

Measuring the Role of Purchasing Decision Attributions as a Moderating Variable on Its Relationship between the Utilitarian Self-Service Technology Performance and the Customer Hedonic Experience

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Abstract— This research is focusing on two perspectives, right off the bat to comprehend the connection between the utilitarian self-service technology performance (Task Uncertainty, service escape, perceived control, and the time pressure) and the customer hedonic experience and to measure the effect of purchasing decision attributions (cost, benefit, convenience, and risk) on the client's response and expectations towards the service being given.

Numerous successful online organizations have made multipurpose applications and viable portable sites to enhance this growing business sector, for example, Amazon, eBay, Argos, and Auto Trader, and have created viable business systems and promoting methods.

This research is focusing on the hedonic encounters connected with utilitarian self-service technology, a utilitarian part cannot be overlooked. In this way, we investigate the impact of delight and usefulness in a hedonistic setting and what these ideas at last mean for assessments.

Keywords: Utilitarian Self-Service Technology, Hedonic Customer Experience, Purchasing Decision Attributions, Cost, Benefit, Convenience, Risk, Task Uncertainty, Service Escape, Perceived Control, Perceived Time Pressure, Efficiency, Fun, Customer Delight.

I. INTRODUCTION

Applications on mobile phones are particularly the main component since they can empower a business differently (Kasiri et al., 2022). Google applications on Android are a top of its adversaries (Windows Phone and iOS, etc.) when we talked about the applications. These outcomes from its open-source nature and a variety of undertakings obtainable for the improvement of usages.

There are numerous free applications similarly as various at a deal open utilizing the Web. If you have an Android or an iPhone, it is fundamental to examine all the applications on the web to support your corporate run well and even more viably (Kasiri et al., 2022).

Smart phones are the devices that can perform twofold limits, for instance, cell and handheld PC (Tossell, et al., 2018). Along these lines, what separate Smartphone from cell phone are the features of a PC, for instance, the (applications), portrayed as "little activities that abrupt spike sought after for a cell and performed endeavours going from investment to games and website examining" (Tossell, et al., 2021). Which mark phones likely to usage for extra reasons than calling and directing texts.

Past investigations have been incredibly inspired by conduct aim and general use (recurrence or portion of

utilization) of Utilitarian Self-service Technology Performance, yet not many have taken a gander at real use, (Wang et al., 2019) anticipated the advanced utilization of Self-service Technology without seeing situational issues. Different researches (Wang et al., 2019) distinguished many situational features in a further subjective exploration. Along these defences, an exploration model coordinates the genuine relationship between Utilitarian Self-service Technology and situational factors.

Utilitarian Self-service Technology for example, automatic teller machines (ATMs), computerized registration, phone banking, and Internet exchanges, are getting generally acknowledged with the improvement of Internet-based application frameworks.

Self-service can be defined as inspired interfaces that allow clients to build a facility free of direct facility representative association. (Demoulin & Djelassi, 2020).

Nevertheless, because online customers primarily communicate with the Web-based PC platform and are unable to really touch or feel genuine goods, they practically settle on electronically provided data choices by the online store.

In this way, the debate on the critical components of buyer buying behaviour in an electronic trading setting should concentrate on data accessibility (Wolfenbarger and Gilly,

2020). Data accessibility takes into account item or service information, as well as convenience and personalization for customer retention. It relies on how buyers can use knowledge to forecast their likely fulfilment with following consumptions.

Like this, the achievement of web retailers would be resolute by the ability to customize their data to tackle the problems of shoppers. In any event, the prescient estimate of the data with no form of data to be reliably appreciated by all clients is determined by a few elements (Kolesar and Galbraith, 2000). Reducing the cost of data search and growing the accuracy of item quality by delivering customized data to consumers is the essential prerequisite for inciting a shopper to become an online store customer and expanding its exchange costs.

While the shopper can get an unmistakable drop at the end of the web exchange, the buyer's benefits are not great in the purchased, which can have been acquired over elective networks (Kolesar and Galbraith 2021). The exciting benefits of the customer are the online based spending exchange itself, such as saving time, increased comfort, and decreased chance of dissatisfaction (Wolfenbarger and Gilly, 2001). Consequently, in planning a web shop, consumer service and innovation are significant (Jarvenpaa et al 2020).

II. LITERATURE REVIEW

The omnipresence of telephone apps is growing (Tossell, et al., 2021) and people today have countless apps to explore. For example, the iPhone App Store offers more than 850,000 apps, and Google Play for Android offers more than 450,000 apps (Tossell, et al., 2021). A total of 50 billion apps have been downloaded in the Apple App Store alone from which practically 20 billion were downloaded in 2012 alone.

In the Apple App Store, more than 800 apps are downloaded every second, at a rate of more than two billion apps every month, illustrating the commonality. New phone arrangements were usually about 175 million in 2019, 350 million each in 2016, and would show up at 700 million in 2022 (Kouser et al. 2021).

There were 5.9 billion PDA customers in 2019, which is contingent on an increase to 7.5 billion prior to 2020 completion. It is known that Asia is part of the versatile world. By having the most unmistakable expansion in various wireless customers, Egypt dominates the aggregate annual improvement rate (around the world), led by Oman, Sudan, Bangladesh, Mozambique, Iran, and Pakistan. To the extent of cell improvement, Pakistan positions seventh worldwide and second in Asia (Kouser et al. 2021).

Progressed cells exhibited a high advancement rate in the latest years due to the availability of numerous critical PDA applications. Around 191.1 million U.S. occupants asserted a high-level cell phone in August 2015. This analyses to an invasion speed of 77.1%. The fame of cutting edge cell phones has pulled in various application creators. demonstrated that around 1.5 million applications were

available for cutting-edge iOS cells and generally expecting 1.6 million applications will be open for Android PDAs in July 2015 (Kouser et al., 2021).

Regardless, progressing investigation gives confirmation a few of these applications produce wages that grant working a specialist programming headway business. As needs are, researchers and application planners are interested in understanding the drivers of use interest and surveying demand abilities to improve assessing, advancing, and invigorating frameworks. A few elements may likewise affect an application's advantage and, for example, found verification that assessing system, customer overviews, the vital working structure, and an application's report size sway interest (Taylor et al., 2020).

Radomir and Nistor (2020) investigated the effect of a couple of adaptable application ascribes (for instance, application cost, record size, depiction length, number of screens catches, age limit) on application premium and indicated that the premium additions inside application purchase decision yet reduces inside application promotion.

The makers similarly found that a worth discount is more effective in Google Play than Apple App Store. Lee and Raghu separated the effect of different segments on the perseverance of an adaptable application in the top-netting 300 layouts in 2020. They give evidence that offering applications across various characterizations are maybe the fundamental accomplishment factors. Applications without a candid expense have a higher probability of getting by in the leading 300 charts than applications with a frank worth (Taylor et al., 2020).

Self-Service technologies advancements are implemented by companies to increase their profitability while improving client fulfilment by providing fresh and helpful provision platforms (Demoulin and Djelassi, 2021). Utilitarian Self-services technologies are defined as: "innovative interfaces that empower clients to deliver a facility autonomous of uninterrupted service representative inclusion" (Blut, 2021).

In order to incorporate self-examining or self-checkout (SCO), traders have extended their self-service technology reach, whereby customers filter their purchases themselves and make instalments afterwards. Through using Self-Service technologies, consumers accomplish the facility or a portion of the operation, typically performed by the facility supplier (Taylor et al., 2020).

In some shops, Albertsons and Jewel-Osco have eliminated Utilitarian Self-service Technology to improve customer service and offer more personalized assistance by fostering more human connections. (Demoulin and Djelassi, 2021). In Canada, it is noticed a similar pattern, since none of the significant food merchants has all the earmarks of being calculators; a few retailers have even taken out some of them (Shahid Iqbal et al., 2022)

In Europe, for example, France, most consumers see the establishment of self-checkout in all stores negatively; half

actually prefer customary checkouts. 10-15 percent of French customers in hypermarkets are attracted by self-checkouts. Marketing managers require to consider the human, technology-arranged and situational aspects that impact clients to receive or discard Utilitarian Self-service Technology Performances throughout a spending trip (Demoulin & Djelassi, 2021).

III. THE RESEARCH HYPOTHESIS

H:1 Utilitarian Self-Service Technology Performance have A positive relationship With Customer Hedonic Experience.

The first hypothesis will be focusing on the Utilitarian Self Service Technology performance (Task Uncertainty, Service escape, Perceived time pressure, and Perceived control) and its relationship with the customer hedonic experience (Efficiency, Fun and Customer Delight).

H: 2 Utilitarian Self-Service Technology Performance Have A Positive Relationship With Customer Hedonic Experience, Within The Existence Of The Purchasing Decision Attributions As A Moderating Variable.

The second hypothesis that has been formulated is related to the purchasing decision attributions (Cost, Benefit, convenience, and risk) as a moderating variable. In the literature review, the association among the utilitarian self-service technology performance and the customer hedonic experience is still the subject of many debates within such a moderating variable.

IV. EXPLORATORY STUDY

Since the current research aims to measuring the role of purchasing decision attributions as a moderating variable on Its relationship between the utilitarian self-service technology performance and the customer hedonic experience, the pilot study was designed to:

1. Explore the relationship between variables.
2. Investigate how Utilitarian self-service technology performance might affect the customer hedonic experience.
3. Explain the most important elements in measuring Utilitarian self-service technology performance.
4. Describe the most important elements in measuring Customer hedonic experience.
5. Enlighten the most important elements in measuring Utilitarian self-service technology performance.
6. Rationalize the most important elements in measuring the purchasing decision attribution.

A Focus group has been steered, which gathered seven lecturers and fresh graduate students interested in sports and fitness. They were asked about to what extent they rely on their sports mobile application in their daily work.

V. THE RESULTS FROM THE EXPLORATORY STUDY:

1. After finishing the Focus group that gathered seven lecturers and fresh graduate students that were interested in the field of sports and fitness, that were asked about to what extent do they rely on their mobile application in their daily workout, all companions positively perceived the realization of sports and fitness mobile application with the previous background. They considered it as a useful tool for both parties (service provider and customer).
2. Therefore, the subject is that sports and fitness mobile application is a business opportunity for marketers to reach a wide range of customers. Nowadays, it affects the Core business functionality as it allows the customer to receive the service provided not just efficiently but in a more pampered way for simplification.
3. Moreover, the respondents mentioned that they rely on their mobile application when providing functional training online sessions, via communicating with their coaches, taking from them nutrition plans, evaluating their performance, giving back comments and feedback for the athlete's performance based on the Body mass index that the athlete should input to his app.
4. When the respondents were asked about the features and benefits of the mobile applications that they would prefer to find on a daily usage, they stated that the mobile application that has an ease of use (User friendly), up-to-date with frequent interesting, new, and creative features for trainers and trainees would make them happier and feel delighted while using such an app.
5. Most of the respondents agreed on the following statements that describe the mobile application they are willing to use (free of charge, easy to use, adaptive, and reliable). All these pillars would allow them to continue using the app to facilitate the service provided within the cost attribution elements (Cost, benefit, Convenience, and risk risks).

VI. RESEARCH PROBLEM

- Is there a relationship between Utilitarian self-service technology performance and customer hedonic experience and how can purchasing decision attribution can affect the relationship between these two variables as a moderating variable?

Previous examinations on utilitarian data frameworks have explored what the segment components of Internet clients

mean for their utilitarian and social cooperation points of view. They find that clients in the big-time salary bunch utilize the Web for utilitarian purposes (Fiore et al., 2021).

Results led from the exploratory research that the connection between the utilitarian self-service execution and the client hedonic experience should be furtherly concentrated inside the directing variable's presence, which is the buying decision attribution.

VII. RESEARCH QUESTIONS

- a. Is there a relationship between utilitarian self-service technology performance and customers hedonic experience?
- b. Is there a relationship between utilitarian self-service technology performance and customers hedonic experience within the presence of the purchasing decision attribution as a moderating variable?

VIII. RESEARCH OBJECTIVES

- a. To Investigate the relationship between utilitarian self-service technology performance and customers hedonic experience.
- b. To explore if there a relationship between utilitarian self-service technology performance and customers hedonic experience, within the presence of the purchasing decision attribution as a moderating variable.

IX. CONCEPTUAL FRAMEWORK OF THE RESEARCH

This part of the investigation explains the relationships between the variables under focus in the study.

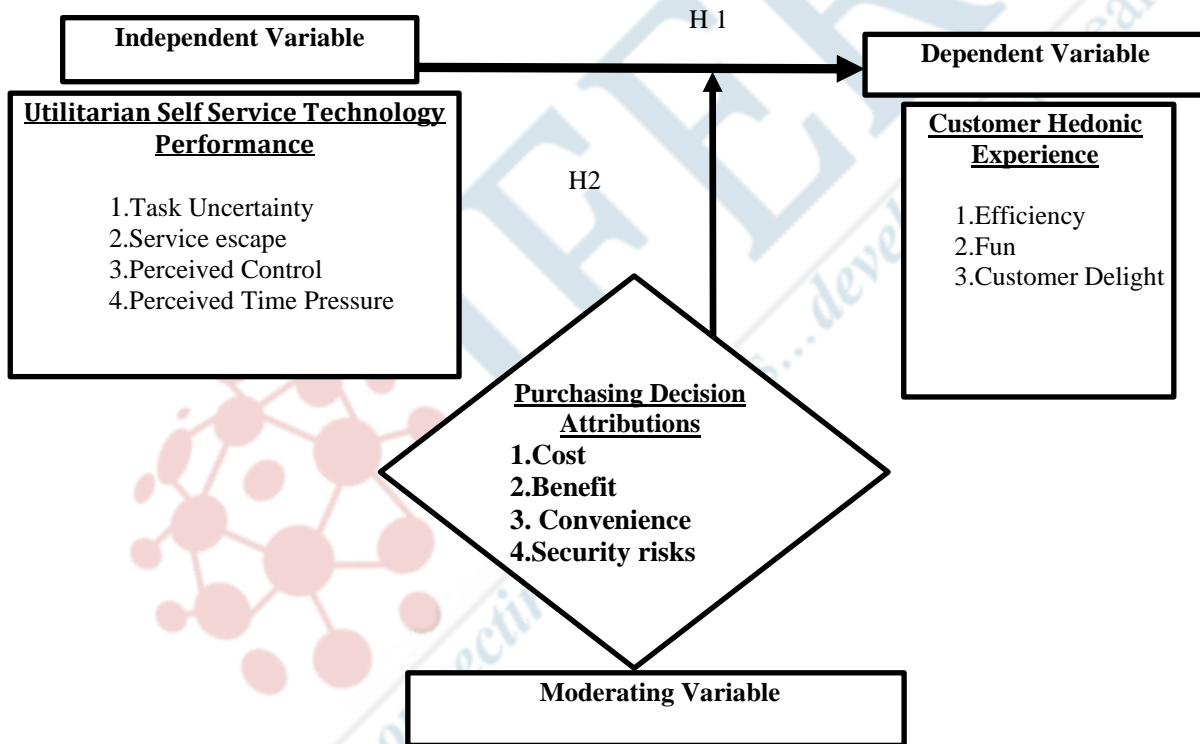


Figure (1): Research framework.

The conceptual structure of the analysis discusses one independent and one dependent variable. The independent variable sub-variables are Task Uncertainty, Service escape, Perceived Control, and Perceived Time Pressure, while the dependent variable's sub-variables are Efficiency, Fun, and Customer Delight.

X. RESEARCH METHODOLOGY

Research Methodology is "'a contextual framework' for research, a coherent and logical scheme based on views, beliefs, and values, that guides the choices researchers make". (Henseler et al., 2021)

It comprises the theoretical analysis of the body of methods and principles associated with a branch of knowledge such that the methodologies employed from differing disciplines vary depending on their historical development. This creates a continuum of methodologies that stretch across competing understandings of how knowledge and reality are best understood. (Henseler et al., 2021)

1. Research Method

This study will depend on quantitative research method.

2. Data Collection

Data collection is the process of gathering and measuring

information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes. (Stan, & Saporta, 2020)

Data collection is a research component in all study fields, including physical and social sciences, humanities, and business. The goal for all data collection is to capture quality evidence that allows analysis to lead to the formulation of convincing and credible answers to the questions that have been posed that consists of Secondary data and primary data.

3. Questionnaire Design

The questionnaire is adopted from several literature reviews; the content validity and the constructs validity will be conducted. All the statements in the questionnaire will be measured by using a Five-point Likert –type scale anchored at (1 = Strongly Disagree to 5 = Strongly Agree).

4. Research population

The research population will be all online e-commerce platform users who previously had the chance to go online and purchase any product or service (Bookings / Shopping / Payment gateway etc.,) from an online e-commerce platform (web site or a mobile application) in The University of Arab Academy For science, technology and maritime transport. the sampling unit for the research were students, teachers and Administrative employees of the University of Arab Academy For science, technology and maritime transport.

The University of Arab Academy For science, technology and maritime transport is represented considerable authority in the maritime transport", and its declarations have been made identical to those allowed by Egyptian colleges. Their number is around 10,000 employee and understudies with a base age of 18 years of age, for the two genders (Males and females) who possess Smart cell telephones and used Utilitarian Self-service technology (Mobile application), at least once in the last six months.

5. Sample and sampling procedures

Sampling is how a few elements of a population can be chosen to fix that population (Tongco, 2007). The motive behind sampling is a sample community that helps the researcher to collect data about a whole population when confronted with time, money and energy constraints (Bostley 2019).

6. Sampling method

For the purpose of this research, probability sampling is used, as probability sampling leads to higher quality findings because it provides an unbiased representation of the population. Also, when the population is usually diverse: Researchers use this method extensively as it helps to create samples that fully represent the population.

7. Sampling type

Stratified Random Sampling will be used in the current study as it involves dividing the population into sub-population (strata) by ensuring every sub-group is properly represented in the sample.

8. Sample size

For descriptive analysis, a sample size of 6 percent of the total population 10,000 in this case is measured satisfactory (Bostley, 2019).

The sample size is constructed of 600 applicants selected according to stratified probability sampling technique within the university of Arab academy for science, technology, and maritime transportation within its two branches Cairo and Alexandria.

9. Sampling procedure

The sample will be divided into three groups (Students, Teachers, and Administrative employees) and they are all being sent a link via the internal communication network via the student portal “Moodle” or through the employees Staff Portal.

The following table previews all the Conceptual and Operational Definition for the research Variable

Variables	Conceptual Definition	Constructs	Items- refereed to
Independent Variable	Self-service technologies are defined as: “technological interfaces that enable customers to produce a service independent of direct service employee involvement” (Meuter et al., 2000, p. 50). Target population	1.1 Task Uncertainty	I clearly understood how the self-serve process worked within the mobile application I understand the sequence of steps to complete the transaction within the mobile application I understand what was required from me during the transaction to complete the purchase within the mobile application
		1.2 Service escape	I liked the layout of the web site / mobile application In general, the environment of the web site / mobile application is appealing
		1.3 Perceived Control	I felt in control with the self -service option (doing the transaction without any help or support from the service provider)
		1.4 Perceived	I had the feeling that I need to hurry to

Variables	Conceptual Definition	Constructs	Items- refereed to
Moderating Variable	Purchasing Decision Attributions, as pioneered by Heider (1958), Jones and Davis (1965), and Kelly (1972), attribution theory explains how people make causal explanations about events, as well as the behavioral outcomes or consequences of those explanations.	Time Pressure	complete the checkout process
		2.1 Convenience Attribution	I found no difficulty to select among different Payment methods (e.g. Credit card and cash on delivery) I found no difficulty to place Changes in my order Upon placing my order, I have received a confirmative reply I found no difficulty in accessing the online-Platform I found no difficulty in loading time
		2.2 Cost Attribution	I can easily compare prices between different online shopping platforms I can easily track my placed order
		2.3 Benefit Attribution	Using diverse web sites / mobile application made me learn how to shop online. The websites / mobile applications I use allow me to perform multiple transactions at the same time. (ex: paying electricity + internet and Phone bills on one single platform) I have access to product information and features I was able to share information with my social community via quick buttons. I had full control over my order I can reach the customer service easily
Dependent Variables	Customer Hedonic Experience, Forsythe et al. 2006 indicated that experiences as benefits of the online shopping is defined as hedonic, and the enjoyment aspects such as enjoyable, pleasant, and interesting experience over new experience	2.4 Risk Attribution	I fear to receive a low product quality I fear sharing my personal data I fear that the ordered product/service will not arrive on time (Time risk) I fear that someone will hack my bank account (financial risk) I fear that the order will not arrive at all due to customs regulations
		3.1 Efficiency	It allowed me to quickly get my good/service It requires little effort to complete my purchase transaction I find it an enjoyable experience
		3.2 Fun	I find it an entertaining experience I find it an interesting experience I find it fun while placing my order
		3.3 Customer Delight	I felt delighted after placing my order I felt happy after placing my order I felt excited after placing my order

XI. RESEARCH FINDINGS

It was found that there is a positive relationship amid the Self-Service Technology Performance and the Consumer’s Hedonic Experience through the effect of both Service Escape and Perceived Control on the intervals. The Customer’s Hedonic Experience; therefore, the following was shown:

H1.a There is a positive relationship between utilitarian Self-Service Technology Performance and Efficiency. Therefore, the first sub-hypothesis was accepted.

H1.b There is a positive relationship between Self-Service Technology Performance, and Fun. Therefore, the second sub-hypothesis was accepted.

H1.c There is a positive relationship among Self-Service

Technology Performance, and Delight. Therefore, the third sub-hypothesis was accepted.

Main Findings

The structured model valid for use and has the following advantages:

1. The reliability of all constructs of the model measured by Cronbach’s alphas has a higher degree.
2. All variables are positively correlated to each other, and there was a significant Relationship between all constructs at 0.01 level.
3. The value of both parameters of reliability and validity is more than 0.6. This means that the expressions of each variable are stable and the survey list measures what was intended to be measured and therefore well reflects the population subject to the analysis, so in the subsequent work it is possible to rely on the data. Analysis and statistical tests.
4. By measuring the median and the standard deviation, descriptive statistics of the study variables were performed to understand the general direction of the opinions and the knowledge of those variables by the respondents. The median was also calculated, and the Wilcoxon test was applied to confirm those opinions' general direction.
5. The general trend of the study sample's opinions tends to agree with all the intervals of Self-Service Technology Performance, as the values of all calculation means exceed 3.
6. The result of Wilcoxon's Test confirms this, as it was shown that the Median value of those intervals is greater than 3, and the Probability Value of the Wilcoxon test is less than the value of the significance level $p - (\alpha 50.0 = \text{value} = 0.000 < \alpha)$, which confirms that the median value is more than three which expresses neutrality. Therefore, we conclude from the Wilcoxon Test that the study sample's opinions approve of Self-Service Technology's performance.
7. The general trend of the opinions of the study sample tends to agree on all the intervals of the Attributions of the Purchase Decisions, as the values of all arithmetic means exceed 3, and the results of the Wilcoxon test confirm this, as it was found that the median value of those intervals exceeds 3.
8. The Wilcoxon test's probability value is less than the value of the level of significance $p\text{-value} = (\alpha 50.0 = \alpha < 0.000)$, which confirms that the median value is more than three, which expresses neutrality. Therefore we conclude from the Wilcoxon Test that the study sample's opinions approve Attributions of Purchasing Decisions.
9. The general trend of the study sample's opinions tends to agree with the Customers 'Hedonic Experience, as the Arithmetic Mean's value exceeds

3, and the result of Wilcoxon's Test confirms this, as it was found that the value of the mediator exceeds 3.

10. The Wilcoxon test is smaller than the moral value ($p\text{-value}=0.000 < \alpha=0.05$) alpha, which confirms that neutrality is represented by a median value greater than 3. Therefore, infer from the Wilcoxon Test that the views of the research sample approve of the Hedonic Experience of the Consumer.

XII. PRACTICAL IMPLICATIONS

The findings of this research also provide important evidence for managers when creating and implementing utilitarian mobile apps to improve the service being provided for the clients with best delightful level of experience.

The examination gives a few functional consequences to online retailers. First, online retailers should highlight the utilitarian parts of their shopping sites contrasted with passionate viewpoints. Online retailers ought to give an agreeable and easy to use site interface. A site design that is not difficult to work on urges buyers to create buy inclinations as buyers need to cash. Essential data is likewise a fundamental part of web-based shopping conduct. Definite data about the items diminishes the equivocalness that the buyers may have about the item's exhibition.

- Besides, essential data likewise urges shoppers to embrace useful assessments of the item. Saving or markdown plots upgrade the positive assessments of an item in financial investment funds, which is perhaps the primary driver of internet shopping.
- Retailers should focus on the internet shopping stages for their business that gives time and area convenience. By consolidating these practical credits, online retailers can pull in a few online customers to their web-based shopping sites to acquire an upper hand over their adversaries. Second, albeit the effect of hedonistic ascribes of internet spending sites is less noticeable than that of utilitarian credits, online traders ought not to overlook the effect of hedonic ascribes on customers, driving them to buy on the web. A few purchasers deliberate spending an agreeable encounter and concentrate happiness and fun out of this movement. In this manner, online retailers should give social communication, limited arrangements, costs, and job shopping on their shopping sites to pull in more clients.
- This current examination's outcomes offer significant down-to-earth and administrative ramifications to comprehend the client's demeanour towards using Utilitarian Self-Service Technology Performance regarding Loyalty and Behavioural Intentions. In such manner, the service associations need to pay serious actions to comprehend the elements that may fulfil or disappoint customers

utilizing structures.

- Businesses should retain up exclusive risk and security procedures to accomplish more projecting inevitability over the mechanical interface. The more the self-service worth, the greater the customers' prospects of receiving the Utilitarian Self-Service Technology Performance This research's also gives bits of knowledge to Egypt's service firms to put more in new advances. As the service firms' future generally relies upon

mechanical advancement, they serve their client better. As the coming time is innovative, the organizations should give escalated consideration to improve their client experience utilizing the high-level automatic interface. This would be a fundamental factor for that company's prosperity, and it will likewise improve client faithfulness and positive conduct expectations.

Practical Implications Action Plan		
Recommendations	How to implementation	With whom
1. Online retailers should highlight the utilitarian parts of their shopping sites contrasted with passionate viewpoints.	A site design has to be featured with simplicity and fun to avoid difficulty and board while shopping trying to reach the services being provided online.	Web site developers that have deep experience in the User interface and User Experience
1. Online retailers ought to give all information about the product or services being provided.	<ul style="list-style-type: none"> • Essential data is likewise a fundamental part of web-based shopping conduct. • Definite data about the items diminishes the equivocality that the buyers may have about the item's exhibition. 	Web site developers that have deep experience in the User interface and User Experience
2. Retailers should focus on the internet shopping stages for their business that gives time and area convenience.	<ul style="list-style-type: none"> • Limited arrangements for transaction fulfilment • Cost efficient than brick and mortar model 	Online Users "Customers"
3. Online platforms owners should retain up exclusive risk and security procedures	This will help to accomplish more projecting inevitability over the mechanical interface.	Online Users

XIII. CONCLUSION

This research began with the experimental research to help find what was not concentrated before in the different studies. The exploratory research is not utilized to give some convincing proof yet helps understand the issue more productively. A portion of the mainstream techniques for experimental research design incorporates writing look, profundity talk with, centre gatherings, and case investigation.

This research also supports the critical and positive association between Utilitarian Self-Service Technology Performance service value and social expectations. These results are reliable, with past observational investigations introducing the positive association amid self-service worth and social expectations. The consequences are likewise sure and huge in the association among Utilitarian Self-Service Technology Performance worth and consumer reliability.

The outcomes show that data satisfaction and social advantage are the huge variables influencing a purchaser's website responsibility in a web-based shopping setting. This outcome is reliable with the earlier research on duty in the assistance setting, which recognizes fulfilment, trust, and social advantages as predecessors of responsibility. Also,

data fulfilment strongly affects responsibility; along these lines, this outcome brings up the significant part of data fulfilment to building purchaser responsibility in an internet shopping setting comparative with this present reality administration.

This stretches beyond research, suggesting that fun may be a fundamental predecessor to self-service insight mentalities. Organizations have started to take advantage of implanting fun into a self-service experience, for instance, Talabat is an online application for self-serve food where customers can order their food from different options and Restaurants for others to try. The request works to make the food requesting measure enjoyable while allowing customers to trial and give companions as well.

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