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Original Research

Impact of Online Service Convenience on Adoption of Electronic Information Resources

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Abstract

The present study elaborated on the impact of online service convenience on the adoption intention and adoption of electronic information resources. Factors of service convenience have been identified as access convenience, search convenience, evaluation convenience, transaction convenience, and possession/ post-possession convenience. Data were collected from 205 Ph.D. scholars and faculty members from Central Government Institutes in Northern India. The received responses have been analyzed and presented with the help of PLS-SEM using ADANCO 2.2 software. The present study's findings suggested a significant impact of access, search, transaction, and possession/ post-possession convenience. However, evaluation convenience has been found insignificant in arousing adoption intention for electronic information resources. The uniqueness of the present study lies in elaborating on the unexplored area of online service convenience concerning electronic information resources.

Keywords: ADANCO 2.2, Adoption Intention, Electronic Information Resources, Digital Libraries, Online Services.

Introduction

Technology has changed how electronic information resources are used to explore, access, and sort useful information. Electronic information resources have enabled users to discover data without human assistance (Stachokas, 2012). These resources also provide a credible source of data (Biddix, Chung & Park, 2011; Stachokas, 2012). Various electronic information resources are available to the user in an institution/organization and are used to satiate numerous data needs (Liyana & Noorhidawati, 2014). Electronic information resources generally include online databases, journal websites, industrial databases, and search engines (Garg, Kumar &

Vandana, 2017). However, it is worth noticing here that each one of these information resources does not offer the same level of online convenience (Stachokas, 2012). Despite the credibility and authenticity of data on electronic information resources and databases, users prefer to use search engines, wikis, and other unreliable databases (Dadzie, 2005; Bhat & Ganaie, 2016; Liyana & Noorhidawati, 2014). The reason behind this is the service convenience with which users can access and use these unreliable information resources (Biddix et al., 2011; Awan, Ameen & Soroya, 2020). Previous studies have confirmed a positive and significant relationship between online service convenience and the behavioral intention of users (Chang, Tseng, Liang & Yan, 2013; Dai & Salam, 2014; Yeo, Goh & Rezaei, 2017). Therefore, service convenience has been acknowledged as one of the vital dimensions in the past literature (Seiders, Voss, Godfrey & Grewal, 2007; Collier & Kimes, 2013).

Online service convenience matters a lot in the case of electronic information resources because it can directly impact their performance (Stachokas, 2012; Bae & Cha, 2015; Garg, Kumar & Vandana, 2017; Awan et al., 2020; Rafi, Ahmad, Naeem, Khan & Jianming, 2020). The past literature did mention online service convenience as one of the crucial factors in the context of electronic information resources (Bhat & Ganaie, 2016; Garg, Kumar & Vandana 2017; Kumar, Vandana & Batra, 2018; Yip, Lo, Ho & Chiu, 2020) but none of the studies tried exploring online service convenience as a multidimensional construct. Moreover, the previous studies, which have considered online service convenience as a multidimensional construct, were conducted from online shopping and retailing perspective (Beauchamp & Ponder, 2010; Jiang, Yang & Jun, 2013; Benoit, Klose & Ettinger, 2017; Mehmood & Nazmi, 2017; Duarte, Costa e Silva & Ferreira, 2018; Pham, Tran, Misra, Maskeliūnas & Damaševičius, 2018; Wei, Lee & Shen, 2018; Khan & Khan, 2020; Kumar, Sachan & Dutta, 2020; Palacios & Jun, 2020). According to our knowledge, none of the studies have examined the impact of various service convenience factors on adoption intention and adoption of electronic information resources. Since electronic information resources have not been investigated through the lens of online service convenience as a multidimensional construct, these gaps have become the primary drivers for the present study.

Hence, the present study aims to analyze and evaluate the impact of service convenience factors, i.e., access convenience, search convenience, evaluation convenience, transaction convenience, and possession/ post-possession convenience, on adoption intention and adoption of electronic information resources. The present study begins with a brief literature review and conceptual framework followed by the study's methodology to achieve this objective. Then, the analysis and findings of the study are discussed. Finally, the present study concludes with a discussion, conclusion, implications, limitations, and future research avenues.

Literature Review

Convenience is “the total time and efforts an individual spent to avail a service or purchase a product” (Copeland, 1923). Service convenience refers to “consumer’s time and effort perceptions related to buying or using a service” (Berry, Seiders & Grewal, 2002, p. 12). Online service convenience is found to be an essential factor that impacts customer perceptions and behavior in different ways such as consumer engagement (McLean, 2018), perceived value (Khan & Khan, 2018; Cho, Bonn & Li, 2019; Mou, Cohen, Dou & Zhang, 2019), attitude or emotions (Li, Dong & Chen, 2012; McLean, 2018; Cho et al., 2019; Miranda-Valencia, 2021), adoption or purchase and/or use intention (Chang et al., 2013; Cho et al., 2019; Ray, Dhir, Bala

& Kaur, 2019; Xu, Huang & Li, 2019; Mou et al., 2019), customer satisfaction or trust and/or loyalty (Bae & Cha, 2015; Ozturk, Bilgihan, Nusair & Okumus, 2016; Khan & Khan, 2018; McLean, 2018), etc. However, the mentioned studies considered online service convenience a unidimensional factor (Jebarajakirthy & Shankar, 2021).

Many researchers have examined the multidimensional nature of service convenience also. Seiders et al. (2007) developed and validated the service convenience scale in the context of generic retail services. Taking this topic forward, Beauchamp and Ponder (2010) amended service convenience factors in the in-store and online retailing contexts. This study catalyzed the research on service convenience in an online context. Then, Jiang et al. (2013) reworked the factors of service convenience in an online context and categorized service convenience into access, search, evaluation, transaction, possession, and post-possession convenience. Later, Duarte et al. (2018) extended the service convenience research in the online retailing context and added a new dimension to service convenience, i.e., attentiveness convenience. These studies became the founding pillars of research on service convenience, focusing only on online and/or offline shopping and retailing.

Most of the previous studies, which explored the relationship between multidimensional online shopping convenience and consumer behavior factors, were also conducted in the online shopping and retailing context (Benoit et al., 2017; Mehmood & Nazmi, 2017; Pham et al., 2018; Wei et al., 2018; Khan & Khan, 2020; Kumar et al., 2020; Palacios & Jun, 2020; Roy, Shekhar, Quazi & Quaddus, 2020). The other context touched upon were mobile shopping (Mahapatra, 2017) or online banking (Roy, Shekhar, Lassar & Chen, 2018) or mobile banking (Shankar & Rishi, 2020; Jebarajakirthy & Shankar, 2021). It is worth noting that very few studies attempted to extend the multidimensional online service convenience in industries other than online shopping and retailing. Moreover, not a single study was found in the context of electronic information resources.

It is evident from the above discussion that limited literature is available in which online service convenience is considered a multidimensional construct. It can be safely said that online service convenience is hardly explored as a multidimensional construct in examining the relationship between customers and online service providers. Moreover, no study has been found on the electronic information resources service industry. Hence, the present study proposed a framework (shown in Figure-1) based on five dimensions of service convenience given by Jiang et al. (2013) and its impact on adoption intention and adoption of electronic information resources.

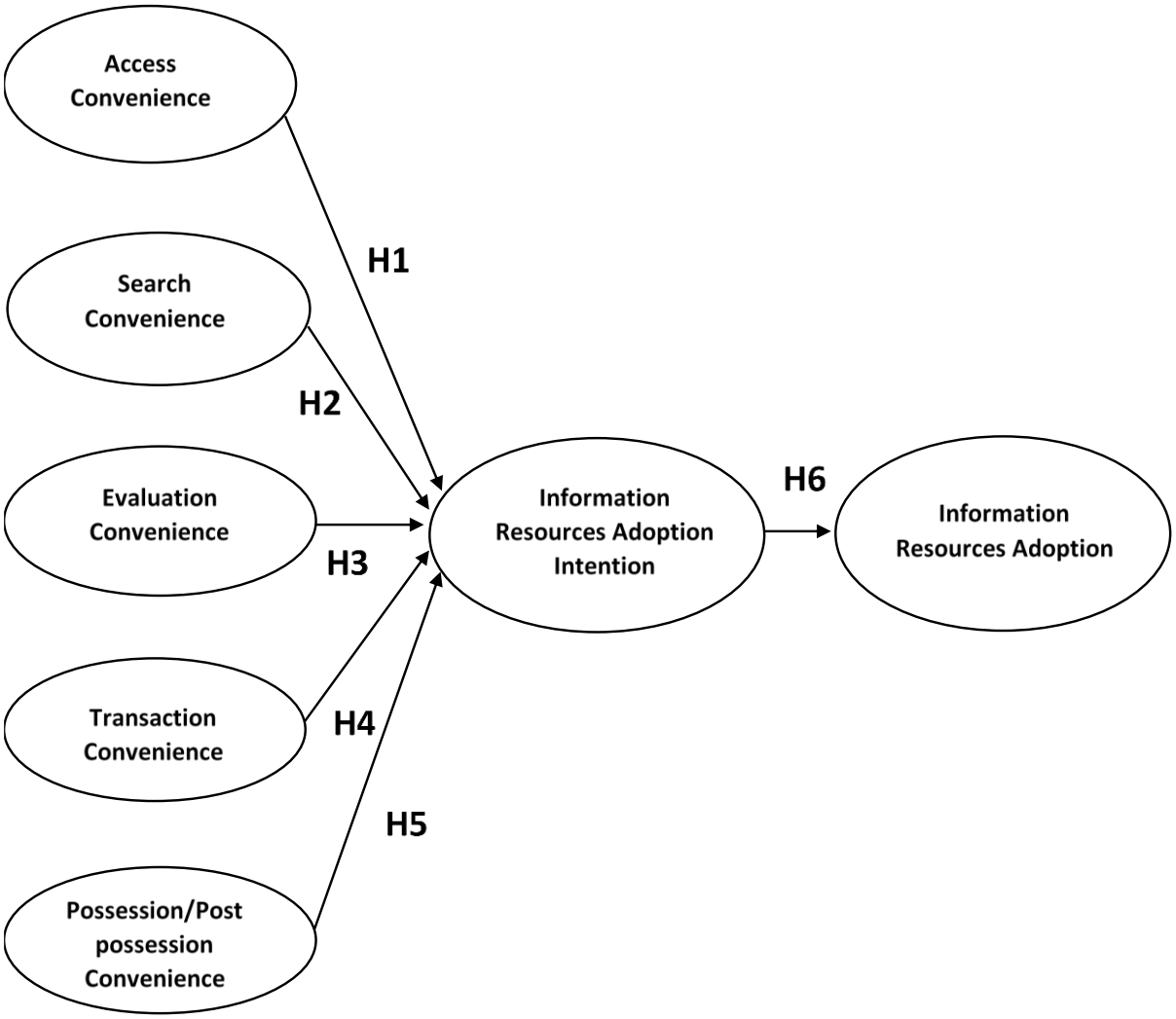


Figure 1: Conceptual Model

Access Convenience

Access convenience is "consumers' perception of minimal effort and time needed to avail the services" (Benoit et al., 2017, p. 528). There is a variety of electronic information resources available in an organization or institution that can be accessed through different modes, e.g., organization or institution website, resource website, proxy for remote access, ROM, or cloud (Madhusudhan, 2010; Bhat & Ganaie, 2016). Whatever the mode, the information resources must be accessed speedily without errors on web pages (Murray, 2003; Pant, 2015; Garg et al., 2017; Oh, 2020). Moreover, the users want to access the information anytime and anywhere (Madhusudhan, 2010; Bhat & Ganaie, 2016; Salaghegheh, Soleimaninezhad & Ghaeemaghami, 2016; Kumar et al., 2018). Access convenience deals with users' expectations and may impact future adoption intention of electronic information resources. Thus, we propose,

H1: Access convenience positively associated with adopting online information resources

Search Convenience

Search convenience is "the time and effort required to identify and collect information about a specific product or service" (Benoit et al., 2017, p. 528). In this regard, user interface and ease of navigation of electronic information resources play a significant role in providing

online search convenience (Dadzie, 2005; Bhat & Ganaie, 2016; Masrek & Gaskin, 2016; Garg et al., 2017; Kumar et al., 2018; Mubeen, Soroya & Mahmood, 2021). Apart from this, the sufficiency and availability of data may also impact the adoption intention of electronic information resources (Pant, 2015; Kumar et al., 2018). Thus, we propose,

H2: Search convenience positively associated with adopting online information resources

Evaluation Convenience

Evaluation convenience is defined as the "availability, easy-to-understand and detailed product/service descriptions" (Jiang et al., 2013). Thus, evaluation convenience deals with information architecture and site maps of electronic information resources. It means that the electronic information resources must have easy-to-follow text, functionality on all browsers, suitable image ALT tags, etc., features to drive the adoption intention of the user (Pant, 2015). Moreover, electronic information resources must provide access to variety and sufficient data (Madhusudhan, 2010; Kumar et al., 2018). Hence, we propose,

H3: Evaluation convenience is positively associated with adopting online information resources

Transaction Convenience

Transaction convenience is "the speed and ease with which consumers can effect or amend transactions" (Seiders et al., 2007, p. 86). It is clear from this definition that transaction convenience deals with easy and quick transaction of data (Kumar et al., 2018), however, it depends upon the amount of data available (Masrek & Gaskin, 2016). The user also expects the fetched data to be in a workable electronic format (Madhusudhan, 2010; Joo & Choi, 2016). Thus, we propose that,

H4: Transaction convenience is positively associated with adopting online information resources

Possession/ Post-Possession Convenience

Possession/post-purchase convenience is defined as "consumers' perceptions of time and effort expenditures to possess what they wish and to experience the benefits thereof" (Jiang et al., 2013). It means that the time a user has spent collecting the data must bear fruits at the end (Xu et al., 2019). The user must be able to get the desired data, which must be sorted appropriately (Kumar et al., 2018). Moreover, users must be able to get the data with minimal effort and without much help (Levin, Stocke, Pierce & Levin, 2018; Oh, 2020; Zhang, Lo, So & Chiu, 2020). Thus, we propose,

H5: Possession/ post-possession convenience is positively associated with adopting online information resources

Adoption Intention and Adoption

The adoption intention is "the degree to which a user intends to use online information resources to achieve his/her objective" (Joo & Choi, 2015). According to the theory of planned behavior, the adoption intention significantly impacts adoption behavior (Ajzen, 1991). In their respective studies, Seiders et al. (2007) and Xu et al. (2019) also proposed online service convenience as a prominent construct impacting service adoption intention and adoption. Hence, we now offer that,

H6: *Adoption intention is positively associated with the adoption of online information resources*

Materials and Methods

The present study examined the impact of different types of conveniences on online informational resources' intention and their adoption. The subsequent sections of the present study discuss the research methodology in detail.

Measurement Scale

The survey was conducted by using a questionnaire method. The questionnaire was divided into two sections. The demographic information was asked in the first section, and in the second section, the impact of different constructs was analyzed as per the conceptual model (refer to Figure 1). These constructs, consisting of 24 items, were taken from previously validated scales after modifications. All the scale items were measured on a 5-point Likert scale. After modifications, access convenience is measured from 3 items adopted from Jiang et al. (2013) and Shankar and Rishi (2020). Search convenience with three items was taken from Beauchamp and Ponder (2010), Jiang et al. (2013), and Shankar and Rishi (2020) after implementing changes. Evaluation convenience and transaction convenience are based on three items, each adopted from Duarte et al. (2018), Jiang et al. (2013), and Shankar and Rishi (2020) after modifications. Possession/ post-possession convenience with five items is adopted from Duarte et al. (2018), Seiders et al. (2007), and Shankar and Rishi (2020) after changes. The intention to adopt electronic information resources consisting of 3 items is adopted after modifications from Fishbein & Ajzen (1975) and Shankar and Rishi (2020). The dependent variable information resources adoption is adopted after modifications from Bhattacherjee (2001) and Shankar and Rishi (2020).

Sampling and data collection

The face-to-face survey method was adopted for collecting responses from a sample of electronic information resource users. The respondents were selected from Central Government Institutes in Northern India using random sampling at convenient locations. Ph.D. Scholars and faculty members from different branches/streams were contacted for survey information. A total of 205 respondents were approached (Table 1), and researchers collected data on the spot using a recording device tablet, keeping in mind the norms of social distancing during COVID-19. The period for data collection was between October - November 2020.

Table 1
Demographic Profile of Respondents (n=205)

Category	N	%
Gender		
Male	127	61.95%
Female	78	38.04%
Age		
Below 35 Years	123	60%
35-45 Years	77	37.56%
Above 45 Years	5	2.44%
Stream		

Sciences	58	28.29%
Social Sciences	67	32.68%
Arts & Humanities	80	39.02%
Familiarity with information resources		
Extremely familiar	105	51.21%
Moderately Familiar	92	44.87%
Not at all Familiar	8	3.90%

Overall, the demographic properties in Table 1 indicate the age, gender, educational stream, and familiarity of respondents with electronic information resources. In total, 205 responses were recorded from the survey. Males were 61.95%, and females were 38.04% in the total sample. According to age-wise distribution, 59.51% of respondents were below 35 years, 38.04% between the ages 35-45 years, and 2.43% above 45 years. In our sample, 51.21% of the respondents were highly familiar with electronic information resources, 44.87% were moderately familiar, and only 3.90% were unfamiliar. According to the education stream, the respondents were categorized into three categories, where respondents from the Science stream constituted 28.29%, Social Sciences 32.68%, and Arts and Humanities 39.02% of the total respondents.

Results

Measurement Model

The data was analyzed using ADANCO 2.2 software (Henseler & Dijkstra, 2015). The bootstrapping procedure using 4,999 subsamples was conducted to test the conceptual model. The value of SRMR for the goodness of model fit was 0.0786 for the estimated model which meets the threshold value (Henseler et al., 2014). Table 2 displays the items, factor loadings, AVE, CR, and Cronbach's alpha for each item of the construct under study. The value of Cronbach's alpha was examined to find the internal consistency. All the value of Cronbach's alpha meets the minimum required value of 0.7 (Hair, Black, Babin, & Anderson, 2010). The value of Composite Reliability (CR) determines the reliability of the constructs (Molinillo, Vidal-Branco, & Japutra, 2020). The values of CR were found to be well above 0.6 (Hair, Black, Babin, & Anderson, 2018) and 0.7 (Fornell & Larcker, 1981; Hair et al., 2010), which were acceptable and met the minimum threshold requirement.

The Average Variance Explained (AVE) is the indicator of convergent validity. The AVE values of the adopted scale are more significant than the minimum threshold value of 0.5, meeting the standardized requirement (Fornell & Larcker, 1981; Hair et al., 2010; Alarcón, Sánchez & De Olavide, 2015).

Table 2
Summary of Measurement Model

Construct	Items		FL	AVE	CR	α
Access Convenience (ACC)	ACC1	Could avail information resources anytime I want.	0.8051	0.6625	0.8548	0.7457
	ACC2	Could avail information resources wherever I am.	0.8192			
	ACC3	Online information resources are always accessible	0.8174			
Search Convenience (SCC)	SCC1	It was easy to navigate the information resources	0.8066	0.6380	0.8409	0.7167
	SCC2	I could find what I wanted without having to look elsewhere.	0.7718			
	SCC3	The information resources provide useful information.	0.8171			
Evaluation Convenience (ECC)	ECC1	The information resources provide detailed data specifications.	0.7839	0.6253	0.8334	0.7028
	ECC2	Sufficient information to identify data from different industries	0.8190			
	ECC3	Provides an interactive interface by using icons, images, and moving pictures.	0.7685			
Transaction Convenience (TCC)	TCC1	My data collection was completed easily over information resources	0.8796	0.7714	0.9101	0.8520
	TCC2	It does not take a long time to complete information resources for data collection	0.8840			
	TCC3	I felt safe providing my personal and private data over information resources	0.8713			
Possession/ Post-Possession Convenience (PPPCC)	PPPCC1	Any after-data collection problems I experience are quickly resolved.	0.8265	0.5848	0.8749	0.8274
	PPPCC2	It was easy to take care of failed transactions over information resources	0.6723			
	PPPCC3	Over information resources, I got exactly what I wanted.	0.6953			
	PPPCC4	Services are delivered in a timely fashion over information resources.	0.8135			
	PPPCC5	It took a minimal amount of effort on my part to get what I wanted.	0.8022			
Intention to Adopt Information Resources (IAID)	IAID1	I intend to use information resources in the future.	0.9103	0.8264	0.9346	0.8950
	IAID2	I expect that I would use information resources in the future.	0.9152			
	IAID3	I plan to use information resources in the future.	0.9018			
Information Resources Adoption (IRA)	IRA1	I will continue to avail services over information resources	0.8815	0.7468	0.8983	0.8305
	IRA2	I prefer to use information resources for availing of data collection services.	0.8884			
	IRA3	I will use information resources more often availing data collection services.	0.8210			

Notes: α -Cronbach's alpha, CR-Construct reliability, AVE = Average variance extracted, FL- Factor Loading

Table 3 represents the discriminant validity by the Fornell-Larcker criterion. The values of the Herotrait-Monotrait Ratio of Correlations (HTMT) are according to the threshold value of 0.9 (Hair, Sarstedt, Ringle, & Gudergan, 2018) and less than 1 (Henseler, Ringle & Sarstedt, 2015) which indicates discriminant validity is achieved.

Table 3
Descriptive Statistics: Fornell-Larcker Criterion

Construct	Mean	SD	ACC	SCC	ECC	TCC	PPPCC	IAID	IRA
ACC	4.1317	0.6063	**0.6625**						
SCC	4.0813	0.5800	0.4361	**0.6380**					
ECC	3.8130	0.7111	0.2389	0.2784	**0.6253**				
TCC	4.1172	0.6188	0.3542	0.3941	0.2617	**0.7714**			
PPPCC	4.2692	0.5753	0.3405	0.4190	0.1384	0.3103	**0.5848**		
IAID	4.2341	0.6710	0.4351	0.4102	0.2369	0.3794	0.3733	**0.8264**	
IRA	4.1967	0.6507	0.3469	0.3408	0.2830	0.3329	0.2256	0.4618	**0.7468**

Squared correlations; AVE in the diagonal.

Note: SD= Standard Deviation, ACC= Access Convenience, SCC= Search Convenience, ECC=Evaluation Convenience, TCC= Transaction Convenience, PPPCC= Possession/ Post-Possession Convenience, IAID= Intention to adopt information resources, IRA= Information resources adoption

Table 4 shows the values of the Variance Inflation Factor (VIF), which reveals the degree of multicollinearity. Constructs having a VIF value greater than 10 indicate the problem of multicollinearity (Hair et al., 2018). The values of the construct are in the range of 1.4 to 2.7, whereas the VIF value for different items ranges between 1.3 to 2.8, exhibiting no multicollinearity problem.

Table 4
Variance Inflation Factor

Indicator	ACC	SCC	ECC	TCC	PPPCC	IAID	IRA
ACC	1.4894						
SCC		1.4261					
ECC			1.4455				
TCC				2.1134			
PPPCC					2.0535		
IAID						2.7099	
IRA							1.9570

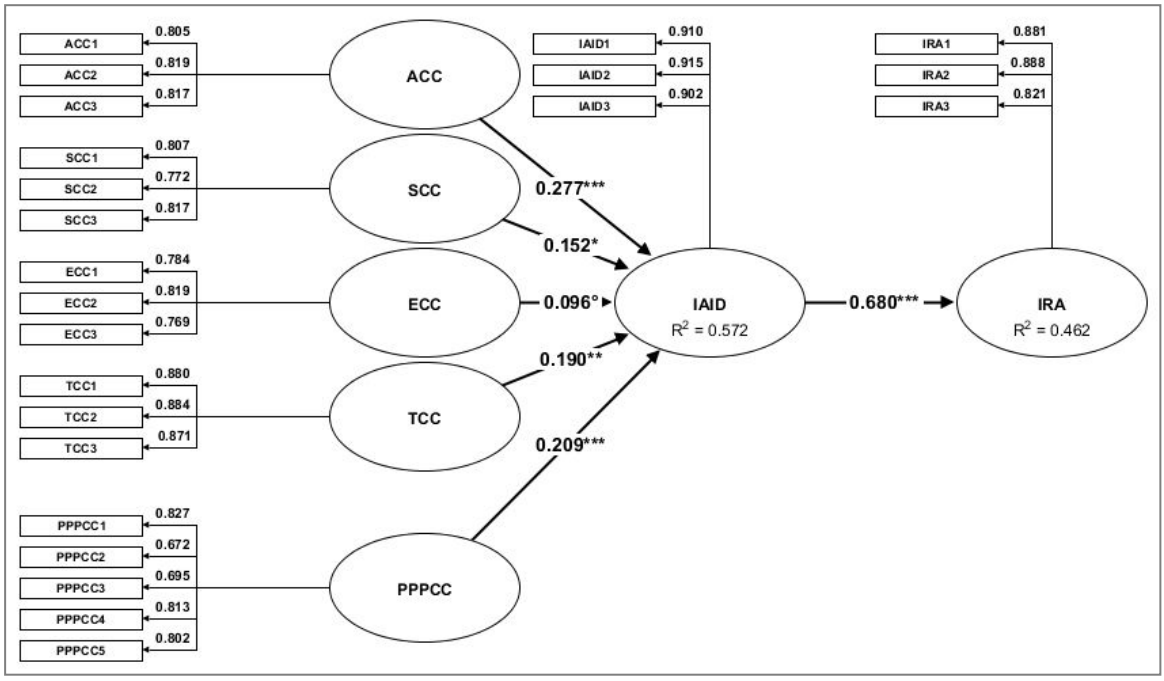
Note: ACC= Access Convenience, SCC= Search Convenience, ECC=Evaluation Convenience, TCC= Transaction Convenience, PPPCC= Possession/ Post-Possession Convenience, IAID= Intention to adopt information resources, IRA= Information resources adoption

The R2 values for the model were 0.572 and 0.462 for intention to adopt electronic information resources and electronic information resources adoption, respectively. The results in Figure 2 thus illustrate that the present model explained 57.2% of the variance in intention to adopt electronic information resources and 46.2% variance in electronic information resources adoption. The results in Table 5 support H1 (PC=0.2771, p< 0.001), which means access convenience positively relates to the intention to adopt electronic information resources. The results also support H2 (PC=0.1522, p<0.05); search convenience positively relates to the intention to adopt electronic information resources. For hypothesis H3, the results are not supported (PC=0.0960, p>0.05), showing that evaluation convenience is not positively related to the intention to adopt electronic information resources. Hypothesis H4 is supported (PC=0.1898, p<0.001), showing a positive relation between transaction convenience and intention to adopt electronic information resources. Hypothesis H5 is also supported (PC=0.2094, p<0.001), expressing a positive association between possession/ post-possession convenience and intention to adopt electronic information resources, respectively. Finally, the findings support H6 (PC=0.6795, p<0.001), which means intention to adopt electronic information resources is positively related to information resources adoption.

Table 5
Results of Structural Equation Analysis

Proposed Hypothesis	Hypothesis	Beta Value or PC	Standard bootstrap results		
			t-value	p-value	Whether Hypothesis supported or not
ACC -> IAID	H1	0.2771***	4.5930	0.0000	Supported
SCC -> IAID	H2	0.1522*	2.2443	0.0249	Supported
ECC -> IAID	H3	0.0960ns	1.7056	0.0882	Not supported
TCC -> IAID	H4	0.1898**	2.7381	0.0062	Supported
PPPCC -> IAID	H5	0.2094***	3.4955	0.0005	Supported
IAID -> IRA	H6	0.6795***	11.7416	0.0000	Supported

ACC= Access Convenience, SCC= Search Convenience, ECC=Evaluation Convenience, TCC= Transaction Convenience, PPPCC= Possession/ Post-Possession Convenience, IAID= Intention to adopt information resources, IRA= Information resources adoption, PC= Path Coefficients
Note. PC: Path coefficient; *p < 0.05; **p < 0.001; ***p < 0.001; ns Not significance



ACC= Access Convenience, SCC= Search Convenience, ECC=Evaluation Convenience, TCC= Transaction Convenience, PPPCC= Possession/ Post-Possession Convenience, IAID= Intention to adopt information resources, IRA= Information resources adoption

Figure 2: Structural Model

Discussion

Technology has enabled electronic information resources to get all kinds of information in one place. Electronic information resources help users stay updated all the time and receive all the information conveniently that lies in their interest areas. That is why, among all the motivating factors, online service convenience has been identified as the most influential factor in choosing any electronic information resource, leading to developing the intention to adopt and making adoption decisions by the users. The present study also worked in this direction to investigate the impact of service convenience factors on adoption intention and adoption of electronic information resources. Though various studies have been conducted considering unidimensional online service convenience, none of these studies have been performed on assessing the impact of service convenience factors in arousing adoption intention and adoption of electronic information resources among users. Multidimensional online service convenience factors have been identified as access convenience, search convenience, evaluation convenience, transaction convenience, and lastly, possession/ post-possession convenience. To enhance acceptance and increase usage of electronic information resources, it is vital to understand how these multidimensional online service convenience factors impact users. The present study has tried to fill this gap by conducting an empirical investigation among research scholars and faculty members from Central Government Institutes in Northern India.

The current study's findings reveal that all the determinants of online service convenience (assess, search, transaction, and Possession or post-possession convenience) significantly impact the user's intention to adopt electronic resources except evaluation convenience. The results showed an insignificant impact of evaluation convenience on their intention to adopt electronic information resources. The underlying reason for such responses would be that none of the electronic information resources is complete and has some or the other data limitations.

Electronic information resources must fulfill the varied requirements of its users. No electronic information resource can judge the exact requirement of its user, and many times, the user does not make an advanced search appropriately, leading to insufficient information (Kim, Kang & Kim, 2017). Further, all the electronic information resources lack in providing interactive content to the users using icons, images, and moving pictures on one platform (Pant, 2015). Furthermore, users' intention to adopt electronic resources positively influenced their decision to adopt such resources (Ajzen, 1991). The study's findings produced significant relationships among all variables except the one between evaluation convenience and intention to adopt.

Results of path analysis also reflect similar results and show the most decisive influence of assess convenience followed by possession/post possession convenience, transaction convenience, and search convenience. The underlying reason for such importance given to the variables mentioned above would be the ease of use of electronic information resources. These resources are best known for their availability anytime and anywhere. The user can access the required information at any time of the day and at any place. Similarly, possession and post-possession convenience have been identified as the second most effective convenience as the user finds updated data quickly and comparatively with less effort. Transaction and search convenience also elaborate the user's comfort in getting required information with much human dependability (Levin et al., 2018; Zhang et al., 2020). All the reasons mentioned above help enhance users' confidence in electronic information resources, resulting in the adoption of these resources from intent to adoption.

Conclusion

The current study is one of the rare pieces of work as a lack of attention has been paid to elaborating on the role of service convenience in electronic information resources. Past literature has elaborated on service convenience in many other contexts, such as online shopping, online retailing, mobile shopping, mobile banking, etc., but there is scant literature available in the context of electronic information resources. The existing literature on electronic information resources has considered only the unidimensional role of online service convenience. Thus, the present study contributed to the literature by considering the multidimensional role of online service convenience in influencing adoption intention and adoption of electronic information resources among its users.

This study will help electronic information resource companies target their customers better, keeping in mind the factors of online service convenience. The study will also help marketers create better information resource products for their users. However, online service convenience is context-specific (Shankar & Rishi, 2020; Jebarajakirthy & Shankar, 2021). Therefore, the result of the present study cannot be generalized as its respondents were limited to only Ph.D. scholars and faculty members. Regarding the future scope of the study, the same variables can be tested empirically on varied age groups and among different industry professionals. Further, future studies can choose a single type of online information resource at a time. The impact of online service convenience can also be tested on other consumer behavior constructs in the context of electronic information resources.

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