

EVALUATING THE SIGNIFICANCE OF DECISIVE FACTORS AFFECTING CUSTOMERS' REACTION TOWARDS ONLINE SHOPPING-CASE OF ALBANIA

Author(s): **Gledis Toçila** ^a

^a Student, Faculty of Engineering, Canadian Institute of Technology, gledis.tocila@cit.edu.al

Abstract

This research paper provides a survey which addresses factors that make a significant impact on customer online shopping process and the assessment of their importance during this process. It is focused on five different sections consisting of demographics, security, time saving, product quality, website features and customer service. The albanian case is interesting to study because it has grown into giant leaps since 2020, and a slight amount of scientific studies are publicly available about it. As a result, a better understanding of albanian customers attitude towards online shopping is likely to be convenient for monitoring upcoming problems and concerns. The motivation behind this study arises from the risk perception as well as speculations that inevitably exist among consumers regarding the significance of the influence of decisive factors on the shopping online process in Albania. The purpose of this scientific study is to appropriately investigate how albanian consumers' point of view towards products' quality, website features, customer service as well as their security perception have a considerable effect on their online purchases. Data were collected via self-administered questionnaire which contains 26 questions splitted in 6 sections and it was answered by 206 albanians. One-way ANOVA were utilised to evaluate the difference between independent or explanatory variables and dependant variable such as customers' reaction towards online shopping. Further scientific study should be mainly focused on exploring more factors impacting consumers' reaction towards e-commerce purchases through online shopping as well as assessing their importance in this process.

Keywords: *online shopping, demographics, security, time saving, product quality, website features, customer service.*

1. Introduction

1.1. Online shopping definition

Online shopping or e-shopping is the process of searching for and purchasing goods and services over the Internet through the use of a web browser. (Computer Hope, 2020) The main advantage of online shopping is that costumers can asset and purchase items they feel the necessity for and ship it according to the customers' request. In this century, almost anything can be bought through the process of online shopping, amounting to billions of dollars a year in sales. Nearly most retail stores have a website for customers to buy from online and either ship them to their home or pick up at a nearby store location. Some companies only sell products through their website and do not have a retail storefront.

All the assortments in online stores are represented through text, photos and multimedia files. Many

online shops will provide additional links for extra information about their products. They usually make accessible, safety proceedings, directions, manufacture specification and demonstrations as well. Some will even provide how-to guides. As you are already on the Internet, you can easily read product reviews that other consumers have posted about a specific item. Many allow users to rate their products. Advisability such as this from other customers about an item would be unaccessible in a conventional store.

1.2. Advantages of the online purchasing process

There are many benefits involved with online purchasing process, the most noticeable of which is convenience. (Groshan Fabiola, 2020) As long as you have a computer, online shopping can be executed from home, from work or from any place

you are most comfortable in. There is no need to spend further time traveling to a conventional store. Another point worth mentioning is the fact that online shops typically operate 24 hours a day so you don't need to rush to get there during business hours. Especially if you have a broadband Internet connection, browsing online can be done very effectively - in fact, it can be quicker than browsing up and down the aisles of a physical shop, where it would be hard to find the particular section of the product you are looking for. By making use of online shopping, there is no need to waste time in queues at the check-out once you have your items placed in your shopping cart. You are not enforced to lift any heavy or awkward-sized and shaped assortments. Your shopping is collected with the click of a button and stocked up into your shopping basket by no physical struggle on your part. You will often be given a choice as to how to receive the merchandise you have bought - either it can be delivered to you or you can go to the store to collect it. This resilience can be very advantageous depending on what time you necessitate the product. Search engines and online price comparison services are useful for finding several sellers of a specific product. This way, you can find very good deals on various pieces. Some items will typically be found in a lower price if purchased over the Internet as there can be special occasions when prices go down. On large orders shipping costs may be waived. There are also innumerable websites that compile information on coupons and discounts provided in numerous periods throughout the year. Online shopping process is enhancing in giant leaps and preferred due to these many facilities presented.

1.3. Objectives

1. To evaluate the significance of difference between security issues and albanian customers' reaction towards online shopping among four groups.
2. To investigate the significance of difference between time saving efficiency and albanian customers' reaction towards online shopping among four groups.

3. To examine the significance of difference between product quality and albanian customers' reaction towards online shopping among four groups.
4. To measure the significance of difference between website features and albanian customers' reaction towards online shopping among four groups.
5. To assess the significance of difference between customer service and albanian customers' reaction towards online shopping among four groups.
6. To obtain a demographic profile of the respondents as for age, gender, education level and concerns perceptions.
7. To report the customers' reaction towards online shopping regarding the factors list consisting of: security issues, time saving efficiency, product quality, website features and customer service.

To meet the objectives of the research, a review of the literature on analyzing customers' decisions towards online purchasing and significance of several factors affecting consumers' shopping behavior should be conducted. This is succeeded by a synopsis of the research methodology and the study results are shown and described scientifically. In the end, the conclusion and further improvements on research are disserted.

2. Literature Review

This chapter outlines the literature that serves as a theoretical overview. As observed in other research papers regarding the online shopping process, there are pointed out several factors that have a significant impact on customers' online purchases. Taking into consideration the demographic profile, studies have come into conclusion that demographic profile of a customer determines his/her attitude towards online shopping. (Gupta et al., 1995; Haque and Khatibi, 2005; Khatibi et al., 2006) Another group of researches found that the age of consumers also has a considerable impact on their online purchasing attitude. These studies concluded that the younger generation tends to be focused more on online purchasing. This is supported by the fact

EVALUATING THE SIGNIFICANCE OF DECISIVE FACTORS AFFECTING CUSTOMERS' REACTION TOWARDS ONLINE SHOPPING-CASE OF ALBANIA

that younger generation tends to make use of the web browsers more than the older generations. Another literature suggested that education level may not play a significant role in customers' online shopping behaviours. (Harn et al., 2006; Haque and Khatibi, 2005) They did not have any conclusive evidence that education level significantly impacts consumers' online shopping attitude. According to Bellman, Lohse & Johnson (1999), various demographic variables such as income, education and age have a moderate influence on online shopping, whereas the most decisive factor impacting online shopping was previous behavior such as earlier online purchasing experience. Customers tend to pay closer attention to the convenience of online shopping for the purpose of time saving. (Seock and Bailey, 2008) A considerable number of purchasers treat convenience as their primary objective related to saving time for entertainment and relaxation based on a research conducted by Chang & Michael et al., (2011). A list of additional factors impacting significantly the online shopping process is obtained in table 1 as below.

Independent variables	Scientific studies
Security issues	Kukar-Kinney & Close, 2010; Liao & Cheung, 2001.
Risk perception	Janda, Trocchia & Gwinner, 2002; Javadi, Dolatabadi, Nourbakhsh & Poursaedi, 2012; Lian & Yen, 2014.
Previous experience	Liao & Cheung, 2001; Koyuncu & Lien, 2003.
Shipping process	Rodriguez-ardura et al., 2008; Kukar-Kinney & Close, 2010.
Payment methods	Kukar-Kinney & Close, 2010.
Website features	Goode & Harris, 2007; Alam & Yasin, 2010.
Social media	Forbes & Vespoli, 2013.

Table 1: Significant factors list along with their respective studies

3. Research Methodology

3.1. Research approach and questions

This research attempts to evaluate the effectiveness of several considerable aspects which are pointed out by previous studies on customers' attitude towards online purchases.

The research questions are stated as below.

- 1) What is the demographic profile of the respondents in terms of age, gender, education level and concerns perceptions?
- 2) Is there any statistical significant difference between security issues, time saving efficiency, product quality, website features, customer service compared to albanian customers' reaction towards online shopping among four groups?
- 3) What is the customers' reaction towards online shopping regarding security issues, time saving efficiency, product quality, website features and customer service?

3.2. Hypotheses

H_0^1 : There is no statistically significant difference between security issues and albanian customers' reaction to online shopping process among four groups.

H_0^2 : There is no statistically significant difference between time saving efficiency and albanian customers' reaction to online shopping process among four groups.

H_0^3 : There is no statistically significant difference between product quality and albanian customers' reaction to online shopping process among four groups.

H_0^4 : There is no statistically significant difference between website features and albanian customers' reaction to online shopping process among four groups.

H_0^5 : There is no statistically significant difference between customer service and albanian customers' reaction to online shopping process among four groups.

EVALUATING THE SIGNIFICANCE OF DECISIVE FACTORS AFFECTING CUSTOMERS' REACTION TOWARDS ONLINE SHOPPING-CASE OF ALBANIA

3.3. Selection of methodology

In general, researchers make use of two types of research methods: quantitative and qualitative. The qualitative methods give participants a certain degree of freedom and permit spontaneity rather than having them to select from a set of predetermined responses. (Bogdan & Biklen, 1998)The quantitative research on the other hand involves collecting and converting data into numerical form so that statistical calculations can be made and conclusions can be drawn.(Burns & Bush, 2003)

I am going to conduct a quantitative approach regarding the five factors mentioned above in this research paper in order for the results to be as much well-defined as possible.

3.4. Definition of variables

The variables to be examined are security issues, time saving efficiency, product quality, website features and customer service. These five aspects represent the independent or explanatory variables, which affect undeviatingly the volume of online shopping. On the other side, the dependent variable which is directly affected by each of these factors is the albanian customers' reaction towards online shopping.

3.5. Measurement and Sampling

The main instrument used in order to obtain data was a questionnaire conducted online. Motivation and availability, the two driving factors behind determining constructs and measures, are also important when choosing samples. (Loeb, S., Dynarski, S., McFarland, D., Morris, P., Reardon, S., & Reber, S.,2017) The questionnaire objectives were to gather information about albanian customers' demographic background, their approach to the volume of online shopping being impacted by security issues, time saving properties, product quality, website features and customer service based on their own experience in Albania. As a result, the questionnaire was divided into six parts, each of them subdivided into 4-6 questions. This study made proper use of convenience

sampling method because of the unaccessibility of the albanian buyers list that chose online shopping. In total, there were 206 respondents in this questionnaire. Convenience sampling is a type of nonprobability sampling in which people are sampled simply because they are "convenient" sources of data for researchers. In probability sampling, each element in the population has a known nonzero chance of being selected through the use of a random selection procedure. Nonprobability sampling does not involve known nonzero probabilities of selection. (Michael P. Battaglia, Paul J. Lavrakas, 2008)

4. Demographic Profile

Variable	Frequency	Percentage
Age		
Less than 18	9	4.4
18-27	111	53.9
28-37	22	10.7
38-47	28	13.6
Above 47	36	17.5
Gender		
Female	168	81.6
Male	38	18.4
Education level		
9 th grade	5	2.4
High school	27	13.1
Bachelor	80	38.8
Master	85	41.3
PhD.	3	1.5
Postdoctoral	0	0
Other	6	2.9

Table 2: Demographic profile of albanian e-customers

4.1.Age

By taking figure 1 into consideration, which shows a pie chart divided into five different sections, we can draw a conclusion that there are 53.9% of participants at the ages of between 18 and 27, 17.5% of respondents above 47 years old, 13.6% who are 38-47 years old, 10.7% of people corresponding to the age of 28-37 and lastly 4.4% of teenagers being younger than 18 years old. Therefore, the samples to be examined are generally younger in age. The vast majority of albanian online customers are 18-27 years old. This can be explained by the fact that most people in this age bracket are mostly

EVALUATING THE SIGNIFICANCE OF DECISIVE FACTORS AFFECTING CUSTOMERS' REACTION TOWARDS ONLINE SHOPPING-CASE OF ALBANIA

students, people who have just been married and become parents as well.

On the whole, their shopping basket usually is composed of stationary items, books, electronic equipments, clothes along with cosmetics products too. As they become more mature, they are more prone to scale down their purchases, by being keen on buying consumer durables known as white goods. Additionally, as their home appliances start occupying their shopping list, there can be smoothly figured out a compression of clothes and cosmetic products.

After having a family, which is furthermore accompanied by an intensive care on their children's basic necessities, they tend to decrease even more their shopping habits for themselves. On the other hand, as they start aging, their children grow older too, so their children's needs have a boost tendency along with their salaries escalations.

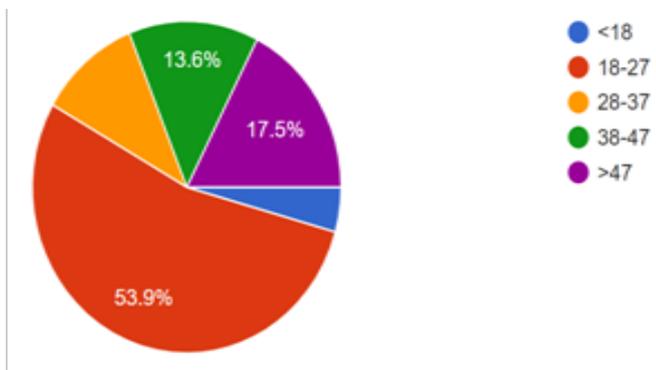


Figure 1: Age distribution among Albanian e-customers

4.2. Gender

In this study, the gender percentage of Albanian online consumers is divided into 81.6% for female and 18.4% for male. Among the respondents, there were 168 women and 38 men as seen in figure 2 below. In virtually every society in the world, women have primary care-giving responsibilities for both children and the elderly. In this primary caregiving role, women find themselves buying on behalf of everyone else in their lives. (Bridget Brennan, 2013)

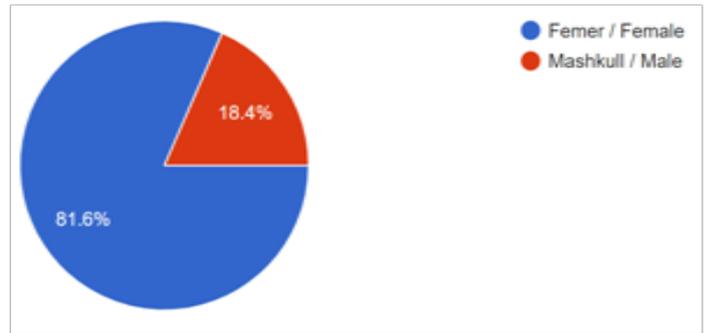


Figure 2: Gender distribution among Albanian e-customers

4.3. Education level

Figure 3 presents information on the level of education. According to this pie chart, it is obvious that the questionnaire was mostly responded by highly educated people. The share of respondents with a master degree consists of 41.3%, while the share of the respondents holding a bachelor degree is attributed to 38.8%. The percentage of online customers who have finished their high school is precisely 13.1%, which is followed by secondary school and doctorate. It is clear that none of the respondents had pursued postdoctoral studies, nor had any not attended school at all.



Figure 3: Education level among Albanian e-customers

4.4. Categories

Category	Frequency	Percentage
Books	38	18.4
Food	23	11.2
Clothes	155	75.2
Furniture	15	7.3
Vitamins	11	5.3
Cosmetics	66	32
Other	44	21.4

Table 3: List of categories shopped online

EVALUATING THE SIGNIFICANCE OF DECISIVE FACTORS AFFECTING CUSTOMERS' REACTION TOWARDS ONLINE SHOPPING-CASE OF ALBANIA

Respondents were asked to choose one or more of the categories based on what products they usually buy online. The various categories shopped online are listed in table 2 along with the frequency distribution as well as their respective percentage. We conclude that clothes (75.2%) and cosmetics products (32.2%) are the most frequently purchased categories online from the evaluation of table2. It is important to emphasize the fact that more than three fourth of the respondents have chosen clothes category, which is attributed to the vast majority of respondents being between the age of 18 and 27. Other categories not mentioned above, books and food come next as their percentages correspond to 21.4%, 18.4% and 11.2% respectively followed by furniture holding 7.3%. Lastly, vitamins is the least frequently category purchased online, which contributes to the fact that people tend to take advices from doctors and pharmacists physically.

4.5. Concerns

The concerns list from which the respondents had to choose the biggest one affecting their shopping online experience is composed of:

- Bad reviews from other buyers
- Not having the right to return the product if it is different from expected
- Damage during shipping
- Doubts about the product being original or not
- Other.

By examining the pie chart shown in figure 4, we come into conclusion that the biggest concern chosen at 41.3% rate is the nonavailability of returning the product if it is evaluated different from the expected one, which highly needs to be taken into consideration from albanian online stores, proceeded by doubts regarding the originality of the product bought during online experience rated at 39.8%. These two concerns hold together 167 votes out of 206 in total. The consequent concern is represented by bad reviews from other buyers, which is nearly voted by one-tenth of the respondents. The penultimate option is considered damage during shipping as it was

selected by 11 people, while only 8 respondents chose the other option.

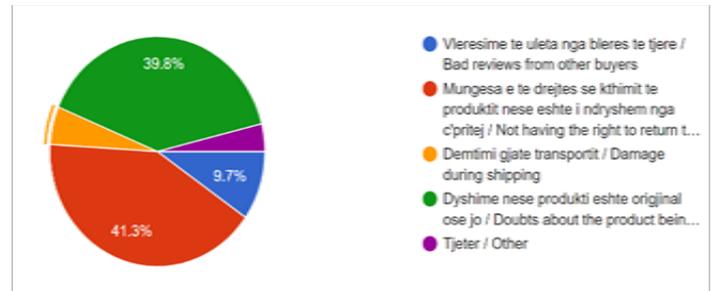


Figure 4: Concerns distribution among albanian e-customers

5. Data Analysis

One of the most important procedures is examining the data and discussing the results obtained. One-way ANOVA was utilised to assess the difference between independent variables such as security issues, time saving efficiency, product quality, website features, customer service and the albanian customers' reaction to the online shopping process among four groups. In ANOVA, the null hypothesis is that there is no difference among group means. If any group differs significantly from the overall group mean, then the ANOVA will report a statistically significant result. The tool that will be utilised in order to properly analyze the input data is a 5-point Likert scale, which is commonly used in survey-based researches. The substitutions are displayed below

Option	1	2	3	4	5
Always					✓
Usually				✓	
Occasionally			✓		
Seldom		✓			
Never	✓				
Completely comfortable					✓
Fairly comfortable				✓	
Somewhat comfortable			✓		
Slightly comfortable		✓			
Not comfortable	✓				
Completely agree					✓
Agree				✓	
Undecided			✓		

EVALUATING THE SIGNIFICANCE OF DECISIVE FACTORS AFFECTING CUSTOMERS' REACTION TOWARDS ONLINE SHOPPING-CASE OF ALBANIA

Disagree		✓			
Completely disagree	✓				
Entirely					✓
To a great degree				✓	
To a considerable degree			✓		
To a lesser degree		✓			
Not at all	✓				

Table 5: Options' correspondents to a 5 point Likert scale

5.1. Questionnaire design

Factor	Statement/Question	1	2	3	4	5
Security issues	While purchasing online, I avoid providing my credit/debit card and choose cash instead.	24	14	35	38	95
	How often do privacy concerns prevent you from shopping online?	33	32	75	52	14
	How comfortable are you that your personal information is kept confidential when buying online?	16	24	63	66	37
	When purchasing online, there is a risk of identity theft.	6	19	54	92	35
	Total	79	89	227	248	181

Factor	Statement/Question	1	2	3	4	5
Time saving efficiency	I believe that it takes less time in evaluating and selecting a product while shopping online.	5	24	20	103	54
	I believe that payment process takes less time while shopping online.	6	26	30	92	52
	Online shopping is a smart way of saving time.	0	10	16	97	83
	I find it important that I can buy the products anytime 24 hours a day.	0	4	70	41	91
	Total	11	64	136	333	280

Factor	Statement/Question	1	2	3	4	5
Product quality	How often did the product bought online meet your expectations?	0	8	64	116	18
	How often did the photographs of the advertised product accurately represent what you received?	2	17	65	100	22
	How often did the description of the advertised product accurately represent what you received?	4	13	46	119	24

How often have you not received a broken/rotten/torn product when purchasing online?	3	6	32	65	100
Total	9	44	207	400	164
The website design helps me in searching the products easily.	0	3	17	90	96
Did the website load efficiently?	2	13	80	79	32
Were you able to locate products/services/information without assistance?	0	7	63	67	69
If the website is easy to navigate, I am more prone to returning for another online purchase.	2	7	51	52	94
Total	4	30	211	288	291
Did your online agent resolve your issue competently?	4	25	84	64	29
Do you think that your online agent was knowledgeable about the company/products/policies?	3	17	81	74	31
Did your online agent communicate in a clear manner?	3	11	67	79	46
Did your online agent make you feel like a valued customer?	9	10	64	72	51
Total	19	63	296	289	157

Table 6: Frequency distribution of statements/questions' answers

5.2. Inferential statistics

There were 5 hypotheses in this research; all of which failed to be rejected via one-way ANOVA statistical analysis.

Objective	Hypothesis	Statistical test	Results	Decision
1. To evaluate the significance of difference between security issues and albanian customers' reaction towards online shopping among four groups.	H01: There is no statistically significant difference between security issues and albanian customers' reaction to online shopping process among four groups.	One-way ANOVA	F-crit=3.4 p>0.05	Fail to reject

EVALUATING THE SIGNIFICANCE OF DECISIVE FACTORS AFFECTING CUSTOMERS' REACTION TOWARDS ONLINE SHOPPING-CASE OF ALBANIA

2. To investigate the significance of difference between time saving efficiency and albanian customers' reaction towards online shopping among four groups.	H02: There is no statistically significant difference between time saving efficiency and albanian customers' reaction to online shopping process among four groups.	One-way ANOVA VA	F-crit=1 2.2 p>0.05	Fail to reject
3. To examine the significance of difference between product quality and albanian customers' reaction towards online shopping among four groups.	H03: There is no statistically significant difference between product quality and albanian customers' reaction to online shopping process among four groups.	One-way ANOVA VA	F-crit=3 .23 p>0.05	Fail to reject
4. To measure the significance of difference between website features and albanian customers' reaction towards online shopping among four groups.	H04: There is no statistically significant difference between website features and albanian customers' reaction to online shopping process among four groups.	One-way ANOVA VA	F-crit=3 .23 p>0.05	Fail to reject
5. To assess the significance of difference between customer service and albanian customers' reaction towards online shopping among four groups.	H05: There is no statistically significant difference between customer service and albanian customers' reaction to online shopping process among four groups.	One-way ANOVA VA	F-crit=3 .23 p>0.05	Fail to reject

Table 7: Summary of one-way ANOVA analysis

Table 7 shows the summary of one-way ANOVA analysis along with the decisions made. In all of the five analysis the p-value was bigger than 0.05, by indicating that there was no significant difference in customers' reaction towards online shopping among every group in each of the five factors mentioned. Hence, H_0^1 to H_0^5 failed to be rejected.

5.3. Descriptive statistics

Dependent variable	Mode				Overall Mode
	Q1	Q2	Q3	Q4	
Security issues	5	3	4	4	4
Time saving efficiency	4	4	4	5	4
Product quality	4	4	4	5	4
Website features	5	3	5	5	5
Customer service	3	3	4	4	3

Table 8: Summary of mode values

5.3.1. Security issues

Even though technology is advancing with giant leaps across Albania, nearly half of the respondents avoid providing their credit/debit card and choose cash instead. There were 75 albanian customers who are occasionally prevented from buying online due to privacy concerns, whereas 25.2% of the respondents usually do not proceed online buying only because of security issues. Regarding the confidentiality perception, 32% of the albanian customers feel fairly comfortable. A percentage of 30.2 among the online consumers are somewhat comfortable that their personal information is kept confidential when buying online. A majority consisting of 92 customers who make 44.7% in total agree that there is a risk of identity theft while shopping online, which makes an even higher problem nowadays that needs to be seriously taken into consideration from every albanian website, as it results in a decreasing number of e-purchases. By making secure websites as well as by stating proper terms and conditions, the security risk perception is going to be less common among albanian online consumers.

5.3.2. Time saving

Precisely 50% of albanian e-consumers agree that it takes less time in evaluating and selecting a product while shopping online, which is further supported by a percentage of 26.2 who completely agree in time saving property by making it 76.2% in total. However, there are still 20 people who are

EVALUATING THE SIGNIFICANCE OF DECISIVE FACTORS AFFECTING CUSTOMERS' REACTION TOWARDS ONLINE SHOPPING-CASE OF ALBANIA

left undecided. As for the payment process, it is highly supported by 144 of the respondents the fact that it takes less time too, although there is an increase in people left undecided who make 30 in total in this case. Surprisingly, there is no one who completely disagrees with the statement: "Online shopping is a smart way of saving time." as there are 180 out of 206 respondents who mainly agree as well as completely agree. Moreover, there is none among albanian e-customers who does not find it important the fact that they can buy the products anytime 24 hours a day. This way, if there is any website that does not offer this service, it should be taken profoundly under advisement.

5.3.3. Product quality

During this research, key findings showed that product quality makes a positive feature of e-shopping as there was no one whose purchased product did not meet their expectations. Additionally, more than half of the e-consumers usually receive a product that meets their expected features. Precisely 100 out of 206 respondents usually receive a product that is accurately represented by the advertised photographs. On the other hand, 65 customers occasionally get a product as represented by the photographs. Unsurprisingly, a vast majority making 57.8% in total usually get a product as represented by the description, by making "usually" the most frequently occurring response. As a matter of fact, the percentage that never has got hands on a broken, rotten or torn product adds up to 48.5%. In addition, 31.6% corresponds to the percentage of people that seldom has got a product in an inappropriate condition. Taking everything into account, the quality of the online purchased products is considered to be high which makes the albanian e-shops tremendously serious and responsible.

5.3.4. Website features

It is first and foremost an immensely obvious agreement that the website design helps customers in searching the products easily by

making "completely agree" the option that occurs most frequently, followed by "agree", both of which notably measure 90.3% overall. Boiling down to loading efficiency, it is predominantly voted that the website loads to a considerable degree which is tightly succeeded by the "great degree" preference. There is interestingly noticed a nearabout distribution among three choices pertaining to the ability to locate products, services and information without assistance, where 69 went along without any assistance at all, 32.5% acknowledged the statement of navigating without cooperation at a great degree, while 63 respondents did not need a helping hand at a considerable extent. The bulk of the albanian e-consumers are entirely more prone to returning for another online purchase if the website can be navigated easily.

5.3.5. Customer service

Apropos of customer service-related questions asked in the questionnaire, the greatest part of respondents' issues had been solved by their online agent in a considerable degree, by making over 40% of votes, which contributes to the fact that customer service in Albania has a lot to improve with reference to solving problems encountered by online purchasers. Unfortunately, the mode sticks to "a considerable degree" even when it comes to online agents' proficiency in information about the company they represent, their products and their policies correspondingly. Above all, albanian customers seem to be satisfied with the agents' communications as 38.2% of them agree that their online issue handler talked in a clear manner to a great extent. With respect to the perception of feeling valued, there is a positive feedback consisting of 35% choosing "to a great degree". Afterwards, the second most popular response turned out to be "to a considerable degree", which by the other side still leaves place for improvements in the future.

6. liability And Validity Of The Research

Reliability refers to the ability of a questionnaire to consistently measure an attribute and how good the items fit together. (Haladyna 1999; DeVon et al. 2007) Even though reliability is necessary, it is not sufficient to validate an instrument, because an instrument may be reliable but not valid. (DeVon et al. 2007) In order for this study to be categorically reliable, it is needed a bigger number of albanian customers respondents. Hence, the number of answers consisting of 206 will not necessarily produce a generic representation of the albanian e-consumers' attitude towards the online shopping process.

Two estimators of reliability are regularly applied: internal consistency reliability and test-retest reliability. Internal consistency examines the inter-item correlations within an instrument and indicates how well the items fit together conceptually. (DeVon et al. 2007) Internal consistency can be evaluated in two ways: Cronbach's alpha correlation coefficient and Split-Half reliability.(Trochim W., 2007) Cronbach's alpha is equivalent to the average of all possible split-half estimates and it is the most frequently used reliability measurement to estimate internal consistency reliability. (Trochim W., 2007; DeVon et al. 2007)In this research, 5 Cronbach's Alpha coefficients are evaluated to examine the internal consistency of every section defined in the questionnaire conducted online, which are displayed in table 9.

Factor	Number of questions	Cronbach's Alpha
Security issues	4	0.97
Time saving efficiency	4	0.98
Product quality	4	0.66
Website features	4	0.96
Customer service	4	0.99

Table 9: Reliability of every factor

However, high reliability on its own is not enough to ensure validity. Even if a test is reliable, it may not accurately reflect the real situation.(Efthymiou A., Middleton N., Charalambous A., Papastavrou E.,

2019) Content validity is defined as the degree to which items in an instrument reflect the content universe to which the instrument will be generalized. (Straub, Boudreau et al. 2004) In this type of questionnaires, it is highly recommended to apply content validity.

Essentially, content validity incorporates evaluation of a new survey instrument in order to ensure that it includes all the items that are essential and eliminates undesirable items to a particular construct domain. (Boudreau et al., 2001) In this scientific study, there are only considered five factors significantly impacting the online shopping process, while there are many more which need to be evaluated by other researchers as well. Conjointly, due to time constraints the respondents were predominantly located in Coastal and Southeastern Albania. This poses a limitation to conduct content validity on a survey instrument as long as other albanian e-consumers can reflect different types of behaviours by being located in other parts of Albania as well.

7. Conclusions And Recommendations

The research concludes on the first five objectives regarding each of the factors that security issues, time saving efficiency properties, product quality, website features as well as customer service have a statistically significant impact on the albanian online customers' experience among four different groups of topics with respect to each of the factors mentioned earlier. However, it was mainly observed that albanian e-consumers perceived a considerable risk perception concerning security issues. Hence, it affected the online shopping process negatively by preventing the customers from buying online at a great extent. This is evidence that albanian websites need to establish higher levels of security and privacy to ensure larger amounts of e-purchases. The influence of product quality and time saving properties on online shopping derived a positive relationship among a vast majority of the respondents. It was hugely obtained the idea of the customers being immensely motivated by considering e-shopping

EVALUATING THE SIGNIFICANCE OF DECISIVE FACTORS AFFECTING CUSTOMERS' REACTION TOWARDS ONLINE SHOPPING-CASE OF ALBANIA

as a smart way of saving time. Having observed that, as long as e-consumers are satisfied with the product quality and do not get disappointed, the effect on online purchases will be positive too.

The ability to shop 24 hours a day triggers positive returns for purchasers in the albanianonline shopping markets. This way, every online shop that does not provide this feature should have an urgency in contributing to a non-stop e-service. Website features and design combined with customer service yield a moderate relationship in terms of post e-buying. Customers are more prone to returning for additional online purchases when faced with a good design and easy navigation of the website itself, insofar as description of the advertised products provided along with photographs represent the products accurately. This is an indication that web-designers should take into account the fact that albanian customers need the website to be easily navigated, but in the same time not largely stuffed with unnecessary information. However, if they are faced with inconsistency between the description and photographs advertised with respect to the products itself, a considerable mass of people are not returning again. Customer service plays a crucial role for albanian online buyers. The questionnaire conducted online gathered information about the potentiality of the online agents for solving problems with competence. Moreover, the research summarised that there is still a lack of knowledge undoubtedly present in dispersion through online agents in terms of the company they represent, their products and policies. Therefore, companies should establish more efficient trainings as well as practice-focused ones.

References

Boudreau, M., Gefen, D., & Straub, D. (2001). Validation in Information Systems Research: A State-of-the-Art Assessment. *MIS Quarterly*, 25(1), 1-16. DOI:10.2307/3250956
Adeline Chua Phaik Harn, Ali Khatibi &

Hishamuddin bin Ismail (2006) E-Commerce: A Study on Online Shopping in Malaysia, *Journal of Social Sciences*, 13:3, 231-242, DOI: 10.1080/09718923.2006.11892554

DeVon, H. A., Block, M. E., Moyle-Wright, P., Ernst, D. M., Hayden, S. J., Lazzara, D. J. et al. (2007). A psychometric Toolbox for testing Validity and Reliability. *Journal of Nursing scholarship*

Straub, Detmar; Boudreau, Marie-Claude; and Gefen, David (2004) "Validation Guidelines for IS Positivist Research," *Communications of the Association for Information Systems: Vol. 13*, Article 24. DOI: 10.17705/1CAIS.01324 Available at: <https://aisel.aisnet.org/cais/vol13/iss1/24>

Loeb, S., Dynarski, S., McFarland, D., Morris, P., Reardon, S., & Reber, S. (2017). Descriptive analysis in education: A guide for researchers. (NCEE 2017-4023). Washington, DC: U.S. Department of Education, Institute of Education Sciences, National Center for Education Evaluation and Regional Assistance.

Efthymiou A, Middleton N, Charalambous A, Papastavrou E: Adapting the eHealth Literacy Scale for Carers of People With Chronic Diseases (eHeals-Carer) in a Sample of Greek and Cypriot Carers of People With Dementia: Reliability and Validation Study *J Med Internet Res* 2019;21(11):e12504 URL: <https://www.jmir.org/2019/11/e12504>

Thomas Haladyna & Robert Hess (1999) An Evaluation of Conjunctive and Compensatory Standard-Setting Strategies for Test Decisions, *Educational Assessment*, 6:2, 129-153, DOI: 10.1207/S15326977EA0602_03

Steven Bellman, Gerald L. Lohse, and Eric J. Johnson. 1999. Predictors of online buying behavior. *Commun. ACM* 42, 12 (Dec. 1999), 32-38. DOI:<https://doi.org/10.1145/322796.322805>

Robert C. Bogdan, Sari Knopp Bilden 1998. *Qualitative research for education : an introduction to theory and methods*. ISBN 0-205-27564-8

Seock, Y., & Bailey, L.R. (2008). The influence of college students' shopping orientations and gender differences on online information searches and purchase behaviours. *International Journal of Consumer Studies*, 32.

EVALUATING THE SIGNIFICANCE OF DECISIVE FACTORS AFFECTING CUSTOMERS' REACTION TOWARDS ONLINE SHOPPING-CASE OF ALBANIA

- Eva, Chang & Polonsky, Michael. (2012). The influence of multiple types of service convenience on behavioral intentions: The mediating role of consumersatisfactioninaTaiwaneseleisuresetting. *International Journal of Hospitality Management*. 31. 107-118. [10.1016/j.ijhm.2011.05.003](https://doi.org/10.1016/j.ijhm.2011.05.003).
- Angeline G. Close, Monika Kukar-Kinney, Beyond buying: Motivations behind consumers' online shopping cart use, *Journal of Business Research*, Volume 63, Issues 9-10, 2010.
- Janda, S., Trocchia, P.J. and Gwinner, K.P. (2002), "Consumer perceptions of Internet retail service quality", *International Journal of Service Industry Management*, Vol. 13 No. 5, pp. 412-431. <https://doi.org/10.1108/09564230210447913>
- Moshref Javadi, Mohammad & Dolatabadi, Hossein & Nourbakhsh, Mojtaba & Poursaedi, Amir & Asadollahi, Ahmadreza. (2012). An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. *International Journal of Marketing Studies*. 4. 10.5539/ijms.v4n5p81.
- Jiunn-Woei Lian, David C. Yen, Online shopping drivers and barriers for older adults: Age and gender differences, *Computers in Human Behavior*, Volume 37, 2014, Pages 133-143, ISSN 0747-5632, <https://doi.org/10.1016/j.chb.2014.04.028>.
- Ziqi Liao, Michael Tow Cheung, Internet-based e-shopping and consumer attitudes: an empirical study, *Information & Management*, Volume 38, Issue 5, 2001, Pages 299-306, ISSN 0378-7206, [https://doi.org/10.1016/S0378-7206\(00\)00072-0](https://doi.org/10.1016/S0378-7206(00)00072-0)
- Cuneyt Koyuncu & Donald Lien (2003) E-commerce and consumer's purchasing behaviour, *Applied Economics*, 35:6, 721-726, DOI: 10.1080/0003684022000020850
- Inma Rodríguez-Ardura & Antoni Meseguer-Artola (2021) Flow experiences in personalised e-learning environments and the role of gender and academic performance, *Interactive Learning Environments*, 29:1, DOI: 10.1080/10494820.2019.1572628
- Goode, M.M.H. and Harris, L.C. (2007), "Online behavioural intentions: an empirical investigation of antecedents and moderators", *European Journal of Marketing*, Vol. 41 No. 5/6, pp. 512-536. <https://doi.org/10.1108/03090560710737589>
- Syed Shah Alam & Norjaya Mohd. Yasin (2010) The antecedents of online brand trust: Malaysian evidence, *Journal of Business Economics and Management*, 11:2, 210-226, DOI: 10.3846/jbem.2010.10
- Forbes, L. P., & Forbes, L. P. (2013). Does Social Media Influence Consumer Buying Behavior? An Investigation Of Recommendations And Purchases. *Journal of Business & Economics Research (JBER)*, 11(2), 107-112. <https://doi.org/10.19030/jber.v11i2.7623>
- Michael P. Battaglia, Paul J. Lavrakas (2008). *Encyclopedia of Survey Research Methods*, Chapter Title: "Nonprobability Sampling". ISBN: 9781412918084. Online ISBN: 9781412963947. DOI: <http://dx.doi.org/10.4135/9781412963947.n337>
- Author Nau, D. S. G. (2021, May 1). AI Planning Versus Manufacturing-Operation Planning: A Case Study. Retrieved from <https://drum.lib.umd.edu/handle/1903/5636>
- Brennan, B. (2013, March 6). The Real Reason Women Shop More Than Men. Retrieved from <https://www.forbes.com/sites/bridgetbrennan/2013/03/06/the-real-reason-women-shop-more-than-men/>
- Burns, A., & Bush, R. (2003). *Marketing Research. Convenience Sampling*. Retrieved from <https://methods.sagepub.com/reference/encyclopedia-of-survey-research-methods/n105.xml>
- Hope, C. (2020). What is Online Shopping? Retrieved from <https://www.computerhope.com/jargon/o/online-shopping.htm>
- Submission, Hashim, A., Ghani, E., & Said, J. (2005). Does Consumers' Demographic Profile influence Online Shopping? Retrieved from <http://flr-journal.org/index.php/css/article/view/j.css.1923669720090506.003>