

# Evaluating Young Consumers' Perception of Online Shopping Convenience

Anindita Chakraborty

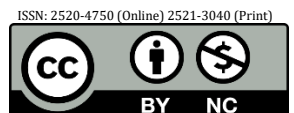
## Abstract

This study aims to investigate how online shopping convenience affects the behavioral intentions of young consumers. More precisely, this paper looks for e-shopping characteristics that could influence consumer decisions to make purchases online. A sample of 220 responses was collected from students with experience in e-shopping from a renowned private university in Chattogram using a non-probability convenience sampling method through a 5-point Likert scale questionnaire. To evaluate the hypotheses, a multiple regression analysis was conducted using the SPSS 26 software. According to the study, online shopping convenience has a positive correlation with behavioral intentions. This includes transaction and post-purchase convenience, among other dimensions. The study found no significant relationship between ease of access, search, and evaluation convenience with behavioral intention. The findings of the study provide some practical implications on the dimensions of e-retailing that inhibit young consumers from purchasing online and also help online businesses find out the major barriers as well as the ways of overcoming these barriers to provide a highly convenient service in e-shopping to consumers that will build a long-term customer base.



IJSB

Accepted 26 January 2024  
Published 07 February 2024  
DOI: 10.58970/IJSB.2296



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**Keywords:** *Online shopping, Online convenience, Behavioural intention, Young consumers, Perception.*

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## 1. Introduction

In today's business world, marketing aims to engage customers and foster long-term relationships. One of the new trends in marketing is the digital age such as online, mobile, and social media marketing. As a result, consumers are going through social, economic, and psychological changes because of the fast development of the internet as the internet is entering into everyone's life through digital technology (Aren et al., 2013) that has changed how we live, communicate, enjoy, share information, and shop. The internet and digital technology have experienced explosive development. So, e-commerce has become a more popular trend that greatly impacts a country's economic growth (Pham et al., 2018). A report from a well-known Bangladeshi newspaper projects that the country's e-commerce market will increase by \$4 billion, growing from \$6.6 billion in 2022 to \$10.5 billion in 2026. The vast revolution of information and communication technology, especially the growing internet trend, has created a new form of buying and selling called online shopping or e-retailing. (Kumar et al., 2020). Effective time management is crucial for busy consumers, making online shopping convenience a top consideration when purchasing goods and services (Durate et al., 2018).

The convenience of shopping is a crucial element in the increasing popularity of online shopping (Beauchamp et al., 2010). According to Zeithaml and Bitner, customer value can be increased in three ways: by offering discounts, improving product quality, and reducing non-monetary costs associated with buying and using products and services. According to Berry et al., convenience includes non-monetary costs such as time and effort. Recent studies have found that convenience directly impacts purchasing trends (Jiang et al., 2013; Mpinganjira, 2015). In online shopping, perceived convenience often affects repurchase intention. (Jebarajakirthy & Shankar, 2021; Shankar & Rishi, 2020).

The economy of Bangladesh is emerging, and the country is focusing more on digital connectivity. The Government of Bangladesh is implementing a plan to transform the country into a 'Smart Bangladesh'. The rise of e-commerce has revolutionized the way the company does business. Through online shopping, entrepreneurs now have an alternative mode of reaching out to customers and boosting their sales. Moreover, internet users have doubled in the last five years (BTRC, 2020) as there are available smart devices and also the improved infrastructure of the telecommunication industry. According to the ICT Use Survey 2022, in Bangladesh, the internet users between the age limit of 15-64 is 46.8% as well as the users of smartphones are 40.9%. Nowadays Consumers are very much interested in online shopping because of convenience and comfort (Jiang et al., 2013). Kumar et al. (2020) stated that the majority of online shopping consumers are the younger population between the age limit of 18 to 35. Interestingly, the percentage of the young population aged between 15 to 29 years is 27.96%. According to a report by the Bangladesh Bureau of Statistics released in April 2023, one-fourth of the country's population is made up of young people (BBS, 2023). A study by Rahman (2015) stated that there is a growing trend of Facebook shopping in Bangladesh among young university students, and this trend in the online market will be growing soon. Similar demographics are the primary catalyst for e-commerce expansion in neighboring countries and beyond (Rahman, 2012). Online shopping behavior has been extensively studied, but with Bangladesh's growing market and a focus on university students, there is an opportunity to study the relationship between the convenience of online shopping and the intention to make a purchase. The study has two key research questions: First, what constitutes online shopping convenience? Second, what is the impact of various types of online shopping convenience on the behavioral intention of young shoppers?

After analyzing the questions provided, the following objectives have been addressed.:

RO1: to identify the constructs of online shopping convenience applied to young consumers;

RO2: to find out the impact of online shopping convenience on the behavioral intention of young consumers.

This research aims to address the gaps identified earlier and fill them. This paper explores how convenience in online shopping (access, search, transaction, evaluation, and post-purchase) impacts behavioral intentions.

The following sections of the paper are organized in the following manner. The following section provides a comprehensive examination and analysis of different angles that characterize both popular and academic conveniences of online shopping. From this, the hypotheses of the study are developed. The following sections outline the research methodology, including the questionnaire survey and sampling technique, statistical analysis, and major findings of the study. The final section offers a discussion of the study's theoretical and managerial implications, limitations, and recommendations for future research.

## **2. Literature Review and Hypothesis Development**

### **2.1 Theoretical Background**

In 1975, Fishbein and Ajzen formulated the Theory of Reasoned Action (TRA). Examining the relationship between beliefs, attitudes, subjective norms, intentions, and behavior is the process of predicting human behavior. According to the theory, a person's intentions are the most crucial predictor of their behavior. The behavioral intention of an individual is determined by their attitude towards the behavior and their perception of the subjective norm. Based on the Fishbein Theory of Reasoned Action, it can be inferred that online shopping is a behavior that individuals choose to engage in voluntarily. The voluntary expression of consumer intention to buy from a specific store is a reliable indicator of their shopping behavior (Jarvenpaa et al., 2000). TRA is a commonly used model to predict and describe consumer behavior in online and offline environments (Ajzen and Fishbein, 1980). TRA is effective in predicting consumer behavior for products like fashion, toothpaste, and mineral water, as well as in domains like finance, marketing, and health. (Montano and Kasprzyk, 2015). Thus, The Theory of Reasoned Action (TRA) is considered the most appropriate theory to study online shopping; therefore, it serves as the foundation for this study.

### **2.2 Perceived Convenience**

The concept of convenience is multi-dimensional, encompassing various types of time and effort costs. (Durate et al., 2018). In marketing studies, time and effort are considered nonmonetary costs that influence consumer buying behavior. (Herrmann and Beik, 1968). Copeland (1923) originated the idea of convenience as a set of goods that have low involvement and risk which consumers buy frequently from a convenience store. Berry et al. (2002) comment that the convenience concept has been deployed in marketing as it incorporates both products and services, but it still requires detailed study. Convenience reduces consumers' length of time as well as the effort which increases their propensity to make repeat purchases (Seiders et al. 2005). According to Farquhar & Rowley (2009), the term was first identified to be applied with the convenience that spared clients' time and effort throughout their purchase behavior. In a popular study, Jiang et al. (2013) argued that apart from its emphasis on goods, the convenience idea has also drawn attention to service convenience features. Berry et al. (2002) and Seiders et al. (2007) conducted extensive research on consumer convenience in a service-based economy. They define "service convenience" as the amount of time and effort

that individuals invest in buying or utilizing a service. So, Non-monetary costs, such as time and effort, significantly impact the convenience of a service.

### **2.3 Relationship between Online Shopping Convenience and Behavioral Intention**

In online shopping, the notion of convenience means the benefit of ubiquitous and saving time as well as convenient price comparisons (Al-Debei et al., 2015). A study by Kumar and Kashyap (2018) stated that consumers focus more on online shopping as they spend more time on other activities than shopping, increasing their desire for convenience. A study by Jiang et al (2013) defines service convenience in the context of the retail industry, and also states how quickly and conveniently one may shop online. There is so much research indicating that online repurchase intentions are affected by perceived convenience (Jebarajakirth and Shankar 2021). When consumers decide to purchase online they are motivated by the convenience of online shopping (Zeqiri et al., 2023). Not only that a majority of consumers prefer convenience and choice (Kumar et al., 2020) and Convenience is one of the primary factors that influence and motivate people to choose online shopping (Kruh et al., 2017; Anesbury et al., 2016). A study by Colwell et al. (2008) states that as a predictor variable convenience affects the outcome variable which is behavioral intentions. A study by Korgaonkar et al. (2014) comments that online shoppers prefer more convenience than traditional consumers. Raman (2019) advocates that convenience is the indispensable antecedent for behavioral intention. Cho and Sagynov (2015) discuss that if a consumer holds a positive perception of convenience related to online shopping, the tendency to shop online will also rise. Beauchamp and Ponder (2010) have developed convenience constructs that apply to both online and offline consumers. Jiang et al. (2013) identified five dimensions of online shopping convenience: access, search, evaluation, transaction, and possession/post-purchase convenience. They also proposed a tool to measure these dimensions. So, this research follows the five online shopping convenience dimensions developed by Jiang et al. (2013). These five dimensions are discussed, and a conceptual model is presented in the following:

#### **2.3.1 Access Convenience**

According to (Seiders et al., 2000) this dimension is “characterized as the speed and ease with which consumers can reach a retailer”. Kumar et al. (2020) define access convenience as the time and effort that consumers need while seeking products and services. It also indicates the process of placing the desired product or service in online. A study by Durate et al. (2018) commented that access convenience is a very notable factor that consumer considers when they try to experience online services. According to King and Liou (2004) in the case of online shopping, consumers perceive access convenience as one of the main characteristics. A popular study by Jiang (2013) discussed that access convenience plays one of the most important roles in online shopping as online consumers can shop from anywhere which gives them psychological benefits such as keeping away from crowds, decreasing waiting time as well as giving less effort for going to physical stores. Based on these it is proposed that:

***H<sub>1</sub>: Access convenience has a positive impact on behavioral intention.***

#### **2.3.2 Search Convenience**

Beauchamp and Ponder (2010) define search convenience as the “speed and ease with which consumers identify and select products they wish to buy”. A recent study by Zeqiri et al., (2023) states that the company is using different tools of the internet more specifically social media, paid advertising as well as their website to enhance their communication with the consumers so that the consumers can get real-time and customized information. Shankar and Rishi (2020) also state that These tools help consumers save time and money by preventing them from

squandering it. Not only that consumers also expend less effort as well as avoiding to go physical stores (Seiders et al., 2000). The following hypothesis is:

**H<sub>2</sub>:** *Search convenience has a positive impact on behavioral intention.*

### **2.3.3 Evaluation Convenience**

It is the aspect that defines the extent of product availability that the consumer can assess (Zeqiri et al., 2023). A study by Jiang (2013) cited by Durate et al., (2018) stated evaluation convenience as the easy description of a product by applying different elements such as pictures, scripts, content, and video which are posted on the company's website. This detailed information allows consumers to compare various product features and prices on different sites. As there is an option for giving reviews online the consumers can discuss with other consumers online which will help the online shoppers to purchase with less time and effort (Jiang et al., 2013). So, the following hypothesis is proposed:

**H<sub>3</sub>:** *Evaluation convenience has a positive impact on behavioral intention.*

### **2.3.4 Transaction Convenience**

According to (Beauchamp and Ponder, 2010, P. 53) this dimension is "the speed and ease with which consumers can affect or amend transactions". As there is no waiting line, the online payment method is simple and flexible (Jiang et al., 2013). A study by Dekimpe et al; (2020) states that consumers prefer online buying if the payment process is less risky and less difficult. In the case of transaction convenience, the stores that have the fastest way to pay bills and a simple return policy are given the highest priority by customers. (Seiders et al; 2000). Because of anxiety about fearful transactions as well as privacy issues, secured and convenient online payment methods play a vital role for customers (de kerviler et al., 2016). Customers may not purchase a product or service if the buying process requires too much time and effort (Kumar et al., 2020). Thus, I would like to propose the following hypothesis:

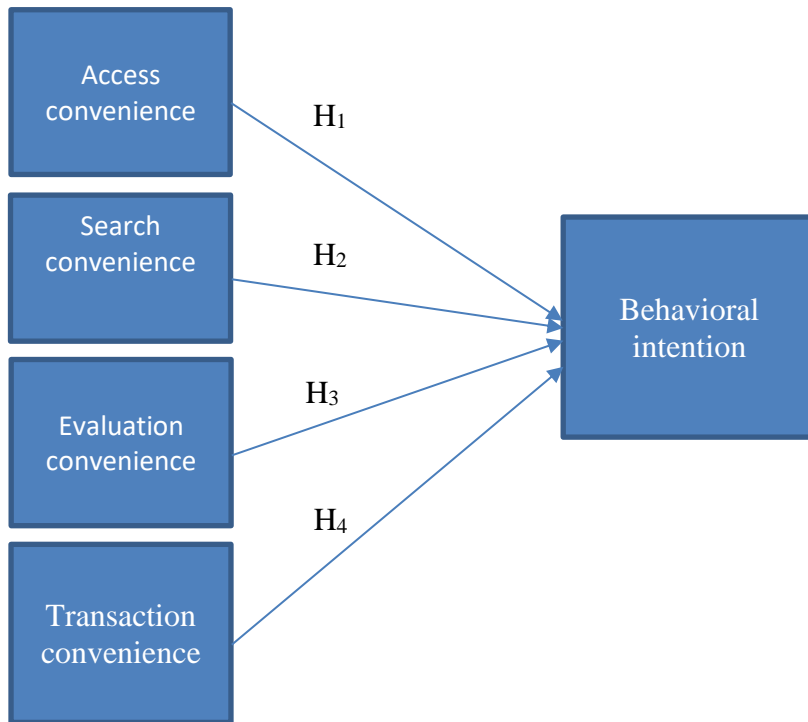
**H<sub>4</sub>:** *Transaction convenience has a positive impact on behavioral intention.*

### **2.3.5 Possession/Post-Purchase Convenience**

A popular study by Jiang et al. (2013) states that consumer perceives this dimension as the time, effort, and money that are required to obtain a desired product or service. It also means getting the desired product by consumers easily and quickly (Seiders et al., 2000) as to get possession of a product in case of online buying the consumers need to wait for the delivery of a product and also the safety of the product in shipment (Jiang et al., 2013). But Javadi et al. (2012) comment that there is also a negative impact on consumers if there is a risk of not getting the product yet. On the other hand, post-purchase convenience also plays a vital role in recent years as consumers face difficulties in returning a product that has been purchased by consumers through online (Berry et al., 2002). A study by Zequiri et al. (2023) also states that consumers perceive post-purchase convenience as a significant dimension because this requires after-sale service.

**H<sub>5</sub>:** *Possession/Post-Purchase convenience has a positive impact on behavioral intention.*

### 2.3.6 Conceptual Framework



**Figure 1: Conceptual Framework**

## 3. Research Methodology and Methods

### 3.1 Sample and Data Collection Procedure

To investigate the relationship between online shopping convenience and its impact on behavioral intention, the author conducted a survey to collect data on six constructs related to online shopping convenience behavioral intention. The researcher administered a structured questionnaire to gather data from undergraduate and graduate students. The logic behind selecting this level of students is that there is a recent trend of a high degree of involvement in online shopping of this group of respondents, especially the age group that belongs 16 to 29 years. The author has selected a renowned private university in Chattogram, Bangladesh. A total of 250 questionnaires were distributed to students, out of which 220 responses were considered usable, resulting in an 88% response rate. The demographic profiles of the respondents are given in the following table:

**Table: 1: Characteristics of the sample**

	Factor	Frequency	Percent
Gender	Male	118	53.6%
	Female	102	46.4%
Lives in	Urban area	208	94.5%
	Rural area	12	5.5%
Education	Under Graduation	213	96.8%
	Graduation	7	3.2%
Age	16 - 20	18	8.2%
	21 - 25	202	91.8%
Online experience	Positive	133	60.5%
	Nor positive nor negative	77	35%
	Negative	10	4.5%

Source: Own survey 2023

The table above provides information about the traits of the samples utilized in this study. 53.6% were male respondents and 46.4% were female respondents. Among these respondents, 94.5% respondents live in the urban area. 96.8% of respondents were undergraduate students aged between 16 to 25 years. But 60.5% of respondents had a positive experience with online shopping whereas 35% had reported that they had a perception of neither positive nor negative experience. Only 4.5% have a negative experience.

### 3.2 Survey Instrument

The data was collected in Chattogram City through a structured questionnaire (n=220), where interviewees filled out the form using a paper-and-pencil method. The author utilized a 5-point Likert scale, which consisted of closed-ended questions aimed at measuring participants' responses. The questionnaire comprises two parts. The first part aims to collect the personal information of respondents using nominal scales. The second part contains the responses of participants regarding the variables used in this study.

**Table: 2 Descriptive statistics**

Constructs	Mean	Std. Deviation	N
Access Convenience	4.287	.70294	220
Search Convenience	4.028	.64257	220
Evaluation convenience	3.956	.78325	220
Transaction convenience	4.204	.76589	220
Possession/Post-Purchase convenience	3.890	.72935	220
Behavioral intention	4.130	.79457	220

### 3.3 Sample Size

A study by Saad (2021) has pointed out that to determine the sample size there are various sample-to-variable ratios such as 3:1, 6:1, 10:1, 15:1, and 20:1. In this study there are six variables and a 20:1 ratio has been selected. Based on this recommendation the sample size will be 120 or above. However, 220 online shoppers have been selected for data analysis.

### 3.4 Sampling Technique

The method of non-probabilistic convenience sampling has been used. The respondents have been selected based on their consent. There is a total of 22 items in the questionnaire adopted from prior studies. The constructs and sources that have been applied in this research are presented in the following table:

**Table: 3 Sources of constructs**

Construct	Source
Access convenience	Jiang et al. (2013)
Search convenience	Jiang et al. (2013);
Evaluation convenience	Jiang et al. (2013);
Transaction convenience	Jiang et al. (2013) Benoit et al. (2017)
Possession/ Post-purchase convenience	Jiang et al. (2013) Benoit et al. (2017)
Behavioral intention	Jiang et al. (2013)

### 3.5 Reliability Analysis

The researcher utilized a reliability test to determine if the dimensions of online shopping convenience were adequate in assessing the impact of online shopping convenience on behavioral intentions. To assess the questionnaire's internal consistency in measuring the

impact of online shopping convenience on behavioral intentions, a reliability analysis was conducted. To assess the reliability of a test or scale, researchers often use a statistical measure called Cronbach's Alpha. According to Nunnally's 1978 guideline, the reliability analysis meets the required standards.

**Table: 4 Reliability analysis**

N.	Name of Variables	Cronbach's Alpha	No. of Items
1.	Access convenience	.724	3
2.	Search convenience	.688	5
3.	Transaction convenience	.904	3
4.	Evaluation convenience	.664	3
5.	Purchase/Post-Purchase convenience	.692	5
6.	Behavioral intention	.928	3

**3.6 Model Specification**

The data collected from the questionnaire survey has undergone multivariate statistical analysis for testing. A multiple regression model has been utilized to test the hypotheses. The general regression model is

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \dots + \beta_nX_n + \varepsilon$$

Where

Y= Dependent Variable (Behavioral intention)

X1, X2, ..... Xn = Independent Variables (e.g. Access convenience, Search convenience, Transaction convenience, Evaluation convenience, and Possession/Post-purchase convenience)

$\alpha$  = Intercept value

$\beta'$  = Regression coefficient;

$\varepsilon$  = error

**3. Analysis and Results**

Statistical analysis was conducted using SPSS, and the model and hypotheses were tested using multiple regression. The correlational coefficient between the variables was calculated before conducting the multiple regression analysis. The following table shows the positive correlation between the dependent and independent variables. The Pearson correlation coefficient reported in the following table suggests that there is no multicollinearity when the correlation between independent variables is less than .80 or .90, which is considered harmful as suggested by Gujarati (1988).

**Table: 5 Correlation between variables**

	AC	SC	EC	TC	PPC	BI
Access convenience	1					
Search convenience	.688	1				
Evaluation convenience	.690	.627	1			
Transaction convenience	.572	.460	.512	1		
Possession/Post-purchase convenience	.686	.618	.635	.650	1	
Behavioral intention	.472	.387	.441	.750	.590	1

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

**AC** = Access convenience, **SC** = Search convenience, **EC** = Evaluation convenience, **TC** = Transaction convenience, **PPC** = Post-purchase convenience, **BI** = behavioral intention.



**Table 6: Regression result**

	Unstandardized coefficient	Standardized Coefficient	T	Sig.	Accepted/Rejected
(Constant)	.686		2.736	.007	
Access convenience	-.031	-.027	-.365	.715	Rejected
Search convenience	.027	-.021	-.330	.742	Rejected
Evaluation convenience	.025	.025	.374	.709	Rejected
Transaction convenience	.661	.638	10.629	.000	Accepted
Possession/Post purchase convenience	.207	.192	2.704	.007	Accepted

**F=59.396, P=.000, R=.762, R square=.581, Adjusted R square=.5761, Durbin watson=1.766**

The table above displays how different aspects of online shopping convenience affect behavioral intention. The hypotheses and model have been tested using multiple regression analysis. The results of the study indicate a significant relationship between the dependent and independent variables. The t-values are significant at  $p=0.01$  and  $p=0.05$ , while the F-ratio is significant at the  $p=0.01$  level. It can be concluded that the multiple regression model is statistically significant at a p-value of 0.05 or less. The Durbin-Watson test statistic value is 1.766, indicating no autocorrelation issue in the model. The above table presents the result of the multiple regression analysis. The study found that two out of the five dimensions of online shopping convenience were significant. This indicates that the model is highly significant ( $F=59.396$ ,  $p=.000$ ), explaining 57.61% of the variation in behavioral intention (adjusted R square value=.5761). According to my research findings (H4,  $\beta = 0.638$ ,  $t = 10.629$ ,  $p \leq .01$ ), transaction convenience has a positive impact on the behavioral intention of young consumers. Similarly, my study also shows that post-purchase convenience has a positive impact on behavioral intention (H5,  $\beta = .192$ ,  $t = 2.704$ ,  $p \leq .01$ ). The results of the regression analysis indicate that only two out of the five hypotheses are positively related to the behavioral intention. Specifically, the access convenience, search convenience, and evaluation convenience hypotheses are not positively related to behavioral intention. The regression results for each of these hypotheses are as follows: H1 ( $\beta = -.027$ ,  $t = -3.65$ ,  $p \leq .05$ ), H2 ( $\beta = -.021$ ,  $t = -.330$ ,  $p \leq .05$ ), and H3 ( $\beta = .025$ ,  $t = .374$ ,  $p \leq .05$ ). Finally, after reviewing the literature, I can conclude that the regression model is suitable for explaining the relationship between dimensions of online shopping convenience and behavioral intention. Therefore, I accept the two hypotheses presented earlier.

### 3.1 Discussion and Managerial Implication

The objective of this study was to operationalize and define the dimensions of convenience in online shopping. The study also aimed to measure the effect of online shopping convenience on behavioral intention. The findings from this empirical study, based on a survey of young students from a renowned university in Bangladesh, are noteworthy. The results of the correlation and regression analysis are in line with the findings of previous studies. In their study, Jiang, Yang, and Jun (2013) identified five dimensions of online shopping convenience. They also revealed that search, transaction, and possession/post-purchase have a significant positive relationship with behavioral intention. The result of regression analysis reveals that transaction is the dimension that influences the students mostly as  $\beta = 0.638$ . The reasons are that the payment method is very simple, flexible, and convenient. Moreover, young consumers prefer online shopping because there is no queue to pay online. As they like fast responses, they don't need to wait for long. The entire process will facilitate the consumers to save time and

effort. This finding is consistent with the previous literature supported by (Jiang et al.,2013; Kumar et al.,2020; Durate et al.,2018; Pham et al.,2018; and Zeqiri et al.,2023

**Access convenience:** The study found that access convenience has no positive impact on behavioral intention with similar findings supported by Mehmood and Najmi (2017); Jiang et al., 2013; Kumar et al., 2020; Durate et al. 2018; Zeqiri et al., 2023 but dissimilar findings with Pham et al., 2018.

**Search convenience:** The study also found that search convenience has no positive impact on the behavioral intention with similar findings researched by Durate et al., 2018; Chang et al., 2012 but dissimilar findings with Jiang et al., 2013; Mpinganjira 2015.

**Evaluation convenience:** The study revealed that evaluation convenience has no positive impact on behavioral intention with similar findings supported by Jiang et al., 2013 but dissimilar findings with Mpinganjira 2015; and Durate et al., 2018.

**Possession/Post-purchase convenience:** The study found that possession/post-purchase convenience has a positive impact on behavioral intention. Consumers are interested in engaging in online shopping when they get the desired product timely and without damage as well as with minimum effort. This result has similar findings to Jiang et al., 2013; Durate et al., 2018; and Pham et al., 2018.

Among the five dimensions, search, and evaluation are considered to be the unique dimensions of the e-commerce environment (Jiang et al., 2013). In this study, the impact of various dimensions of online shopping convenience on behavioral intention is different from the previous studies. The reasons for differences rely on some factors that may vary from country to country. The reasons are the infrastructure of information and communication technology, the scope of e-commerce, features of products and services, experiences as well as the buying behavior of consumers especially the demographic profile of the young generation in Bangladesh.

### 3.1.1 Managerial Implications

The research result shows that transaction and Post-purchase convenience are critical factors in determining customers' willingness to repurchase. But to increase the convenience that will lead to the repurchase intention of consumers, the online business can take various initiatives to increase the convenience of all dimensions of online shopping that may generate more sales as well as expand the market share. For Access convenience, the business should invest in designing the website in such a way that it could be easily reachable from anywhere and anytime. For Search convenience, the website should be developed in an attractive and user-friendly way for making quick purchases. For Evaluation convenience, the details of the product should be provided by using text and graphics so that the customers can get sufficient information to evaluate the product. Moreover, a feedback system needs to be designed to get valuable reviews from the customers based on which the long-term customer base can be developed. As the result indicates that the students give more importance to transaction convenience, so the payment methods must be simple, flexible, and convenient by allowing completing the transactions through cards, mobile payment, e-wallets as well as the most common medium like cash on delivery because the people of Bangladesh are more sensitive about the security of online transactions. Also, the majority of consumers are used to paying through cash.

## 4. Conclusion, Limitation, and Direction of Future Research

As the economy of Bangladesh is expanding, online shopping offers a convenient virtual platform for buyers and sellers to interact anytime, anywhere, potentially increasing customer retention rates. Online shopping is gaining acceptance in Bangladesh as a new way of doing

business, and there are underlying factors that influence people's attitudes towards shopping online. The younger generations exhibit a strong inclination towards online shopping as compared to conventional brick-and-mortar stores. This study concludes that all aspects of online shopping convenience have a positive correlation with the intention to buy. But Among the five dimensions this study found that transaction and possession / post-purchase convenience have a positive impact on behavioral intention. Web managers and marketers have introduced service innovations that have raised customers' expectations regarding convenience. Hence, it is necessary to constantly monitor consumers' perceptions and expectations to achieve continuous improvement in delivering highly convenient online services. Also, by embracing the power of e-commerce, businesses can expand their reach, enhance their visibility, and tap into a global market of potential customers.

Although the study offers some interesting findings, it has some limitations. 1. The sample size of the respondents is relatively small. If the number of respondents could be increased, the result might be more generalized. 2. The study has selected only Chattagram city for data collection. 3. This study is focused on only students. People of different age groups and different backgrounds may consider convenience differently. So, it could be studied in the future. 4. The study can be expanded by incorporating other dimensions such as attentiveness, decision, etc. Moreover, social media have a great impact on the behavioral intentions of consumers such as the young generation, the majority of them are students, so a longitudinal study can track changes in consumers' perception of convenience when shopping online over time.

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### Cite this article:

**Anindita Chakraborty** (2024). Evaluating Young Consumers' Perception of Online Shopping Convenience. *International Journal of Science and Business*, 32(1), 74-86.  
DOI: <https://doi.org/10.58970/IJSB.2296>

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