

Role of various determinants of trust influencing retailers' purchase intention for fast moving consumer goods(FMCG) from B2B E-Commerce.

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Abstract:

The present research objective is aimed to examine the influence of reputation, product delivery, information quality and transaction safety on retailers purchase intention for FMCG from B2B E-commerce. Recruitment of participant is done through non-probability purposive sampling method. The questionnaire were pretested and used to collect data from 1209 participants. In order to analyse the data, descriptive analysis and confirmatory factor analysis (CFA) is used, further hypotheses were examined through structural equation modelling (SEM), where path analysis of structural model demonstrates that reputation, product delivery, information quality and transaction safety had significant and positive influence on retailers' purchase intention from B2B E-commerce. The factor loading (β), composite reliability(CR) , Cronbach's Alpha(α) and Average Variance Extracted(AVE) demonstrated the internal consistency of the scale items. Convergent and discriminant validity is used to check the association between the construct and items of the set questions. The model fit indices demonstrates that the structural model of reputation, product delivery, information quality and transaction safety were well fitted with the data. The path analysis of the structural model shows reputation, product delivery, information quality and transaction safety had a significant and positive impact on retailers' purchase intention for FMCG from B2B E-commerce. The path analysis of the model indicates transaction safety was the major determinant followed by product delivery, reputation and information quality influencing retailers' purchase intention.

Keyword: Trust, Confirmatory Factor Analysis, Purchase Intention, E-commerce, FMCG, Structural Equation Modelling.

1. Introduction

The commercialization of the Internet since 1994 led to the formation of a new sector of commerce known as "E-Commerce," which very rapidly got engaged with the modern economy. It can also be defined as the use of Internet and other networking technology for doing business transactions (Efrain Turban, David King, Jae Kyu Lee, 2006).The retail industry relates to sales of goods and services to the customer; globally, it has a market of approx. Twenty-five trillion USD, which constitutes approx. 4.5 trillion USD of E-Commerce in 2020, while the Indian retail sector contributes 880 billion USD, which compromises 46.2 billion USD in E-commerce. India is the world's fifth-largest player in retail space and fastest-growing around the globe. With a turnover of approx. 50 billion USD by the end of 2020, India has become the 8th largest market of e-commerce, leaving behind France and Canada.

Companies generally sell their product through two different modes of E commerce, when they directly sell to the consumer it is Business to Consumer (B2C) E commerce and when the companies that are having a marketplace where businesses interact with and sell products to other businesses are known as Business to Business(B2B) E commerce. E-commerce sector is booming around the globe as well as in Indian Market, but B2B E-commerce in FMCG Industry is less explored. Almost 90% of India's FMCG operates in an unorganized channel that consists of thousands of distributors and wholesalers, who provide stock to more than 15 million mom & pop stores. No doubt, various technological enhancements took place inside the distribution network of many FMCG conglomerate, such as implementing Distributor Management System or Sales Force Automation but skipping these channels by the retailers and adopting B2B E-commerce is not yet up to the pace.

The advent & revolution of distribution channels and the Internet in recent years has led to the evolution of B2B E-commerce in the FMCG Industry. Till date, B2B E commerce ventures futile to make mark in India's unorganized retail market. However, after 2016 several B2B companies have prospered they were spurred by significant changes in India in the form of increasing number of smartphone users and the high-speed network connectivity. Some of the B2B Ecommerce like Udaan, Jumbotail, JioMart, Elasticrun have made there presence specifically in FMCG online retailing. Among all, Udaan is the leader in B2B E-commerce in India and has a network of 3 million registered users and more than 25000 sellers, and 1.7 million registered retailers across 900 plus cities of India. Udaan is one of the largest and fastest-growing B2B commerce startup in India. Purchase intention leads the customer to buy a specific product or service for the fulfilment of needs. One of the previous studies concluded that it could also be the willingness of the upcoming purchase of assistance or product (Richardson, Jain, Dick, 1996). According to research done by Yoon (2002), there is a relationship between antecedents of the Trust (search functions, transaction security and website features), purchase intention, and website acknowledgement, and Trust in the e-commerce portal has a important impact on online transaction. Online Trust is the consumer's confidence and belief that e commerce companies do not exploit specific features of online space for profitability and that they are reliable and look after for their consumer with truthfulness, integrity, and loyalness (Corritore, C.L., Kracher, B. and Wiedenbeck, 2003). (Gefen, 2000; S. Kim & Park, 2013) observed that various types of e-commerce recommended mistrust is one of the most important factors why customers avoid online purchases. As compared to traditional business environments, online environments are more unpredictable as there is no or very less one-to-one interaction between online seller and customer (Doney & Cannon, 1997; Gefen, 2000). In fact, in many previous studies, it has been found that trust is considered as the backbone for the success of any e-commerce (Lou Li Zhang, & Shim, 2010). Trust also suggest faith in the organization and the goods and is gained only when a buyer trusts the seller's honesty and nobility. According to the social exchange theory (H. H. Kelley and J. W. Thibaut, 1961), customer form exchange relationships based on Trust. When it comes to online transactions, customers perceive higher risk than a traditional offline transaction.

Although there is no specific theory that can relate to customer behaviour & Trust but Theory of Reasoned Action (TRA) previously mentioned by Ajzen & Fishbein in 1980

demonstrate the framework for defining the relation between customers' attitudes, behaviour & intention. TRA in previous research is being used for Trust and its related studies because Trust coincides with an individual's confidence and honesty, hence Trust can be defined as an antecedent of individual behaviour.

2. Theoretical Background and Development of Hypothesis

In 2002 McKnight et.al created a representation of e-commerce considering consumers' Trust established on TRA comes with the outcome that trusting confidence positively affects trusting intentions further influencing trust related positive behaviours. According to research considering TRA as a framework towards e-commerce companies, it is actually proved that Trust affects purchase attitude and purchase intention (Teo and Liu 2007). In an online business environment, it is found that greater trust leads to a greater intention to purchase products or services (Kuan and Bock, 2007).

2.1 Antecedents of Trust and related studies.

Any kind of e-commerce trust plays as a facilitator between sellers and buyers and acts as a medium of interaction between them (Chang and Chen, 2008). Trust can be defined as the belief that the other parties(seller) will behave accordingly with promises, honesty, and won't take any advantage, even when there is an opportunity (L. Hosmer, 1995). Also, mistrust is one of the reasons which e sellers fail to build an impacting relationship with its customer (Jones and Leonard, 2008). As per the previous researches (e.g., Guinaliu, & Gurrea, 2006; Chau, Hu, Lee & Au, 2007; Flavian; Kuan & Bock, 2007), Trust plays an essential role in e-commerce business and various features of user, web portal, and companies further play important functions in building Trust. Firstly, the factors related to the consumer features consists the tendency for Trust and internet using experience (Gefen, 2000; Teo & Liu, 2007). However, Secondly, features of web portal consist of social presence, information quality, quality of the service, designing of website, insight of website usefulness, and privacy of personal data (Koufaris & Hampton-Sosa, 2004). Lastly, the organizational characteristics are offline existence, experience, reputation, and scale (Jarvenpaa et al., 2000; Chen, 2006;). B2B E-commerce has various unique characteristics that impact customer trust. Thus, finding which property can help B2B E-commerce organizations prioritize actions and further help them to build strategies and act as a final call, various studies have previously scrutinized trust antecedent in online e-commerce business.

2.1.1 Reputation

Various factors influence Trust while transacting in online business one of them is Reputation. Previously, a good reputation could be gained by infusing time and effort to provide sincere customer care (Landon and Smith, 1997). The firm's reputation also defines the level of consumer trust on the E-commerce portal, further recommending that the reputation of a B2B E-commerce companies will positively impact the relationship with its customer, developing into a precise trust factors (Jarvenpaa et al., 2000). As per the previous studies done by Doney and Cannon in 1997 companies Reputation can be specify

to an the scope to which a customer thinks that the firm is authentic and worried about its consumers. Also, various research on e-commerce firms suggested that there is a direct relation between Reputation and Trust (Kim & Park 2013). Thus, the following hypothesis can be suggested :

H1: Reputation has a favourable impact on retailers' purchase intention in B2B E-commerce firms.

2.1.2 Information Quality

Quality of information plays a vital role during online purchase as high-quality information on products positively affects customer trust in online firms (Liao, Palvia, & Lin, 2006; Kim, 2011). In the case of B2B E-commerce, information quality is more important for retailers as the value of order is high and quantity is enormous compared to any other e-commerce. With the following studies, given below hypothesis can be formulated

H2: Information quality has a positive and significant effect on retailers purchase intention in B2B E-commerce.

2.1.3 Transaction Safety

Safety is one the most concerning factors during online transactions, the greater the transaction safety lesser is customer anxiety about the transaction, and hence it will positively impact the behavioural Trust (Koufaris & Hampton-Sosa,2004). Moreover, transaction safety is more important in online business as there are less or no one-to-one interaction or dealing between the buyer and seller in the complete business environment; hence transaction safety is an important determinant of Trust (Cheung & Lee, 2006; Kim et al., 2008). An increased number of transactions diminishes consumers' concern about the transaction safety and will directly impact as a favourable impact on the Trust, specifically in the context of online transactions (Koufaris & Hampton-Sosa, 2004). Therefore, based on above mentioned studies the following hypothesis is developed

H3: Transaction Safety has a positive effect on retailers' purchase intention in B2B E-commerce.

2.1.4 Stock Delivery

Moving further, stock delivery to the retailers by the B2B E-commerce firms is one of the factors that influences customer trust. Most preceeding researches discuss the traditional offline distribution system and product delivery, while few gave priority to their need in case of e-commerce specifically (Ramanathan, 2010; Ning, & Edwards, 2015). The complications gained with online business in European Nations are mostly connected to the delivery of the product than product itself (Eurobarometer-European Commission 2013). While purchasing products via B2B E-Commerce, retailers need to wait for a particular time slot to get stock delivered, or retailers may face difficulty those are located on the outskirts or in rural areas. Thus, the following hypothesis can be postulated.

H4 Stock delivery has a positive impact on retailers' purchase intention in B2B E-commerce.

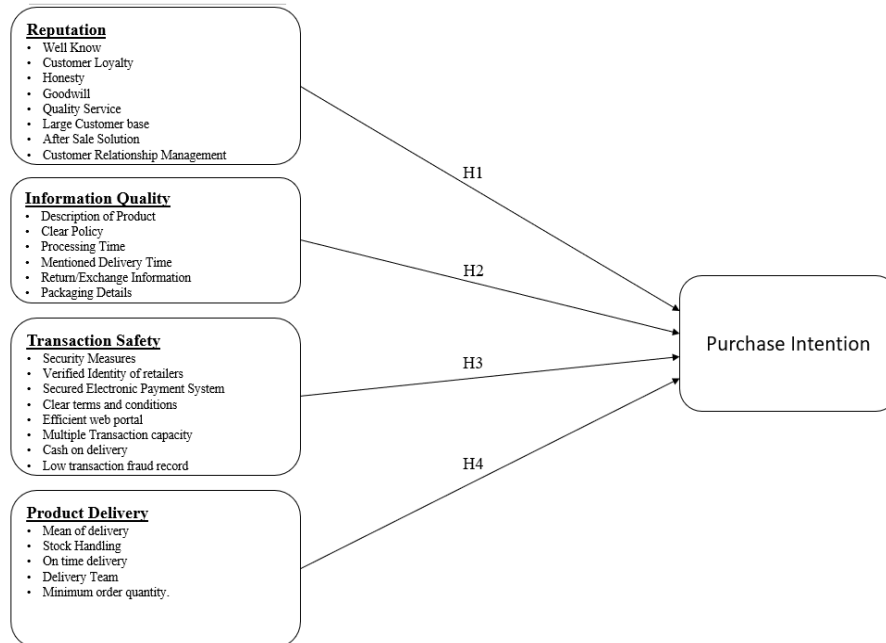


Figure 1: Conceptual Framework for reputation, information quality, transaction safety, product delivery influencing retailers' purchase intention for B2B E commerce.

3. Material & Methods

3.1 Questionnaire and Pre-Testing

Questionnaire was developed based on previous studies on reputation, information quality, transaction safety, and product delivery influencing retailers' purchase intention for FMCG from B2B E-commerce (Udaan) based on a complete literature review (Table 1) and response from respondents to provide instruction to develop the structured questionnaire to inspect the function of various factors of retailers' purchase intention. The questionnaires were pretested in Prayagraj India to assure the reliability and accuracy of questionnaire (Market Research Guy, 2007; Ikart,2018). The designed structural questionnaire was pretested with 150 mom and pop stores participants. The aim and objective of the research as well as the framework of questionnaire, were brief to the entrants to ensure the comprehensibility of the structured questionnaire. The respondents were asked to recognise & eliminate any probable problems with the questionnaire. After remodification of the questionnaire, the respondents were given their response about the framework and analysis of questionnaire to evaluate the function of a formational construct of retailers' purchase intention of FMCG. The final questionnaire was prepared by

incorporating the suggestions given by the respondents to assure validity, precision, and data collection. (Alson, 2010; Ikart. 2019). The questionnaire was divided into five sessions based on the proposed consensual framework related to reputation, information quality, transaction safety, and product delivery with purchase intention FMCG from B2B E-commerce. Section one of the questionnaire was drafted to collect the general data of respondent:

1. Education Qualification
2. Background of the business
3. Frequency of usage of B2B Ecommerce portal
4. Preference in placing the order.

The second part of the question was concerning the function of several factors of reputation on the purchase intention of FMCG. The third, fourth, and fifth were made to collect data about other factors, information quality, transaction safety, and product delivery on the retailer's purchase intention of FMCG.

Table 1: Determinants and their origin.

Determinants	Origin
General Information	Kim et al 2013; Cláudia Rodrigues Maia et al 2020.
Reputation	Landon and Smith, 1997; Jarvenpaa et al., 2000; Kim & Park 2013
Information quality	Liao, Palvia & Lin 2006; Kim et al, 2011
Transaction Safety	Koufaris & Hamptoon-Sosa, 2004; Cheung & Lee, 2006; Kim et al., 2008
Product Delivery	Ramanathan, 2010; Ning, & Edwards, 2015; Eurobarometer-European Commission 2013
Purchase Intention	Tung et al. 1994; Madahi and Sukati, 2012; Nathalie et at 2020

3.2 Participants

The entrant were consist of various retailers in the FMCG industry. The participants consist of 35.2% of females and 64.8% of males. The age of participants ranges from 22 to 70. The entrant consist of 48.3% unmarried and 51.7% married respondents. The participant education levels range from high school to masters contributing 10.26% to high school, 28% to senior secondary, 30.3% to undergraduate, and 31.44% to masters.

Table 2. Social and Demographic information of respondents.

Social and Demographic Variables	Category	Total Number of surveyee	Rate of Responds (%)
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Sex	Male	773	63.93
	Female	436	36.06
Age (Years)	22-26	145	11.99
	27-35	265	21.91
	36-46	387	32.01
	47-70	412	34.07
Marital Status	Single	244	20.18
	Married	965	79.81
Education Level	High School	121	10.01
	Senior Secondary	328	27.12
	Undergraduate	388	32.09
	Master	372	30.76

Note: total sample size =1209

3.3 Size of Sample and Method of Sampling

Non probability purposive sampling was accuire to recruit respondents as the research targeted a specific group of participants, that is mom and pop, also known as "Kirana Stores."(Maxwell, 1996; Taheerdost, 2016). The present study consists of 1400 participants from four major cities in northern India i.e New Delhi, Chandigarh,Lucknow and Varanasi having the appox population 69,84,115. The sample size of 1400 respondents are considered for this study, which is more than 400, as recommended for a population above 0.25million, with a confidence level of 95% and a margin of around 5% (The Research Advisor 2006). 150 respondents were eliminated for providing partial data; thus, the concluding sample size was 1209, with a feedback estimate of 86.36%.

3.4 Collection Of Data

Researcher visited to the mom-and-pop stores situated in four prime urban areas of Northern India, further, researcher identified whether these retailers are using B2B E-commerce for ordering products skipping/along with traditional distribution channels. Finally, the questions were asked to those retailers who are using both traditional distribution and B2B E-commerce for placing their orders for their retail outlets. The researcher briefs them about the study's purpose, objective, and importance. The influence of previously mentioned constructs of retailers' purchase intention of FMCG using B2B E-commerce portal were determined on 5 points Likert scale (Strongly Disagree = 1, Disagree = 2, Neutral = 3, Agree = 4, Strongly Agree = 5). The surveyee were demanded to choose between the scale of 1-5 (Singh, 2006; Mcleod 2014)

3.5 Data Analysis

To analyze the data statistical software SPSS package ver. 27 is used to find out the mean and Cronbach's alpha of individual items of the factors. The AMOS ver. 23 was used for Confirmatory Factor Analysis (CFA) as well as Structural Equation Modelling (SEM). The Confirmatory Factor Analysis was calculated to evaluate the Factor Loadings, Average Variance Extracted (AVE), Composite Reliability (CR) and the Model Fit Indices. The Composite Reliability(CR) of the construct of the set of questions was mentioned to the

accuracy and reliability of the mentioned items (Nunnally, 1978; Huwui et, 2018). The standardized factor loading, and AVE were calculated to identify the convergent validity of the determinant of the measurement model (Garry et al, 2017). Correlation among the constructs and square root of average variance extracted was calculated to assess the discriminant validity (Fornell and Larcker 1981). The statistical indices such as CFI, TLI, GFI, RMSE and Standardized mean square root (SRMR) was used to assess the fitness of the measurement model (Kline, 2005). The SEM was adopted for hypothesis testing (Meyer et al, 2006; Wang et al, 2015). The structural model was built to test relation among reputation, information quality, transaction safety, product delivery, and purchase intention from B2B E-commerce. CFI, TLI, GFI, RMSE, SRMR and χ^2/df were determined the fit of the structural model (W.Chen, 2014). Further, modification of indices were executed to enhance the overall fitness of SEM (Wang et al, 2015). The p-value, t-value, standard error and path coefficient to analyze the hypothesis (Kola et al, 2017).

4.Results

4.1 Descriptive Statistics

The table.3 demonstrate the mean rating of the construct and non identical elements of the construct that is reputation, information quality, transaction safety, and product delivery influencing retailers purchase intention while ordering FMCG from B2B E-commerce portals. The mean score of the participants shows that the transaction safety was the crucial factor affecting purchase intention in B2B E-commerce followed by product delivery, reputation and information quality. "Security measure to protect the retailer" within transaction safety; "on time delivery" within product delivery; "Positive review of after sale solution" within reputation and "Clear description of product" in information quality are the major factors of antecedents of purchase intention. The skewness for non identical elements of reputation, information quality, transaction safety and product delivery were ranged from -1.517 to 0.963. The kurtosis for different items of reputation, information quality, transaction safety and product delivery ranges from -0.279 to 2.789 which is within threshold limit of -2.0 to 2.0 for skewness and -7.0 to 7.0 for kurtosis (Hair et al 2010; Bryne 2010). The skewness and kurtosis value identified for non identical elements of aforementioned determinants represent this participant score of data were normally distributed.

4.2 Measurement Model

Table.3 represent standardized factor loadings, Cronbach's alpha(α), composite reliability(CR), Average variance extracted (AVE) for reputation, information quality, transaction safety and purchase intention. The factor loading of non identical elements of reputation, information quality, transaction safety and purchase intention ranges from 0.639 to 0.882 which exceeds the minimum cut of point .50, here all elements were involved for the explanation of the factor affecting purchase intention (Nunnally 1978; Hair et al 2010; Kola et al 2017; Heena et al 2021). Composite reliability of reputation, information quality, transaction safety and purchase intention varies from 0.845 to 0.90 which is greater than the recommended observation of 0.70 (Fornell and Larcker 1981; Chin et al 2003) The obtained data of Cronbach's alpha(α) as well as Composite

Reliability(CR) is acquired for non identical construct declares good internal stability and accuracy of the scale item of the set of questions (Chin et al 2003; Hair et al 2010; Konouk,2019).

AVE for reputation, information quality, transaction safety and purchase intention range from 0.514 to 0.533 which exceeds threshold value of .50 (Fornell and Larcker 1981; Kontik et al 2018; Heena et al 2021). The factor higher than 0.50 and AVE greater than 0.50, confirms the convergent validity of construct (Nunnally 1978; Fornell and Larcker 1981; W Shen 2014). The Standardised mean square residual(SRMR), Goodness of fit index(GFI), Root mean square error of approximation(RMSEA), Tucker-Lewis's index(TLI), and Comparative fit index(CFI) were calculated to examine the reputation, information quality, transaction safety, product delivery and purchase intention. CFI obtained was 0.927 (≥ 0.90); GFI was 0.907 (≥ 0.90); SRMR was 0.065 (≤ 0.08); RMSEA was 0.067 (≤ 0.08) and the TLI was 0.909 (≥ 0.90) which lies within the previously recommended range (Table 3). This observations of the prementioned indices approves a great fitness of the measurement model.

able 3. Mean score of participants, factor loadings, Cronbach's alpha (α), composite reliaility (CR) and average variance extracted (AVE) of determinants influencing retailers' purchase intention.

Construct	Items	Mean	Factors Loading	p-value	α	CR	AVE
Reputation (REP)		3.88			.785	.897	.525
	REP1	4.2	.787	***			
	REP2	3.07	.836	***			
	REP3	4.2	.676	***			
	REP4	4.25	.639	***			
	REP5	4.07	.703	***			
	REP6	2.84	.644	***			
	REP7	4.27	.774	***			
	REP8	4.19	.716	***			
Information Quality (INF)		3.77			.759	.862	.514
	INF1	4.18	.672	***			
	INF2	4.11	.679	***			
	INF3	3.95	.677	***			
	INF4	2.18	.621	***			
	INF5	4.09	.806	***			
	INF6	4.13	.826	***			
Transaction Safety (TRS)		4.09			.808	.90	.533
	TRS1	4.26	.763	***			
	TRS2	4.2	.638	***			
	TRS3	4.12	.724	***			
	TRS4	4.04	.729	***			
	TRS5	3.98	.710	***			
	TRS6	4.1	.882	***			
	TRS7	4.1	.690	***			
	TRS8	3.99	.683	***			
Product Delivery (PRD)		3.98			.801	.845	.524
	PRD1	3.94	.758	***			
	PRD2	4.04	.823	***			
	PRD3	4.09	.697	***			
	PRD4	4.01	.709	***			
	PRD5	3.84	.618	***			

Measurement model fit indices: Comparative fit index (CFI) = 0.927; Tucker-Lewis index (TLI) = 0.909; Goodness of fit index (GFI) = 0.907; Root mean square error of approximation (RMSEA) = 0.067; Standardised mean square residual (SRMR) = 0.065; *** Significant at $p \leq 0.01$; Skewness: -1 to 1; Kurtosis: -2 to 2.

The diagonal value confirms the discriminant validity of the construct which is estimated by square root of AVE which exceeds the correlation value among the construct, as represented in the table below.

Table 4. Discriminant validity of the constructs.

Constructs	REP	INF	TRS	PRD	PI
REP	0.724				
INF	0.107	0.717			
TRS	0.121	0.259	0.863		
PRD	0.341	0.372	0.404	0.736	
PI	0.708	0.645	0.773	0.572	0.759

4.3 Structural Model

The structural model was formed in order to represent relationship among reputation, information quality, transaction safety, product delivery and purchase intention in B2B E-commerce. The CFI was 0.927 (≥ 0.90); TLI was 0.909 (≥ 0.90); GFI was 0.907 (≥ 0.90); RMSE was 0.067 (≤ 0.08); SRMR was 0.065 (≤ 0.08) and χ^2/df was 3.7 (≤ 5.0) which lies within the

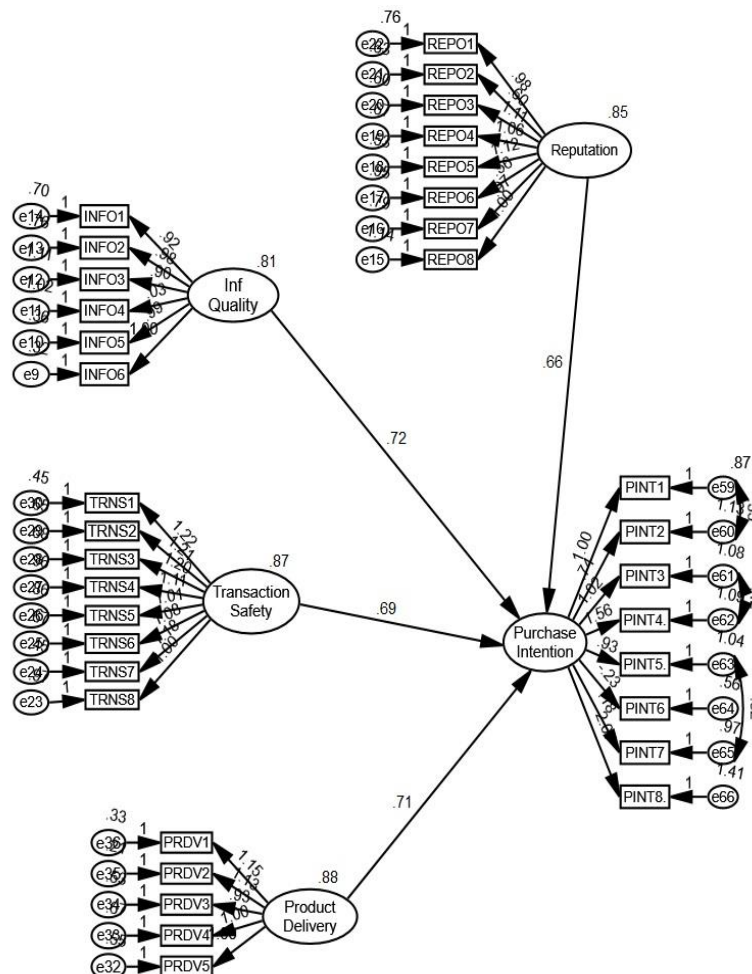


Figure 2. Structural equation modelling to examine the role of determinants of trust on retailers' purchase intention Structural model fit indices: CFI = 0.927; TLI = 0.909; GFI= 0.907; RMSEA = 0.067; SRMR = 0.065; χ^2/df = 3.7. REPO: Reputation; INFO: Information quality; TRNS: Transaction safety; PRDV: Product delivery; PINT: Purchase intention.

previously recommended acceptable range (Figure 2). A forementioned result provide good fit of the given structure. The result of the structural model represented in Fig 2 and Table 5 illustrates level of relationship among reputation, information quality, transaction safety, product delivery, and purchase intention. Hypothesis 1(H1) represents the positive impact of reputation on purchase intention of retailers from B2B E-commerce was assisted as a standardized

Table 5: Structureal Equation Modeliing to asses the role of reptution, information quality, transaction safety and product delivery on purchase intention of FMCG products from B2B E-commerce

Hypothesis	Structural Path	Standardized Estimate	Standard Error (SE)	t-value	p-value	Results
H1	Reputation → Purchase Intention	0.66	.027	0.722	***	Supported
H2	Information Quality → Purchase Intention	0.72	.028	5.599	***	Supported
H3	Transaction Safety → Purchase Intention	0.69	.029	7.694	***	Supported
H4	Product Delivery → Purchase Intention	0.71	.027	1.363	***	Supported

estimate (β) for the purposed pathway of the structural model, which was significantly accepted ($\beta = .66$, t -value = $.722$, $\leq .01$). Hypothesis 2(H2) represents the positive impact of information quality on purchase intention of B2B E-commerce was supported as a standardized estimate(β) for purposed path of structural model, which was significantly accepted ($\beta = .72$, t value = 5.599 , $p \leq .01$). Hypothesis 3(H3) represents the positive impact of transaction safety on purchase intention of B2B E-commerce was assisted as standardized estimate for the purposed pathway of the given structural model which was significantly accepted ($\beta = .69$, t value = 7.694 , $p \leq .01$). Hypothesis 4(H4) represent the favourable impact of product delivery on purchase intention of B2B E-commerce was assisted as standardized estimate(β) for the purposed pathway of the structural model which was significantly accepted ($\beta = 0.71$, t value = 1.363 , $p \leq .01$).

Discussion

Transaction safety plays a vital role in shifting retailers from the traditional distribution system to B2B E-Commerce for FMCG. The outcomes of structural model and mean score of constructs provides that transaction safety has positive as well as significant impact on retailer purchase intention. The standardized estimate of the structure model shows that transaction safety was one of the most critical element impacting retailers' purchase intention. Besides reputation, information quality and product delivery were important factors that favourably influence the retailers' purchase intention. In an emerging nation such as India, transaction safety or financial safety plays utmost importance such most of the retailers working on a very low-profit margin, and even a tiny transactional loss can hamper the overall business.

Product delivery is one of the key factors affecting retailers' purchase intention is always act. Product delivery is also a one the antecedent of Trust which creates a retailers purchase intention for B2B E-commerce. The outcomer of the structural model and mean score of constructs provides that product delivery has favourable and critical effect on purchase intention of the retailers while purchasing product from B2B E-commerce. The standardized estimate of the structural model also represents the same.


The reputation of the firm acts as a factor that creates a sense of Trust towards retailers' purchase intention for B2B E-commerce. The structural model results and mean score obtained show that the reputation has a favourable and critical function in retailers' purchase intention. Standardized estimate of the structural model also represents the impact of reputation on a retailer's purchase intention while ordering stock from B2B E-commerce. Information quality provided by the B2B E-commerce firm before or while transacting acts as an important factor. The structural model and mean score results show that the information quality has critical as well as positive role in retailers' purchase intention. The standardized estimate of the structural model also represents the role of information quality while purchasing through B2B E-commerce.


6. Conclusion and Implications

The results of the existing studies highlight the impact of reputation, information quality, transaction safety, and product delivery on retailers' purchase intention. The statistical indices represent a good fit of structural and measurement models. The factor loading, Average Variance Extracted (AVE), and correlation represents the construct's convergent and discriminant validity. The reputation, information quality, transaction safety, and product delivery positively impacted retailers' purchase intention in B2B E-commerce of FMCG. Transaction safety was the most important and motivating factor that shifted retailers from traditional distribution channels to B2B E-commerce for FMCG. The overall result demonstrates that Trust and antecedents of Trust are factors that move customers from traditional distribution channels and create a purchase intention from B2B E-commerce in FMCG Industry in progressing and soaring economies of the world such India.

Conceptual model and result shows few theoretical as well as practical contributions. Firstly, to the best of the author's knowledge, this study is the one of its kind comprehensive research carried out in emerging nations, like India, to evaluate the function of factors of Trust on purchase intention. Secondly, the observed verifications shows that transaction safety is an essential factor influencing retailers' purchase intention while purchasing from B2B E-commerce, skipping the traditional distribution channel in emerging nations such as India. Thirdly, B2B E-commerce startups and big conglomerates who have entered this market like JioMart or are planning to enter this space should consider various factors influencing the retailer's purchase intention, which further leads to the final purchase decision. Finally, Trust and the antecedent of Trust should be considered as one of the significant factors while alluring the retailers to adapt to this new distribution channel especially the transaction safety should be focused on while awaring the retailers about this distribution model and creating desire and further action to start purchase goods.

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DATA AVAILABILITY STATEMENT

Data will be available on request.

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