



Reflection on the intention to buy online for better business performance

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ABSTRACT

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Faced with increasingly fierce competition and more volatile customers, it is more difficult for companies to sell their products, retain customers and ultimately maximize their business performance. Hence the need to identify the factors explaining the intention to purchase online. A better understanding of these factors will allow companies to put in place the necessary adjustments and the appropriate tools in order to boost their commercial performance. The objective of this article is to highlight a set of determinants of Online purchase intention from an exploratory qualitative study.

1. Introduction

The emergence and democratization of the Internet to the general public has revolutionized consumer behaviour as a whole, from the search for information to the act of buying online.

The Moroccan consumer is no exception to the rule, because electronic commerce continues to develop by following an exponential curve according to the interbank electronic payment centre "the activity of online payments of Moroccan cards has increased by + 41.4% in number of transactions, going from 6.8 million transactions during the first half of 2019 to 9.7 million transactions during the first nine months of 2020".

However, this is only 2% of the total retail sale that is done on the internet, this provides information on the obstacles to the development of electronic commerce in Morocco. Add to this an economic landscape characterized by stiff competition, in terms of players and offerings on the one hand and on the other from more volatile and better-informed clients. This makes it difficult for companies to acquire and retain customers and subsequently maximize their performance.

In this sense, we carried out a qualitative exploratory study allowing us to identify the factors explaining the consumer's intention to purchase online. This will involve better understanding the motivations and obstacles to online shopping to determine the criteria for choosing to buy online in the Moroccan context on which can be based

to optimize the commercial performance of their merchant site. Since the commercial performance of a commercial site determines the overall performance of the company Therefore, the objective of this study is to identify the determinants of online purchasing intention on which companies can base themselves to optimize the commercial performance of their merchant sites.

First, we briefly introduce the concept of online purchasing intent and business performance. We will then present the results of the qualitative study carried out.

2. Literature review

Online purchase intention

Purchase intention can be defined as the probability of a purchase or as the planning of a purchase (Bressoud, 2001). The probabilistic current attempts to explain the gap between the observed purchase intention and the actual purchase (Morrison, 1979), however the planning trend tries to model the purchase in terms of probability as fair as possible in taking this difference into account. According to Heijdein et al. (2001) the intention to buy online refers to the threshold at which the consumer is likely to make a purchase of a product or service on a specific website.

The commercial performance of the online merchant site Commercial performance is often called marketing performance, it is defined by Ouattara (2007) as being "the capacity of the company to satisfy its customers by

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offering them goods and services of good quality, and which are able to meet the needs of their customers. customer expectations". Plauchu and Taïrou (2008) define it as: "the art of being present with the right interlocutor at the right time, with a relevant offer, which makes it possible to establish lasting and profitable business relationships for the company in a context of permanent search for excellence in service »

Indicators such as turnover, number of sales, margins, market share are used to measure sales performance.

Optimizing the commercial performance of an e-commerce site

In general, optimizing the commercial performance of an e-commerce site requires the achievement of two main objectives: the transformation of a given audience into customers for the company and the maximization of the average amount of sales. The increase in the conversion rate and the average basket, all other things being equal, can then allow an e-merchant to achieve profitability.

3. Methodology

In order to better understand the determinants of the intention to buy online with Moroccan consumers, we conducted semi-structured interviews. This technique makes it possible to explore in depth a research area through the comments collected. The richness of the content, its depth, its diversity and its quality are then expected by the researcher (Evrard, Pras and Roux, 2009). Since no statistical representativeness is sought through the interview, therefore a small sample size is sufficient. To do this, we opted for the principle of theoretical saturation recommended by Glaser and Strauss (1967). We therefore used a convenience sample from individual consumers.

The topics of the interview guide revolve around the following points: the motivations and obstacles to online shopping on the one hand and the conditions for online shopping on the other.

4. Result and discussion

In the context of electronic commerce, understanding and analysing the different stages of the customer life cycle is a valuable tool for optimizing the commercial performance of companies present or wish to develop on the net. It is in this sense that we will be interested in the motivations, the obstacles with regard to online shopping and the most interesting online purchasing conditions in the eyes of consumers, which constitute the key to entering the market.

- *The motivations for buying online*

The analysis of the respondents' speeches revealed several factors that determine the consumer's motivation vis-à-vis online shopping, they are:

The commodity

Respondents cited convenience as one of the factors that was important to them (12/17). Convenience refers to saving time, effort and ease of access to the product. "I did not have time to travel to look for the product on the spot" (Interviewee 15). So, companies can optimize their business performance by facilitating access to the site from the home page, it is a question of offering a less complex interface. An e-commerce site must make it easier for the Internet user to navigate.

- *The price*

According to respondents, online prices are the second most important determinant of online shopping (9/17). Internet users are looking for good deals. "I buy online because there is a lot of promotion, automatically the price is cheaper" (Interviewee 10). Of course, price is one of the determinants of choice and online shopping without being the only determinant. Companies are required to carry out promotions, contests and carefully choose the location of the promotions which allows a significant increase in sales while avoiding oppressing the Internet user and degrading the image of the site.

- *Scope of the offer*

The extent of the offer appears to some respondents (3/17) as a motivation for adopting online shopping. This is the ability of the site to offer a wide variety of products and services. "Because the choice of products is endless, and I can buy several types of items from the same store" (Interviewee 13). According to Issac H. Volle P. (2008) the probability of buying on a commercial site depends closely on the assortment, which pushes companies to optimize their e-merchandising for better commercial performance and even better to offer products of substitution. Thus, the presentation of products can influence the choice of an Internet user by highlighting certain products.

- *Quality of the offer*

The quality of the offer has a significant place among some respondents (3/17) and is a key factor in choosing to buy online. Thus, for these respondents the quality of the offer automatically relates to the brand image of the product in question, in other words whether it is a known brand or not. "I already know the brand of the product, nothing to reproach [...]" (Interviewee 10). In other words, the quality of the offer largely determines the quality of the visit, that is to say the presence of the product sought, which provides satisfaction to the Internet user who in turn participates in the commercial performance of the site.

- *The barriers to online shopping*

Although the majority of respondents advance a positive attitude when approaching online shopping, it even presents a risk that slows down the development of this mode of purchase, which is illustrated by the brakes that emerge from the analysis of the responses. of the interviewees. This analysis highlights three major factors.

- *Payment security*

The brake linked to payment security is put forward by most of the respondents (10/17), it relates to the hacking

of bank data and the loss of money through online payment. As well as the respondents mentioned the fact of ordering online and paying on delivery to face this obstacle. "[...] I am for online shopping as long as the payment is secure" (Interviewee 6)

➤ Online trust

Analysis of respondents' responses shows that half of respondents do not trust online shopping (9/17) « [...] the security aspect is important to me, I do not fully trust the online purchase » (Interviewee 1)

➤ Perceived risk

Respondents discussed the risk they may run by buying online (4/17), more precisely a performance risk that relates to the quality and conformity of the product received "[...] it There is even the compliance side of the thing because you order something online and after delivery you end up with another article that has nothing to do with the article you saw online" (Interviewee 1).

All of the factors that we have just identified directly impact the commercial performance of the merchant site, the company must maximize its efforts in order to convince the potential customer to take action. It must seek to reduce these brakes through the offer of different payment solutions, display more data and information for the customer in order to generate their confidence and reduce the perceived risk.

The future conditions for buying online that we were able to identify from the speeches of the respondents are as follows: they cited safety first, then product quality. And finally, the reliability of the site.

5. Conclusion

Globally, electronic commerce has known and is experiencing an exponential development, mainly due to the generalization of access to the Internet. However, the digital transition is not complete and comes up against a number of obstacles that directly impact the profitability and commercial performance of e-commerce sites. The objective of this research was to identify the factors that influence online shopping intention and how can we take advantage of these factors to optimize the business performance of a merchant site. The results of the exploratory qualitative study allowed us to identify the motivations behind the choice of the internet as a purchasing channel on the one hand and the brakes that can block this behaviour on the other. At the end of this study, it is important to assess its managerial scope. Based on the results of the study we can offer the following recommendations:

- Act on certain factors in the design of the site

The design of the site plays an important role insofar as the visitor forms a first impression very quickly in less than a second, hence the usefulness of taking care and mastering the design of the site because this first impression conditions the perception of the site and subsequently the behaviour of the visitor. According to Lemoine (2008) two

essential dimensions can characterize design factors: accessibility and seaworthiness or ease of use.

- The staging of the offer

Setting up a staging allows the Internet user to trust the site, which creates a climate conducive to purchasing. It's about creating well-crafted content to compensate for the intangibility and lack of physical contact with the product. Thus reassure the user of the reliability of the site through the protection of personal data and especially the security of payment. Create a section dedicated to consumer reviews, ratings and comments.

- The visit experience

We must seek to improve the visit experience in a way that promotes the intention to buy, according to Jong et al. (2009) purchase intention is directly influenced by the site's entertaining character, its aesthetics, as well as the degree of pleasure and stimulation associated with the visit.

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