

Determinants of E-commerce in Marketing: A Case of Kathmandu Valley

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Abstract

This study examines the determinants of e-commerce in marketing in the context of Kathmandu Valley. The dependent variable of the study is e-commerce. Similarly, the selected independent variables are customer satisfaction, tailoring, convenience, productivity, phase allowing order and campaign. The primary source of data is used to assess the opinions of the respondents regarding customer satisfaction, tailoring, convenience, productivity, phase allowing order, campaign and e-commerce. The study is based on primary data of 110 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation coefficients and regression models are estimated to test the significance and importance of different determinants of e-commerce in marketing.

The study showed that customer satisfaction has a positive impact on e-commerce. It indicates that higher the level of customer satisfaction, higher would be the use of e-commerce. Similarly, tailoring has a positive impact on e-commerce. It indicates that increase in tailoring leads to increase in the use of e-commerce. Likewise, convenience has a positive impact on e-commerce. It indicates that increase in convenience leads to increase in the use of e-commerce. In addition, productivity has a positive impact on e-commerce. It indicates that higher the productivity, higher would be the use of e-commerce. Further, phase allowing order has a positive impact on e-commerce. It indicates that easy phase allowing order leads to increase in the use of e-commerce. Likewise, campaign has a positive impact on e-commerce. It indicates that increase in campaign leads to increase in the use of e-commerce.

Keywords: customer satisfaction, tailoring, convenience, productivity, phase allowing order, campaign and e-commerce

1. Introduction

The internet has transformed the way business is performed. E-commerce is the business model where transactions and interactions of information and data are primarily conducted between businesses and between customers (Lin *et al.*, 2016). It uses electronic means in order to complete those processes more effectively and efficiently across the spectrum of a business. Social media has changed the business model dramatically in the last ten years. Rather than depending on traditional techniques, customers are increasingly turning to e-commerce to find information about various items and services (Schivinski and Browksi, 2016). People's need for interpersonal contacts has been reflected in the emergence of social media. Social activities have been integrated into the virtual realm of the web through e-commerce networking

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sites. Real-time messaging allows people to share information and make online social connections. This tendency indicates that e-commerce is an important aspect of organizations' online marketing strategies (Marriott *et al.*, 2017).

E-commerce includes financial and non-financial activities such as information dissemination, exchanging information about products and services. Successful e-commerce should be supported by Website design which determines the ability of a business to reap the benefits of online sales. Website has been defined as the e-commerce application of network systems that has become an important phenomenon over the past decade (Zwass, 2003). The availability and reliability of technology infrastructure, including internet access, website hosting, and secure payment gateways, are fundamental to e-commerce. A robust technological backbone is essential for smooth operations. A user-friendly and visually appealing website or mobile app is critical for attracting and retaining customers. A well-designed interface and intuitive navigation can significantly impact e-commerce success. Security is paramount in e-commerce. Customers need to trust that their personal and financial information is safe. Implementing secure socket layer (SSL) certificates and using encryption are essential to protect customer data. As more people shop using mobile devices, ensuring that your e-commerce platform is mobile-friendly is crucial. Responsive design and mobile apps can enhance the mobile shopping experience. Effective digital marketing strategies, including SEO (Search Engine Optimization), social media marketing, email marketing, and content marketing, are crucial for attracting and retaining customers. Efficient order fulfillment, shipping, and returns processes are vital. Customers expect quick and reliable delivery, and a well-structured logistics network can give you a competitive edge. Saleh (2017) showed that m-commerce grew nearly three times faster than e-commerce overall in the United States. The development of customer loyalty is a strategic purpose for most companies and organizations, today most companies try retain customers and attain more share of each customer (Duffy, 2005). Similarly, Tu *et al.* (2012) showed that people can access to information and interact with global business easily whit fast development of e-commerce. Likewise, Hirschheim and Klein (1994) stated that security and privacy is one of the major and important factors of online marketing. For a successful business relationship, security is usually considered as the critical component in the relationship marketing pattern. The customer purchase process consists of three general phases of behavior: pre-purchase, purchase and post-purchase. Further, Agustin and Singh (2005) found that identified trust and/or satisfaction as important ingredients for successful ecommerce transactions. However, existing research has not yet

linked trust and satisfaction theoretically over the longitudinal phases, from pre- purchase through to purchase and then post-purchase, in the electronic commerce context. In addition, Chang (2005) noted that existing research on customer trust and/or satisfaction in electronic commerce transactions has not adequately examined such transactions longitudinally. Meanwhile, Cheung and Lee (2006) showed that trustworthiness of Internet merchant (perceived integrity, perceived competence, and perceived security control) and external environment (third-party recognition and legal framework) have considerable impact on customer trust in internet shopping. Moreover, Oliver (1980) stated the issue of trust may be even more critical in electronic commerce because an internet purchase is based on the customer's confidence in processes that are not transparent online, in contrast to that of traditional brick-and-mortar businesses where trust is based on personal relationships and face-to-face interactions between the customer and the merchant. Hand-in-hand with trust is the second ingredient satisfaction which is a particularly important foundation for a successful long-term relationship. Customer satisfaction is an attitude formed through a mental comparison of the service and product quality that a customer expects to receive from an exchange with the level of quality the customer perceives after actually having received the service/product (Parasuraman *et al.*, 1988).

E-retailers experience difficulty maintaining customer satisfaction despite the recent rapid growth in B2C-e-commerce (Hoffman and Novak, 2000). Although there are certainly challenges shared by both traditional retailers and e-retailers, e-retailers face greater competition due to the fact that on the Internet a competitor is only a click away (Mithas *et al.*, 2007). Due to the ease of surfing websites, retailers face an uphill task in attracting, satisfying and retaining customers. The concept of trust has been widely studied by researchers in many areas such as psychology, sociology, history and political science. However, it remains a difficult concept to define because of its dynamic, evolving and multi-facet nature (Lewicki and Bunker, 1996). Customer loyalty has been defined as a deeply held commitment to rebuy or patronize a preferred product/service consistently in the future, thereby causing repetitive same-brand or same brand-set purchasing, despite situational influences and marketing efforts having the potential to cause switching behavior (Oliver, 1999). Likewise, Kulchitsky (2004) showed that the number of internet users are increasing day after day and it is used in many sectors, especially in conducting business on the internet. Further, Khasawneh and Stafford (2008) argued that because Internet achieves more work without any increase in cost, and improves the quality of services as well. Likewise, Chen (2002) showed that the low level of development of this new channel

meant that the differences between the two decisions were not yet significant, and their principal objective was, therefore, to determine the perceptions which led customers to adopt the Internet as an alternative shopping channel to the offline market. Nevertheless, the growth of e-commerce has made it clear that customer behavior has evolved. As in other types of purchase situations (Sheth, 1998). Similarly, Yu *et al.* (2005) stated that customer behavior does not necessarily remain stable over time since the experience acquired from past purchases means that perceptions change.

E-commerce has a significant impact on the services sector with the greatest prospective for offering online services and transactions. From a business point of view, e-commerce is not restricted to the purchase of a product; it includes communication platforms that a company may offer to its customers over network, from pre-purchase information to after-sale services and support (Todd, 1995). According to Azam *et al.* (2012), several dimensions of e-commerce activity, especially customer perceptions and attitudes towards internet use, customer acceptance and adoption of internet technologies, and customer satisfaction and loyalty to Websites, have been less scrutinized in global comparative studies. Likewise, Kim (2009) found that part of this neglect could be due to the difficulty in obtaining comparable and equivalent constructs for the assessment and evaluation of various attitudinal and behavioral dimensions and relationships. E-commerce has several cases led to a growth of markets in the direction of perfect markets of financial side. The implication of the internet as a market platform facilitates access to information and reduces barriers to access (Spinello, 2000).

In the context of Nepal, Joshi (2019) examined the factors affecting customer satisfaction towards online shopping in Kathmandu Valley. The study revealed that perceived security and online payment process are positively correlated to customer satisfaction. It indicates that higher the level of perceived security and online payment process, higher would be the customer satisfaction. Trust and perceived security of social media networking play important role in customer purchase decision (Aryal, 2012). The popularity of online shopping among Nepalese customers has increased with the cost-reduction of technology-based goods, the cost of internet services and easy access to the internet. At the same time, the convenient modes of payments, user- friendly and interactive shopping apps are further paving a pathway to unprecedented growth in the online shopping companies (Vaidya, 2019). Datta (2011) found that about 18 e-commerce adoption have been conducted in the context of a developed country. Similarly, Kapurubandara (2006) argued that the low e-commerce adoption by tourism organizations in developing countries may have been resulted due to the challenges and lack

of motivators. According to Nikhashemi *et al.* (2013), there is an ease of use, security, payment processing and customer perceived quality has a significant positive effect on enhancing customer satisfaction toward internet shopping.

The above discussion shows that empirical evidences vary greatly across the studies on the determinants of e-commerce in marketing. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the determinants of e-commerce in marketing in the context of Kathmandu valley. Specifically, it examines the relationship of customer satisfaction, tailoring, convenience, productivity, phase allowing order and campaign with e-commerce.

The remainder of this study is organized as follows: Section two describes the sample, data and methodology. Section three presents the empirical results and the final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data. The data were gathered from 110 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on customer satisfaction, tailoring, convenience, productivity, phase allowing order, campaign and e-commerce. The study is based on descriptive and causal comparative research designs.

The model

The model estimated in this study assumes that e-commerce depends on customer satisfaction, tailoring, convenience, productivity, phase allowing order and campaign. Therefore, the model takes the following form:

$$EC = \beta_0 + \beta_1 CS + \beta_2 T + \beta_3 CON + \beta_4 P + \beta_5 PAO + \beta_6 C + e_{it}$$

Where,

EC = E-commerce

CS = Customer satisfaction

T = Tailoring

CON = Convenience

P = Productivity

PAO = Phase allowing order

C = Campaign

E-commerce were measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree

and 5 for strongly agree. There were 5 items and sample items include “the interest of consumers has a huge influence on e-commerce”, “Interest and trust go hand in hand” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.832$).

Customer satisfaction were measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There were 5 items and sample items include “the quality of the products and services are better than the offline services”, “High level of satisfaction towards the products and services in e-commerce” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.865$).

Tailoring were measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There were 5 items and sample items include “E-commerce makes custom made products and services through an online basis”, “This provides a personalized shopping experience” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.810$).

Convenience were measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There were 5 items and sample items include “The delivery time is feasible”, “Use of mobile apps are very helpful in e-commerce” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.774$).

Productivity were measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There were 5 items and sample items include “The order processing is done efficiently”, “Providing support across multiple channels, and offering easy returns and exchanges” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.822$).

Phase allowing order were measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There were 5 items and sample items include “Customers visit an online store to look at the variety of products or services”, “In case of repayment, the process takes a short period” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.811$).

Campaign were measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There were 5 items and sample items include

“E-commerce provides a clear and concise message to consumers”, “The campaign is done through multiple channels, including social media, email, and digital advertising” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.827$).

The following section describes the independent variables used in this study along with the hypothesis formulation:

Customer satisfaction

Customer satisfaction is a measure of how well a company’s products, services, and overall customer experience meet customer expectations. Taherdoost and Madanchian (2021) examined the empirical modelling of customer satisfaction for e-services in cross-border e-commerce. The study stated that strong and reliable tool to create customer interaction in cross-border e-commerce by identifying the various key factors affecting customer satisfaction. Similarly, Gajewska *et al.* (2020) stated that a comparison of the Servqual weighted and unweight results shows that customers valued the guarantee/safety dimension the most. It can therefore be expected that customers perceive e-commerce services with increasing trust and consider them increasingly reliable. Likewise, Ginting *et al.* (2023) found that there is a positive and significant effect of e-service quality on customer satisfaction. Further, Eid (2011) revealed that customer satisfaction is positively influenced by e-commerce. Based on it, the study develops the following hypothesis:

H₁: There is a positive relationship between customer satisfaction and e-commerce.

Tailoring

Tailoring indicates that to make or adapt to suit a special need or purpose the use of E-commerce increased. Muxiddin and Beknazarova (2022) stated that real time tailoring has a positive impact on e-commerce. Similarly, Tahir *et al.* (2018) revealed that tailoring strategies have important role to enhancement of e-commerce industry. Likewise, Albances *et al.* (2019) stated that tailoring has a positive and significant impact on e-commerce. In addition, Nguyen *et al.* (2021) argued that e-commerce and digital service industry should leverage the momentum of change in customers’ motivations and start tailoring their public relation campaigns to address a wider age-range of potential consumers. Based on it, the study develops the following hypothesis:

H₂: There is a positive relationship between tailoring and e-commerce.

Convenience

Convenience is the backbone of e-commerce and a huge reason that online shopping has boomed over the last few years. Choi and Mai (2018)

examined the sustainable role of the e-trust in the B2C e-commerce of Vietnam. The study stated that convenience has a positive influence on e-commerce. Similarly, Madyatmadja *et al.* (2023) showed that convenience has a positive and significant impact on e-commerce. Likewise, Zhang *et al.* (2019) found that convenience, attitude and subjective norm are positively related to the residential intentions towards employing e-commerce for e-waste recycling. Further, Pham *et al.* (2018) revealed that convenience has a positive and significant impact on e-commerce. Based on it, the study develops the following hypothesis:

H₃: There is a positive relationship between convenience and e-commerce.

Productivity

Productivity is a critical determinant of cost efficiency. Morrar *et al.* (2019) examined the role of information and communications technology (ICT) in enhancing service sector productivity in Palestine: An international perspective. The study stated that higher the productivity, higher would be the use of e-commerce for the convenience of the customers. Similarly, Unggara *et al.* (2021) stated that e-commerce is the best way for selling the product which reduce the productivity cost associated with the products. Likewise, Agitha *et al.* (2023) argued that e-commerce is the best system to support the productivity of the household. Further, Hosseini *et al.* (2019) stated that E-commerce is that innovation resources improve certain aspects of productivity that affect firms in terms of internationalization, profitability, and growth. Based on it, the study develops the following hypothesis:

H₄: There is a positive relationship between productivity and e-commerce.

Phase allowing order

Phase allowing order means data is collected so the customer order can be tracked through its lifecycle. Galhotra and Dewan (2020) stated that phase allowing order increased the efficiency of e-commerce platform. Similarly, Santos *et al.* (2017) found that there is a positive relationship between phase allowing order and e-commerce systems. Likewise, Zhu *et al.* (2019) stated that purchase intention is subject to the positive impact of platform situational involvement and trust beliefs in addition to platform enduring involvement. Based on it, the study develops the following hypothesis:

H₅: There is a positive relationship between phase allowing order and e-commerce.

Campaign

An e-commerce advertising campaign is a marketing strategy used by merchants to drive brand awareness, customer loyalty, and ultimately, revenue, through the use of paid media. Konhausner *et al.* (2021) stated

that campaign has a positive impact on e-commerce. Similarly, Sharma (2020) showed that there is a positive relationship between campaign and e-commerce system. Likewise, Yashmi *et al.* (2020) revealed that campaign is the must influencing factor that affect e-commerce platform. Further, Jawaidd and Karim (2021) found that online campaign has a positive and significant impact on e-commerce platform. Based on it, the study develops the following hypothesis:

H₆: There is a positive relationship between campaign and e-commerce.

3. Results and discussion

Correlation analysis

Having indicated the descriptive statistics, Kendall’s Tau correlation coefficients are computed and the results are presented in Table 1.

Table 1

Kendall’s Tau correlation coefficient matrix

This table presents Kendall’s Tau correlation coefficients between dependent and independent variables. The correlation coefficients are based on 110 observations. The dependent variable is E (E-commerce). The independent variables are CS (Customer satisfaction), T (Tailoring), CON (Convenience), PAO (Phase allowing order), and C (Campaign).

Variables	Mean	SD	E	CS	T	CON	P	PAO	C
E			1						
CS	3.943	0.874	0.974**	1					
T	3.964	0.941	0.297*	0.528**	1				
CON	3.922	0.852	0.861**	0.509**	0.497**	1			
P	3.854	0.963	0.734**	0.546**	0.584**	0.521**	1		
PAO	3.967	0.876	0.183	0.404**	0.382**	0.497**	0.539**	1	
C	3.888	0.861	0.605**	0.471**	0.387**	0.381**	0.481**	0.489**	1

Note: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent respectively.

Table 1 shows that customer satisfaction is positively correlated to e-commerce. It indicates that higher the level of customer satisfaction, higher would be the use of e-commerce. Similarly, tailoring is positively correlated to e-commerce. It indicates that increase in tailoring leads to increase in the use of e-commerce. Likewise, convenience is positively correlated to e-commerce. It indicates that increase in convenience leads to increase in the use of e-commerce. In addition, productivity is positively correlated to e-commerce. It indicates that higher the productivity, higher would be the use of e-commerce. Further, phase allowing order is positively correlated to e-commerce. It indicates that easy phase allowing order leads to increase in the use of e-commerce. Likewise, campaign is positively correlated to

e-commerce. It indicates that increase in campaign leads to increase in the use of e-commerce.

Regression analysis

Having analyzed the Kendall’s Tau correlation coefficients matrix, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of customer satisfaction, tailoring, convenience, productivity, phase allowing order and campaign on e-commerce.

Table 2

Estimated regression results of customer satisfaction, tailoring, convenience, productivity, phase allowing order and campaign on e-commerce

The results are based on 110 observations using linear regression model. The model is $EC = \beta_0 + \beta_1 CS + \beta_2 T + \beta_3 CON + \beta_4 PAO + \beta_5 P + e_{it}$, where the dependent variable is EC (E-commerce). The independent variables are CS (Customer satisfaction), T (Tailoring), CON (Convenience), PAO (Phase allowing order), and C (Campaign).

Model	Intercept	Regression coefficients of					Adj. R_bar²	SEE	F-value	
		CS	T	CON	P	PAO				C
1	1.707 (5.978)**	0.602 (8.856)**						0.342	0.506	78.421
2	2.195 (9.394)**		0.498 (8.759)**					0.337	0.508	76.716
3	1.189 (5.303)**			0.712 (13.620)**				0.533	0.417	185.495
4	2.187 (10.793)**				0.611 (10.163)**			0.407	0.48	103.285
5	2.262 (10.589)**					0.486 (9.281)**		0.364	0.497	86.137
6	3.125 (11.285)**						0.311 (6.391)**	0.381	0.443	72.11
7	1.374 (4.971)**	0.382 (4.817)**	0.309 (4.682)**					0.423	0.473	22.049
8	0.703 (2.822)**	0.132 (1.825)*	0.175 (3.052)**	0.531 (8.193)**				0.602	0.393	76.221
9	0.641 (2.734)**	0.159 (2.278)*	0.006 (0.079)	0.462 (7.123)**	0.235 (3.733)**			0.635	0.377	65.715
10	0.638 (2.711)**	0.161 (2.292)*	0.003 (0.034)	0.456 (6.736)**	0.225 (3.182)**	0.023 (0.317)	0.162 (4.618)**	0.632	0.378	52.266

Notes:

- i. Figures in parenthesis are t-values.
- ii. The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- iii. E-commerce is the dependent variable.

Table 2 shows that the beta coefficients for customer satisfaction are positive with e-commerce. It indicates that customer satisfaction has a positive impact on e-commerce. This finding is consistent with the findings of Ginting *et al.* (2023). Similarly, the beta coefficients for tailoring are

positive with e-commerce. It indicates that tailoring has a positive impact on e-commerce. This finding is consistent with the findings of Muxiddin and Beknazarova (2022). Likewise, the beta coefficients for convenience are positive with e-commerce. It indicates that convenience has a positive impact on e-commerce. This finding is consistent with the findings of Pham *et al.* (2018). Further, the beta coefficients for productivity are positive with e-commerce. It indicates that productivity has a positive impact on e-commerce. This finding is consistent with the findings of Hosseini *et al.* (2019). In addition, the beta coefficients for phase allowing order are positive with e-commerce. It indicates that phase allowing order has a positive impact on e-commerce. This finding is consistent with the findings of Zhu *et al.* (2019). Likewise, the beta coefficients for campaign are positive with e-commerce. It indicates that campaign has a positive impact on e-commerce. This finding is consistent with the findings of Jawaid and Karim (2021).

4. Summary and conclusion

E-commerce and M-commerce have been about selling products and services through the means of internet communications. Before the advent of e-commerce, most business transactions are done in the traditional way in physical locations. It has provided new opportunities for the adopters and also enabled them to withstand in national and international business markets. The introduction of ICT has transformed the way business is carried out in today's world. It has also improved customers' contribution through their feedback and hence raised their aspiration levels. The use of e-commerce globally has proved that it is a key factor for economic development. Though e-commerce is an emerging technology, it has been adapted as an innovative approach by many organizations and governments to operate dynamically through digitalization of their business processes. Unlike traditional desktop computer-based electronic commerce (e-commerce), m-commerce allows transactions to be conducted anywhere and anytime through mobile devices over a wireless telecommunication network.

This study attempts to analyze the determinants of e-commerce in marketing: A case of Kathmandu valley. The study is based on primary data with 110 observations.

The major conclusion of this study is that customer satisfaction, tailoring, convenience, productivity, phase allowing order and campaign have positive and significant effect on e-commerce. Effective marketing campaigns can enhance customer engagement. Engagement metrics such as time spent on the site, page views, and interaction with content can be positively correlated with e-commerce success, as engaged customers are more likely to make purchases. Satisfied customers are more likely to engage with e-commerce

businesses, make repeat purchases, and recommend products or services to others. Satisfied customers are more likely to leave positive reviews and recommend e-commerce business to friends and family. The study also concluded that providing a positive order placement experience can contribute to a good reputation for thee-commerce brand, leading to customer trust and loyalty.

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