

The Difference Between Shopping Online Using Mobile Apps and Website Shopping: A Case Study of Service Convenience

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With the strong and fast growth of the mobile applications and the web, customers have learned to freely access to all information about companies and products, offering customers with a variety of choices from where to find online services and products in anywhere and anytime. A high level of convenience on online shopping has become an important strategic motivating strength for online market in order to providing a competitive service satisfying and to preserve and promote the intention of consumer. The purpose of this study is to investigate if there is any statistical different in mean value regarding the shopping online via mobile apps and online website based on four major factors namely: search convenience, access convenience, service recovery convenience and behavioural intention to use. The data collected from 143 participants and analyzed using SPSS. The results of data analysis illustrated that the customers feel more comfortable using mobile apps for online shopping than online website in term of search convenience, access convenience and service recovery convenience. On the other hand, this study finds there is no significant difference in customers behavioural intention to use mobile application and website for shopping online. This study limited to four factors only, future researchers could investigate the different between both mobile apps and website shopping in term of trust and risk and may investigate more types of service recovery convenience. The service recovery is key factor to gain the costumer trust and that will lead to increasing the costumer's loyalty. Future researchers shall consider the detailed variables of service recovery such as: time to response, types of service failure and they way to response to each service failure.

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