

Advantages and disadvantages of One-click purchases

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Abstract

The purpose of this paper is to investigate the advantages and disadvantages of the method of one-click purchasing. One-click purchasing is a method allowing the customers to transact a purchase with only one click. The customer has entered the payment information necessary to complete the purchase at a previous occasion. Within the next buying opportunity, the customer can purchase products with one single click. The analysis and conclusions is based on both primary and secondary sources. The primary sources represent the result of a questionnaire performed with 200 respondents. The survey showed that the most common advantages with the method was fast, smooth, easy and time efficient. The disadvantages on the other hand were more varying and included cons such as uncertain, unreliable, risk-taking, page hacking, fraud and identity hijacking. The conclusion is therefore that the disadvantages are in grater number and also more shifting, which means that the perception of the one-click purchasing method tends to be more negative.

Keywords

One-click purchasing; One-click buying; Amazon; Online shopping; Advantages; Disadvantages; Perceptions

Introduction

One-click purchasing is getting more and more usual within the websites dealing with online shopping. The recent years have gone through a rapid growth of e-commerce and as a result of that the distribution of goods to consumers has reshaped (Birner, 2015). Consumers of online shopping increasingly use numerous of internet-enabled devices. The information presented in this channel and its graphic characteristics is a critical issue for both research and practice (Mosteller, Donthu & Eroglu, 2014). A global standard for all online payments is under development by the consortium. This can be compared with Amazon's one-click method but for the entire Internet (Popper, 2016, 25 September).

According to Hayes, Carr & Wohn (2016) the word one-click have many meanings. For example we can by one single click Like, 1 Favorite, Upvote or +1 things on social media. This one-click prerequisite enables users to signal a response (Hayes, Carr & Wohn, 2016). Another context were the word one-click is used is by online shopping sites. One-click purchasing is a method allowing the customers to transact a purchase with only one click. The customer has entered the payment information

necessary to complete the purchase at a previous occasion. At the next buying opportunity the customer can click on the button saying “Buy now with one click”. The order will be associated with the customers’ previously 1-click settings and the product will be shipped to the customers address (Amazon, no date). The page Amazon first invented the method of one-click purchasing. Amazon took patent on the method right away in September 1999, to prevent competitors to steal the idea. It did not take long until a competitor tried to steal their patent idea, to be precise it only went three weeks. Amazon sued the competitors called Barnes and Noble for patent infringement (Stern, 2001). Today the method is used by almost every online shopping page and the patent Amazon once received are long gone. The purpose of this paper is to investigate consumers’ perception of advantages and disadvantages of the technique one-click purchasing.

Method

The paper contains both previous research and new empirical studies, therefore the study comprises from primary and secondary sources. The main question in this paper is to clarify consumers’ perception of advantages and disadvantages of the technique one-click purchasing. To be able to investigate this further and to collect relevant data both theoretical and empirical data was performed. The theoretical data consists of scientific articles was found by searching on Google Scholar and various databases such as Summon, Scopus and Web of Science. According to Jacobsen (2002) one of the first steps when composing a study is to decide if inductive or deductive character shall be used. This study is of deductive character since the paper is based on previous studies of the subject and then tested against the reality through observations of empirical data (Jacobsen, 2002). Validity refers to measure what actually should be measured but also that the right data have been collected for the research in question (Denscombe, 2009). To increase the validity in this study scientific articles have supported the primary sources collected in the paper. Reliability means trustworthiness. If the measurements are accurate the survey is characterized by high reliability which furthermore means that if a research instrument is neutral it should led to the same results in different situation. The survey is therefore repeatable (Denscombe, 2009). In this study the survey is based on subjective experiences of the respondents and is therefore not generalizable. The selection of respondents in this survey is random. A repetition of this survey will get the same result if the respondents in this study are equal with the respondents in the future studies.

The study can also either be of quantitative or qualitative character when it comes to gathering primary sources (Jacobsen, 2002). This study is of quantitative character since a wider investigation of existing theories are examined and tested against the reality, and since the survey has a participation of 200 respondents. To be able to investigate consumers’ perception of the advantages and disadvantages for one-click purchasing and to collect primary sources a two-question survey was made with the amount of 200 respondents. The survey was made over the Internet throughout using Google Drive Formula as questionnaire and all the answers were anonymous. The survey was further posted on Facebook and in relevant groups to gathering a total of 200 answers. The motive of selecting to do a survey over the Internet was since Internet is a prerequisite for one-click purchasing. If you do not have Internet, you cannot use the one-click method and therefore a digital survey was an obvious choice. The questionnaire will assume that the respondents’ answering have completed online purchases at some point in life or at least understands the purpose of the technique.

By that reason costumers who are not interesting for this study will be excluded. The survey is only interested in asking the population who provides a basis for a good result and therefore a trustful conclusion can be made. Throughout the choice of a digital survey and anonymous answers, the respondents were not affected by anything or anyone, and therefore the results of the survey will be more genuine. The questionnaire began with an explanation of the items through operationalization since the subject can be perceived in different ways. The two questions of the survey were open-answer questions and they established the respondents' attitudes against advantages and disadvantages about the one-click method. The motive of open-answer question is that the respondents can respond freely without being forced to pic an answer. The questions were also used to get the respondents exact opinion about the subject.

Literature review

Dreyfuss (2000) discusses in his study how business makes consumers stick to their sites instead of competitors. One way Amazon succeeds with this was through the one-click purchase method. When Amazon patented the technique conclusions can be made that consumers will in greater occurrence stick to the page. One of the main reasons is that the one-click method facilitates the purchase steps since the inputted information will detain throughout subsequent visits (Dreyfuss, 2000). It is crucial for websites to evolve and implement more simplified payment methods to keep up with the progress and competitors. They need to go from brand loyalty to E-loyalty. The market leader of pure E-business (electronic-business), needs to facilitate repeat buying according to Gommans, Krishnan & Scheffold (2001). The technology use needs to improve among this business and one way doing that is by the technique of one-click purchases (Gommans, Krishnan & Scheffold, 2001).

Amazon has improved their customer loyalty through the one-click method technique (Chevalier & Goolsbee, 2003). Hann & Terwiesch (2003) writes in their article about modeling value propositions in e-business. According to the article value can be produced at many different moments. It can be created at its appropriation, and one example of this is Amazon's one-click purchase method. The method is also an example of convenient buying of consumer goods, since de method allows consumers to purchase items through one click (Hann & Terwiesch, 2003). According to Acquisti & Varian (2005) the supplier of a product or service can change the consumers' valuation towards it. This through introducing necessary changes by offering several methods of improved services, both for new and prior consumers. One method used to improve the consumers' valuation is one-click purchasing, which provides lowered transactions costs. Furthermore the one-click technique can be appreciated for the consumers who purchases on a regular basis or for the consumers who valuates the time higher (Acquisti & Varian, 2005). Additionally Dayal, Landesberg & Zeisser (2000) also confirms in their study that Amazon's one-click purchase system facilities transactions since the transaction data only has to be repeated once at the first purchase.

Osterwalder & Pigneur (2003) notes in their study that the importance of frictional costs is illustrated by Amazon's attempt to patent the one-click purchase technology. The attempt also shows the frictional costs potential in constructing competitive benefits in e-markets. The frictional costs can be reduced on Amazon's website through one-click technology, and also lower the overall cost of obtaining the product

form de page compared obtaining from its competitors. Therefore, the price premium that Amazon is capable to charge in a heterogeneous consumer market increases by its capability to decrease the frictional cost of purchasing (Osterwalder & Pigneur, 2003). According to Khanna & Sampat (2015) the popularity of online purchasing continues to grow especially amongst women. The study also shows that in the age division 18-25 the growth is most noticeable (Khanna & Sampat, 2015). Another study conducted by Jin, Osman, Manaf & Abdullah (2015) indicated that both trust and attitude have a positive effect on the online shopping behavior. This is explained by the fact that when trust and attitude level improved, online shopping behavior and intention also improved respectively (Jin, Osman, Manaf & Abdullah, 2015). Fogg (2009) states in his article about human behavior that the one-click method is a common example when it comes to simplify a persuasive page design. Furthermore it means that since it is easy to purchase items, people purchase more (Fogg, 2009).

The customer experience can be divided into six different types of customer experience, which is social-facilitation, self-connect, intrinsic enjoyment, time-filler, utilitarian and monetary evaluation experiences (Thakur, 2016). The denomination OSE (online shopping experience) measures the consumers experience while shopping online. The online shopping experience can be experienced in many ways depending on the consumer and other factors such as on the services and products, personal relationships and social context (Trevinal & Stenger, 2014). The experience or perceptions of online shopping can also depend on the age of the consumer, social networks, parental guidance and peer influence (Thaichon, 2017). The perception of online shopping, according to Shanthi & Desti (2015), is different from individual to individual. For example the consumers personal characteristics affects the difference and similarities in the perception. Furthermore the age also affects the perception of online shopping (Shanthi & Desti, 2015). Older people are not attached as much as younger ones are of online shopping. The study shows that between the age divisions 20-25 the use of online shopping is most common (Thakur, 2016).

Empirical findings

The purpose of the survey was to determine consumers' perception of advantages and disadvantages of the method of one-click purchasing throughout two open-answer questions. The two open-answer questions simply asked the advantages and disadvantages with one-click purchasing. 76 percent of the 200 respondents present the advantages of one-click purchasing as either fast, smooth, easy or time efficient. 3 percent of the respondents did not see any advantages with the one-click purchase technique. Some respondents perceives the advantages as a easement of the payment since they do not have to bring their wallet, fill in the details in every buying opportunity and that they do not have to use the security tooker¹ (CVC-code shall always be asked about). Some respondents even ignored the purchase since they do not bothered to retrieve their wallet. Another percentage of the respondents felt that the one-click method facilitates during purchases by mobile phone and throughout purchases with small amounts. If the consumer purchases a lot from the same Internet page, the one-click technique can facilitate the purchase and it gets less frustrating since the consumer does not have to fill in the same information multiple times. One respondent did claim that the advantage of one-click purchasing was the safety, which is quite different from the other answers. Another respondent sees the methods advantages as an opportunity to ensure the purchase of popular products with the capacity to sell out quickly. The respondent continues to explain that the product can

be more secured when the payment is simplified and rapid. The advantages furthermore simplify the purchase procedure, stimulate the trade and create convenience for the consumer.

31 percent of the 200 respondents present the disadvantages of one-click purchasing as either uncertain, unreliable or risk-taking. 6 percent of the respondents did not see any disadvantages with the one-click purchase technique. One respondent only saw disadvantages with the method. Some respondents' states that the technique can be too fast, and therefore important information can be overlooked whilst rushing through the payment steps. Within the rush consumers may not have time to consider if the purchase is necessary or not, which can conduce to unconsidered purchases and impulse buying. Many of the disadvantages in the survey indicate that the respondents do not feel safe with sharing their personal information online. They are afraid that the information will end up in the wrong hands or that it will be mistreated. Furthermore many of the respondents' claims that there is always a risk whilst declaring account number online. The extremely sensitive information can be available for people who are not supposed to have access to it. Many of the respondents are also afraid of fraud and that personal information can be hijacked. Some respondents see the technique as addictive since it is easy to complete a purchase and due to the accessible. Furthermore this can conduce to overconsumption and impulse buying for the consumers that are incapable of controlling their purchasing behavior.

Analysis

The one-click method is a technique that facilitates repeat buying according to Gommans, Krishnan & Scheffold (2001). To facilitate repeat buying is something every E-business needs to constantly improve to be more attractive than competitors in the same business. If the attractiveness is low, potential costumers and profits will be lost. It is therefore crucial that the technique of one-click is improved and progressed. Acquisti & Varian (2005) also confirms in their article that companies need to offer new methods of improved service. And one way of doing this is though the method of one-click purchasing. This reinforces the significant use of the one-click method even more, and confirms that the method is essential when it comes to retain consumers and ease their buying experience. The thoughts about the method and its advantages are that it may only benefit the consumer, but that is incorrect. According to both Acquisti & Varian (2005) and Osterwalder & Pigneur (2003) the method provides advantages for the companies as well, in this case the E-business Amazon. First of all the method provides a benefit throughout lowered transactions cost. The smaller amount of payment steps makes it more profitable for companies since the transaction costs decreases. This might be one reason that many online pages today, use the method of one-click purchasing. Another reason, and another advantage, is the reduced frictional costs. The lowered frictional costs enables to lower the overall cost of obtaining the product on the page compared obtaining it from its competitors. The method is therefore also profitable for the companies, which creates a win-win situation.

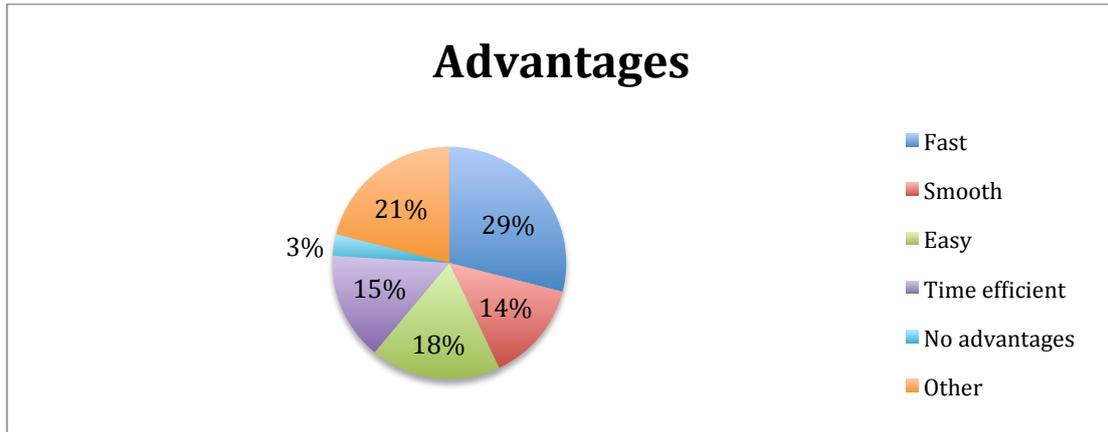


Figure 1

According to both Dreyfuss (2000) and Dayal, Landesberg & Zeisser (2000) the one-click method facilitates the purchase steps since the inputted information will detain throughout subsequent visits, which is one of the reasons that consumers choose to come back to the page again. Furthermore Fogg (2009) states that since it is easy to purchase items online, people purchase more. The survey shows that 76 percent of the respondents present the advantages of one-click purchasing as either fast, smooth, easy or time efficient, which can be connected to Dreyfuss (2000) statement of the facilitation of the buying process. The respondents' opinion is that the one-click method facilitates the buying process considerably, which affects the respondents' attitude and perception of the technique. Figure 1 show that 29 percent of the respondents presented the advantage of one-click purchasing as fast. It actually only take one click to order an item which makes the advantage "fast" quite a predictable advantage. One motive for Amazon to create the one-click method may be to attract consumer through a timesaving method that is quickly to transact, which is exactly the respondents' perception. Furthermore, according to Acquisti & Varian (2005), the one-click technique can be appreciated for the consumers who purchases on a regular basis or for the consumers who values the time higher. This can also be connected to the survey since many of the respondents thought that time efficiency was one major advantage of purchasing with the one-click technique. 15 percent of the respondents considered the advantages as time efficient. In today's society time is very valuable and a highly priority. Limited time due to long workdays and household chores has made time highly valuable. Every opportunity to save a little time is appreciated, since it enables to spend time on something more essential.

The survey shows that the respondents are quite equal in their open answers about advantages, which can indicate that the majority has the same perception of the one-click method. Which both can be perceived as bad and good. Variation in the answers may indicate that the advantages is perceived as more in number, which can indicate that the method is more advantageous. Since the advantages in the survey does not vary much the advantages with the method may not be many. On the other hand, equal answers can indicate that the respondents agree about the advantages and that the advantages are clear and unambiguous. 3 percent of the respondents did not see any advantages about the technique at all, which can depend on bad experiences in the past. The level of experience can affect the respondents' attitude against the method, and it is therefore crucial if the method will be used or not whilst purchasing online. If the respondent have received bad experiences in the past, it is most likely that no

advantages are perceived about the method and vice versa. The first impression is fundamental and will decide if the respondent will use the method in future payment situations or not.

Surprisingly, part of the respondents was too lazy to retrieve their wallet and therefore saw the advantages of the method as a way to avoid having to make an effort. One respondent even claimed that if the page did not have the one-click payment option, the respondent would not bother to retrieve the wallet simply out of laziness. Laziness is one problem in today's society. We are too comfortable with our life situation, and do not bother to make an extra effort if we do not have to. The one-click method facilitates the purchase process for the buyer, which is indicated as a major benefit with the method according to the survey. On the other hand, it is frightening by the fact that people avoid to purchase items due to laziness. The only thing that should stop a consumer from buying items is economic difficulties or due to unnecessary, and not due to laziness. The method also facilitates during purchases by mobile phone and throughout purchases with small amounts. Purchases through mobile phone get more and more common in line with the technological development. Today, almost every single one of us is owner of a mobile phone, which enables online purchases and one-click purchases regardless of position. The availability is therefore tremendously high. The use of one-click purchasing through a mobile phone facilitates the buying process even more than ordinarily. On the other hand it also facilitates for purchases with small amounts since the method is easy to complete and since data does not have to be repeated every single time. The method is more useful with small amounts because the consumer might feel safer with using it. The small amounts do not indicated on a high risk for the consumer, and therefore the method can be more practical during these situations. One of the most surprisingly answer was the respondent who claimed that the advantage of one-click purchasing was the safety. This answer is extremely different from the others when it comes to advantages. The uncertainty was one of the most common disadvantages of the method in the survey but not as an advantage. The respondent may have a lot of experience when it comes to one-click purchases and overall online shopping. If the method is used on a regular basis, one major advantage can absolutely be the safety.

Loyalty from consumer is extremely worthwhile, not only for E-business but for any type of company or business. Throughout the one-click method Amazon improved their customer loyalty according to Chevalier & Goolsbee (2003). Loyalty can be built by trust in the case of the one-click method. If the consumer trusts the company the loyalty will automatically increase. The loyalty and trust of one company can result in an increased use of the one-click purchase method. Along with that, advantages, or in some cases disadvantages, can be evolved. If the one-click method is used in greater occurrence, consumers will find advantages or disadvantages. If trust and loyalty is high, the possibility that the consumer evolves advantages with the method is more believable. It is therefore essential that companies work with trust and loyalty towards the consumer, otherwise the profits of the method one-click purchasing will be lost. If companies want to increase their loyalty, they must, for example, make sure that the consumers trust that their personal information is disposed correctly. According to Jin, Osman, Manaf & Abdullah (2015) the trust have a positive effect on the online shopping behavior since when the level of trust increases online shopping behavior and the intention is also improved respectively.

The one-click purchasing technique may therefore be more used if the consumer has trust in the supplier.

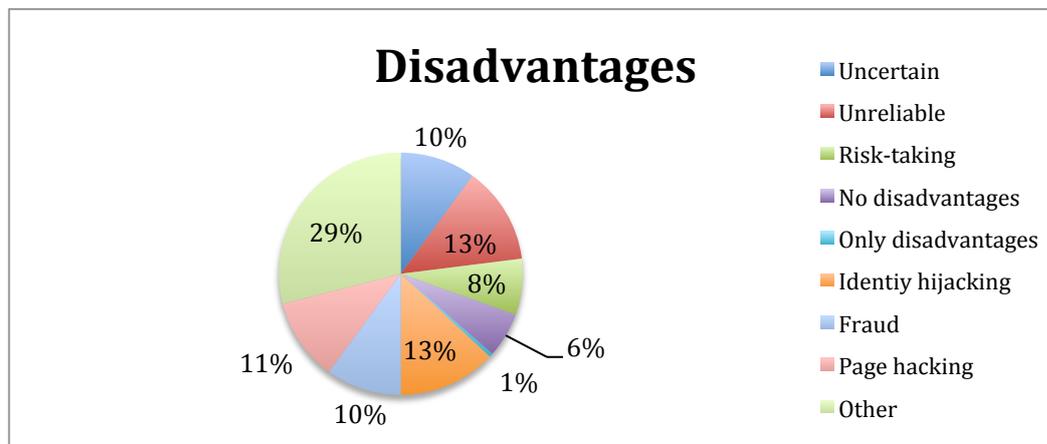


Figure 2

The disadvantages of the method came out as more varying than the advantages. One motive for the variation in the disadvantages might be the amount of disadvantages contra the amount of advantages. It seems like the disadvantages are more, and therefore the dissimilarities are bigger. When it comes to disadvantages the survey shows multiple reasons why the respondents disagree and that is one reason of the divided answers. The disadvantages outstands the advantages in this survey. Some of the most common disadvantages was either uncertain, unreliable or risk-taking which represented 31 percent of the 200 answers. It is understandable why the respondents feel uncertain about the method since personal information is transmitted to the online page. Once again, the online page needs to earn trust from de consumers, to be able to increase the use of one-click purchases and to save money themselves. Personal information is to some consumers extremely sensitive although the Internet contains a lot of it already. One respondent only saw disadvantages with one-click purchasing which can depend on previous experience. Once again, the first impression is critical. If the first impression is mistreated one time, it will be hard to convince the respondent to try the method once again. 6 percent of the respondents did not see any disadvantages with the one-click purchase technique at all. This is the goal for companies using the method, to convince the consumer that there are no risks with the purchase despite the share of personal information. Once again, it is all about earn trust. These 6 percent of the respondents probably trust the page 100 percent, which leaves them with no experienced disadvantages. On the other hand one respondent only saw disadvantages with technique. As mentioned earlier this may be a consequence of previous experience. Three other recurrent disadvantages in the survey were page hacking, fraud and identity hijacking. Today's issues concerning identity hijacking, fraud and page hacking make the respondents (consumers) insecure about the technique of one-click purchasing, which is understandable. Since the problem still occurs and remains, the risk that consumers feel unsafe remains.

In the survey some respondents were afraid to evolve a buying addiction since it is very easy to complete a purchase with the method and due to the accessible. This can also be connected to what Fogg (2009) discussed in the performed survey. The result was that since it is easy to purchase items, people purchase more. This can be noticed in this survey as well, since some of the respondents are afraid of overconsumption.

Within the rush consumers may not have time to consider if the purchase is necessary or not, which can conduce to unconsidered purchases and impulse buying. To complete a purchase throughout the Internet can take one second, or one-click, which makes it easy to purchase items. It gets more and more common to purchase online and to evolve an addiction is therefore not impossible. Everything can be found and purchased online, it is time to forget stores and supermarkets. For example you can order couches and tables online, which is big items but still possible to order online and get delivered to your house. Furthermore you can even purchase food from your supermarket over the Internet, and get it delivered right to your front door. Online shopping and one-click purchasing are two comfortable ways of buying items, and it is therefore easy to evolve addictions of doing it. With the method one-click purchase it does not feel like you actually pay for the items since the transaction is so rapid, which makes it easier to buy more.

According to the theoretical data, the experience and the perception of online shopping can depend on various elements. These perceptions and experiences might have influenced the respondents' answers of advantages and disadvantages, as discussed previously. In accordance to Thaichon (2017) the perceptions can depend on the age of the consumer, social networks, parental guidance and peer influence. The result of the advantages and disadvantages may depend on which social networks the respondents are members in and how they interact in these groups. The peer influence may also have an impact on the result since peer influence from relating persons in the nearby surroundings may have the ability to change the consumers' opinions. The respondents' age might additionally affect the perception of advantages and disadvantages, which is also confirmed by both Thakur (2016) and Khanna & Sampat (2015). Since the rapid technology developments throughout the last years, younger individuals have a tendency to keep up more with technological developments. Furthermore this means that the one-click method may have been more experienced by younger respondents than older ones, which might have influenced the results in this survey. According to Shanthi & Desti (2015) consumers personal characteristics affects the differences and similarities in the perception. Since the statement, that consumers' personal characteristics affect the differences and similarities in the perception, the result in this survey may vary depending on the respondents asked.

Conclusion

So, what was the consumers' perception of advantages and disadvantages of the technique one-click purchasing? The survey showed that the respondents was quite united when it came to advantages of the method, but on the other hand, divided when it came to disadvantages. The conclusion is therefore that the disadvantages are in grater number and also more shifting, which means that the perception of the one-click purchasing method tends to be more negative. The advantages of the one-click method are fast, smooth, time efficient and easy, since the method facilities the buying process therefore saves time. On the other hand, the frequent disadvantages are uncertain, unreliable and risk-taking since many of the respondents are unsure about the security. Other approaches of disadvantages are page hacking, fraud and identity hijacking which also treats the area of insecurity. However, the technique has predominant advantages among companies, who can save transaction and frictional costs due to the method. The consequences and implications of the result in this survey may affect consumers' perception of one-click purchases. The result shows

that the respondents participating in the survey presented a lot of disadvantages with the method, and therefore the perception of those reading the paper may change.

Various respondents possess various perceptions and experiences about the technique of one-click purchasing. Experience and therefore perceptions may have a strong influence on the perceived advantages and disadvantages of each respondent. Furthermore the perception of online shopping is different from individual to individual, which must be taken into consideration whilst analyzing the results from the survey. We are all different. We experience different, we perceive different, we have different conditions and finally, we have different opinions about the advantages and disadvantages of the method one-click purchasing.

Future research

The study only stimulates consumers' reaction of the one-click purchasing method, it would have been interesting to ask companies about their perception and experience of the method to see if any similarities or differences would have accrued. It appears in the theoretical data that it is advantageous for companies to use the method, but the question is what empirical material about the method among companies would have shown. Another perspective that could be interesting to investigate is if the advantages and disadvantages are different depending on the respondents' nationality. Are the advantages and disadvantages different in various countries.

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¹ The device given by bank which shall be used to identify yourself online