Factors influencing consumer continuous intention on cross border E-commerce platform

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Abstract
The aim of this paper is to analyze factors affecting consumer continuous intention and relationships between them. In this research was presented a new conceptual framework of the relationship among constructs according to three theories TAM, ECD, IDT. In this study 11 constructs were developed. 24 hypotheses were made and tested on questionnaire data more than 500 respondents from age 18-50 years old. In this study was made 3 analyses: factor analysis, correlation analysis, regression analysis. The author used SPSS version 23 (Statistical Package for the Social Sciences) to do factor analysis and correlation analysis. Also, PLS (partial least squares) to make a regression analysis. The main influencing factors on consumer continuous intention were identified as perceived compatibility, perceived cost, relative advantage, perceived usefulness, network externality, and perceived trustfulness.

Keywords: factors, continuous intention, e-commerce

1. Introduction
Development of new communication technologies, in particular the Internet, changes traditional ideas of the processes happening in society. The Internet is not only a source and way of instant transfer of a large number of information, but also the sphere of the offer and implementation of sale of goods and services in the market. Serve as prerequisites to emergence of Internet trade, first, the change of values of citizens in favor of a consumer way of life demanding new ways of satisfaction of the increasing needs of individuals, secondly, the scientific and technical progress which laid the foundation for a computerization of society and broad penetration of the Internet in the territory of the developed countries [3].

The Internet becomes the arena for involvement of consumers visual image of the desirable, participants of the order of goods online extend in the developed countries. For the first time online stores appear in 1995 in America.

In the middle of the 2000th online stores purchase of goods "blindly", without an opportunity "to feel" hands purchase and to look how the thing sits on the person began to appear. Certainly, it pushes away many people from the order of things on the Internet, but from connection with development of network the Internet more and more people carry out purchases in network on the different websites worldwide.

And why? What factors influence on consumer behavioral intention? Convenience, low price, quality? Why Russian consumers make out orders on cross-border e-commerce platform? What attracts them? I will try to answer these and other questions in my study.

2. Theoretical background
2.1 Theories
In this research were used three theories expectation confirmation theory (ECT), technology acceptance theory (TAM), innovation diffusion theory (IDT). These three theories were used because they are more relevant to this research.

Expectation Confirmation Theory (ECT) is a cognitive theory which seeks to explain post-purchase or post-adoption satisfaction as a function of expectations, perceived performance, and disconfirmation of beliefs. The structure of the theory was developed in a series of two papers written by Richard L. Oliver in 1977 and 1980. Although the theory originally appeared in marketing literatures, it has since been adopted in several other scientific fields, notably including consumer research and information system, among others.

Technology Acceptance Model (TAM) is based on TRA and TPB theories and tries to explain and predict the acceptance of a new technology among prospective users. TAM puts forward the perceived ease of use and perceived usefulness as two main factors while trying to explain the attitude directly and behavioral intention indirectly towards using a technology.

Innovation Diffusion Theory (IDT) is a theory that seeks to explain how, why, and at what rate new ideas and technology spread. Everett Rogers, a professor of communication studies, popularized the theory in his book Diffusion of Innovations; the book was first published in 1962, and is now in its fifth edition (2003). Rogers argues that diffusion is the process by which an innovation is communicated over time among the participants in a social system. The origins of the diffusion of innovations theory are varied and span multiple disciplines. [2].

2.2 Hypothesis development
According to three theories TAM, ECT, IDT author made a new conceptual framework to analyze.

Author used these theories because, according to previous researchers they are more suitable and will help to analyze factors in details.

Based on ECT factors were measured by expectations, satisfaction. According to TAM factors were measured by perceived usefulness, perceived ease of use, perceived cost, perceived variety, perceived trustfulness. Based on IDT

relative advantage, perceived compatibility, network externality and continuance intention used.

Also, according to new conceptual framework the author found 24 corresponding hypotheses, which are listed and justified below.

(1) Relationship between expectation and perceived ease of use, perceived usefulness.

According to previous researches, we can suggest that expectation positively impacts perceived usefulness and ease of use. Consequently, H1 and H2 were developed as follows.

H1: There is a positive effect of expectation on perceived ease of use.

H2: There is a positive effect of expectation on perceived usefulness.

(2) Relationship between expectation and perceived compatibility.

According to Rogers (1983) study, we can definitely assert that perceived compatibility influence on expectations. Perceived compatibility is the degree to which a new technology meets the habits, values and needs of the potential adopter. Perceived compatibility with previous values and habits has been identified as one of the main attributes of a new technology or application that determine its acceptance by users. This study show that perceived compatibility is directly related to the expectations of e-commerce users, the frequency of use of the platform, and the expectation of gaining valuable experience [17].

H3: There is a positive effect of expectation on perceived compatibility.

(3) Relationship between expectation and perceived variety

According to previous researches we can assume that expectations negatively influence on perceived variety.

Perceived variety represents a psychological experience that gives rise to and supports and individual well-being. Some researches propose, that in perceived variety exists a moment when variety raises doubts and regrets due to the avoidance mechanisms. After the moment of regret, the positiveness of the consumption experience decreases due to stress, disappointment, detachment from the process or expected regret caused by increased expectations or inability to estimate product and to make a proper choice. Despite the fact that the consumer has felt enough variety to increase his expectations, he ignores other options, and thereby "becomes infected" with feelings of doubt, stress, regret and disappointment, or prefers to disconnect from the process before the expected regret. [15].

H4: Expectation negatively effects on perceived variety.

(4) Relationship between expectation and perceived cost.

According to Zeithaml research of 1988, we can surely affirm that expectation positively related with perceived cost. The research proposes that the channel purchase intentions depend on the expectations of value, a tradeoff between the perceived benefits and costs derived from using channels for purchasing. To compare both channels from a consumer perspective, the concept of perceived value is chosen, as it represents a consumer's overall assessment of the utility based on perceptions [19].

H5: There are a positive effect of expectation on perceived cost.

(5) Relationships between expectation and perceived trustfulness.

There are some studies, confirming positive attitudes between expectations and trustfulness.

Perceived trustfulness is the consumers perception of the uncertainty and potential adverse consequences of buying the internet banking service. Internet trust enables favorable expectations that the internet is reliable and predictable and that no harmful consequences will occur if the online consumer uses the internet as a transaction medium for his financial transactions [16]. Consequently, the author developed the following hypotheses.

H6: There is a positive effect of expectation on perceived trustfulness.

(6) Relationships between perceived ease of use and perceived usefulness.

Several researchers have confirmed, that there is a positive relationship between perceived ease of use and perceived usefulness. According to Davis (1989), perceived usefulness directly influences intention, but perceived ease of use indirectly influences intention through usefulness. [10]. Gefen and Straub (2000) talk about this relationship extensively, demonstrating that much of the time, perceived ease of use influences intention through perceived trustfulness. [12]. Consequently, H7 was developed as follows.

H7: There is a positive effect of perceived ease of use on perceived usefulness.

(7) Relationship between perceived compatibility and perceived usefulness.

Some studies have notified, that compatibility was capable of affecting the perceived usefulness. Several previous researches were examined the consistence of users' needs, values and past experiences to make a purchase, and the compatible innovation as one determinant of perceived as useful, the results identified that there was a positive relationship between usefulness and intention to adopt an application. Consequently, H8 was developed as follows.

H8: There is a positive effect of perceived compatibility and perceived usefulness.

(8) Relationship between perceived ease of use, perceived usefulness and relative advantage.

The results of previous researches demonstrate that perceived usefulness, perceived ease of use and relative advantage are related but distinct constructs. In particular, relative advantage fully mediates the effect of perceived usefulness of existing technology on the intention to use a new technology, and partially mediates the effect of perceived usefulness of the new technology on the intention to use it. [8]. Consequently, H9, H10 were developed as follows.

H9: There is a positive effect of perceived ease of use on relative advantage.

H10: There is a positive effect of perceived usefulness on relative advantage.

(9) Relationship between perceived compatibility and relative advantage.

According to Rogers relative advantage refers to "the degree to which an innovation is perceived as being better than the idea that it supersedes". Compatibility is the "degree to which an innovation is perceived as consistent with the existing values, past experiences, and needs of potential adopters". Perceived compatibility has the strongest impact on use intention, followed by perceived complexity and relative advantage [17].

Consequently, H11 were developed as follow.

H11: There is a positive effect of perceived compatibility on relative advantage.

(10) Relationship between perceived variety and relative

advantage.

In general, relative advantage of an innovation is positively related to perceived variety [17]. In Agarwal and Prasad study (1998) was showed that relative advantage of an innovation is positively related to perceived variety too.

According to this researcher, H12 was developed as follow.

H12: There is a positive effect of perceived variety on relative advantage.

(11) Relationship between perceived costs and relative advantage.

According to previous researches we can suggest that these two variables positively influence on each other.

H13: There is a positive effect of perceived costs on relative advantage.

(12) Relationships between perceived trustfulness and relative advantage.

Perceived trustfulness was defined by Bauer (1960) as a term of the uncertainty and consequences associated with a consumer's action. Perceived trustfulness, therefore, is a function of the unexpected results of adoption and an outcome that deviates from expectation. [5].

According to previous researches, we can assume that perceived trustfulness negatively effects on relative advantage.

H14: Perceived trustfulness negative associated with a relative advantage.

(13) Relationships between perceived ease of use, perceived usefulness and satisfaction.

Perceived ease of use and perceived usefulness of an application will decrease as user satisfaction decreases. Researches into novice expert differences has strongly implied that user interface changes that aid novices tend to impair experts. The research has shown that the expectations and responses of experienced users are different than that of novice users. According to previous researches we can surely approve that perceived ease of use, perceived usefulness and satisfaction influence on each other.

Consequently, H15, H16 were developed as follows.

H15: There is a positive effect of perceived ease of use on satisfaction.

H16: There is a positive effect of perceived usefulness on satisfaction.

(14) Relationship between perceived compatibility and satisfaction.

According to previous research which proves that perceived compatibility can positively influence on satisfaction, we can suggest this hypothesis. [6].

H17: There is a positive effect of perceived compatibility on satisfaction.

(15) Relationships between perceived variety and satisfaction.

Based on evidence that varied experiences are innately stimulating and rewarding, researchers have examined perceptions of perceived variety and found them to be instrumental in maintaining positive emotions derived from an activity through a direct relationship to satisfaction. In their recent paper they suggested that through varied experiences satisfaction is bolstered by virtue of prolonging the positive emotions derived from an activity [18]. According to previous researchers we can instantly prove that perceived variety positively effect on satisfaction.

H18: There are a positive effect of perceived variety and satisfaction.

(16) Relationships between perceived cost and satisfaction.

According to Hamza Salim., Sameer M., research, we can be sure that perceived cost positively effect satisfaction. The results from this study provide empirical support, suggesting that perceived cost fairness influences customer satisfaction. The analysis also suggests, that customer satisfaction and loyalty are two important antecedents of cost acceptance.

H19: Perceived cost has a positive effect on satisfaction.

(17) Relationships between perceived trustfulness and satisfaction.

Risk and trust concepts are significant to comprehend the customer's evaluating and decision making to choose a particular brand. Perceived trustfulness is so powerful in the customer behavior, because customers are motivated to avoid making mistakes more than maximizing the purchasing utility. [13].

Johnson in 2008 had found two-sided correlation between the satisfaction and perceived trustfulness. They noted, that perceived trustfulness has influence on the satisfaction and on the other hand, satisfaction affects the perceived trustfulness in future transaction.

According to previous studies we can suggest hypothesis 20.

H20: There is a negative correlation between perceived trustfulness and satisfaction.

(18) Relationships between relative advantage and satisfaction.

Relative advantage, compatibility and complexity are the three most important attributes from the innovation adoption literature that either positively or negatively affect the rate of adoption [17]. In this context, a meta-study by Tornatzky and Klein (1982) showed that only the innovation attributes of relative advantage, compatibility and complexity consistently influenced innovation. Innovation attribute of relative advantage is expected to directly affect consumer satisfaction. According to this research, we can suggest that relative advantage influence on satisfaction.

H21: There are a directive effect of relative advantages on satisfaction.

(19) Relationships between perceived usefulness and continuance intention.

According to previous researches we can assume, that perceived usefulness has a significant effect on continuance intention.

H22: There is a positive effect of perceived usefulness on continuance intention.

(20) Relationships between satisfaction and continuance intention.

According to Oliver, (1981), Bitner (1990), LaBarbera and Mazursky (1983) researchers we can suggest the relationships between satisfaction and continuance intention.

H23: There is a positive effect of satisfaction on continuance intention.

(21) Relationships between network externality and continuance intention.

According to Zhou, Li and Liu (2015), Zhou and Lu (2011) researches, we can affirm that network externality can directly influence customers continuance intention.

H24: There is a positive effect of network externality on continuance intention.

The conceptual framework, which depict the proposed relationship among construct is shown in Figure 1.
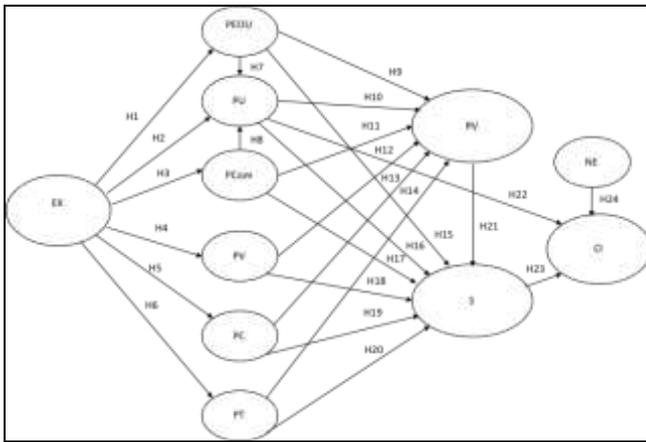
Fig 1: The Conceptual Framework of the Relationship Among Constructs

3. Methodology
3.1 Measurements
In this study 11 constructs were developed as shown in Table 1. Based on ECT factors were measured by expectations, satisfaction. According to TAM factors were measured by perceived usefulness, perceived ease of use, perceived cost, perceived variety, perceived trustfulness. Based on IDT relative advantage, perceived compatibility, network externality and continuance intention were used. All items for the eleven constructs were measured on a "five- point" Likert scale, ranging from "strongly disagree" to "strongly agree". Based on existing research, three items represent general questions. In addition, this study includes six items pertaining to socio-demographics (i.e., gender, age, education, marital status, income, occupation). Three academic experts in e-commerce were asked to assess whether the items were appropriate to measure factors. Also, we did pretest and more importantly we asked to make notes on the questionnaire during the pretest if someone have any suggestions, comments, questions.

3.2 Data collection
In this study were made 3 analyses: factor analysis, correlation analysis, regression analysis.
We used SPSS version 23 (Statistical Package for the Social Sciences) to do factor analysis and correlation analysis. Also, was used PLS (partial least squares) to make a regression analysis.
At first, we did factor loading analysis in order to find reliability data, Cronbach's alpha, mean. Secondly, we made correlation analysis to find AVE, reliability, discriminant validity, square root. Third, we used PLS to do regression analysis. We found beta value, t-statistics and checked hypothesis are they significant or not.

4. Results and hypotheses-testing

4.1 Measurement model
All 34 items used to measure the independent and dependent variables in this study. Their factor loadings were greater than 0.7 as shown in Table 1. All 11 constructs (perceived usefulness, perceived ease of use, perceived cost, perceived compatibility, perceived variety, perceived trustfulness, expectations, satisfaction, relative advantage, network externality, continuance intention) exceeded the minimum requirements of reliability, convergent validity and discriminant validity as show in Table 2. Specifically, all Cronbach's Alphas were greater than 0.7, demonstrating that all constructs were satisfactorily reliable. The composite reliability scores were greater than 0.7 and square root of average variance extracted (AVE) was greater than each inter-construct correlation coefficient. Also mean result was more than 3 less than 7. Accordingly, all the values we have computed and deemed acceptable.

Table 1: Confirmatory factor analysis of measurement model

Constructs	Factor loading	Mean	Min	Max	SD
PEOU1	0.756		3	7	
PEOU2	0.768	4.09	3	7	0.560
PEOU3	0.767		3	7	
PU1	0.814		3	7	
PU2	0.820	4.35	3	7	0.463
PU3	0.810		3	7	
PCom1	0.814		3	7	
PCom2	0.859	4.28	3	7	0.638
PCom3	0.854		3	7	
PV1	0.946		3	7	
PV2	0.955	4.31	3	7	0.534
PV3	0.932		3	7	
PC1	0.852		3	7	
PC2	0.907	4.12	3	7	0.731
PC3	0.864		3	7	
PT1	0.812	3.39	3	7	0.630
PT2	0.794		3	7	
EX1	0.831		3	7	
EX2	0.782	3.95	3	7	0.782
EX3	0.818		3	7	
RV1	0.875		3	7	
RV2	0.895	3.79	3	7	0.730
RV3	0.855		3	7	
S1	0.775		3	7	
S2	0.794	4.26	3	7	0.400
S3	0.864		3	7	
S4	.0859		3	7	
NE1	0.901		3	7	
NE2	0.925	4.38	3	7	0.486
NE3	0.915		3	7	
CI1	0.904		3	7	
CI2	0.891	4.46	3	7	0.487
CI3	0.818		3	7	

Table 2: Reliability and discriminant validity (entire group)

Constructs	AVE	Correlation of the constructs										
		1	2	3	4	5	6	7	8	9	10	11
(1) PEOU	0.583	0.763										
(2) PU	0.663	-.008	0.814									
(3) PV	0.891	.395**	.128	0.944								
(4) PCom	0.709	-.125	.334**	-.006	0.842							
(5) PC	0.765	-.005	-.009	-.003	.243**	0.874						
(6) PT	0.644	-.110	.135	.190**	.351**	.265**	0.803					

		1	2	3	4	5	6	7	8	9	10	11
(7) EX	0.657	-.015	.155*	.099	.365**	.204**	.418**	0.810				
(8) RV	0.765	.182**	.074	.094	-.084	-.033	-.182**	.114	0.875			
(9) S	0,678	.102	.185**	-.082	.053	.133	-.104	-.060	.486**	0.823		
(10) NE	0.834	-.125	.-083	-.201**	-.076	.028	-.342**	-.209	.174*	.369**	0.913	
(11) CI	0,760	-.061	.176*	-.321**	.290**	.211**	-.137	.037	.112	.423**	.403**	0.871
Cronbach's		0.733	0.792	0.977	0.879	0.875	0.814	0836	0.910	0.915	0.970	0.954
Composite Reliability		0.807	0.855	0.961	0.88	0.907	0.784	0.851	0.907	0.894	0.938	0.904

4.2 Structural model

The structural model analyzes the relationships among the variables and the significance of these relationships. To test all hypothesis, we employed partial least squares (PLS) program. Difference between all variables were tested. Across all respondents the model resulted in an R or explained variance of 0,0% for expectations, 6,3% for perceived ease of use,13,9% for perceived usefulness,13,8% for perceived compatibility,0,7% for perceived variety,5,4% for perceived costs,17,4 % for perceived trustfulness,8 % for relative advantage, 35% for satisfaction,39,9 % for continuous intention and 0,0% for network externality.

Note: * - p < 1.65; ** - p < 1.97; *** - p < 2.6

Fig 2: Results of the research model for the entire group

As shown in Figure 2, expectations significantly influences on perceived compatibility (H3: beta 0,371, t – value 6.321,supported), expectations on perceived cost (H5: beta 0,232, t-value 2.8, supported), expectation significantly influences perceived trustfulness (H6: beta 0,418, t-value 7.09,supported), perceived compatibility significantly influences on perceived usefulness (H8: beta 0,366,t-value 4.9,supported), perceived usefulness on satisfaction (H16: beta 0,173,t-value 2.5,supported), perceived cost on satisfaction (H19: beta 0.140,t-value 2.21,supported), relative advantage significantly influences on satisfaction (H21: beta 0,478, t-value 6.7,supported),perceived usefulness influence on continuance intention (H22:beta 0.157,t-value 2,6,supported),satisfaction influence on continuance intention (H23:beta 0,303,t-value 4.8,supported),network externality influence on continuance intention (H24: beta 0,322,t-value 5,supported).

Finally, according to regression analysis we confirmed only 10 hypotheses (H3, H5, H6, H8, H16, H19, H21, H22, H23, H24). It means that another 14 hypothesis wasn't write and business have to consider that.

5. Discussion, recommendations and conclusion

The intention of this thesis was to analyze factors influencing consumer continuous intention from the technology-oriented perspective since customers need to interact with technology along every step of the online shopping. I testified the relationships between the variables (expectations, perceived ease of use, perceived usefulness, perceived cost, perceived variety, perceived trustfulness, perceived compatibility, relative advantage, continuous intention, network externality) which were assumed to influence on customer continuous intention on cross - border e-commerce platform. To realize this thesis' main intention, self-administered questionnaire was conducted via web-based and a collection of the most relevant literatures were gathered to help answering the research question of this paper.

The measurement of variables was derived from technology acceptance model (TAM), expectation confirmation theory (ECT), innovation diffusion theory (IDT). They were chosen because of the frequent adoption by previous studies in gamification study. TAM was taken to predict customer intention to perform a target behavior. ECT was chosen to analyze post purchase, post adoption satisfaction and expectation. IDT was used because it explained the rate new ideas and technology spread and also to analyze perceived compatibility and relative advantage variables.

3 analyses were made in this paper. At first, factor analysis which helped to find mean of each variable. It showed that almost each variable has mean greater than 4 which indicate that respondents have positive intentions towards predictors and also the reliability of the questionnaire was proved to have high internal consistency where each has alpha more than 0.7. After that correlation analysis was made, in order to find square root, AVE, reliability. Then regression analysis was executed to test all hypothesis.

Not all hypotheses were supported, only 10 (H3, H5, H6, H8, H16, H19, H21, H22, H23, H24). Based on regression analysis relationships between expectation on compatibility, expectation on perceived trustfulness and relative advantage on satisfaction are stronger determinants than others. The relationships between consumer expectation and their respective variables: perceived usefulness, perceived cost, perceived compatibility and perceived trustfulness have a significant positive impact on consumer satisfaction.

Finally, figured out what factors influence on consumer behavioral intentions. According to the results of analysis the main influencing factors on consumer continuous intention were perceived compatibility, perceived cost, relative advantage, perceived usefulness, perceived trustfulness, satisfaction, network externality, continuance intention.

6. Practical implication

Because of growing market segments on online platform this study gives businesses practical insights related to the significant relationship between perceived cost and satisfaction. For example, quality and price attitude is very important for customers and satisfaction directly depends on

price. Accordingly, to this factor marketers can pay more attention to cost policy. Also, this research provides online businesses useful insights about the highly significant effects of expectation on perceived trustfulness. In other words, these businesses should make online purchasing save, consider all possible risks and secure customers privacy, confidentiality. Also, this study provides other useful insights according to supported relationships between perceived usefulness and satisfaction and relationships between perceived usefulness and continuance intention. It means that businesses should make online platforms more entertaining, exciting, informative, resourceful, intelligent, knowledgeable in order to satisfy costumers needs and persuade consumer continue to buy. That is, businesses should add enjoyment in the promotion of web - sites. According to relationships between relative advantage and satisfaction. It means that products and goods on online platform have to be presented improved performance when compared to other options, savings in time and efforts.

Also, this research provides other useful insights according to supported relationship between expectation and perceived cost. Importance of expectation explain businesses that marketing should be based largely on consumer expectation. Which means that businesses communicate the qualities that make their products and services attractive to their targeted audience. The expectation customers have typically based on actions they value as important when they interact with a company. Before businesses can personalize their products and services companies have to understand how their customers use those products and services.

This study provides practical insights according to supported relationship between expectation and perceived compatibility. Perceived compatibility directly related to the expectation of e-commerce users, the frequency of use of the platform, and the expectation of gaining valuable experience.

This study could prove useful in identifying not only consumer perceptions, but also in helping firms that are interested in adopting e-commerce to develop effective online retail strategies in Russia.

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