

The Impact of Sellers' Attitude on Buyers' Intention in China

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This study examines the relationship between website quality, selling systems, and seller's attitude regarding to buyer's intention. There will be a specific focus on buyers and sellers in China for this study. The fast-economic development of China has established the country as a worldwide financial power. China has developed by 6.7% in 2016, which was a contrast to the 6.9% growth of the previous year. This was caused a slower development. Consequently, the rebalancing of the economic power will set China apart as the world's second greatest merchant in the field of merchandise and business administration. It is a common assessment to say that there is a major flow on effect towards monetary execution in China. It was found that the respondent rate from seller's was 307 by using a non-probability sampling method. The main result of this study showed dimensions of the independent variable 'Website Quality', 'Selling System' and the dependent variable of 'Sellers Attitude' to learn the attitude towards buyers' intention in China. The disclosures showed that among the four components decided for this examination, the most affective part for online buyers is Website Design/Features, followed by support, lastly by security. The results of this study have demonstrated that these components are effective in eliciting responses among online clients.

Key words: *Website Quality, Convenience, security, Rewarding, Convincing, Selling System, Trustable, Attitude, Consistency, Seller's Attitude, Truthful, Responsible, Responsiveness, Efficiency, Effective Service Provider and Buyer's Intention.*

Introduction

Consumer's disposition towards online shopping alludes to their mental state. This, in turn effects the decision-making process behind purchasing over the internet. Online purchasing conduct alludes to the items acquired on the web. The procedure of internet purchasing conduct comprises of five stages, similar to conventional shopping conduct (Liang and Lai, 2000). For



example, a consumer perceives the requirement for the purchase of an item (book), the consumer then turns to the internet to purchase the item. During this time, the consumer will begin to research the product in order to make an informed purchasing decision. Finally, the consumer will purchase the product which best meets their requirements. Before making the purchase decision, shoppers are barraged by a few variables which causes a breaking point which impacts buyers for an official choice.

China has been nicknamed “The Rising Giant”, due to the fast-growing population, consisting of more than 1.3 billion inhabitants which makes it the most populated country in the world. Many previous studies regarding purchasing behaviour have been concerned with issues related to the developed countries. This is due to the significant levels of experience that could be gained from the developed countries. The intention of this study is to investigate the issues related to the level of influences of purchasing a product and services. The rapid growth of China has led it to become a global economic power due to the high consumption rates within the country. Growth of China grew by 6.7% in year 2016, compared with 6.9% the previous year as it marked slower economic movement. Thus, the initiative of rebalancing its economy enabled China to be set as the world’s second biggest importer of both goods and commercial services. It is essential to evaluate the knock-on impact towards economic performance in China. The Chinese government developed a vigilant set of policies and strategies to promote e-commerce in China. These include big data, cloud computing, and other related programmes which assist in the alteration of the buyer’s attitude and seller’s intention (Jun and Xiao, 2015, Zhao and Morad, 2012). The term internet-based economy has been replaced by the term of e-commerce which has enabled additional spending in the industry. The aim of this study is to investigate the relevance of understanding the mechanism of buyer’s attitude and seller’s intention in China. The research questions are modelled to obtain relevant information to fulfil the objectives of this study.

Research Objective

- To find the relationship between website quality and sellers’ attitude in China.
- To find the relationship between selling system and sellers’ attitude in China.

Extending this trend, this study will focus on the factors that contribute to the level of impact on sellers’ attitude and buyers’ intention in China. China has been chosen as a focus area in this research as the nation is currently categorized as a fast-driven developing country with extensive experiencing in e-commerce. Business demands and strategies are booming around China, and it suits well to identify the impact released within sellers’ and buyers’ in China. Although there are many sub-areas that cause an impact on e-commerce in China, this research study will primarily focus on a few major elements in e-commerce that will reflect on the economic growth of that country. In this study, domain sellers will be the focus area.



This will significantly contribute to the limited literature regarding the selling attitude towards buyers' intention in the market.

Literature Review

The use of the internet to conduct business transactions domestically or internationally are clearly defined as e-commerce (Nuray T., 2011). The peak of internet usage is enabling the transformation of firms to reach more opportunities in business-to-business method. N. Jamaluddin (2013) argued that the distribution of information through Information Technology (IT) is time saving, cost effective, promotes connectivity, and is becoming the most popular way of maintaining connection. Speed of acquiring data is massively contributing to e-commerce growth, as collecting huge amounts of data will enable the organization or, in this study, sellers to make the decisions and explore the potential of their businesses (Peter J, 2013). According to Zhou et al, (2012), China's economy is still in the developing process. Indeed, many organizations and individuals perceive businesses as dishonest in China.

There is a potential offer that could be empowered by the sellers. Sellers may benefit through lead-time reduction and flexible manufacturing capacity to reach the demand of customers (Ryan et al. 2017). Numerous challenges are faced by sellers to create opportunities in the global market. Indeed, e-commerce has become an opportunity for sellers to be visible in the market (Mason and Laiwani, 2006). Executing the right way to conduct business, in addition with delivering high levels of service is vital to an organization (Kooi L. T. and Ping T.A., 2012). According to Paul et al. (2017) in Fortune 2017 news, "The accelerating disruption of China's economy", highlighted that only 15% of all retail sales were accounted for as online sales in China,. Indeed, the significant jump in the year 2017 became an eye-opening as consumers were searching for alternatives to walking into the store. Online facilities are becoming an increasingly visible medium for consumers as they are now accessible to all the internet, mobile, and devices users. Bentham's principle argued that, 'the more strictly we were watched, the better we behave', therefore, it can be said that accountability is closely associated with authority.

Website Quality: Increase in contact, familiarity, and rapport between sellers and buyers led to the ability of sellers to influence the thoughts and action of buyers (Tony W. et al., 2017). Organizations which uses e-commerce to connect with end users indicate the effectiveness of using a website is still inadequate as the related research and development budget required is intentionally high (Gordon and Felix, 2004). The website is a platform of delivering information to receiver and make them understand the richness of information that an organization can provide to customers (Yang et al., 2014). User experience can be influenced by the delivery of information to customers, the frequent visit by customers will shows how

interested and keen are the customers to obtain such information in that website (Q. Su, Z. et al, 2008).

There a significant amount of research that argues that technology acceptance management (TAM) is classified as generic and unable to meet a realistic understanding towards the adoption of mobile technology (Bouwman & Van De Wijngaert, 2009; Salimon et al., 2017). Social influence, facilitating condition and motivation strengthens to be the competing model since the usage of mobile applications are becoming wider and moving towards acceptance of extensive technology development (W. Boonsiritomachai, K. Pitchayadejanant, 2017). User friendliness and interface design presented to customer is based on the website design developed by the interested stakeholders involved in a business (Mantovani et al., 2013). The definition of privacy has become a highly debated issue since the involvement of research regarding the social, legal, psychological, political and technical connotations surrounding this concept have emerged (Ferdous, Chowdhury and Jose, 2017).

Selling System: The peak of development in information technology has been the innovation and implementation of web technology. It enables the ability of mobile commerce transactions to connect globally. The adoption of mobile devices network included 7 billion people in the year 2016 which accounts for approximately 95% of the world's citizenship (Nisafani, Wibisono and Tegar Revaldo, 2017). Several researchers pointed out that electronic commerce does not need tangible products as the innovation has brought forward human interaction between customer and the service provider at any corner of the globe (Zalatar, 2012). The number of products for sale on e-public marketplaces will lead to an increment in sales of a virtual organization that connect using internet services and also reduces the traffic of the public marketplace.

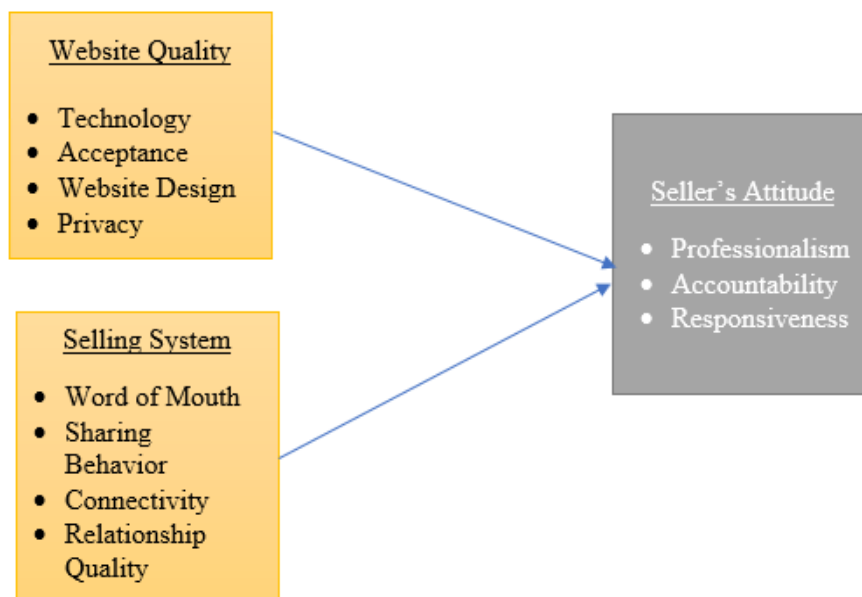
The characteristic of word of mouth engages with the delivery of information to the respective consumers and boosts the intention to acquire the goods (Regina Virvilaite et al., 2015). Social networking is used by people from outside the social networking concept, known as electronic word of mouth E-WOM (Jansen et al., 2009). According to Chu & Kim (2011), up to 70% of social media users are in the people in the age range of 18 to 29 years old. Indeed, social media advertising persuaded consumers to engage in social activities, including commenting, and sharing product information between peers.

Diverse individuals can easily share and exchange information with each and other because of the extremely vast connectivity of the internet (Yin et al., 2014). In the context of e-commerce, sellers are urged to contribute information with the intention of building their reputations and increase the revenues of their own online stores (Wong and Chong, 2014). Knowledge sharing combines information with individual, group, and organizational experience and judgment together. Knowledge sharing is then considered to be an activity through which knowledge is

exchanged among people, friends, families, virtual communities, or organizations (Serban & Luan, 2002).

According to Saarikko, Westergren and Blomquist (2017) from a sellers' perspective, once a product has been published through the website, they should provide continuous access of data on the application process up to the relative appeal of features that can sustain the usage of e-commerce. Murtagh et al. (2017) argues that online ordering may provide more reliable sources of information and offer better benefits which could be more convenient, have lower cost and maintain its privacy in a sustainable manner. This was developed based on customer satisfaction, committed behaviour, and level of loyalty. The role of innovation has contributed to the imposing relationship between innovation brands and innovative satisfaction which uses e-commerce as the platform of online trading services (Martin-Domingo and Martín, 2016).

Fig. Conceptual Framework for this research



Methodology

This study utilized a quantitative approach to the research. In addition, this study was dependent on theory sampling to comprehend the connection between "consumers' practices", and "merchants' intention". It must also be noted that this investigation is a correlational report. All questionnaires were distributed to the range of sellers as to fit the purpose of this study on knowing the level of sellers' intention. In total, 220 questionnaires were distributed to all sellers and an additional set of questionnaires were distributed to buyers in order to understand buyers' behaviour while purchasing. The number of questionnaires distributed to customers was dependant on the online sales done by a range of customers. To decide on the implication on

the population, a sample was chosen, and a sampling method was applied. Due to cost and time constraints, the survey is not applied to the entire population in China. The poll in this research is structured on closed questions. These questions are anything but difficult to exchange and each one of those data were translated into measurable frames tried through Statistical Package of Social Science (SPSS) Version 20.0. This study consists of a descriptive analysis and an inferential analysis. Ethical consideration into the research of this study was firmly considered in providing anonymity and confidentiality to the data collected. Additionally, consent was obtained from the respondents.

Findings

This segment describes the demographic data of the respondents for this study. The data contained in this area includes sexual orientation, conjugal status, age, education level, and job experience. Data representing customers was also based on sex, conjugal status, and education status. The number of questions the study circulated for this investigation was 307 for sellers in China.

The total number of respondents for sellers was 307, 45% male and 55% female. Of these, 25.1% single, 74.9% were married. In terms of age, 45% are in the age range of 18-24 year, 23.1% within 25-34 years, 31.6% in 35-44 years and in the 45-59 age range of 0.3%. Educational status showed SPM, 50.8%; STPM / Diploma, 33.2%; Bachelor's Degree, 14% and Master's degree (Masters), 2%. In addition, the percentage in terms of their working experience is 1-12 months of 12.7%, 1 year to 6 years 50.2%, 6 years – 10 years 28.3%, 11 years-20 years 8.8%.

Factor analysis is a statistical technique used to identify small factors that can be used to represent the relationship between interrelated variables. Factor analysis will help in reducing variables in many quantities (for example, all questions exploring some of the key variables in the questionnaire) to be a more meaningful, interpretive and manageable set of factors (Uma Sekaran, 2003).

Based on factor analysis the hypothesis was changed as follows:

Research hypothesis 1:

- H_{1a}*** There is a significant relationship between convenient and truthful
- H_{1b}*** There is a significant relationship between convenient and responsible
- H_{1c}*** There is a significant relationship between convenient and responsiveness
- H_{1d}*** There is a significant relationship between convenient and efficiency



- H_{1e}*** There is a significant relationship between convenient and effective service provider
- H_{1f}*** There is a significant relationship between security and truthful
- H_{1g}*** There is a significant relationship between security and responsible
- H_{1h}*** There is a significant relationship between security and responsiveness
- H_{1i}*** There is a significant relationship between security and efficiency
- H_{1j}*** There is a significant relationship between security and effective service provider
- H_{1k}*** There is a significant relationship between rewarding and truthful
- H_{1l}*** There is a significant relationship between rewarding and responsible
- H_{1m}*** There is a significant relationship between rewarding and responsiveness
- H_{1n}*** There is a significant relationship between rewarding and efficiency
- H_{1o}*** There is a significant relationship between rewarding and effective service provider
- H_{1p}*** There is a significant relationship between convincing and truthful
- H_{1q}*** There is a significant relationship between convincing and responsible
- H_{1r}*** There is a significant relationship between convincing and responsiveness
- H_{1t}*** There is a significant relationship between convincing and efficiency
- H_{1s}*** There is a significant relationship between convincing and effective service provider

Overall, the mean value for these dimensions is between 4.026 to 4.271 while, for "standard deviation", the value is between 0.626 to 0.783 as in table 4.8. The low "standard deviation" shows no variation in the way the questionnaires are answered.

Table 1: Descriptive Analysis for Variables

No	Variables	Mean	St. Deviation
1	Seller's Attitude		
	Truthful	4.223	0.626
	Responsible	4.204	0.545
	Responsiveness	4.138	0.554
	Efficiency	4.082	0.783
	Effective Service Provider	4.128	0.537
2	Website Quality		
	Convenient	4.176	0.602
	Security	4.026	0.635
	Rewarding	4.040	0.769
	Convincing	4.182	0.614
3	Selling System		
	Trustable Seller	4.285	0.592
	Attitude	4.271	0.627
	Consistency	4.198	0.643

Table 2: Multiple Regression analysis for dependent and independent variables

The dependent variable (Seller's Attitude)	Independent variables (dimensions)	Coefficient Value B	Significant Value	VIF	R ²	
			Sig.			
Truthful	Website Quality	Convenient	0.587	0.000	1.770	0.405
		Security	-0.006	0.900	1.230	
		Rewarding	0.046	0.397	1.480	
		Convincing	0.048	0.362	1.416	
	Selling System	Trustable Seller	0.380	0.000	2.107	0.335
		Attitude	0.318	0.000	1.385	
Consistency		-0.060	0.321	1.690		
Responsible	Website Quality	Convenient	0.556	0.000	1.770	0.429
		Security	0.011	0.813	1.230	
		Rewarding	-0.032	0.543	1.480	

		Convincing	0.185	0.000	1.416	
	Selling System	Trustable Seller	0.371	0.000	2.107	0.259
		Attitude	0.220	0.000	1.385	
		Consistency	0.035	0.574	1.690	
Responsiveness	Website Quality	Convenient	0.600	0.000	1.770	0.427
		Security	-0.002	0.961	1.230	
		Rewarding	0.116	0.029	1.480	
		Convincing	-0.033	0.521	1.416	
	Selling System	Trustable Seller	0.394	0.000	2.107	0.304
		Attitude	0.276	0.000	1.385	
		Consistency	-0.068	0.278	1.690	
Efficiency	Website Quality	Convenient	0.403	0.000	1.770	0.187
		Security	-0.121	0.037	1.230	
		Rewarding	0.093	0.140	1.480	
		Convincing	0.008	0.894	1.416	
	Selling System	Trustable Seller	0.176	0.022	2.107	0.165
		Attitude	0.313	0.000	1.385	
		Consistency	-0.059	0.388	1.690	
Effective Service Provider	Website Quality	Convenient	0.506	0.000	1.770	0.392
		Security	0.082	0.100	1.230	
		Rewarding	0.209	0.000	1.480	
		Convincing	-0.121	0.024	1.416	
	Selling System	Trustable Seller	0.311	0.000	2.107	0.206
		Attitude	0.255	0.000	1.385	
		Consistency	-0.082	0.217	1.690	

The "R Square" value for Seller's Attitude (truthful, responsible, responsiveness, efficiency and effective service provider) in table 2 shows .018 for dependent variables is buyer's intention in this study. This shows that 1.8% of buyer's intention will contribute to the seller's attitude variables.

For each variable, its significant value will indicate whether this variable statistically contributes to the equation. If the value is significantly less than .05, then the hypothesis is accepted. Table 4.12 shows the results of the hypothesis in Table 3.

Table 3: Hypothesis Decision for this study.

Research hypothesis	
H1a	There is a significant relationship between convenient and truthful <u>Accept</u>
H1b	There is a significant relationship between convenient and responsible <u>Accept</u>
H1c	There is a significant relationship between convenient and responsiveness <u>Accept</u>
H1d	There is a significant relationship between convenient and efficiency <u>Accept</u>
H1e	There is a significant relationship between convenient and effective service provider <u>Accept</u>
H1f	There is a significant relationship between security and truthful <u>Reject</u>
H1g	There is a significant relationship between security and responsible <u>Reject</u>
H1h	There is a significant relationship between security and responsiveness <u>Reject</u>
H1i	There is a significant relationship between security and efficiency <u>Accept</u>
H1j	There is a significant relationship between security and effective service provider <u>Reject</u>
H1k	There is a significant relationship between rewarding and truthful <u>Reject</u>
H1l	There is a significant relationship between rewarding and responsible <u>Reject</u>
H1m	There is a significant relationship between rewarding and responsiveness <u>Accept</u>
H1n	There is a significant relationship between rewarding and efficiency <u>Reject</u>
H1o	There is a significant relationship between rewarding and effective service provider <u>Accept</u>
H1p	There is a significant relationship between convincing and truthful <u>Reject</u>
H1q	There is a significant relationship between convincing and responsible <u>Accept</u>
H1r	There is a significant relationship between convincing and responsiveness <u>Reject</u>
H1t	There is a significant relationship between convincing and efficiency <u>Reject</u>
H1s	There is a significant relationship between convincing and effective service provider <u>Accept</u> .

Conclusion

Development and electronic trade connections have brought about enormous changes in market rivalry among different ventures (Blosch, 2000; Hamid and Kassim, 2004). Customers' state of mind towards online shopping is an unmistakable factor influencing genuine buying conduct. Jarvenpaa and Todd (1997) gave a model of dispositions and shopping expectation towards Web shopping as a rule. In the model, there were numerous markers that had a place with four real classes. These included the shopping background, the estimation of the item, the hazard impression of Web retail shopping, and the nature of administration offered by the site. Vellido et al. (2000) likewise proposed a model which had nine variables related with customers'



impression of on the web shopping. The hazard view of customers was the principle discriminator between individuals buying on the web furthermore, individuals not buying on the web among those components. Other separating factors included control over, and accommodation of the shopping procedure, customer benefit, reasonableness of stock what's more, convenience of the shopping site. The present study contends that customers support retailers that spare them time and energy. Online retailers are ready to supply more conveniences store area winds up unessential and customers may now shop from any area, 24 hours daily, seven days seven days (Pham et al., 2018). Along these lines, organizations must build up a more exact under-remaining of the effects of online comfort. The primary objective of this research is to investigate how buyers assess the measurement of convenience with regards to online retail, by concentrating on the consumer experience with worldwide retailers. The research hole emerges from the need to approve the exploration by (Jiang et al., 2013) and from questions which were not answered by previous research by by Mpinganjira (2015), Mehmood and Najmi (2017), Haridasan and Fernando (2018) and Pham et al. (2018) who focused specifically on the significance of mindfulness convenience and the association with conduct results.

It is extremely tedious to look for items in a customary store, however, through online shopping customers can undoubtedly look items immediately. On the off chance that it is anything but difficult to look through the data through on the web, we say it is advantageous for us. The fundamental reason that spurred shoppers to shop online was accommodations (Swaminathan et al., 1999). Security is likewise one of the vital factors for online business. Retail online shopping business would come up short if Web customers feel on coming up short on an extraordinary level of certainty (Kesh et al., 2002). The most vital reason that buyers didn't shop online was because of they were hesitant to uncover individual Mastercard data to retailers or over the web (Gong et al., 2013). Ur Rehman et al. (2017) investigated how rewarding influences the buying conduct of buyers. They discovered that rewarding has positive and measurably noteworthy impacts, while, the components of provincial territories have negative however factually huge consequences for shoppers buying conduct. Further, they discovered that rewarding decidedly corresponded to buyer purchasing conduct, yet factors of country regions are contrarily connected with customers buying conduct.

Finally, Jadhav and Khanna (2016) led a subjective report to uncover the variables that impact online shopping buying conduct of 25 undergraduates. Research on the top to bottom meeting uncovered that accessibility of items, low value, advancements, correlation, accommodation, trust, time awareness, state of mind toward online shopping, accessibility of customer benefit, usability of the site, and assortment looking for developed were components that impact online buy. The specialists detailed that undergraduates purchase diverse items, for example, tickets, electronic products, clothes, books, footwear, cell phone chargers, and spiritual items. Revelation and pursuit are two diverse approaches to get data on the web. Buyers input specific



sentence or words into a web crawler to look for data. At the point when individuals find intriguing data unintentionally, they "find" that data. Online shopping condition is extremely helpful because of the promotion of cell phones. The significance of finding data has been engaged by sites, and by engineers of utilizations and advertising researchers (Zang et al., 2012). Data which is identified with shopper's advantage and uncovered by happenstance is called good fortune data (Toms, 2000). Along these lines, good fortune is a piece of web perusing knowledge (Mislove et al., 2016). Past researches have concentrated on both the epicurean (Akram, 2017, Clegg & Mendonça, 2015, André et al, 2016). and utilitarian aspects of luck. Prior investigations expressed that luck builds a customer's experience, and the later researches have declared that fortunate data gives buyers fulfillment and bliss by giving them a chance to look new items. Baker et al. (2015) demonstrates that an item's tangible interest will influence customers' item decision inclination and want. Tangible interest alludes to the interest of the item's taste, appearance, surface and smell to buyers (Lee & Yun, 2015). Loebnitz and Grunert (2015) demonstrates that buyers will pick organic products such as vegetables with an ideal appearance. In this way, tangible interest and buy want are indistinguishable. Symmank et al. (2018) show a positive connection between tangible recognition, by and large enjoying, furthermore, buy expectation for outwardly problematic bananas, yet in general loving and buy intention diminishes when the item surpasses a specific aging status. Loebnitz and Grunert (2018) demonstrated that buyers see strangely moulded vegetables as more hazardous, and incomprehensibly, they relate common vegetable shape-irregularities with GM, regardless of having no other data accessible. Subsequently, this investigation will likewise think about tactile interest as one of the research factors.



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