



# Impact of website quality on higher education students' purchase intention: An empirical study of the Kingdom of Bahrain

Ahmed Nabeel, Sayed Ahmed Jaffar, Mohsin Radhi, Sadeq Jaffer

## Introduction

Many researchers in numerous scientific areas such as economics, psychology and marketing have discussed the importance of trust and its implications for relationships between two different entities. In particular, the significance of trust in business and commercialization of the enterprise has been widely accentuated (Blois, 1999). A conclusion of such studies is that confidence is imperative in business irrelevant of whether the activity pursued is a brick or a click store or a combination of both (Grabosky, 2001). Enterprises should aim to create an image of trustworthiness of their organization. By doing so, they may improve their ability to convey quality product and services to their customers, alongside relevant products at a competitive cost.

## Literature Review

The literature review showed a research gap which lead to the hypothes is reflected by the conceptual framework shown in the figure. In particular, there is no such study done previously in the chosen sample, the higher education students of the Kingdom of Bahrain.

## Research Hypothesis

The research hypothesis are:

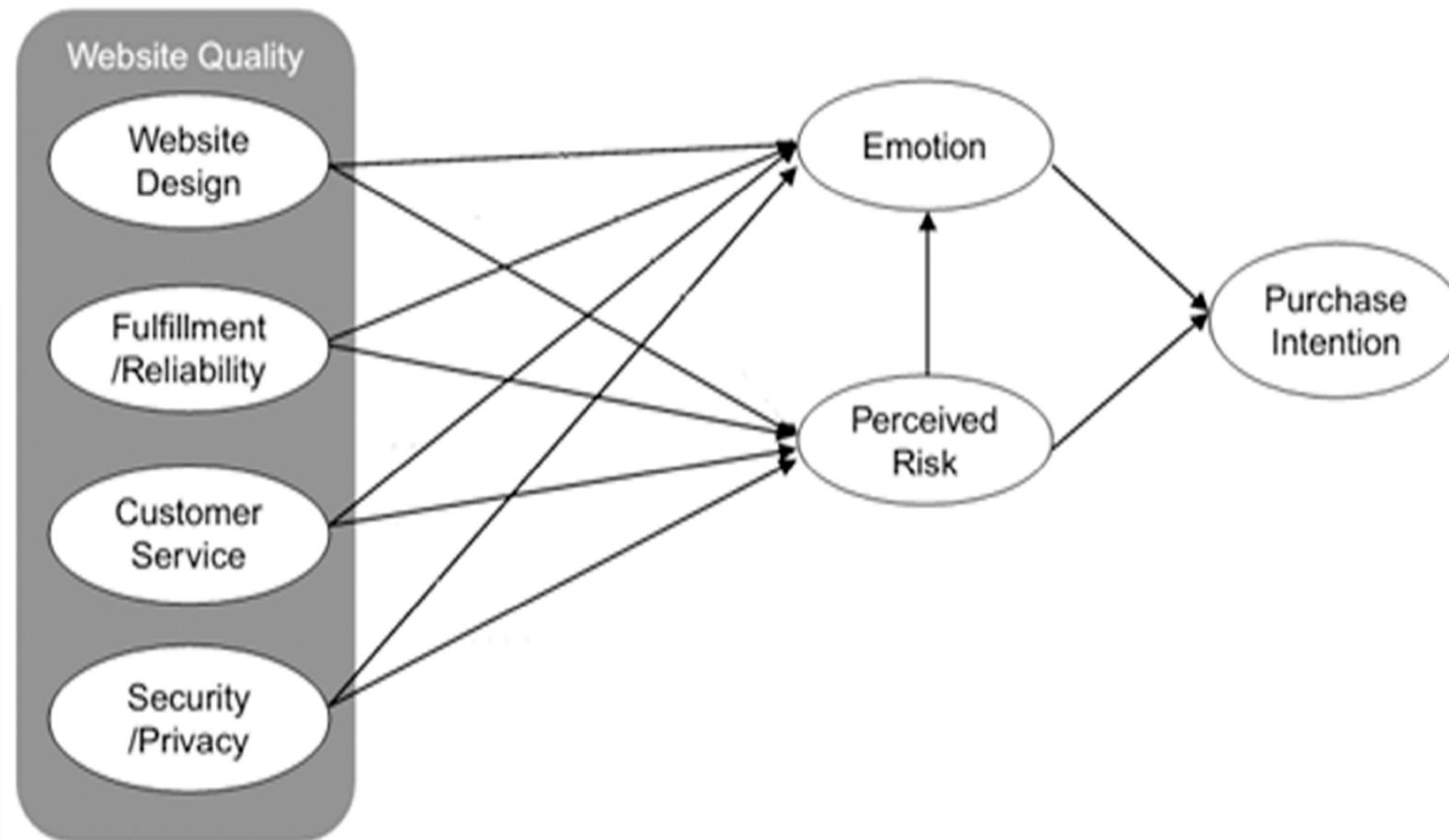
H1a: There is a relationship between website qualities on purchase intention.

H1b: There is no relationship between website qualities on purchase intention.

H2a: There is an association between emotion and perceived risk.

H2b: There is no association between emotion and perceived risk.

H3: There is a negative relation between emotion and perceived risk on purchase intention.



## Expected Results

A relationship between website quality and student purchase intention is anticipated, that is, between emotion and perceived risk on purchase intention. The project wishes to analyze and understand the type of the relation between those and, following this analysis, either accept or reject the presented hypotheses.

## Applicability of Outcome

Researchers believe that the presented study can help high education Bahraini students to be well informed when purchasing using online methods. Furthermore, an understanding of overall relationship process could help the Bahraini society to avoid and to be protected from cybercrimes that could easily happen through the online transaction process.

## Acknowledgements

Dr. Mahmood Al Alawi (Project Supervisor);  
Dr. Anjum Razzaque (Poster Supervision)

## Method and Data Analysis

The method of collecting data will be a survey. The data will be analyzed using the SPSS application. Results are quantifiable based on the S-O-R model which have been developed by (Eroglu, et al., 2001).

S-O-R framework can be defined as a model that has been developed for the mysterious signs and responses happening while customers purchase in online shops (Eroglu, et al., 2003).

Moreover S-O-R framework declares that the organism is explained by the effective and mental intermediary states and methods that interfere with the relationship between the response and stimulus. Many studies have been applied the S-O-R framework which includes both emotional and cognitive states (Eroglu, et al., 2001; Holbrook & Hirschman, 1982; Richard, 2005; Wang, et al., 2009)

## Sources

- 1- Blois. (1999). Trust in Business to Business relationship.
- 2- Eroglu, S., Machleit, K., & Davis, L. (2001). Atmospheric qualities of online retailing a conceptual model and implications. *Journal of Businessresearch*, 54, 177-184.
- 3- Eroglu, S., Machleit, K., & Davis, L. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Journal of psychology & marketing*, 20(2), 139-150.
- 4- Grabosky, P. (2001). The Nature of trust online. 1-12.
- 5- Holbrook, M., & Hirschman, E. (1982). The experiential aspects of consumption: consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9, 132-40.
- 6- Kim, J., & Lennon, S. (2013). Effects of reputation and website quality on online consumers' emotion, perceived risk and purchase intention: Based on the stimulus-organism-response model. *Journal of Research in Interactive Marketing*, 7(1), 33-56.
- 7- Richard, M. (2005). Modeling the impact of internet atmospherics on surfer behavior. *Journal of Business Research*, 58, 1632-1642.
- 8- Wang, Y., Hernandez, M., & Minor, M. (2009). Web aesthetics effects on perceived online service quality and satisfaction in an e-tail environment: the moderating role of purchase task. *Journal of Business Research*, 163(9/10), 935-942.