Chapter 2
The Criteria of Websites Quality on Consumers’ Buying Behavior: An Application of DEMATEL Method

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ABSTRACT

The aim of this chapter is to investigate the effects of website quality criteria that affect the customer purchasing intentions. Website quality criteria are categorized as security, privacy, usability and web design, convenience, trust and confidence, product value, and product customization. In this study, the criteria are chosen in accordance with the two main criteria of the technology acceptance model. In this chapter, Decision-Making Trial and Evaluation Laboratory (DEMATEL) is used to evaluate the effects of criteria on each other from a causal perspective. According to the research findings, security, trust and trustworthiness, product value, and product customization criteria are more effective than privacy, usability, and web design convenience criteria.

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INTRODUCTION

As we begin to live in a digitalized world in all aspects, businesses cannot resist to this change. Even though the mobile apps are becoming current trend, websites are still the most common way of businesses’ digital existence.

Technology, which is one of the biggest focuses of globalization, is one of the most important facts of today. First of all, it is almost impossible to ignore the effect of technology in people’s communication with each other and trade. In addition to the fact that technology provides comfort in trade in many respects, it has shown as online purchase / online commerce that connects the customer directly to the company. For this reason, in order to provide more competitive advantage, parallel to the popularity of online commerce, firms must do what the platform needs. It is therefore important to have a better website and determine what criteria the customers are paying attention to on their website.

Websites’ performances can be considered as an indicator of firm performance, thus website performances are one of the subject that is been studied by both researchers and business analysts, throughly. From that point, this study try to focus on website quality criteria that affect the customer purchasing intentions of the companies. By doing that, these criteria are not just mentioned but also discussed the effects on each other.

In order to draw a picture of the general trend of related studies, a through literature review had been conducted and this reiew takes place in second part. As a method that can analyze previously mentioned relations between criteria, DEMATEL has been chosen as the research method of this study and introduced in the third part.

RELATED LITERATURE

The Technology Acceptance Model developed by Davis (1986), describes how users accept technology, and consider customer reviews in relation to the technology effectiveness of the institutions. The two main criteria that cause people to accept and reject information technology are the main factors of Technology Acceptance Model (Davis,1989). The first is the perceived usefullness, and the second is the perceived ease of use. Perceived usefullness states that people can use information technologies to the extent that they believe and improve their performance. Perceived ease of use, is that information technology can be used without too much effort and that is the reason for people to prefer.
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