

The effect of groups' reference, usefulness perception, and products quality on intention to buy and online shopping decision

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ABSTRACT

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The primary purpose of this study is to investigate how group reference, perceived usefulness, and product quality influence online shoppers' desire to purchase and final purchase decisions. Multiple methods of quantitative analysis and processing of data are used to evaluate and validate the study's hypotheses. Using a Structural Equation Model, the study's theories were tested and analyzed. Customers of digital market websites in Jordan participated in this study by responding to an online poll. Data was compiled from 220 study questionnaires using a systematic sampling strategy. Data analysis with the Structural Equation Model revealed significant favorable effects of group reference, perceived usefulness, and product quality on both purchase intent and final online purchase decisions. The authors chose to center their study around the perspectives, comments, attitudes, and impressions of groups of individuals. Perceived usefulness can be gauged along the aspects of experience, enjoyment, and subjective norm. The words customer expectations, real product specifications, and the quality of the service received all shed light on the product's quality. The originality of this study rests in the model that was created to explain the relationship between group reference, perceived usefulness of products, and product quality as they relate to purchase intent and digital market website use in Jordan.

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1. Introduction

In the framework of human endeavor, it is crucial that consumer demands be satisfied (Manogaran et al., 2020). Specifically, it appears that online shopping is one of the contemporary consumption channels that have the greatest ability to meet people's consumption needs. Without a question, there has been a shift in how we shop for and meet our most fundamental needs because of scientific and technological progress. The emergence of the internet and the adoption of digital transformation brought about new possibilities for purchasing, especially online retail (Li et al., 2022). When consumers shop online, not only do they have more selection, but also more opportunities for companies to advertise and increase their purchasing power. Retail costs are reduced, too, which benefits both consumers and merchants (Vaidya & Yogi, 2021; Masadeh et al., 2022; Ahmad et al., 2022c,d). The consumer behavior hypothesis postulates that consumers frequently seek the opinions of their peers before committing to a buy. Therefore, the role of the information provider to customers grows in importance and influences their purchasing choices (Wu et al., 2020). To get their goods to customers as quickly and cheaply as possible, businesses that deal in sales must invest in product promotion activities, such as advertising. This is done to help customers decide what to buy. Ahmad et al. (2022a,b) further claimed that the widespread availability of mobile devices has altered the way in which consumers go about their purchasing decisions. This has garnered the interest of scholars and industry professionals alike, and it has played a major role in shaping consumers' preferences with respect to their use of e-commerce. The process of making a purchase

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decision online has become more prevalent because of the pandemic's effects, and it has the potential to grow more widely than it does at present. The COVID-19 pandemic broke out toward the end of 2019 and caused a worldwide economic downturn and a substantial change in social and economic life. In addition, the pandemic alters the purchasing habits of people and causes logistical and commodity movement disruptions. During the COVID-19 pandemic, people were unable to go to their usual markets or stores to buy supplies, so they turned to online retailers instead. This happened before people could purchase things at traditional markets like they do today. It's reasonable to assume that the endemic has increased the number of people who prefer to buy online due to a lack of alternatives. The Asian country of Jordan is a developing nation that has made great advances in its social and economic development in recent years (Hammouri et al., 2021; Hanandeh, 2019). Consumers are also progressively moving away from traditional distribution channels and toward more cutting-edge ones. Due to factors including rapid internet and e-commerce expansion, a young population with high per capita consumption rates, and an aptitude for technological innovation, Jordan is often cited as an example of a nation with advanced e-commerce infrastructure. Jordan's adaptability to new technologies also played a role in the country's high placement. In this respect, the state of the economy, the pandemic, and other factors all influence the buying choices of Jordanian consumers. Because of this, Jordan is often cited as an example of a place with advanced online shopping infrastructure. In the context of a quickly growing Asian nation, however, no other authors have conducted a comprehensive study of the factors that influence customers' decisions to make purchases online. This gap in literature is one of the driving forces behind the present study.

The remaining sections of this research are divided into four subsections, each of which follows an introductory section. Previous research is reviewed in Section 2. Data collection and research methods are covered in the third part. Section 4 discusses the results, while Section 5 presents the study's general results and provides an interpretation of those results.

2. Literature Reviews

Many things are made significantly more influential by the presence of the internet; many consumers are spoiled by online shopping; as a result, transactions will be simpler. The development of new technologies moves at a lightning pace. From the initial item search to the final payment handling, the emergence of the internet has simplified many aspects of the buying and selling process. However, it has also introduced entirely new difficulties. This convenience, however, also makes it less difficult for rivals to replicate your work. The topic of how to foster repurchase intention has emerged because of the increased ease with which rivals can acquire consumers and the increased ease with which customers can transition to purchasing from other sellers. The online travel agency business is just one that anticipates expanding its customer base through online channels. In the early days of this tour agency, the tried-and-true methods of operation were the only ones available. The marketing efforts of the travel business also incorporate the use of technology (Ahmad et al., 2023).

The purpose of this study is to determine if, and by how much, trust affects repurchase intent, how much influence perceived utility has on repurchase intent, and how much influence trust has on repurchase intent. Through the advent of social commerce, online recommendations have become an invaluable tool for shoppers. However, the confidence of users and the reputation of the platform are both diminished by the inconsistent quality of electronic word of mouth across all major platforms. In this research, we look at how WOM influences consumers' faith in and willingness to buy specific types of knowledge. Buying intent is favorably linked to confidence, social psychological distance, high-quality information, and a sense of security, as revealed by a path analysis (Bimaruci et al., 2020).

We recommended virtual e-commerce platforms based on our findings (Zhao et al., 2020). Students' perceptions of their own agency in making purchasing decisions were the most important element, according to research by Vizano et al. (2021) at a private university in Tangerang, Indonesia. The results of this investigation show that a person's buying purpose is affected by their attitude, subjective norm, and perceived behavioral control. Meanwhile, halal awareness tempered the influence of purchase intention on the shopping behavior of working students. This research demonstrates that halal knowledge mitigates the impact of desire to buy on halal food consumption. According to the results, consumer behavior is enhanced when the desire to acquire is high. People are more apt to purchase halal goods when they are made aware of them. The significance of halal awareness in strengthening the association between consumer interest in buying halal food and actual purchases is also highlighted. Environmental risks, such as those posed by mountains, can be reduced thanks to natural insurance, as discovered by Yang et al. (2020). Customers who have made the decision to purchase insurance are the focus of this service. The willingness-to-pay (WTP) of mountainous hedging among rural households may vary according to how they evaluate risk. The outlook theory explains how people react when they face unknown risks in the mountains. In this investigation, 348 residents of the most dangerous mountain counties in China's Three Gorges Reservoir Region participated in a poll. PLS-SEM was used to check 13 predictions from the prospect theory. A person's risk perception can be broken down into five categories based on their experience and beliefs: (1) the Probability factor, which is the degree to which a person thinks a risk is likely to materialize; (2) the Controlled factor, which is the degree to which a person thinks other people will make an effort to survive the risk; (3) the Element of Fear, which is the degree to which a person will feel anxious or stressed during a disaster; and (4) the Element of Experience, which is the (disaster-related ignorance). It's important to note that (2) WTP is affected by a wide variety of factors.

They include what cannot be predicted, what can be controlled, what can be expected, and what has been experienced. Concern

did not influence WTP. (3) There is a reciprocal relationship between the five types of risk assessment. These results lend credence to the theory that human beings have a limited capacity for processing information and provide insight into the link between a person's sense of risk and their decision to buy insurance. Increasing mobile device utilization has dramatically altered the customer purchase journey, drawing the attention of academics and business leaders, as stated by Luceri et al. (2022). Many empirical studies on mobile purchase behavior have been performed over the past two decades by researchers from a variety of academic fields. The authors' comprehensive model takes into consideration customer adoption and ongoing intention to use mobile devices to purchase and is subjected to extensive testing.

The researchers were successful thanks to their use of meta-analysis and structural equation modeling. The preceding part presents the findings upon which this action is taken. First-time mobile purchase intent can be increased by focusing on both usability and user experience. They improve the mobile channel's three quality features—fun, ease, and speed—which in turn increases the likelihood that consumers will keep making purchases via mobile devices. In (2022), Khaled will be able to use IT to fuel the expansion of any business that can access the internet. Online shopping is becoming increasingly popular in established nations, but in less developed ones, it is still in its infancy. Online purchasing and commerce have grown in both advanced and developing societies because of the pandemic and the effects of COVID-19 on online business are the focus of this investigation. According to the research, trust is essential to mitigate the disruptive effects of the unknown, the potentially harmful, and the ambiguous nature of online shopping. Having confidence in one's internet shopping experience would encourage more people to make purchases online.

3. Hypothesis Development

3.1 *The impact of groups' reference on intention to buy and online shopping decision*

The rapid 4.0 technology transformation that is happening all over the world has brought many opportunities to countries, one of which is the rise of online commerce (Roemhild et al., 2020). Many governments' policies have a significant impact on e-commerce growth (Tan et al., 2020). Tax and subsidy policies that encourage growth are closely correlated with the government's ability to facilitate the digitalization of the economy and the expansion of online shopping (Shareef et al., 2019). In recent years, Jordan has also taken measures to foster the growth of e-commerce and internet shopping specifically. Because of this, Jordan has become a popular place for companies and customers to visit for a wide range of e-commerce-related services (Hanandeh et al., 2019).

H₁: *Groups' reference (GR) has a positive effect on intention to buy (ITB).*

H₂: *Groups' reference (GR) has a positive effect on online shopping decisions (OSD).*

3.2 *The effects of usefulness perception on intention to buy and online shopping decision*

To have high product quality means to prove that a product is fit for sale on the market by meeting all of the specifications laid out for it, both in terms of its form and its internal quality (Tahar et al., 2020). When consumers have faith in a product, they are more likely to put it in their shopping baskets even though they cannot physically touch, grip, or handle the item and can only observe it in its virtual realm on the internet when shopping online (Zagheer et al., 2022). Customers are more apt to make purchases from companies they have faith in (Iriani & Andjarwati, 2020). Customers' ability to make educated product choices while purchasing online has improved (Colomo-Magaa et al., 2020). It's fair to say that if a product's quality is good, consumers will have more faith in it. This, in turn, will lead to stronger brand loyalty and increased likelihood of purchase (Chen & Aklikokou, 2020). Customers have a hard time putting their faith in low-quality goods, so those goods tend to fall to the bottom of the selection food chain (Wilson, 2019). Customers' ability to make educated purchases benefits from having access to high-quality options (Barakat et al., 2021).

H₃: *Usefulness perception (UP) has a positive effect on intention to buy (ITB).*

H₄: *Usefulness perception (UP) has a positive effect on online shopping decisions (OSD).*

3.3 *The effects of products quality on intention to buy and online shopping decision*

Customers run the risk of losing money or possessions if something goes wrong while they're shopping, and this is especially true on online shopping platforms where mistakes can easily be made by accident or by a malfunctioning computer system. (Sinurat et al., 2021). Because of this, customers can improve their risk awareness and make safer choices when shopping online if they are well-informed about the potential threats they face while doing so (Mahsyar & Surapati, 2020).

H₅: *Product quality (PQ) has a positive effect on the intention to buy (ITB).*

H₆: *Product quality (PQ) has a positive effect on online shopping decisions (OSD).*

3.4 The relationship between intention to buy (ITB) and online shopping decision (OSD)

According to Dapas et al. (2019), during the buy decision stage, the consumer evaluates a variety of factors to determine which of several possible choices they like best. There are five stages in the consumer decision-making process: (1) identifying requirements; (2) gathering relevant information; (3) weighing the pros and cons of various options; (4) settling on a final purchase; and (5) adjusting behavior accordingly. Even after a customer makes a buy, the marketer still has duties to fulfill. Whether or not a customer is happy with the products they've just purchased, they will still engage in post-purchase behavior that is appealing to marketers (Ismagilova et al., 2020). Customers' satisfaction with their purchases determines the next steps they take after making a purchase, which is referred to as post-purchase behavior (Jadil et al., 2022). A consumer's level of satisfaction with their acquisition can be affected by how well the product meets their expectations and how they rate the product's performance (Napawut et al., 2022). If the purchased items don't live up to the customer's expectations, they will be disappointed; if the expectations are met, the customer will be pleased; and if the expectations are surpassed, the customer will be extremely satisfied. Customers' expectations are grounded in the information they gather from a variety of sources, such as sellers, acquaintances, and others (Maria et al., 2019).

H7: *Intention to buy (ITB) has a positive effect on online shopping decisions (OSD).*

The following research model is based on these reviews and prior studies,

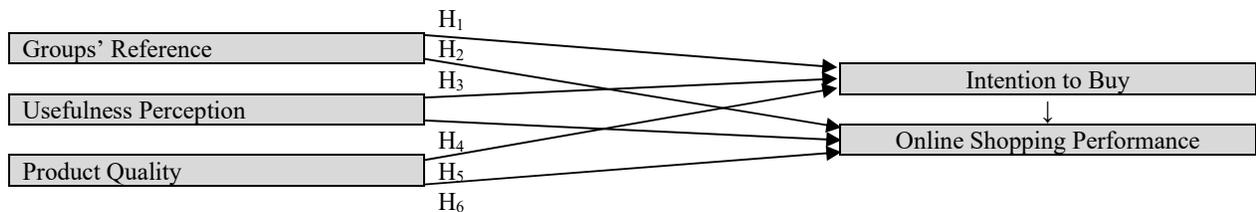


Fig. 1. The proposed study

4. Research Methodology

Participants were asked to respond to a survey housed on Google Drive using a five-point Likert measure (1 = Strongly Disagree, 2 = Disagree, 3 = neutral, 4 = Agree, and 5 = Strongly Agree). The Structural Equation Model is employed by the scholar for the statistical evaluation of the research hypotheses. After data inspection and filtering, 220 participants' answers were accepted for analysis and discussion of the study's hypotheses. By the end of the day, we'd collected ten times as many data as predictors.

5. Research Results

Using the average of the retrieved variables (the composite reliability values) and a Cronbach alpha of 0.50 or higher, the results of the reliability analysis are presented in the chart below. The evaluation-based research strategy is supported by the data in the table below, enabling us to move on to a discussion of the study's hypotheses.

Table 1
Reliability and Validity Test

Code	Variable	Factor's Loading	VIF
Groups' Reference (GR)	(Cronbach's Alpha: 0.595, CR: 0.713, AVE: 0.679)		
GR1	People opinions	0.621	1.543
GR2	Feedback	0.589	1.345
GR3	Attitude	0.631	1.596
GR4	Perception	0.541	1.278
Usefulness Perception (UP)	(Cronbach's Alpha: 0.624, CR: 0.743, AVE: 0.615)		
UP1	Experience	0.556	1.369
UP2	Enjoyment	0.691	1.372
UP3	Subjective Norm	0.681	1.247
Products Quality (PQ)	(Cronbach's Alpha: 0.584, CR: 0.651, AVE: 0.632)		
PQ1	Customer Expectations	0.686	1.821
PQ2	Actual Product Specifications	0.610	1.254
PQ3	Service Received Quality	0.513	1.378
Intention To Buy (ITB)	(Cronbach's Alpha:0.747, CR: 0.576, AVE: 0.556)		
ITB1	Cost	0.814	1.597
ITB2	Shipping Options	0.676	2.467
ITB3	Volume Requirements	0.753	1.793
Online Shopping performance (OSP)	(Cronbach's Alpha: 0.650, CR: 0.769, AVE: 0.759)		
OSP1	Convenience	0.575	1.432
OSP2	Amount of Information	0.723	1.542
OSP3	Price	0.654	1.865

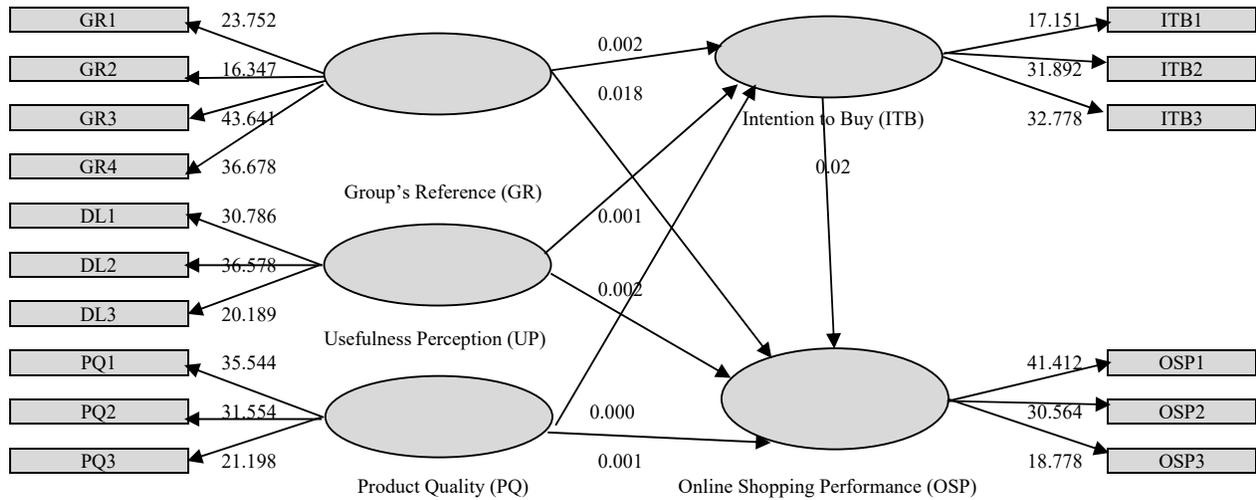


Fig. 2. The results

4.1 Research Hypotheses Test

All accepted search hypotheses' direct effects and interrelationships are displayed in the table below.

Table 1
Hypotheses Results

Hypotheses	P-value	Significance
H1: Group's Reference (GR) → Intention To Buy (ITB)	0.002	Supported
H2: Group's Reference (GR) → Online Shopping Performance (OSP)	0.018	Supported
H3: Usefulness Perception (UP) → Intention To Buy (ITB)	0.001	Supported
H4: Usefulness Perception (UP) → Online Shopping Performance (OSP)	0.002	Supported
H5: Products Quality (PQ) → Intention To Buy (ITB)	0.000	Supported
H6: Products Quality (PQ) → Online Shopping Performance (OSP)	0.001	Supported
H7: Intention To Buy (ITB) → Online Shopping Performance (OSP)	0.002	Supported

Note: **, p-value < 0.05. Significant at the 0.05 level.

- H₁: Group's Reference (GR) has a positive effect on Intention to Buy (ITB).
- H₂: Group's Reference (GR) has a positive effect on Online Shopping Performance (OSP).

Based on the table above, the P-value of 0.002 < 0.050 calculated from data processing with Structural Equation Model suggests that the group's reference has a positive impact on intention to buy and online shopping performance. This shows that the intention to buy will improve when people start to give their opinions and feedback about products. According to Ismagilova et al. (2020), group's performance positively impacted on intention to buy, these findings are compatible with that conclusion based on P-values which equal to 0.018 < 0.050, which were established using the Structural Equation Model for hypothesis testing, it was also determined that group's reference had a positively impact on online shopping performance in Jordan online market. Therefore, enhancing online shopping performance in Jordan online market lies on enhancing people's opinions, feedback, and sales. These results confirm the findings of Li et al. (2022), who discovered that group's opinions are one of the main elements which could affect improving online shopping performance.

- H₃: Usefulness Perception (UP) has a positive effect on Intention to Buy (ITB).
- H₄: Usefulness Perception (UP) has a positive effect on Online Shopping Performance (OSP).

Based on the table above, the P-value of 0.001 < 0.050 calculated from data processing with Structural Equation Model suggests that usefulness perception has a positive impact on intention to buy and online shopping performance. This shows that the intention to buy could be improved when people start to have more information about the usage of products. According to Jadil et al. (2022), usefulness perception positively impacted on intention to buy, these findings are compatible with that conclusion on the basis of P-values which equal to 0.001 < 0.050, which were established using the Structural Equation Model for hypothesis testing, it was also determined that usefulness perception has a positively impact on online shopping

performance in Jordan online market. Therefore, enhancing online shopping performance in the Jordan online market lies in enhancing people's own knowledge about the usage of products. These results confirm the findings of Fu et al. (2020), who discovered that usefulness perception is one of the main elements which influences on improving online shopping performance.

H₅: *Products Quality (PQ) has a positive effect on Intention to Buy (ITB).*

H₆: *Products Quality (PQ) has a positive effect on Online Shopping Performance (OSP).*

Based on the table above, the P-value of $0.001 < 0.050$ calculated from data processing with Structural Equation Model suggests that product quality has a positive impact on intention to buy and online shopping performance. This shows that intention to buy could be improved when firms start to focus on explaining more about product's specifications. According to Mahsyar & Surapati et al. (2020), products quality positively impacted on intention to buy, these findings are compatible with that conclusion based on P-values which equal to $0.000 < 0.050$, which were established using the Structural Equation Model for hypothesis testing, it was also determined that products quality has a positively impact on online shopping performance in Jordan online market. Therefore, enhancing online shopping performance in the Jordan online market lies in enhancing people's expectations about product quality. These results confirm the findings of Butreddy et al. (2020), who discovered that product quality is one of the main elements which influences on improving online shopping performance.

H₇: *Intention to Buy (ITB) has a positive effect on Online Shopping Performance (OSP)*

Intention to buy has a positive impact on online shopping performance in Jordan online market. Therefore, enhancing online shopping performance in Jordan online market lies on increasing the percentage of customers' intention to buy. These results confirm the findings of Jadir et al. (2022), who discovered that Intention to buy is one of the main elements which influences on improving online shopping performance.

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6. Conclusion

Using Structural Equation Model for hypothesis testing, we find that the following factors positively affect the intention to buy and online shopping performance in Jordan online market with the importance of focusing on the role of group's opinions, usefulness perception, and product quality.

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