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Supporting sustainability by promoting online purchase through enhancement of online convenience

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Abstract
Online purchases can support environmental sustainability by reducing the number of shopping trips. The purpose of this article is to understand how online convenience may be used to increase online purchase intention and therefore contribute to environmental sustainability. Employing a snowball sampling technique data from 226 Chinese respondents were used with Least Squares Structural Equation Modelling (PLS-SEM) to test the research hypotheses. Findings suggest that customers with experience have a strong effect on the relationship between service convenience and customer satisfaction. It is also found that satisfied customers desired to stay longer and are willing to pay more. From a theoretical point of view, this study fills several gapes by extending previous work that investigates the impact of online convenience on customer satisfaction and behavioral intention by revealing the novelty impact on the willingness to pay and desire to stay. From a managerial standpoint, the findings help managers considering doing businesses or planning to do businesses in China and for companies committed to reducing their carbon footprint in understanding how they can use online convenience to stimulate online purchases among their clients and consequently becoming more environmentally friendly and socially responsible.

Keywords Service convenience · Online shopping experience · Online customer satisfaction · Behavioral intention · Willingness to pay more · Environmental sustainability

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1 Introduction

The capability to ease consumers' time, energy, and effort when purchasing has been coined as service convenience (Farquhar and Rowley 2009; Seiders et al. 2007). Online convenience, on its hand, can be considered a form of service convenience and it has been one of the main supporters of an individual's readiness to adopt online purchasing (Jiang et al. 2013). Online purchase can be regarded as a more environmentally sustainable option as it reduces trips to multiple physical stores (Bertram and Chi 2018; Edwards et al. 2009, 2010; Van Loon et al. 2014), supporting a more sustainable supply chain management (Rajesh 2020b). Globally, governments are revising their policies to assure more environmental behavior from companies and consumers (Sharma et al. 2019). In this fight, companies could become an important ally by promoting online purchase. However, there are still many customers that are not buying online because they are inexperienced in the use of the channel (Liebermann and Stashevsky 2002; Soopramanien 2011). Experience is therefore crucial to forming customers' perceptions, regarding their expectations about online retailers (Pappas et al. 2014; Xiao et al. 2019) since rewarding experiences with online shopping significantly produces positive attitudes in both the pre- and post-purchase stages (Frambach et al. 2007; Giannakos et al. 2011), and these may contribute for the overall firm's sustainability performance (Rajesh 2020a). Prior studies provide practical evidence for the positive impact of experience on both customer satisfaction and willingness to repurchase (Tsao et al. 2016). In fact, consumers with low online experience feel more fear about online shopping (Holloway et al. 2005) and are worse judging the advantages and dangers of products (Soopramanien 2011) as experienced online shoppers display higher levels of perceived access convenience when compared to less experienced online shoppers who tend to get more anxious (Bernard and Makienko 2011; Wan et al. 2012).

Service convenience (SVC) is highly relevant for online retailers as it influences shoppers' preferences and perceptions about the service and promotes buyers' satisfaction (Ostrom et al. 2015). Prior studies on online shopping have treated the service convenience as a predictor variable, jointly with customer service, loyalty, and trust, all affecting outcome variables such as customer satisfaction, behavioral intention, repurchase intention and e-word of mouth (Colwell et al. 2008; Duarte et al. 2018; Jiang et al. 2013; Kaura et al. 2015; Seiders et al. 2007). The investigation has long approved the positive effect of service convenience components, namely upon service experience and consumer satisfaction (Benoit et al. 2017; Leonard 2016). However, few studies have focused on the online environment to investigate the relationship between online service convenience, online customer satisfaction, behavioral intention, willingness to pay more (WPM), and desire to stay (DTS) on the online store. Given this limited nature in the scope of existing research, the main objective of this study is to extend prior research by investigating the influence of SVC on customer satisfaction to purchase products and services in the online market. Additionally, the study examines the role of the online shopping experience as a moderator of the relationship between service convenience and online customer satisfaction, and the link between the later and behavioral intention, wiliness to pay more, and desire to stay.

2 Theoretical background

Service convenience is a major element influencing shoppers' adoption of online shopping (Roy et al. 2017); therefore it is not surprising that online retailers made significant investments reinforcing online convenience aspects of their service offerings, which will

additionally grant them improvements in their reputation among stakeholders and shareholders by diminishing their digital footprint (Rajesh 2020a). From the consumer point of view, Mathiyazhagan et al. (2019) indicate that convenience is among the biggest challenges for green products. As a result, SCV became of significant interest to both retailers and researchers. Recent research found that there is still no consensus on the component of online convenience (Duarte et al. 2018). Based on an online perspective (Beauchamp and Bednarz 2010) develop a general concept of convenience, which is similar to online convenience. More recently Jiang et al. (2013) developed five categories model for SCV: access, search, evaluation, transaction, and possession/post-purchase convenience, based on the customer decision-making process. These categories were later used by Duarte et al. (2018) to study the role of online convenience in online consumer behavior among Portuguese young consumers. SCV dimensions, as suggested by Berry et al. (2002), were extensively applied, namely by Colwell et al. (2008) in Canadian cellular and web services, in the Indian grocery retail by Aagja et al. (2011), and in the Indian banking sector and mobile services by Kaura (2013) and Roy et al. (2018).

2.1 Online service convenience concept and dimensions

Convenience represents an indicator of the time and effort consumers must apply when buying products. Today, consumers feel that they have less time available and therefore favor sellers offering the best convenience-based offer in terms of search, access, acquisition, and use (Bhatnagar et al. 2000). A significant part of the investigation on e-commerce has treated convenience as one more of the predictor variables (Colwell et al. 2008); however, shopping convenience is a major motive for consumers to access online retailers' websites (Jayawardhena et al. 2007), Researchers pointed out that online service convenience provides customers with time-saving and minimization efforts (Jiang et al. 2013), then consumers with larger time constraints are more likely to focus on convenience when purchasing or consuming a service (Berry et al. 2002).

It is accepted that convenience comprises numerous facets and that service convenience is multidimensional (Brown 1990; Duarte et al. 2018). Based on Jiang et al. (2013) five dimensions model for SVC, in the following sections, each dimension is discussed and the study hypotheses are proposed.

2.1.1 Access convenience

Access convenience (ACC) refers to increased control provided to buyers to save time and energy in reaching the service (Farquhar and Rowley 2009). Prior research has mentioned that experienced online shoppers display superior perceived access convenience when compared to inexperienced online customers (Bernard and Makienko 2011; Chen et al. 2009). Access convenience is a prerequisite for all other types of consumer shopping convenience because if a customer is not able to access the provider, then he/she will never have the chance to use the service (Duarte et al. 2018; Seiders et al. 2000). However, access convenience is only part of shopper's evaluation of a retailer's online shopping convenience. Based on this, we propose that there is a positive relationship between the customer's perception of access convenience and customer satisfaction (H1a).

2.1.2 Search convenience

Search convenience portrays the shopper's assessment of the time and energy needed to find and decide on the products they wish to buy (Beauchamp and Ponder 2010; Dabholkar 1996). Search convenience can, therefore, be conceptualized as the degree of user-friendliness of a retailer web site to enable shoppers to easily find what they are looking for (Benoit et al. 2017). Online shoppers can search for products and contrast prices without physically visiting numerous locations (Jiang et al. 2013). Past literature acknowledged that the more efficient is the retailers attempt in facilitating customers' product searches, the quicker and easier it becomes the customer's journey (Kollmann et al. 2012). Accordingly, search convenience assists shoppers throughout the shopping process by helping them shape the buying decision (Beauchamp and Ponder 2010). Thus, the increase of search convenience efficiency has a positive effect on customer satisfaction and customer behavioral attitude (Beauchamp and Ponder 2010; Roy et al. 2018; Seiders et al. 2000). Therefore, it is proposed that there is a positive relationship between the customer's perception of search convenience and customer satisfaction (H1b).

2.1.3 Evaluation convenience

Evaluation convenience represents how easy consumer can understand product descriptions by using various presentation aspects on the retailer's website (Jiang et al. 2013). Using the available elements and tools, the consumer must be able to get detailed information about the product and check other consumers' comments and reviews on their own experience with the product before ordering (Jiang et al. 2013). A recent study provides evidence that evaluation convenience has a significant effect on customer satisfaction (Duarte et al. 2018). Accordingly, it is proposed that there is a positive relationship between the customer's perceptions of evaluation convenience and customer satisfaction (H1c).

2.1.4 Transaction convenience

Colwell et al. (2008) indicate that transaction convenience involves the perception of time and energy needed to conclude the service purchase. Previous studies have shown that flexible transactions process increases online customer efficiency and the customer can complete shopping without waiting in the queue (Wolfinbarger and Gilly 2012). Online buyers are in virtual checkouts where they can finish the business deal by themselves when ready (Gupta et al. 2017). Yet, special attention should be devoted to payment, since complex payment methods repeatedly inhibit online buyers from concluding the purchase at the last moment (de Kerviler et al. 2016; Javadi et al. 2012), generating negative effects on customer satisfaction (Chang and Polonsky 2012). Consequently, we propose that there is a positive relationship between the customer's perceptions of transaction convenience and customer satisfaction (H1d).

2.1.5 Possession and post-possession convenience

Possession convenience is about ensuring that customers obtain desired products within reasonable time and effort (Seiders et al. 2000). In an online setting, customers must wait for the orders to be handled, dispatched, and delivered before taken ownership of the product (Beauchamp and Ponder 2010; Duarte et al. 2018). Furthermore, failure of on-time

delivery, risks of incomplete orders, damaged goods have also negative effects on the online experience (Houston et al. 1998; Jiang et al. 2013). The following stage, the post-possession involves the experience of the consumer when he/she needs to contact the retailers after the sale is complete to initiate a customer service claim (Berry et al. 2002; Gwinner et al. 1998; Seiders et al. 2007; Zeithaml et al. 2013). Hence, it is proposed that there is a positive relationship between both the customer's perceptions of possession (H1e) and post-possession (H1f) and customer satisfaction.

2.1.6 Decision convenience

Decision convenience is a key part of the decision-making process when consumers have to decide among the multiple sources from whom they should purchase a specific service (Yang 2012). Lloyd et al. (2014) argue that decision convenience is even significant before the service exchange and Zeithaml et al. (1996) stress the importance of common fate, in consumer's perceived degree of avoidance of time and effort to make the decision or whether to use a service or not. The positive link between decision convenience and customer satisfaction has been suggested, however, the positive impact was reported by Thuy (2011), and a negative effect was described by Chang and Polonsky (2012). Thus, we propose that there is a positive relationship between the customer's perceptions of decision convenience and customer satisfaction (H1g).

2.2 Outcomes of convenience

Overall customer satisfaction is the result of a post-consumption evaluation involving both cognitive and affective components (Ameer 2013; Jun et al. 2004; Mano and Oliver 1993). Several researchers showed that post-consumption satisfaction is positively influenced by online store convenience and, therefore, by SVC (Hsu et al. 2010; Koo et al. 2008; Thuy 2011). When customers enjoy the benefit of a convenient and easy service satisfaction increases and they tend to use them again (Hsu et al. 2010). Indeed, service convenience has a positive effect on online customer satisfaction through behavioral intentions (Duarte et al. 2018; Jiang et al. 2013; Lloyd et al. 2014; Roy et al. 2018). Therefore, it is proposed that there is a positive association between customer's satisfaction and behavioral intentions (H2).

Prior studies find that overall service convenience also improves behavioral intentions through satisfaction (Colwell et al. 2008; Duarte et al. 2018; Roy et al. 2018; Seiders et al. 2007). Lee and Lin (2005) suggest that satisfaction has a positive effect on the intention to repurchase.

Willingness to pay refers to the maximum amount of money a customer is willing to spend on product or service (Cameron and James 1987; Jedidi and Zhang 2002; Krishna 1991). In recent studies by Pham and Ahammad (2017) advocated that customer satisfaction is an important predictor for willingness to pay more. However, other researchers found that some customers are not interested in willing to pay more even though they are satisfied in their previous purchases (Homburg et al. 2005; Kushwaha and Kaushal 2016; Pham and Ahammad 2017). Accordingly, we propose that there is a positive relationship between customer satisfaction and willingness to pay (H3).

At the same time, online retailers need to understand consumers' desire to stay longer because satisfied customers stay longer and the more they stay the more they are expected to spend (Kim et al. 2007). Previous studies have provided empirical support for the

significant relationship between satisfaction and desire to stay. According to Bitner (1992), customers respond to a service based on their level of satisfaction through the service offer, and their desire to stay with that service increases when they are satisfied (Lam et al. 2011). The literature also acknowledges that greater satisfaction and the quality of service increase the time of stay and intention to revisit (Fiore et al. 2000; Wakefield and Blodgett 1996; Yalch and Spangenberg 1990). Thus, it is proposed the existence of a positive association between customer satisfaction and the desire to stay (H4).

3 The moderating role of online shopping experience

The online shopping experience is the process of acquiring knowledge and experience used for analyzing, searching, and comparing products and services online (Wan et al. 2012). Researchers argue that online purchases are risky than offline purchase (Goyal et al. 2013; Laroche et al. 2005) but customers with increased online experience are better evaluators of the advantages and threats, namely the ones related to personal information leakage and unauthorized use their credit cards (de Kerviler et al. 2016; Falk et al. 2007; Soopramanien 2011) which lead them to feel less hesitant to shop online (Bernard and Makienko 2011; Javadi et al. 2012). Experienced online customer goes online more often because of self-confidence they have built (Tsao et al. 2016; Yeo et al. 2017). Additionally, a customer with a superior online shopping experience is expected to convey a greater desire to stay. Yeo et al. (2017) anticipate that experience in online shopping significantly affect customer convenience motivation. However, if a consumer is not able to conveniently approach the retailer, then he/she has not the chance to use the service and evaluate it. Based on this we propose that the positive influence of: (a) access; (b) search; (c) evaluation; (d)transaction (e) possession; (f) post possession; (g) decision convenience on customer satisfaction is moderated by online experience (H5).

Table 1 summarizes the hypotheses for the current investigation.

A graphical representation of the conceptual model is presented in Fig. 1.

4 Methodology

4.1 Data collection instrument

The data for the current research were assembled using an online questionnaire comprising 52 questions. The questionnaire was developed and made available in December 2018 and was online for 10 weeks. As target respondents were Chinese and the original scales were in English, the questionnaire was translated to Chinese by an expert. The purpose of translating the questionnaires to Chinese was to avoid misunderstanding and increase the response rate.

4.2 Measures

Two new items were developed for analyzing desire to stay (“I am getting more product information to stay long at this online store” and “I can find a more verity option for spending a long time at this online store”). Equally for willingness to pay two items were also developed (“I do not bother to pay more to make sure the company provides

Table 1 Summary of the hypotheses

	Variables and nature of the relationship			References
H1a	Access convenience	+ →	Satisfaction	Bernard and Makienko (2011), Berry et al. (2002), Chang and Polonsky (2012), Duarte et al. (2018), Roy et al. (2018), Seiders et al. (2000), Thuy (2011), Wan et al. 2012)
H1b	Search convenience	+ →	Satisfaction	Beauchamp and Ponder (2010), Duarte et al. (2018), Jiang et al. (2013), Kollmann et al. (2012), Roy et al. (2018), Seiders et al. (2000)
H1c	Evaluation convenience	+ →	Satisfaction	
H1d	Transaction convenience	+ →	Satisfaction	Beauchamp and Ponder (2010), Berry et al. (2002), Colwell et al. (2008), de Kerviler et al. (2016), Gupta et al. (2017), Javadi et al. (2012), Jiang et al. (2013), Seiders et al. (2000), Wolfinbarger and Gilly (2012)
H1e	Possession convenience	+ →	Satisfaction	Beauchamp and Ponder (2010), Duarte et al. (2018), Gwinner et al. (1998), Houston et al. (1998), Jiang et al. (2013), Lloyd et al. (2014), Seiders et al. (2000, 2007)
H1f	Post-possession convenience	+ →	Satisfaction	
H1g	Decision convenience	+ →	Satisfaction	Berry et al. (2002), Lloyd et al. (2014), Roy et al. (2018), Seiders et al. (2007), Thuy (2011), Yang (2012), Zeithaml et al. (1996)
H2	Satisfaction	+ →	Behavioral Intention	Duarte et al. (2018), Hsu et al. (2010), Jiang et al. (2013), Koo et al. (2008), Lloyd et al. (2014), Mano and Oliver (1993), Roy et al. (2018), Thuy (2011)
H3	Satisfaction	+ →	Desire to stay	Bitner (1992), Fiore et al. (2000), Homburg et al. (2005), Kim et al. (2007), Krishna (1991), Kushwaha and Kaushal (2016), Lam et al. (2011), Pham and Ahammad (2017), Siu et al. (2012), Wakefield and Blodgett (1996)
H4	Satisfaction	+ →	Willingness to pay	
H5	Experience	+ →	Satisfaction	Bernard and Makienko (2011), de Kerviler et al. (2016), Duarte et al. (2018), Forsythe and Shi (2003), Goyal et al. (2013), Holloway et al. (2005), Javadi et al. (2012), Khalifa and Liu (2007), Liebermann and Stashevsky (2002), Menon and Kahn (2002), Pappas et al. (2014), Roy Dholakia and Zhao (2010), Soopramanien (2011), Tsao et al. (2016), Yang (2012)

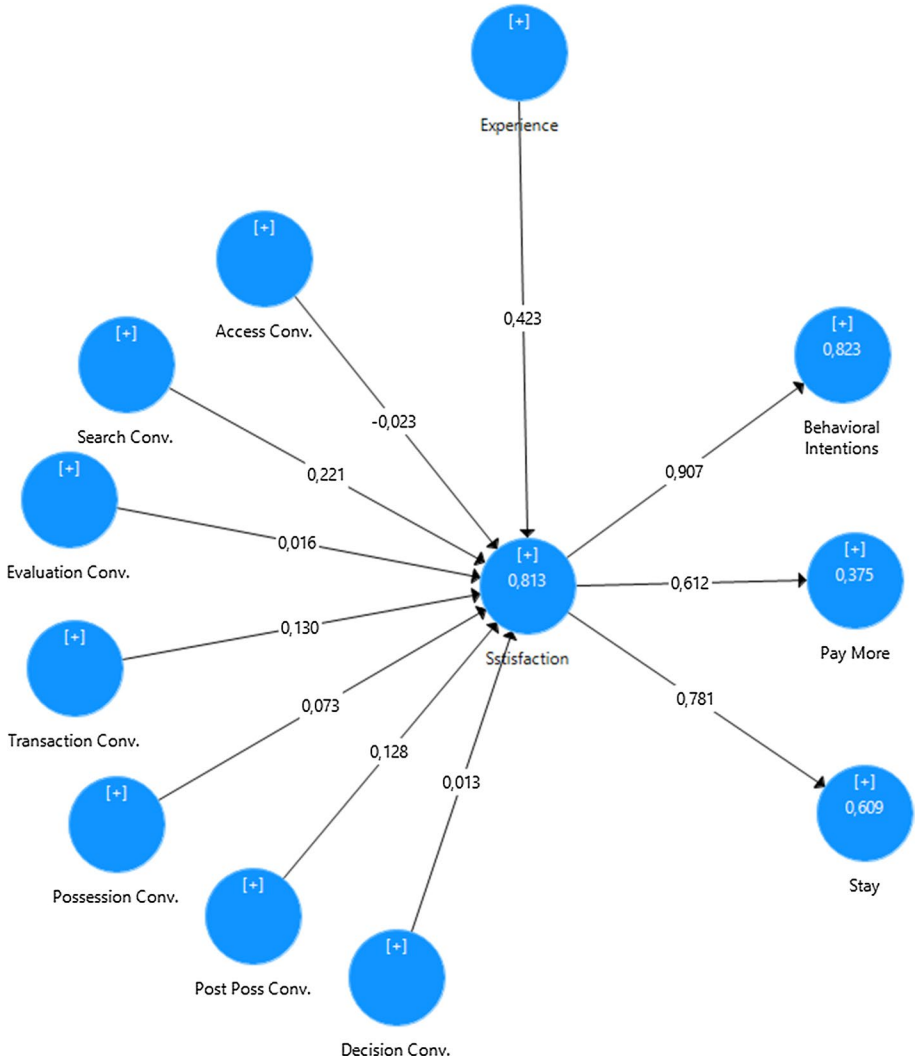

Fig. 1 Results for the research model

the warranty or guaranty" and "I do not bother to pay more make sure product includes insurance facility"). The scales for other constructs were borrowed from previously validated multi-item reflective scales. The measurement items for service convenience (access; search; evaluation; transaction; possession; post-possession; decision) was adapted from Beauchamp and Ponder (2010), Jiang et al. (2013), Colwell et al. (2008), and Seiders et al. (2007). Customer satisfaction items were adapted from Khalifa and Liu (2007) and Colwell et al. (2008). Behavioral intention items were derived from Hsu et al. (2006), Jiang et al. (2013), and Khalifa and Liu (2007). The items for willingness to pay more were copied from Fathi et al. (2016) and the desire to stay items came from Baker and Wakefield (1998). Finally, online experience items were sourced from Chiu

et al. (2009) and de Kerviler et al. (2016). The details on the measures are reported in Table 2. All items were evaluated using a seven-point Likert scale anchored in 1 representing "strongly disagree" and 7 "strongly agree".

4.3 Sample

The form was distributed among university students, non-academic staff, and faculty staff and posted in online forums. Respondents were asked to participate voluntarily, so no reward was offered for the contribution. The survey was deployed using the snowball technique in which individuals are asked to share the survey among their contacts. A total of 235 responses were obtained but 9 responses were eliminated since the respondents had not made online purchases in the last 6 months. The final sample is composed of 226 valid responses. The respondents were 58% females and 42% males, mostly aged between 20 and 30 years old (73.9%), almost all (94.2%) holding a college degree.

5 Results

The analysis of the proposed model was conducted using a two-step approach. Firstly, the measurement model is assessed using the Partial Least Squares-path modeling technique (PLS-Path) through SmartPLS 3.2.1 (Ringle et al. 2015) to confirm the quality of the measures. After assuring the quality of the measures, in the second step, the structural model is evaluated.

5.1 Measurement model evaluation

To assess the measurement model for reflective constructs, indicators individual contribution, composite reliability, constructs validity, and discriminant validity should be confirmed. Table 2 shows that all constructs present adequate internal consistency, as well as satisfactory levels of Average Variance Extracted (AVE) above the recommended threshold of 0.5. Considering the guidelines by Hulland (1999) the indicators with loadings above 0.7 are acceptable. The results show that all factor loadings except one comply with the 0.7 threshold. Since multicollinearity may create unstable solutions the variance inflation factor (VIF) test was performed. The results show that only 5 constructs were slightly high the more conservative benchmark of 5, however well below the less conservative limit of 10.

To assess discriminant validity two approaches were considered: the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT). Table 3 shows that despite some minor violations the majority of the constructs present satisfactory discriminant validity.

Likewise, the Heterotrait–Monotrait Ratio (HTMT) of correlation analysis (Henseler et al. 2015) (Table 4) shows that some of the values exceed to predefined threshold 0f 0.9. Despite small violations that will impose additional care to the interpretation of the findings, the measurement model reveals adequate quality for carrying on the second phase of the analysis, the structural model evaluation.

5.2 Structural model analysis

Figure 1 graphically presents the model path coefficients.

Table 2 Measures and measurement model evaluation

Construct/dimension/item	VIF	Weights	Loadings	Cronbach alpha	CR	AVE
Access convenience (ACC)				0.952	0.966	0.875
Could shop anytime I wanted. (ACC1)	5.568	0.269	0.944			
I could order products wherever I am. (ACC2)	4.318	0.268	0.919			
The website is always accessible. (ACC3)	7.511	0.272	0.957			
The website was easy to find. (ACC4)	5.193	0.259	0.922			
Search convenience(SEA)				0.937	0.952	0.799
It was easy to navigate the website. (SEA1)	3.705	0.230	0.892			
I could find what I wanted without having to look elsewhere. (SEA2)	4.369	0.229	0.817			
The website provided useful information. (SEA3)	4.236	0.230	0.914			
It was easy to get the information I needed to make my purchase decision. (SEA4)	3.408	0.213	0.877			
Product classification is easy to follow. (SEA5)	2.882	0.216	0.867			
Decision convenience (DC)				0.957	0.969	0.887
Information received made it easy to choose what to buy. (DC1)	6.100	0.267	0.951			
Making up my mind about what to buy was easy. (DC2)	6.416	0.268	0.953			
The information was very clear and easy to read. (DC3)	4.384	0.257	0.928			
The service provider let me know the exact cost or special offers. (DC4)	4.663	0.270	0.934			
Transaction convenience (TRA)				0.885	0.917	0.691
Flexible payment methods. (TRA1)	3.165	0.257	0.882			
The check-out process was fast. (TRA2)	3.570	0.265	0.902			
My purchase was completed easily. (TRA3)	3.384	0.278	0.896			
It did not take a long time to complete the purchase process. (TRA4)	2.152	0.222	0.11			
I felt safe to provide my personal and private data. (TRA5)	1.511	0.166	0.632			
Possession convenience (POS)				0.933	0.950	0.792
My order was delivered in a timely fashion. (POS1)	5.488	0.234	0.936			
The goods were delivered Undamaged. (POS2)	4.229	0.223	0.916			
I received all items I ordered. (POS3)	4.525	0.221	0.913			
I was properly notified of my order status. (POS4)	4.673	0.238	0.924			

Table 2 (continued)

Construct/dimension/item	VIF	Weights	Loadings	Cronbach alpha	CR	AVE
It took a minimal amount of effort on my part to get what I wanted. (POS5)	1.678	0.207	0.747			
Post-possession convenience (PPOS)				0.894	0.934	0.825
It was easy to take care of returns and exchanges with the retailer. (PPOS1)	3.267	0.400	0.932			
Retailers take care of product exchanges and returns promptly. (PPOS2)	2.224	0.344	0.876			
Any after-purchase problems I experience are quickly resolved by the retailer. (PPOS3)	3.075	0.356	0.916			
Evaluation convenience (EVA)				0.909	0.937	0.787
I could find a detailed product specification. (EVA1)	3.535	0.291	0.910			
I could find both text and graphics in the product information(EVA2)	3.608	0.275	0.909			
I could find sufficient information to identify different products. (EVA3)	3.078	0.313	0.910			
The presence of price information in product listings. (EVA4)	2.001	0.244	0.816			
Satisfaction (STA)				0.938	0.956	0.844
I am satisfied with my overall experiences of online shopping. (STA1)	4.517	0.282	0.935			
I am satisfied with the pre-purchase experience of this retailer(e.g., product search, quality of information about products, product comparison)(STA2)	3.885	0.277	0.924			
I am satisfied with the purchase experience of this retailer(e.g., ordering, payment procedure)(STA3)	4.019	0.271	0.923			
I am satisfied with the post-purchase experience of this retailer (e.g., customer support and after-sale support, handling of returns/refunds, delivery care)(STA4)	3.006	0.258	0.893			
Behavioral intentions (BEHA)				0.948	0.960	0.828
I encourage others to shop online at this retailer (BEHA1)	4.723	0.224	0.916			
I will continue to shop online at this retailer. (BEHA2)	3.958	0.228	0.907			
I will use this retailer website more often for online purchases. (BEHA3)	5.851	0.226	0.943			
I help other customers when they do not know how to find this retailer. (BEHA4)	4.374	2.217	0.909			
I intend to acquire product information from the online shopping site that I regularly use(BEHEA)	3.038	0.204	0.873			
Desire to stay (STAY)				0.918	0.942	0.802
I like to stay at this company as long as possible(STAY1)	2.396	0.313	0.876			
I enjoy spending time at this company. (STAY2)	2.834	0.272	0.889			

Table 2 (continued)

Construct/dimension/item	VIF	Weights	Loadings	Cronbach alpha	CR	AVE
I am getting more product information to stay long at this online store. (STAY3)	4.279	0.275	0.923			
I can find a more verity option for spending a long time at this online store. (STAY4)	3.533	0.258	0.894			
Willingness to pay (PAY)				0.918	0.938	0.752
I do not bother to pay more to make sure the product delivered on time. (PAY1)	4.774	0.194	0.862			
I do not bother to pay more to make sure the goods transported to the right place. (PAY2)	4.298	0.199	0.841			
I do not bother to pay more to make sure the product is not fake. (PAY3)	2.230	0.271	0.833			
I do not bother to pay more to make sure the company provides the warranty or guaranty. (PAY4)	3.869	0.259	0.904			
I do not bother to pay more make sure product includes insurance facility. (PAY5)	3.657	0.230	0.895			
Experience (EXP)				0.952	0.963	0.840
I have a great deal of experience in online shopping. (EXP1)	5.531	0.225	0.938			
I have been exposed to online purchasing very frequently in the past. (EXP2)	4.105	0.230	0.919			
I am familiar with the different possibilities to use the online purchase. (EXP3)	5.122	0.215	0.929			
I frequently update my knowledge about the functionalities of the online purchase. (EXP4)	3.682	0.197	0.888			
I am very confident in using online shopping. (EXP5)	3.968	0.224	0.914			

Table 3 Discriminant validity

Construct	ACC	BEHA	DC	EVA	EXP	PAY	POS	PPOS	SEA	SAT	STAY	TRA
ACC	**0.936**											
BEHA	0.773	**0.910**										
DC	0.788	0.815	**0.942**									
EVA	0.739	0.755	0.824	**0.887**								
EXP	0.706	0.839	0.783	0.740	**0.917**							
PAY	0.517	0.598	0.592	0.523	0.672	**0.867**						
POS	0.844	0.833	0.881	0.799	0.770	0.546	**0.890**					
PPOS	0.691	0.738	0.796	0.743	0.734	0.537	0.826	**0.908**				
SEA	0.875	0.808	0.850	0.882	0.758	0.560	0.863	0.746	**0.894**			
SAT	0.749	0.907	0.807	0.783	0.847	0.612	0.819	0.778	0.820	**0.919**		
STAY	0.591	0.821	0.652	0.646	0.770	0.638	0.648	0.622	0.662	0.781	**0.896**	
TRA	0.816	0.817	0.864	0.850	0.766	0.562	0.905	0.825	0.873	0.826	0.638	**0.831**

The square root of the average variance extracted (AVE) is reported in bold between on the main diagonal

ACC access convenience, *BEHA* behavioral intentions, *DC* decision convenience, *EVA* evaluation convenience, *EXP* experience, *PAY* willingness to pay, *POS* possession convenience, *PPOS* post-possession convenience, *SEA* search convenience, *SAT* satisfaction, *STAY* desire to stay; *TRA* transaction convenience

Table 4 Heterotrait–monotrait ratio (HTMT)

Construct	ACC	BEHA	DC	EVA	EXP	PAY	POS	PPOS	SEA	SAT	STAY	TRA
ACC												
BEHA	0.812											
DC	0.824	0.855										
EVA	0.789	0.808	0.881									
EXP	0.738	0.879	0.817	0.791								
PAY	0.532	0.628	0.616	0.555	0.708							
POS	0.892	0.885	0.932	0.867	0.814	0.572						
PPOS	0.746	0.800	0.859	0.821	0.792	0.581	0.905					
SEA	0.925	0.855	0.897	0.952	0.799	0.587	0.922	0.811				
SAT	0.790	0.960	0.850	0.842	0.894	0.647	0.875	0.848	0.873			
STAY	0.626	0.875	0.691	0.699	0.819	0.691	0.696	0.682	0.708	0.836		
TRA	0.867	0.879	0.932	0.938	0.825	0.608	0.992	0.925	0.946	0.896	0.697	

ACC access convenience, *BEHA* behavioral intentions, *DC* decision convenience, *EVA* evaluation convenience, *EXP* experience, *PAY* willingness to pay, *POS* possession convenience, *PPOS* post-possession convenience, *SEA* search convenience, *SAT* satisfaction, *STAY* desire to stay, *TRA* transaction convenience

Looking at the direct effect (Table 5) it is possible to notice that post-possession convenience (0.0128, $t=2.114$, $p=0.035$), search convenience (0.221, $t=2.237$, $p=0.025$), and experience (0.423, $t=5.307$, $p=0.000$) have a positive effect on satisfaction thus confirming H_{1f}, H_{1b}, and H_5. For its turn, satisfaction presents a positive impact on behavioral intention (0.907, $t=55.410$, $p=0.000$), willingness to pay more (0.612, $t=10.987$, $p=0.000$), and desire to stay (0.781, $t=17.391$, $p=0.000$) therefore

confirming H_2, H_3, and H_4. However, opposite to the initial predictions access convenience (0.023, $t=0.304$, p = 0.761) (H_{1a}), evaluation convenience (0.016, $t=0.230$, $p=0.818$) (H_{1c}), transaction convenience (0.130, $t=1.468$, $p=0.142$) (H_{1d}), possession convenience (0.073, $t=0.651$, $p=0.515$) (H_{1e}), decision convenience (0.013, $t=0.157$, $p=0.875$) (H_{1g}) does not present a significant direct impact on satisfaction.

The results (Table 5) show that experience has a significant positive effect on the relationship between all the components of service convenience and customer satisfaction (0.423, $t=5.307$, $p=0.000$), supporting H_5. Hypothesis six (H_6) predicts that customer satisfaction has a positive effect on behavioral intention when the online experience is high. Table 6 confirms the result ($t=5.239$, $p=0.000$) and consequently, H_6 is supported. Table 6 also shows that experience has a significant positive effect on the relationship between customer satisfaction and willingness to pay ($t=4.693$, $t=0.000$) supporting H_7, a major positive impact on the relationship between customer satisfaction and the desire to stay ($t=4.811$, $p=0.000$) (H_8).

Following the guidelines by Cohen (1988), it can be concluded that experience ($f^2=0.314$) has a medium effect size on customer satisfaction and for the satisfaction to behavioral intention ($f^2=4.654$), willingness to pay ($f^2=0.600$) and desire to stay ($f^2=1.559$) had a large effect. The remaining relationship can be interpreted as having small effects.

Furthermore, results confirm the indirect effects of search convenience ($t=2.233$, $p=0.026$), post-possession convenience ($t=2.121$, $p=0.034$) and experience ($t=5.239$, $p=0.000$) on the behavioral intention, pay more and stay through satisfaction (Table 6).

Table 7 shows the path coefficient values and statistical significance, and variance explained (R^2) for endogenous constructs.

Models with a good fit should have a Standardized Root Mean Square Residual (SRMR) less than 0.10 being values under 0.08 desirable. As shown in Table 8 model presented an SRMR of 0.062, which indicates a good fit.

Table 5 Effects on endogenous variables (direct effect)

Direct effect on endogenous variables (hypotheses)				Direct effect	*t* statistic	*p* values	f^2	Hypothesis validation
Access Conv	H1a	→	Satisfaction	0.023	0.304	0.761	0.001	Not supported
Search Conv	H1b	→	Satisfaction	0.221	2.237	0.025	0.027	Supported
Evaluation Conv	H1c	→	Satisfaction	0.016	0.230	0.818	0.000	Not supported
Transaction Conv	H1d	→	Satisfaction	0.130	1.468	0.142	0.011	Not supported
Possession Conv	H1e	→	Satisfaction	0.073	0.651	0.515	0.003	Not supported
Post Poss Conv	H1f	→	Satisfaction	0.128	2.114	0.035	0.023	Supported
Decision Conv	H1g	→	Satisfaction	0.013	0.157	0.875	0.000	Not supported
Satisfaction	H2	→	Behav. intentions	0.907	55.410	0.000	4.654	Supported
Satisfaction	H3	→	Stay	0.781	17.931	0.000	1.559	Supported
Satisfaction	H4	→	Pay more	0.612	10.987	0.000	0.600	Supported
Experience	H5	→	Satisfaction	0.423	5.307	0.000	0.314	Supported

t(4999) one-tailed test based on bootstrap procedure with 5000 resamples; $p<.05$

Table 6 Indirect effects on endogenous variables

Indirect effects on endogenous variables			Original sample	Sample mean	Standard deviation	*t*-statistic	*p* values
Access Conv	→	Behavioral intentions	−0.020	−0.023	0.067	0.304	0.761
Access Conv	→	Pay more	−0.014	−0.016	0.046	0.303	0.762
Access Conv	→	Stay	−0.018	−0.020	0.058	0.304	0.761
Decision Conv	→	Behavioral intentions	0.012	0.008	0.077	0.157	0.875
Decision Conv	→	Pay more	0.008	0.006	0.052	0.156	0.876
Decision Conv	→	Stay	0.010	0.007	0.066	0.157	0.875
Evaluation Conv	→	Behavioral intentions	0.015	0.011	0.065	0.230	0.818
Evaluation Conv	→	Pay more	0.010	0.007	0.044	0.229	0.819
Evaluation Conv	→	Stay	0.013	0.009	0.056	0.229	0.819
Experience	→	Behavioral intentions	0.384	0.385	0.073	5.239	0.000
Experience	→	Pay more	0.259	0.260	0.055	4.693	0.000
Experience	→	Stay	0.331	0.332	0.069	4.811	0.000
Possession Conv	→	Behavioral intentions	0.066	0.076	0.101	0.651	0.515
Possession Conv	→	Pay more	0.045	0.051	0.069	0.647	0.517
Possession Conv	→	Stay	0.057	0.065	0.087	0.650	0.516
Post Poss Conv	→	Behavioral intentions	0.116	0.115	0.055	2.121	0.034
Post Poss Conv	→	Pay more	0.078	0.077	0.037	2.093	0.036
Post Poss Conv	→	Stay	0.100	0.099	0.048	2.103	0.036
Search Conv	→	Behavioral intentions	0.200	0.202	0.090	2.233	0.026
Search Conv	→	Pay more	0.135	0.136	0.062	2.165	0.030
Search Conv	→	Stay	0.172	0.174	0.078	2.209	0.027
Transaction Conv	→	Behavioral intentions	0.118	0.118	0.080	1.471	0.141
Transaction Conv	→	Pay more	0.080	0.080	0.055	1.454	0.146
Transaction Conv	→	Stay	0.102	0.101	0.069	1.474	0.141

t(4999) one-tailed test based on bootstrap procedure with 5000 resamples; $p < .05$

6 Discussion and implications

This study empirically examines the direct effect of service convenience on satisfaction, and the link between satisfaction and behavioral intention, willingness to pay, and desire to stay. Prior research that examined convenience has mostly focused on the association with consumer satisfaction, behavioral intentions, and word-of-mouth (Jiang et al. 2013). The current study added new outcomes such as willingness to pay and desire to stay. Besides, this article also verified the moderating effect of experience on the relationship of service

Table 7 *R* square for endogenous constructs

Constructs	R^2	Sample mean	Standard deviation	*t*-statistics	*p* values
Behavioral intentions	0.823	0.823	0.030	27.812	0.000
Pay more	0.375	0.378	0.068	5.541	0.000
Satisfaction	0.813	0.821	0.035	23.534	0.000
Stay	0.609	0.612	0.067	9.042	0.000

Table 8 Goodness of fit criteria

Fit criteria	Saturated model	Estimated model
SRMR	0.062	0.071
D_{ULS}	5.429	7.155
D_G	3.065	3.234
Chi-Square	3582.127	3720.624
NFI	0.789	0.780

HI95 = 95% of bootstrap quantile. Model assessment criteria: SRMR < 95% of bootstrap quantile (HI95 of SRMR), D_{ULS} < 95% of bootstrap quantile (HI95 of d_{ULS}) and d_G < 95% of bootstrap quantile (HI95 of d_G)

convenience with customer satisfaction, as well as customer satisfaction with behavioral intention, willingness to pay more, and desire to stay.

The results for $H_{1b,f}$ indicate that search and post-possession convenience influence customer satisfaction in the Chinese customer perspective. This result is also supported by previous studies (Jiang et al. 2013) for online shoppers in Hong Kong, suggesting that Chinese customers value more the aspects of convenience outcome (search and post-possession). The fact that it can save time and effort physically visiting various locations to locate their desired product and most online retailers in China rigid return guaranteed only permit exchange. Access, evaluation, transaction, possession, and decision convenience ($H_{1a,\ c,\ d,\ e,\ g}$) do not suggest a significant effect on customer satisfaction through behavior intention, willingness to pay more, and desire to stay. Being this a puzzling result, the authors questioned a small number of Chinese online shoppers just to shed some light on the results. The interviews indicated that customers already enjoyed the benefits of online activities and online retailers offering detailed product specification and easy evaluation already established. After purchasing the online payment method is convenient and simple, whole check out process takes less than minutes and customer can easily notify the order status of the product which convenience making easy to take decision what to buy. This would be explaining why Chinese online customers more advanced aspects of service convenience and insignificant influence upon satisfaction. These interesting findings are similar to Chang and Polonsky (2012) and Duarte et al. (2018) who found that decision, access, search and transaction convenience did not influence customer satisfaction. In fact, Duarte et al. (2018) established a relation between evaluation and customer satisfaction. The findings confirmed that online experience moderates the relationship of service convenience with customer satisfaction (H5). Based on these findings it is possible to state that more experienced customers are better prepared to evaluate the benefits and risk of the product or service.

6.1 Theoretical implications

From a theoretical point of view, the current study fills several gapes. The studies extend the previous work on the associations to service convenience by verifying the meaningful impact of online shopping convenience on customer satisfaction and behavioral intention, which reveal the further importance of an effect on the willingness to pay more and desire to stay. We included a new antecedent of decision convenience which extending the lead into a willingness to pay and desire to stay. The result of this study indicates that customer satisfaction had a strong direct effect on behavioral intention. These results confirm Seiders et al. (2007). Furthermore, customer satisfaction had a strong direct effect on willingness to pay and desire to say. These results also confirm by Pham and Ahammad, (2017) and Siu et al. (2012).

Moreover, this study reassesses the framework proposed by Duarte et al. (2018) by testing with a new sample the different levels of online convenience influence customer satisfaction, behavioral intention; and extends it by considering the moderating effect of online experience filling the gap raised by the fragmented research done on this topic. Pappas et al. (2014) had already examined the power of experience on satisfaction, intention to repurchase, and found a significant effect of online experience on customer satisfaction and repurchase intention. However, they miss studying the effect of customer satisfaction on behavioral intention, willingness to pay, and desire to stay which was investigated by Lam et al. (2011) and Siu et al. (2012) but they do not examine the moderating effect of the online experience.

Online experience shows the strongest effect on satisfaction and behavioral intention. This result supports Venkatesh et al. (2003) who investigated the moderating effect of experience on behavioral intention, although they used different antecedents. The relationship between online customer satisfaction and willingness to pay is stronger when the experience is high. Findings suggest that satisfied customers willing to pay more, this result consistent with Pham and Ahammad (2017). Similarly, a significant effect was found between customer satisfaction and the desire to stay and online experience. This may be elucidated by the reality that experience customers might be expected to convey a greater desire to stay rather than those who are less experienced online shopping.

6.2 Managerial implications

The current findings also have interesting insights for online retail managers. Firms need to understand that experience customers are more sensitive to their decision than inexperienced customers (Cheema and Papatla 2010) and the findings confirm that online experience effect of service convenience on customer satisfaction. The results establish that online experience has a stronger effect on satisfaction, behavioral intention, willingness to pay more, and desire to stay online store. Thus, companies should develop, and support actions aimed at increasing the online experience of individuals. Positive feelings toward online shopping experience are more intense if online retailers offer competitive prices, flexible payment methods, on-time delivery, quick purchase process, and user-friendly website, which can influence and impact their behavioral intention, willingness to pay, and desire to stay. Based on the findings it is recommended that online retailers should be the aware of the effect of these factors to attract inexperienced customers and increase the satisfaction of current consumers to nurture their willingness to pay more and loyalty. Finally,

considering that measuring sustainability performance has become increasingly important for firms (Rajesh 2020b; Rajesh and Rajendran 2020) the current findings are particularly important for the companies committed to reducing their carbon footprint in understanding how they can use online convenience to stimulate online purchases among their clients and consequently becoming more environmentally friendly and socially responsible.

7 Limitations and future research

One comprehensible limitation of this study is the small size of the sample. Although the authors tried to reach maximum respondents from different areas in China, the feedback was poor, and many respondents were students. Future studies should consider addressing these limitations by increasing the sample size allowing for more robust conclusions. Also, data are limited to customers in China, so future studies could also examine the effects in other fast-growing online shopping markets to validate the current findings.

The measurement of the SCV, access convenience, transaction convenience, evaluation convenience, possession convenience, and decision convenience may be improved, as better measures could lead to different results for sub hypotheses of H1. Therefore, future research could use more precise instruments to measure these five dimensions of convenience. The current investigation did not use demographic variables in the model, however, it will be important to asses them in future researches with larger samples. It is expected that future studies may address this limitation. Moreover, since this study addressed online shopping in general, future research could compare the results using a multigroup approach based on the type of company or product as well as focusing on real behavioral outcomes rather than consumer intentions.

Lastly, according to the current results, search convenience and post-possession convenience display a significant influence on customer satisfaction, thus several research questions deserve further investigation, for instance: does adopt a "post-possession convenience" and "search convenience" based strategy will improve performance in emerging markets? Which characteristics should a company fulfill to effectively use such the SCV approach? Which ones would be more effective in reducing environmental footprint and more likely to improve the firm's reputation from the consumer point of view?

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