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The Difference Between Shopping Online Using Mobile Apps and Website Shopping: A Case Study of Service Convenience

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Abstract: **With the strong and fast growth of the mobile applications and the web, customers have learned to freely access to all information about companies and products, offering customers with a variety of choices from where to find online services and products in anywhere and anytime. A high level of convenience on online shopping has become an important strategic motivating strength for online market in order to providing a competitive service satisfying and to preserve and promote the intention of consumer. The purpose of this study is to investigate if there is any statistical different in mean value regarding the shopping online via mobile apps and online website based on four major factors namely: search convenience, access convenience, service recovery convenience and behavioural intention to use. The data collected from 143 participants and analyzed using SPSS. The results of data analysis illustrated that the customers feel more comfortable using mobile apps for online shopping than online website in term of search convenience, access convenience and service recovery convenience. On the other hand, this study finds there is no significant difference in customers behavioural intention to use mobile application and website for shopping online. This study limited to four factors only, future researchers could investigate the different between both mobile apps and website shopping in term of trust and risk and may investigate more types of service recovery convenience. The service recovery is key factor to gain the costumer trust and that will lead to increasing the costumer's loyalty. Future researchers shall consider the detailed variables of service recovery such as: time to response, types of service failure and they way to response to each service failure.**

Keywords: Access convenience; search convenience, behavioural intention, online shopping

I. Introduction

Today, people rapidly start using various online platform for online shopping [1, 2]. Purchasing online products allows customers to purchase services and products at anyplace even in rural areas at any time. Purchasing online products helps consumers to reduce the time and efforts used for shopping and save money when purchasing products online [3, 4]. The development of e-commerce brings us with several online purchasing portals in different shape as e-commerce or m-commerce. Nowadays, customers have switched from normal shopping to online sites such as Amazon.com and ebay.com and many more for gain more discounts and shopping convenience [5]. However, it is important to identify the reasons that customers choose to visit an online store it term of mobile shopping or website shopping [6].

The value of e-commerce usage is increasing rapidly and now it shifts to the virtual world more. Many researchers have been reviewed different dimensions in measuring online shopping facilitation, which typically meant to develop measurement scale based on the available media [7]. Previous literatures claimed that service / product selling process in e-commerce generally consists of pre selling service, (comparison offering, product development and information mode) transaction (finance and trade), post selling service, and physical order fulfillment [8]. Mostly the previous research investigates the service in one type of platform, at either website shopping or mobile shopping, but comparing the different between them still yet investigated.

Several previous researches have confirmed that online service quality illustrated by identifying a dimensions of service comfort such as unique feature with dimension like

information in depth and richness, and security, information browsing, and facilitation in interactivities usage [9, 10]. Though service comfort strategy for the accomplishment of online market is vital, unfortunately, previous literatures have gave less intention in their studies to the important factors of online purchasing comfort [7, 11]. Studying the service convenience is very important to service providers: the service convenience influences the way service firms' customers choose to reuse it, as well as influence the consumers perceptions and service experience. It effects the customers' experience along with the way of how they perceived satisfaction.

Service convenience was theoretically introduced as a multidimensional construct [12] encompassing the dimensions of: post-benefit, benefit, transaction access and decision convenience. Therefore, the dimensions of service convenience shown an influence on post purchase outcomes such as satisfaction, referral and repurchase intentions and re-spending in online shopping context [13, 14]. Prior research [14] has claimed that service convenience has a positive effect on the customers perceived service experience and that will lead to improve the customer satisfaction and loyalty.

Previous research suggested that it is important for managers and future researchers to investigates outcomes of using an app, emphasizing the relevance of the identified dimensions [15].To succeed in the rapidly growing and highly competitive e-commerce environment, it is important to understand the continued usage behaviour of online shopping customers as they relate to enhancing customer conversion and retention [16]. Although, there is generally a lack of research on the implementation of smartphone apps in the service delivery process [15]. Hence, there is a need to investigate the different between shopping online using website and mobile apps, because the use of mobile shopping is increasing rapidly and easier than website shopping but people still using both depends on how convenience the function they are using.

This study implemented online shopping convenience factors that has been developed by previous researchers [17]. This study used four main factors namely: access convenience, search convenience, service recovery convenience and behavioural intention to use. Continued usage and adoption of online shopping might be measured by how convenience is costumer with online shopping. Even though, convenience has received relatively little attention in marketing literature, and efforts to develop a valid and comprehensive measure of it have been limited [18]. As discussed above, the internet users increased rapidly, and the online shopping. On the overhand, we can see that the online market now is huge, and people start ordering everything online including daily grocery needs. Since the usage is increased and the marketing and online business became more popular, we still need an answer for a question of what is the convenience level that costumer perceived when purchased online products from website or from mobile apps? From here, this study aims to investigate three major convenience variables (search convenience, access convenience and service recovery convenience) and the costumer's behavioural intention to use website and mobile apps for shopping by measuring the different between website shopping and mobile shopping. This study considered a multidimensional construct of service convenience and we hope to contribute to the literature by investigating how these factors contribute to the overall usage of online web and mobile shopping.

Related Work and Research Hypothesis

Relying on the literature review, it is necessary to explore the variations in attitudes of consumers toward online shopping [3]. many scholars are concerned in understanding the influence of convenience on the behaviour of the consumer, the latest experimental studies show that convenience affects critical marketing consequences, which includes purchase behaviour and customer evaluation [18]. Consistent measurement and representation is particularly useful in contexts of service, where it is challenging to deliver and standardize convenience.

The Technology acceptance model (TAM) was utilized usually for years to measure the new technology adoption [19-25]. The aim of TAM is to expect the acceptance of user relying on two factors; perceived usefulness and perceived ease of use [23, 26]. moreover, the aim of Unified Theory of Acceptance and Use of Technology (UTAUT) is measuring the acceptance of user relying on, the user expectation, facilitating condition, and social influence [26, 27].

This work adopted three key dimensions from Jiang et al (2013). service recovery, search convenience and access convenience are the principal factors which were measured by the previous study for predicting the online shopping adoption. This dimension was found to be the principal operator of total online shopping convenience. the consumers of online shopping have the advantage of being able to shop at any place and time and to save time. both kinds of flexibility – time and place– in turn afford psychological advantage by expending less effort in traveling to physical stores, reducing waiting time, and avoiding crowds. Consumers appreciate the advantage of being accessible to brands, stores, and products which are not existing in the places where they work or reside. product accessing through the internet connected possible issues categorised to Accessibility to brands and products, space flexibility, time flexibility, web sites availability and energy used [28].

The convenience concept in marketing theory includes sorting the products. Convenient products are the products that helps to decrease the effort and time that the customers spend to purchase and own a product [29]. As costumers give the shopping less time and more to other activities, their demand for convenience has increased, and therefore, the online shopping has received more attention recently [30]. Previous research [18] comprehensively reviewed the literature on convenience of consumer in a service economy and described "service convenience" as consumers' effort and time perceptions associated to service purchasing or using. In the context of retail. Therefore, the five dimensions of convenience for online shopping are described as the following [31]:

- Access convenience is a perceived consumer effort and time expenditures for online shopping accessing.
- Search convenience is a perceived consumer effort and time expenditures for product searching.
- Evaluation convenience is a perceived consumer effort and time expenditures for product evaluation.

- Transaction convenience is a perceived consumer effort and time to complete the trade effectively.
- Possession/post-purchase convenience: (a) Possession convenience is the perceived consumers effort and time for possessing what they desire and experiencing those advantage. (b) Post-purchase convenience is the perceived consumers effort and time expenditures for contacting the supplier afterward service using.

A. Access convenience

In e-commerce, service convenience dimension has proven to be the primary driver of online shopping convenience. Online customers have the benefit of shopping at any time and are able to save time. Also they can buy products from many locations like office and home, instead of at physical stores. time and place flexibility provide psychological advantage by expending less effort in traveling to physical stores, reducing waiting time, and avoiding crowds. Consumers appreciate the advantage of being accessible to brands, stores, and products which do not exist in the places where they work or reside. product accessing through the internet connected possible issues categorised to Accessibility to brands and products, space flexibility, time flexibility, web sites availability and energy used [28].

Referring to (Seiders et al., 2000, 89) this dimension is “characterized as the speed and ease with which consumers can reach a retailer”. It is a extremely vital dimension of retail convenience, bearing in mind that if the retailer cannot be accessed the consumer, then consumer won't have the chance to experience the service. Opposing to offline retail where the retailer can upgrade the access convenience by moving the location of the store (Seiders et al., 2000) in the online environment location of store is irrelevant (Rohm and Swaminathan, 2004) as costumers can shop online from any place. Yet, the websites accessibility is considered as the most fundamental factor to determine consumer perceived convenience for online shopping referring to King and Liou (2004). This could be achieved by using more easy to remember and user-friendly URL's, employing tools for automatic bookmarking and employing ads on social media websites strategically.

B. Service recovery convenience

Service recovery convenience means the consumers’ perceptions of effort and time conservation once the consumers reinitialize connection with an online merchant and resolve their concerns and problems after receiving the orders [17]. With the increased online shopping popularity, several researchers have been involved in the research of service failure. For example, Holloway and Beatty (2003) categorized online shopping service failures into web site design, customer service, security, delivery, payment, miscellaneous as well as others. They also categorized the satisfiers and dissatisfiers dimensions in an online environment into security/privacy, interaction, website design, customer service, and fulfilment/reliability [32]. The dimension entailing the highest dissatisfaction is fulfilment/reliability, where the dimension entailing the highest satisfaction is website interaction/design. In online shopping by surveying consumers on service recovery and failure. A new failures group is revealed from online auctions, “unsolicited and unprompted seller actions”, and four categories, which include “gap between expectation and perception”, “policy failure”, “alterations and repairs”, “hold disaster”. Nevertheless, shopping websites “website system failure” is omitted in an online auction. Moreover, recoveries of online auction are like the shopping websites recoveries [33].

Typically, recovery compensation is provided offline, therefore related perceptions of customer to distributive justice are not anticipated to vary relying on whether failures of service happen in the online or offline context. On the other hand, interactions and recovery procedures can occur online. This work puts emphasis on perceptions of customer toward justice conveyed by procedures of online interactions and recovery. Discussion forums and FAQs include online procedures of dealing with service recovery; these are anticipated to convey the timeliness and the firm's online recovery processes efficacy, thereby procedural justice. virtual chats and e-Mails entail technology-mediated online interactions which take place within the recovery encounter; which are anticipated to convey the firm's concern about empathy and politeness, resolving the service failure, thereby interactional justice. interactional and Procedural justice perceptions towards online service recovery are expected to influence satisfaction of customer and subsequent behavioral intentions [33].

As a service-related perceived or real calamity, failures of service happen during communication with experience of customer with a firm [34]. Strategies of service recovery can be categorized tangibly into tangible and psychological strategies [35]. Psychological recovery strategies state the actions which can improve psychological dissatisfaction of customer directly, for example explanation and apology, where tangible recovery strategies deliver compensation that are tangible, for example a coupon, refund free service, discount, and gift in order to decrease customer real loss. From here, this study considered that if system failure occurs, the mobile apps or website should provide certain procedure to satisfy the costumers needs. Also, when the consumers have a suggestion or a complain regarding the service, the provider should take it into account seriously and response back in a short time. Thus, tangible recovery strategies are applied if the service failure occur.

C. Search convenience

In theory, the search convenience is evaluating how online consumers can search products and compare prices without visiting several locations physically for finding the products they desire. Referring to Jiang et al (2013), customers view search inconvenience as a key obstacle to convenient and efficient online shopping. Every product internet search is connected to potential issues such as download speed, product classification, web site design, and search function [28].

Several researchers [36] describe search convenience as the “speed and ease with which consumers identify and select products they wish to buy”. Internet has provided many tools that enable retailers to expand the communication with potential clients through increasing the ability to deliver tailored information, both by using paid advertising for traffic redirecting and introducing it in their website, or by generating social media buzz and spreading information, thus assisting them to identify and select the correct business relations.

These enhanced tools provide consumers with the psychological benefits as helps them to avoid time wasting by reducing waiting time, expending effort traveling to physical stores and avoiding crowds [14, 36]. Though, once considering the convenience dimensions which is the first-order concept, three dimensions have a positive influence on intention of repurchase. Thus, for understanding the convenience facets that have the greatest influence on intention of repurchase, we used the first-order dimensions of convenience in this work [31]

Experimental studies show that convenience affects multiple consequences, which includes behavioural intentions of consumers [18, 28, 37]. Regarding to mobile shopping, Jiang et al (2013), recognizes five fundamental online shopping convenience dimensions which includes access, transaction, search, evaluation, and possession/post-purchase convenience, since convenience is one of the key motivations for customer tendency for adopting online shopping. Referring to Seiders et al (2007), the service convenience is associated positively with behavioural intentions to use the services [18]. Relying on the past studies there are inadequate studies provides a systematic, in-depth studies linked to online shopping convenience dimensions and each dimension specific components [7, 28, 36, 38, 39].

The Technology acceptance model (TAM) has been used commonly for several years to measure the adoption of new technology [4]. The TAM aims to predict the user acceptance based on two factors; perceived ease of use and perceived usefulness [23, 26]. Furthermore, Unified Theory of Acceptance and Use of Technology (UTAUT) aimed to measure the user acceptance based on the user expectation, social influence and facilitating condition [26, 27]. Behavioural intention is the fourth factor used in this study which is the major service adoption predictor, it is used for predicting costumers' future willingness for reusing the service again and for recommending it to other users [20]. This work has adopted two key dimensions from Jiang et al (2013). Search convenience and access convenience are the principal factors that were measured by the earlier research for predicting the online shopping adoption. Table 1 below is a conclusion for the hypothesis that were suggested for achieving the study aim.

In e-commerce, service convenience dimension has turned out to be the foremost driver of overall online shopping convenience. Online consumers have the advantage of shopping at any time and are able to make multiple economies of time. They can also purchase products from such locations as home and office, rather than at physical stores. These two types of flexibility – time and place – in turn provide psychological benefits by avoiding crowds, reducing waiting time, and expending less effort in traveling to physical stores. Consumers enjoy the benefits of accessibility to products, brands, and stores that are not available in the location where they reside or work. Accessing product over the internet associated potential issues categorised to Availability of products and brands, time flexibility, space flexibility, accessibility of web sites and energy used [28]. Behavioural intention is the main predictor of the service adoption, it can predict the future behaviour of the users to reuse the service again in the future and the willingness to recommended to others [20]. This study adopted four major dimensions from Jiang et al (2013). Access convenience, search convenience, service recovery convenience and behavioural intention to use are the first factors that the previous research measured to predict the adoption of online shopping. Table 1 below conclude the suggested hypothesis to achieve the aim of this study.

No	Hypothesis
H1	There is a significant different of the mean effect between the Access convenience when shopping via website and mobile application
H2	There is a significant different of the mean effect between the Search convenience when shopping via website and mobile application
H3	There is a significant different of mean effect between the service recovery when shopping via website and mobile application
H4	There is a significant different of the mean effect between users behavioural intemtion to use online shopping via website and mobile application

Table 1. Suggested Hypotheses

II. RESEARCH METHODOLOGY

Data for this study were collected from 143 online shopping users in Saudi Arabia. The survey data was obtained online by using googles forms. Scales from prior research were adjusted to the online shopping context. All items were measured on a five-point Likert scale ranging from 1= strongly disagree to 5= strongly agree. The collected date verified by two professors from the department of MIS. The survey data test using SPSS and the initial reliability test for all items illustrate the collect data acceptable level of reliability .898 which is higher that the recommended level above 0.70 [40]. The Cronbach's Alpha for measuring service recovery in mobile application shopping (MSR) is 0.959 and service recovery for shopping via website (WSR) is 0.743. The Cronbach's Alpha regarding the access convenience for shopping via website (ACW) is .763, search convenience for shopping via website (SCW) .711, behavioural intention to use shopping via website (BIW) .770. he Cronbach's Alpha for the measuring the access convenience for shopping via mobile apps (ACM) is .809, search convenience for shopping via mobile apps (SCM) .713, behavioural intention to use shopping via mobile apps (BIM) .871. these results illustrated that all items used in the study have stable consistency.

Sample characteristic

From the total 143 participants, the highest participation of

the study comes from the age 35-39 years old which represent 38.5% of the sample size. The smallest participation comes from the age group above 50 years old which represent 3.5 % from the total sample size. This sample represent a 53.1 male and 46.9 females. The income of this sample is medium from 1000$ to 3000$ per month. Sample of the study illustrated in Table 2.

		N	%
Age	18-24	8	5.6
	25-34	41	28.7
	35-39	55	38.5
	40-49	34	23.8
	Above 50	5	3.5
Gender	Male	76	53.1
	Female	67	46.9
Income	Less than 1000$	38	26.6
	1000$ - 3000$	47	32.9
	more 3000$ - less 5000$	37	25.9
	More than 5000$	21	14.7
Total		143	100

Table 2. Sample Characteristics

A. Descriptive Statistics

Table 3 below illustrated the mean and standard deviation of the items used in this study to measure the access convenience via website and mobile shopping. As shown in the table, access convenience via mobile apps is more acceptable for users with mean value of 4.11 and shopping via online website is 3.82.

Constructs	**Code**	**Mean**	**SD**	**Constructs**	**Code**	**Mean**	**SD**
Access convenience via shopping website	ACW	3.82	.892	Access convenience via mobile apps	ACM	4.11	.769
When I use online shopping via website, I could shop anytime I wanted	ACW1	3.74	.998	When I use online shopping via mobile apps, I could shop anytime I wanted.	ACM1	4.01	.884
The web site is always accessible	ACW2	3.87	.788	The mobile apps is always accessible.	ACM2	4.19	.927
When I use online shopping via website, I could order products wherever I am	ACW3	3.85	.841	When I use online shopping via mobile apps, I could order products wherever I am	ACM3	4.14	.885

Table 3. Results of mean and standard deviation test for access convenience

Regarding the items measuring search convenience, Table 4 bellow illustrate the mean value for the search convenience for shopping online via website and mobile apps. The results indicate that the participants of this study has agreed that search via mobile apps (mean: 4.17) is more convenience that searching using website (mean:3.84).

Constructs	**Code**	**Mean**	**SD**	**Constructs**	**Code**	**Mean**	**SD**
Search convenience via shopping website	SCW	3.84	.658	Search convenience via mobile apps	SCM	4.17	.752
The web site is user-friendly for making purchases	SCW1	3.73	.858	The mobile shopping apps is user-friendly for making purchases	SCM1	4.20	.939
The web site is easy to understand and navigate	SCW2	3.74	.967	The mobile shopping apps is easy to understand and navigate	SCM2	4.29	.924
The web site is very attractive	SCW3	3.99	.746	The mobile shopping apps is very attractive	SCM3	4.17	.661
When I use online shopping via website, I am able to find desired products quickly	SCW4	4.03	.921	When I use online shopping via mobile apps, I am able to find desired products quickly.	SCM4	4.36	.835

When I use online shopping via website, the product classification is intuitive and easy to follow	SCW5	3.77	.979	When I use online shopping via mobile apps, the product classification is intuitive and easy to follow.	SCM5	4.09	.941
When I use online shopping via website, I am able to find the same product using a variety of online search options	SCW6	3.83	.922	When I use online shopping via mobile apps, I am able to find the same product using a variety of online search options	SCM6	4.13	.777

Table 4. Results of mean and standard deviation test for search convenience

Table 5 below illustrate into which level users agreed or disagreed on how stabilized the service recovery convenience when using online shopping via mobile apps and website.

The results indicate that the mean value for the service recovery via mobile apps is more convenience (4.21) than using website shopping (3.72).

Constructs	Code	Mean	SD	Constructs	Code	Mean	SD
Website Service Recovery	WSR	3.72	.798	Website Service Recovery	MSR	4.21	.854
The website quickly resolves any problems I have with the service.	WSR1	3.73	.942	The mobile application quickly resolves any problems I have with the service.	MSR1	4.22	.922
It is easy for me to obtain follow up service from the website after my purchase.	WSR2	3.66	.911	It is easy for me to obtain follow up service from the mobile application after my purchase.	MSR2	4.22	.899
The website provides user-friendly reference/self-training materials for convenient product use.	WSR3	3.76	.913	The mobile application provides user-friendly reference/self-training materials for convenient product use.	MSR3	4.18	.885
The technical assistance personnel have the knowledge to solve my problems promptly	WSR4	3.75	.905	The technical assistance personnel have the knowledge to solve my problems promptly	MSR4	4.23	.917

Table 5. Results of mean and standard deviation test for service recovery

Behavioural intention to use is the predictor of the willingness of future use of the technology and it shows if people will use the technology in the future or not, on the other hand, it shows if the users will recommend the technology to others [19, 20, 41].

Based on the results in Table 6 below, it illustrates that users intention to use website for online shopping (mean: 4.17) is mostly equivalent to shopping via mobile apps (mean: 4.06).

Constructs	Code	Mean	SD	Constructs	Code	Mean	SD
Behavioural intentions to shop using website	BIW	4.17	.763	Behavioural intentions to shop using mobile apps	BIM	4.06	.959
I will continue to shop online using website shopping.	BIW1	4.07	.819	I will continue to shop online using mobile shopping.	BIM1	4.14	.898
I encourage others to shop online using website	BIW2	4.25	.953	I encourage others to shop online using mobile apps	BIM2	4.03	.797
I will use shopping website to do shopping more often in the future.	BIW3	4.20	.988	I will use mobile shopping more often in the future.	BIM3	4.02	.858

Table 6. Results of mean and standard deviation test for behavioral intention to use

III. Discussion

The main goal of this study is to investigate if there is any statistical different in mean value regarding the shopping online via mobile apps and online website based on four major factors namely: access convenience, search convenience, service recovery convenience and behavioural intention to use. Paired samples T test is used in this study to measure the effect of independents variables on the dependent variables. This type of test illustrates the differences in mean value between the of the proposed four variables and indicate the significant level. Based on the results in Table VII below, there is a significant different of the mean value effect between the access convenience when shopping via website and mobile application with t value of 3.53 and P= 0.001. On other the hand, the Paired Samples Test detected a significant different of the mean value effect between the search convenience when shopping via website

and mobile application with t value of 6.74 and P< 0.01. Furthermore, there is a significant different of the mean value effect between the service recovery convenience when shopping via website and mobile apps with t value of 5.58 and P< 0.01.

As described in Table 7, conclude the Paired Samples Test which was run to determine whether there are a significant different in mean between both behavioural intentions to use mobile apps and website for shopping. The mean for behavioural intention to use mobile apps for shopping is 4.06 and the mean for behavioural intention to use website for shopping is 4.17. The difference between behavioural intention to use mobile application for shopping and behavioural intention to use website for shopping based on paired samples T test (t) value is 1.31 which statistically not significant with p value of .191 which is higher than significant level (P<0.05).

No	Hypothesis		t	Sig.	Indicator
Ha	There is a significant different of the mean effect between the Access convenience when shopping via website and mobile application	ACW - ACM	3.53	.001	Accepted
H2	There is a significant different of the mean effect between the Search convenience when shopping via website and mobile application	SCW - SCM	6.74	.000	Accepted
H3	There is a significant different of mean effect between the service recovery when shopping via website and mobile application	MSR- WSR	5.58	.000	Accepted
H4	There is a significant different of the mean effect between users behavioural intemtion to use online shopping via website and mobile application	BIM - BIW	1.31	.191	Accepted

Table 7. Hypotheses results based on paired samples t test

With the strong and fast growth of the mobile applications and web, customers have learned to freely access to all information about companies and products, offering customers with a variety of choices from where to find online services and products in anywhere and anytime at a competitive price. A high level of convenience on online shopping has become an important strategic motivating strength for online market in order to providing a competitive services satisfying and to preserve and promote the intention of consumer [42, 43]. The main goal of this study is to investigate if there is any statistical different in mean value regarding the shopping online via mobile application and online website based on four major factors namely: search convenience, access convenience, service recovery convenience and behavioural intention to use. Based on the results of this study, access convenience via mobile application is more acceptable for users with mean value of 4.11 and shopping via online website is 3.82. Regarding the items measuring search convenience, the results illustrate indicate that the participants of this study has agreed that search via mobile application (mean: 4.17) is more convenience that searching using website (mean:3.84). The finding of this study illustrates that the mean value for the service recovery via mobile application is more convenience (4.21) than using website shopping (3.72). Based on the finding of this study, the user's intention to use website for online shopping (mean: 4.17) is mostly equivalent to shopping via mobile application (mean: 4.06).

To test the research hypothesis, this study used paired samples T test to compare the different in mean value between the proposed factors based on the use of mobile and website for online shopping. Based on the finding, hypothesis 1, 2 and 3 were accepted and hypothesis number 4 is rejected. Hypothesis 1 found users feels that accessing online shopping is more convenience via mobile application (4.11) than website shopping (3.82). This indication confirmed by testing the different in mean using paired sample t test which shows significant different in mean value (p<0.001) with t value 3.35. This finding illustrates that users find accessing online content via mobile application is comfortable, available and accessible all times.

Regarding hypothesis 2, the finding indicate that user like to search products online via mobile application is more convenience with mean value of 4.17 than searching via website with mean value of 3.84. This finding confirmed to be significant with p value <0.001 using the paired samples test with t value 6.74. Users using mobile application for searching online products feels more comfortable, easy, faster than searching via website. The participants confirmed that the searching products via mobile application is users-friendly and they can find all they want with a variety of options to search online.

The service recovery states the way that services providers respond to when a service failure occur [44]. This factor is important to gain the trust the costumers. When people feel they service providers will response to their complain they will be motivated to use the service. Furthermore, this study confirmed there is a significant different of the mean value effect between the service recovery convenience when shopping via website and mobile application with t value of 5.58 and P< 0.01. Customers feel more comfortable regarding the service recovery convenience using mobile apps. The customers feels that mobile apps easy to save purchase and keep records and tracking delivery more than shopping using online website.

Behavioural intention to use is the predictor of the willingness of future use of the technology and it shows if people will use the technology in the future or not, on the

other hand, it shows if the users will recommend the technology to others [19]. Based on the data analysis results, it illustrates that user's intention to use website for online purchasing (mean: 4.17) is mostly equivalent to shopping via mobile apps (mean: 4.06). This indication is confirmed with t value of 1.31 which indicates to be not significants with p value of 191 which is >0.05, accordingly hypothesis 4 were rejected. This illustrates that people still have an intention to use both mobile application and website to purchase products online.

The implication of this study helps the managers to increase accessibility of shopping website as costumers to make it as efficient as shopping via mobile application. Meanwhile, the mangers should consider the search convenience of mobile application still not sufficient as shopping via online website. This study contributes the field of marketing and application developers to enhance the searchability and accessibility of the e-commerce platforms. The future researchers could investigate other factors that might influence the adoption of shopping online or can make a different between shopping via mobile applications or via shopping website. Factors such as security and usability could bring valid results.

In what concerns search, access and service recovery convenience, the findings show a significant different between the convenience using mobile apps and website shopping. This finding will help to give a hint to the service providers to improve the searchability of products using mobile apps and on the other hand, keep the online products available and accessible all times. Also, to make up a good relation between the costumers and service providers, the service recovery is the key factors. Maintaining a good consumer-provider relation need to be clarified by increasing the perceived trust in shopping online. To gain more trust in online shopping, providers need to insure the service recovery available support 24/7 and response to service failure fast, at the same time costumers complain and request has to take a priority and the response to has to be in a short time.

This study limited to four major factors that influence the costumer's perception in purchasing products online. Future research can consider more factors to investigate the user satisfaction of purchasing products online using mobile apps. The mobile shopping now became a part of our daily life and the nearest future we are expecting more development and revolution in term of mobile apps, from here, the service recovery is key factor to gain the costumer trust and that will lead to increasing the costumer's loyalty. Future researchers shall consider the detailed variables of service recovery such as: time to response, types of service failure and they way to response to each service failure. Also, perceived risk is an important factor in purchasing online products, future research may investigate the different of perceived risk in using mobile apps for online shopping.

IV. Conclusion

The purpose of this study is to investigate if there is any statistical different in mean value regarding the shopping online via mobile apps and online website based on four major factors namely: search convenience, access convenience, service recovery convenience and behavioural intention to use. The data collected from 143 participants and analysed using SPSS. The results of data analysis illustrated that the customers feels more comfortable using mobile apps for online shopping than online website in term of search convenience, access convenience and service recovery convenience. On the other hand, this study finds there is no significant difference in customers behavioural intention to use mobile application and website for shopping online. This study limited to four factors only, future researchers could investigate the different between both mobile apps and website shopping in term of trust and risk and may investigate more types of service recovery convenience.

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