Investigation of the Effect of Online Bidding, E-store, and Price on Shopping in Thailand

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ARTICLE INFO	**ABSTRACT**
	The objectives of the paper are twofold, 1) to model the e-store shopping in Thailand , and 2) to examine the effect of online bidding, e-store attribute, and price on shopping in Thailand. The research mainly involves a survey design. It includes a pilot test using undergraduate business students at UdonThani Rajabhat University for pretesting questionnaire items. In addition, this investigate into online bidding, e-store, web attraction, web security , price, shopping attributes necessitates uncovering variables of interest and this involves a large-scale field study. The data are collected via personal questionnaires from 399 samples. They include the customers. Respondents are asked to rate, on a five-point Likert scale, their agreement or disagreement on the e-store attributes. Quantitative data are analyzed by the statistical techniques including exploratory factor analysis and structural equation modeling. It is found from the study that the effect of online bidding, ,e-store attribute, and price on shopping. Additionally, e-store attribute and web security mediate the effect of online bidding, e-store attribute, and price on shopping. The managerial implications are discussed.

INTRODUCTION

Over the next few years, the World Wide Web (the Web) is expected to increase by a factor of 20, growing to 200 million sites by 2005. The number of actual Web pages will increase even more, with existing Web sites continuing to add pages (Palmer, 2002). Web sites provide the key interface for consumer use of the Internet. In the 21st century retailing involve selling both in store and also through web, catalog, call center, interactive television, and mobile devices. The particular retailer format should match with a specific consumer in a specific situation (Mathwick *et al*., 2002). As increasingly electronic channels, it's provided benefits to buyers and sellers by lowering the transaction costs of participating in the market (Sigala, 2006). Electronic retailing store (e-Store) rooted from the physical retailing that added direct information technology to market goods and services to market niches (Hoffman, and Novak, 1997; Sultan,, and Rohm, 2001). Ganesh *et al*., (2010) pointed out online motivations are related to e-store attribute. In addition, Grewal *et al*. (2003) proposed the internet and the price-value-loyalty chain. Therefore, the purpose of this paper is to develop and empirically test the e-store model in Thailand.

The paper was organized as follows, starting with the review literature on the exploration variables of the proposed model. The following section presented the conceptual model and defines the sets of research hypotheses. The study proceeds with a description of methods which are applied, including information about the data and statistical procedures. Results were presented and some of their implications and limitations were discussed in the final section.

2. Literature Review:

In the 21st century retailing involve selling both in store and also through web, catalog, call center, interactive television, and mobile devices. The particular retailer format should match with a specific consumer in a specific situation (Mathwick *et al*., 2002).

As increasingly electronic channels, it's provided benefits to buyers and sellers by lowering the transaction costs of participating in the market .

Mathwick *et al*., (2001; 2002) suggested that the perceptions of efficiency, economic value, enjoyment and escapism factors have significant related to experiential value in the e-store.

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Wolfinbarger and Gilly (2003) specified 4 factors of electronic retail including website design, fulfilment/reliability, privacy/security, and customer service. They found that fulfilment/reliability and customer service are related to satisfaction, loyalty, and attitude toward website.

Palmer (2002) suggested that website success is significantly associated with website download delay (speed of access and display rate within the website), navigation (organization, arrangement, layout, and sequencing), content (amount and variety of product information), interactivity (customization and interactivity), and responsiveness (feedback options and FAQs).

Galletta, *et al*. (2006) found that delay, familiarity, and breadth factors of website have strong direct impacts on performance and user attitudes, in turn affecting behavioral intentions to return to the site, as might be expected (Park, and Kim, 2003). A significant three-way interaction was found between all three factors indicating that these factors not only individually impact a user's experiences with a website, but also act in combination to either increase or decrease the costs a user incurs.

Rohm, and Swaminathan (2004) identified six factors of online shopping motivations included shopping convenience, information seeking, immediate possession, social interaction, retail shopping experience, and variety seeking.

Abbot *et al*. (2000) exposited that online attributes such as accessibility, information availability, customization, speed of acquisition, security, atmospherics, experiential convenience, price, assortment and physical presence have effected on online store image, purchase, satisfaction, and loyalty (Bui and Kemp, 2013).
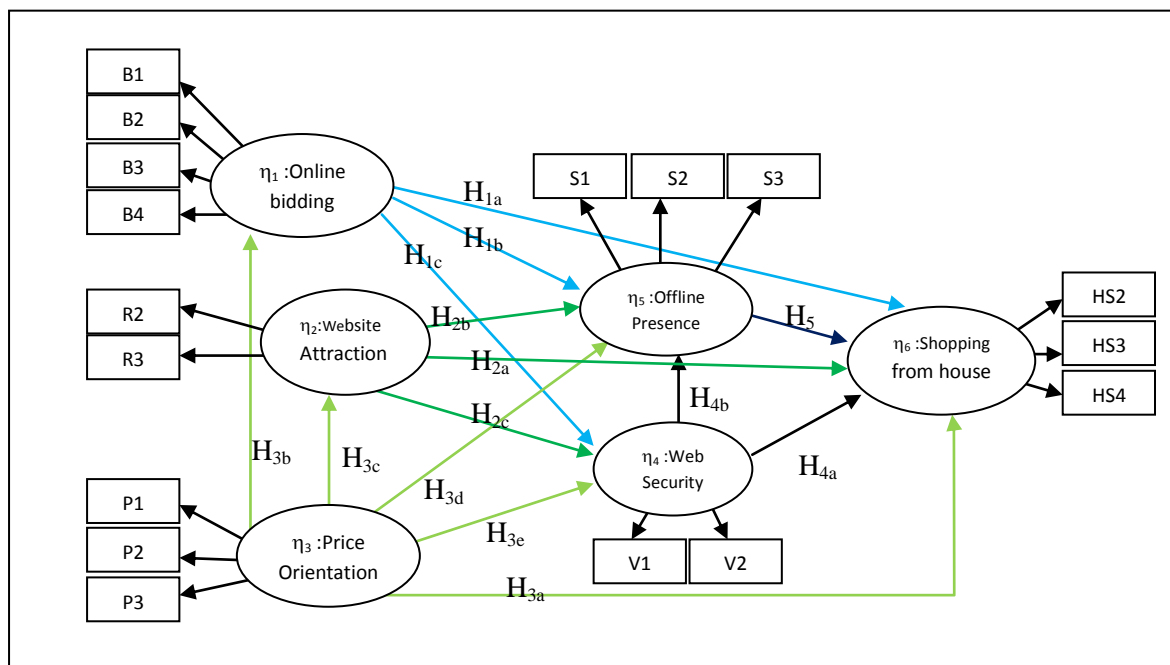

Fig. 1: e-Store model.

3.Objective and Hypothesis:

The objectives of the paper are twofold, 1) to model the e-store shopping in Thailand , and 2) to examine the effect of online bidding, e-store attribute, and price on shopping in Thailand.

On the basis of the literature discussed above (Ganesh *et al*., 2010; Wolfinbarger and Gilly, 2003; Mathwick *et al*., 2001; 2002; Rohm, and Swaminathan, 2004; Grewal *et al*., 2003), the e-Store model is developed (see Figure 1). Thus hypotheses are addressed as follows;

H_{1a} there is a positive relationship between Online bidding *and* Shopping from homeof e-store model($\beta_{61} \neq 0$).

H_{1b} there is a positive relationship between Online bidding *and* Offline Presence of e-store model($\beta_{41} \neq 0$).

H_{1c} there is a positive relationship between Online bidding *and* Web Security of e-store model($\beta_{51} \neq 0$).

Bui, and Kemp (2013) found that consumer attitudes, emotion and subjective norms influence on purchase intentions. Also, Park and Kim (2003) suggested that information quality, user interface quality, and security perceptions effect on satisfaction and purchasing. Thus hypotheses are addressed as follows;

H_{2a} there is a positive relationship between Website Attraction *and* Shopping from homeof e-store model($\beta_{62} \neq 0$).

H_{2b} there is a positive relationship between Website Attraction *and* Offline Presence of e-store model($\beta_{42} \neq 0$)

H_{2c} *there is a positive relationship between* Website Attraction *and* Web Security of e-store model($\beta_{52} \neq 0$).

Holbrook & Corfman (1983) suggest that perceived value is background and situation specific, and is comprised of a wide range of benefits received as well as sacrifices made. Also, Kerin *et al.* (1992) note that both price and quality explain less about consumers' value perceptions of a retail store than does store shopping experience (Demangeot, and Broderick (2007). The retail environment has an effect on consumers' preference(Olshavsky, 1985). Consumers with incomplete information about merchandise or service quality seem to base purchase decisions on inferences they make from various informational cues (Zeithaml, 1988; Rose *et al.*, 2012; Untachai. and Mizerski, 2007). The retail store environment serves as a multitude of stimuli that can serve as cues to consumers looking for this information processing such as something heuristic (Baker & Grewal, 1994). Thus hypotheses are addressed as follows;

H_{3a} *there is a positive relationship between* Price Orientation *and* Shopping from homeof e-store model($\beta_{63} \neq 0$).

H_{3b} *there is a positive relationship between* Price Orientation *and* Online bidding of e-store model.($\beta_{13} \neq 0$)

H_{3c} *there is a positive relationship between* Price Orientation *and* Website Attraction of e-store model. ($\beta_{23} \neq 0$)

H_{3d} *there is a positive relationship between* Price Orientation *and* Offline Presence of e-store model($\beta_{43} \neq 0$).

H_{3e} *there is a positive relationship between* Price Orientation *and* Web Security of e-store model($\beta_{53} \neq 0$).

H_{4a} *there is a positive relationship between* Web Security *and* Shopping from homeof e-store model($\beta_{65} \neq 0$).

H_{4b} *there is a positive relationship between* Web Security *and* Offline Presence of e-store model($\beta_{45} \neq 0$).

H_5 *there is a positive relationship between* Offline Presence *and* Shopping from home of e-store model($\beta_{64} \neq 0$).

4. Research Methodology:
4.1 The Sample and Data Collection:
The research mainly involves a survey design. It includes a pilot test using undergraduate student at Udonthani Rajabhat University, for pretesting questionnaire items, In addition, this investigation into Online bidding, Website Attraction, Price Orientation, Web Security, Offline Presence and Shopping from home attributes necessitates uncovering variables of interest and this involves a large-scale field study. The sample was drawn from a list of all undergraduate computer business students at Udon Thani Rajabhat University, From the initial list of 800,00 online shoppers, a sample of 399 was purposively selected. The data were collected via personal questionnaires. Respondents were asked to rate, on a five-point Likert scale of their agreement or disagreement on the e-Store dimension. In April 2013, 399 questionnaires were distributed to the students of Udon Thani Rajabhat University.

4.2 Developing a better measure:
The authors have developed measurement items followed the process that recommended by Churchill (1979), and Gerbing and Anderson (1988). First, to generate items, the authors translated the 33 item online items into Thai language (Ganesh *et al.*, 2010). Second, the questionnaire items were submitted to the review of three academic experts in the fields of Information technology and marketing. They were asked to review the survey for domain representativeness, item specificity, clarity of construct, and readability (i.e. content and face validity). Drawn upon their inputs, some measurement items were eliminated or reworded, and others were added. Third, the resultant survey instrument is pretested with 30 undergraduate students in Thailand. They were asked to complete a survey and indicate any ambiguity or other difficulties they experienced in responding to the items. Their feedback and suggestions were used to modify the questionnaire. These completed responses were also analyzed with SPSS. An exploratory factor analysis using Principal Component Extraction indicated that all items load on expected factors (loadings range from 0.669 to 0.920). Construct reliability tests with Cronbach's Alpha also yielded satisfactory results (range from 0.71 to 0.77). Finally, 17 items were verified with confirmatory factor analysis using LISREL 8.30. After the iterative process of item refinement and purification, a battery of items was reduced to the final set of 17 items to measure the six integration-related constructs such as Online bidding, Website Attraction, Price Orientation, Web Security, Offline Presence and Shopping from home attributes. Besides the eighteen structured items (measured on a five-point scale) were anchored strongly. This study has utilised parts of the instruments to develop e-Store model in Thailand.

4.3 Validity:
This study adopted the Gerbing and Anderson(1988) methodology to determine the construct, and discriminant validity of the e-Store measures. To determine the convergent and discriminant validity of the e-Store, measures were also included in the questionnaire. These cover Online bidding, Website Attraction, Price Orientation, Web Security, Offline Presence and Shopping from home with marketing philosophy expected to be more closely associated with the major electronic market orientation measures. Discriminant validity is required when evaluating measures (Bagozzi, and Yi, 1988), especially when the measures are interrelated, as in the case of Online bidding, Website Attraction, Price Orientation, Web Security, Offline Presence and Shopping from home dimensions.

4.4 Analytical techniques:

Before the data were analysed, the questionnaires were reviewed to ensure that appropriate information was being collected and defective questionnaires were discarded. The complete questionnaires were coded and the data keyed into the computer. At this time the LISREL was applied to the analysing process and a data analyst was employed to supervise. It was the most important part of the survey. This paper mainly employed three statistical techniques to analyze the data. They were confirmatory factor analysis and structural equation modeling (Bollen, 1989; Hulland *et al*., 1996).

Table 1: Mean, standard deviation, covariance matrices.

	H3	H4	H2	B1	B2	B3	B4	P1	P2	P3	S1	S2	S3	R2	R3	V1	V2
H3	1.18																
H4	0.70	1.15															
H2	0.45	0.50	0.88														
B1	0.31	0.16	0.09	1.16													
B2	0.34	0.20	0.11	0.85	1.22												
B3	0.26	0.11	-0.03	0.87	0.88	1.37											
B4	0.34	0.17	0.05	0.73	0.87	0.81	1.26										
P1	0.08	-0.04	0.04	0.30	0.18	0.24	0.15	0.99									
P2	0.06	-0.06	-0.01	0.23	0.16	0.24	0.15	0.77	0.97								
P3	0.11	-0.01	0.02	0.21	0.19	0.23	0.19	0.62	0.74	1.02							
S1	0.08	-0.03	0.12	0.20	0.12	0.25	0.10	0.50	0.47	0.41	1.40						
S2	0.03	-0.06	0.05	0.37	0.26	0.40	0.25	0.44	0.43	0.39	1.03	1.47					
S3	0.04	-0.01	0.12	0.33	0.27	0.35	0.31	0.46	0.45	0.46	1.08	1.25	1.72				
R2	0.16	0.18	0.15	0.16	0.12	0.17	0.18	0.33	0.29	0.31	0.38	0.39	0.37	0.79			
R3	0.08	0.16	0.10	0.02	-0.02	0.08	0.07	0.28	0.32	0.36	0.31	0.18	0.22	0.48	0.88		
V1	0.20	-0.02	0.07	0.13	0.07	0.21	0.10	0.43	0.49	0.53	0.53	0.55	0.64	0.36	0.28	1.24	
V2	0.21	-0.01	0.06	0.11	0.08	0.23	0.11	0.39	0.47	0.54	0.50	0.56	0.62	0.37	0.31	1.13	1.45
Mean	3.70	4.06	3.63	2.93	2.93	3.10	2.90	3.43	3.43	3.33	2.86	2.80	2.86	3.40	3.50	3.46	3.30
S.D.	1.05	0.83	0.85	1.22	1.17	1.32	1.21	0.97	0.82	0.92	1.25	1.12	1.27	0.67	0.73	1.16	1.02

5. Results:

5.1 Hypothesis Testing:

5.1.1 Assessing fit between model and data:

The analysis started with the calculation of the mean and standard deviation for each unweighted, interval scale. We also report covariance between each scale in Table 1. The overall adequacy of the proposed theoretical framework was examined using LISREL causal modeling procedures (Joreskog, and Sorbom, 1996), and the maximum likelihood method of estimation and the two-stage testing process were adopted. A substantial portion of the variance in the e-store has been explained by the model. The results are shown in Table 2. The model is a close fit to the data at χ^2 (101) value of 172.41 (P<0.000). However, the ratio of chi-square and degree of freedom is 1.70 (172.41/101), GFI of 0.94, AGFI of 0.90, CFI of 0.98 and RMSEA of 0.049. Therefore, the model can be acceptable (Bentler, 1990; Bagozzi, and Yi, 1988; Fornell, and Larcker, 1981).

Table 2: Properties of the CFA for e-Store.

Construct indicators	Standardized loadings	t-value	Composite reliability	Variance extracted estimate: AVE	Cronbach's Alpha
Shopping from my house			0.79	.61	.81
H2	0.29	8.17*			
H3	1.08	-0.63			
H4	0.56	7.49*			
Offline Presence			0.89	0.73	.95
S1	0.80	9.84*			
S2	0.89	6.58*			
S3	0.88	7.41*			
Web Security			0.91	0.83	.92
V1	0.95	2.04*			
V2	0.88	5.66*			
Online Bidding			0.89	0.67	.89
B1	0.83	9.06*			
B2	0.87	7.76*			
B3	0.80	9.55*			
B4	0.77	10.07*			
Website Attraction			0.73	0.58	.63
R2	0.84	3.44*			
R3	0.68	7.91*			
Price Orientation			0.94	0.86	.90
P1	0.81	4.12*			
P2	0.85	5.57*			
P3	0.87	4.76*			
*indicates significance at p<0.01 level					

The composite reliability (CR), average variance extracted estimates (AVE), convergent validity were examined. Composite reliability reflects the internal consistency of the indicators in measuring a given factor (Bagozzi, and Yi, 1988). The composite reliability values for each of the e-Store dimensions is shown in Table 2 which reveals that the composite reliability score for each dimension is satisfying (0.79, 0.89, 0.91, 0.89, 0.73, 0.94). In addition, the Cronbach's alpha values for each of the e-Store dimensions are shown in Table 2, which in each case is greater than 0.60 (Bagozzi, and Yi, 1988). In addition, the result was that the variance extracted estimates construct are greater than .50 (0.61, 0.73, 0.83, 0.67, 0.58, 0.86).

Besides the reliability test, convergent validity was demonstrated when different instruments were used to measure the same construct, and scores from these different instruments are strongly correlated (Bagozzi, and Yi, 1988; Fornell, and Larcker, 1981)**.** The *t*-test for each indicator loading is shown in Table 2. In the result of this analysis the construct demonstrates a high convergent validity because all t-values are significant at the .01 level.

The results of the hypothesis testing are provided in Table 3, along with parameter estimates, their corresponding t- values, and the fit statistics. As shown in Table 3, the H_{1a-b}, H_{2b-c} , H_{3a-e} H_{4a-b} and H_5 are supported while H_{1c} and H_{2a} are not supported.

H_{1a-b} suggested that there are positive relationships between online bidding and Shopping from homeand offline presence of e-store model were supported (β_{61} = 0.28, p<0.01; β_{41} = 0.16, p<0.01). Whereas, H_{1c} *there is a positive relationship between* Online bidding *and* Web Security of e-store model was not supported (β_{51} = -0.03, p>0.05).

H_{2a} suggested that *there is a positive relationship between* Website Attraction *and* Shopping from home of e-store model was not supported (β_{62} = 0.09, p>0.05). While, H_{2b-c} suggested that there are positive relationships between Website Attraction *and* offline presence and web security of e-store model(β_{52} = 0.25, p<0.01; β_{42} = 0.23, p<0.01).

H_{3a} predicted *a positive relationship between* Price Orientation *and* Shopping from home of e-store model was not supported ((β_{63} = 0.09, p>0.05).

H_{3b-e} predicted *positive relationships among* Price Orientation *and* Online bidding *and* Website Attraction *and* Offline Presence *and* Web Security of e-store model were supported ((β_{13}= 0.27, p<0.01, β_{23}= 0.53, p<0.01, β_{43}= 0.48, p<0.01, β_{53} = 0.54, p<0.01)

H_{4a-b} *predicted positive relationships between* Web Security *and* Shopping from home *and* Offline Presence of e-store model were supported (β_{65} = -0.18, p<0.01, β_{45} = 0.16, p<0.01).

H_5 suggested that *there is a positive relationship between* Offline Presence *and* Shopping from home of e-store model was supported (β_{64} 0.31, p<0.01).

On the basis of these findings, we concluded that e-store attribute and web security mediate the effect of online bidding, e-store attribute, and price on shopping in e-Store in Thailand.

Table 3: Hypotheses testing for e-store model.

Hypothesized Paths	Expected Sign	Standardized Coefficients	t-value	A/R
H_{1a} online Bidding → Shopping from home	+	0.28	5.01***	✓
H_{1b} online Bidding → Offline Presence	+	0.16	2.72***	✓
H_{1c} online Bidding → Web Security		-0.03	-0.48	X
H_{2a} Website Attraction → Shopping from home		0.09	1.28	X
H_{2b} Website Attraction → Offline Presence	+	0.25	3.02***	✓
H_{2c} Website Attraction → Web Security	+	0.23	2.91***	✓
H_{3a} Price Orientation → Shopping from home		0.09	1.68	X
H_{3b} Price Orientation → online Bidding	+	0.27	3.97***	✓
H_{3c} Price Orientation → Website Attraction	+	0.53	6.71***	✓
H_{3d} Price Orientation → Offline Presence	+	0.48	6.51***	✓
H_{3e} Price Orientation → Web Security	+	0.54	7.58***	✓
H_5 Offline Presence → Shopping from home	+	-0.18	-2.63**	✓
H_{4a} Web Security → Shopping from home	+	0.16	2.40**	✓
H_{4b} Web Security → Offline Presence	+	0.31	4.35***	✓
Notes: χ^2=172.41; significance 0.0; df=101; NFI=0.96; NNFI=0.98; CFI=0.98; GFI=0.94; AGFI=0.90; RMSEA=0.049. A/R, acceptance or rejection of hypothesis. [a]Hypothetical sign of the relation, **p<0.05 and t>1.96; ***p<0.01 and t>2.58				

5. Conclusions and Discussions:

The purpose of this study is to develop the e-Store model in Thailand. It is found from the study that e-store attribute and web security mediate the effect of online bidding, e-store attribute, and price on shopping in e-Store in Thailand.

According to online bidding significantly related to Shopping from home and offline Presence in e-Store.This finding would be consistent with the research of Ganesh *et al*(2010); Wolfinbarger and Gilly (2003). The rationale of the finding was Shoppers want to return the defected of products at a local store for concenience and reduce the cost of shipping.

According to Website Attraction significantly related to Offline Presence and Web Security in e-Store. This finding would be consistent with the research of Bui, and Kemp (2013); Park and Kim (2003).The rationale of the finding was Shoppers want to confidence and security, Although the web site is attracting then.

According to Price Orientation significantly related to online Bidding and Website Attraction and Offline Presence and Web Security in e-Store. This finding would be consistent with the research of Holbrook and Corfman (1983); Kerin *et al*. (1992).The rationale of the finding was although online shoppers to focus on the issue of price, but they were also featured on the attraction of the web site and the convenience for the return and the security of the transaction.

According to Web Security significantly related to Shopping from home and Offline Presence in e-Store. This finding would be consistent with the research of Zeithaml(1988); Rose *et al*(2012); Untachai and Mizerski (2007). The rationale of the finding was shopping through online store, despite the standard security to a certain extent anyway, shoppers still want to have the identity of a real shop and to build confidence in their purchase.

According to Offline Presence significantly related to Shopping from home in e-Store. This finding would be consistent with the research of Baker and Grewal (1994) .The rationale of the finding was shoppers want to return the defected of products at a local store for concenience and reduce the cost of shipping.

According to online Bidding non-significantly related to Web Security in e-Store. The rationale of the finding was the bidder does not have regard to the safety of the web site, because it is not an actual purchase.

According to Website Attraction non-significantly related to Shopping from home in e-Store. The rationale of the finding was the attraction of the web site is not enough to make a purchase decision, to see other elements such as price, security, offline presence etc.

According to Price Orientation non-significantly related to Shopping from home in e-Store. The rationale of the finding was the Price Orientation is not enough to make a purchase decision, shoppers need to concern other elements such as security, offline presence, web site attraction etc.

6. Research and Managerial Implications:

For the researcher, this study has implications on the examination of the validity of e-Store model. This article has provided a comprehensive evaluation for understanding the structure of e-Store in Thailand. However, several limitations are acknowledged, leading to suggested directions for future research. First, this research was limited to validating the e-Store based on path analysis. Whereas, many researchers have used the TAM view to examine the associations between e-Store and consumer behaviour and firm performance, future research could apply this view to ascertain antecedent and consequent relationships among consumer and business markets, resources, capability, competitive advantage, and firm performance. Also, the analysis used in this study was static, which evaluation of respondents' perceptions was conducted at one point in time. Longitudinal research has to investigate how key e-Store components might change over time.

For a managerial perspective, a retailer who implements strategies in different environment settings cannot have an ethnocentric view about management imperatives. This study provides some guidelines for retailing handling e-Store model. For example, the result of the study demonstrates that Price Orientation and Website Attraction has important attributes for the e-Store. The retailer should have a web-master or web designer for cutting-edge design and offering special deals.

7. Limitations and Future Research:

Although this paper has provided relevant and interesting insights into the understanding of the components of e-Store structure in Thailand, it should be clearly recognized the limitations associated with this study. First, cross-sectional data were used in the paper. Subsequently, the time sequence of the e-Store model cannot be determined unambiguously. Therefore, the results might not be interpreted as proof of a causal relationship, but rather as lending support for a prior causal scheme. The development of a time-series database and testing of the e-Store structure relationship with performance in a longitudinal framework would provide more insight into probable causation.

Second, the conceptualization of e-Store structure may be somewhat limited and it is arguable that e-Store structure may consist of more than market information gathering, and the development and implementation of a e-marketing strategy.

Third, the LISREL methodology may be construed as a limitation because the results presented here are based on the analysis of a causal non-experiment design.

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APPENDIX:

Measurement of e-Store

Variable	Description
H2	Avoiding standing in line
H3	One-stop shopping
H4	Not having to travel from store to store
B1	Bargaining over the price of an item through an online auction
B2	Being the winning bidder in an online auction
B3	Haggling over the price of a product
B4	Submitting online bids for products
P1	Special deals
P2	Notices about sales or new products
P3	Frequency of sales or special deals
S1	Website company also has physical store
S2	Physical store for website located nearby
S3	Ability to return purchases to a physical store
R2	Cutting-edge site
R3	Well-designed website
V1	Website is certified by an online watchdog organization
V2	Website is certified by the Better Business Bureau