not ignore the visual appeal of website and the clearance of the information. Particularly that it helps the customer in purchasing decision.

There is a significant impact of ease of use on customer's attitudes. This result is consistent with Al-Debei *et al.* (2015) who found that ease of use termed as perceived benefits is a major predictor of consumer attitude toward online shopping in Jordan. This finding points out that e-retailer should improve perceiving ease of use and usefulness (i.e., convenience of using website, time and cost saving) if the shoppers couldn't realize the benefits from adopting online shopping they would not repeat purchasing among internet.

There is a significant impact of web security on customer's attitudes. This result is a same as the finding in Mummalaneni and Meng (2009). This indicates that e-retailers should provide security and privacy procedures to their websites in order to success in e-commerce world and build a trust with Jordanian shoppers. Moreover, the lack of web security and privacy aspects consider the main obstacle that prevents shoppers to adopt online shopping.

CONCLUSION

This study examined the impact of online shopping services quality towards customer's attitudes in Jordan context. The criteria which is used in the study contains

three items of web design quality, ease of use and web security. Results in this study indicate that there is an impact of online shopping services quality on customer's attitudes. It was also found that customer's attitudes toward online shopping are effected by ease of use and web security factors. Whereas web design quality has no effect on customer's attitudes.

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