

Transition to Siblinghood Challenges: Consumer Attitude Towards E-Consultation

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Abstract

When a family welcomes a new baby and the existing children become older siblings, the family must make considerable adjustments. They could require support from E-consultation. To address issues associated with the transition to siblinghood, this study attempts to ascertain consumers' (parents') attitudes toward e-consultation. Young parents with nuclear families and two or more children who reside in Dhaka City made up the respondents. There were 220 participants in the survey. The study demonstrates that four of the five constructs—service cost, ease of use, assurance, and barriers to users—proved to significantly influence consumer (parents) attitude towards e-consultation and, ultimately, e-consultation sales. Healthcare organizations should create cloud services so that distant customers can handle the consultation on their own. The e-consultation will give firms from the healthcare business and other industries an opportunity to capture new markets.

Keywords: Transition to siblinghood (TTS) challenges, electronic consultation (e-consultation), service cost, service time, ease of use, assurance, barriers to users, technophobia.

Paper type- Research paper.

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Introduction

When a family welcomes a new baby into the home and an older sibling is added to the family, Ward (2022) refers to this period as "the time of adjustment and adaptation." A range of emotional, behavioral, and practical challenges can arise at this time as parents and their first-born child adjust to changes in their roles and routines (Zhang et al., 2023). However, today's parents have access to a wide range of resources, including e-consultation services that offer virtual assistance. According to Staffieri, S. E et al. (2021), young parents who used e-consultation platforms were extremely satisfied with the service.

Since the transition to siblinghood is a relatively new topic of study, there haven't been many studies in this area. Among the research projects conducted in this area, the components and significance of the transition to siblinghood has been the subject of a few studies (e.g., Ward, K. P., 2022, etc.). A few other researchers have looked at how firstborns adjust to having a new sibling (e.g., Volling, B. L., 2012, Zhang, Q., 2023, etc). The study of E-consultation, on the other hand, has also been done by several scholars. Some of them have tried to identify the factors influencing the people's decision to use e-consultation (e.g., Qi, M., et. el, 2021, etc.). Whereas others investigated how satisfied people are with using e-consultation (e.g., Staffieri, S. E et al., 2021 etc.).

We identified studies of e-consultation in other healthcare fields, such as pediatrics, etc., but we were unable to locate one on transition to siblinghood (TTS). We have chosen to investigate the attitude toward E-consultation in the field of Transition to siblinghood because TTS is such a pertinent topic for social research, yet it is understudied.

Hence, the research question being addressed here is 'Do parents have a favorable opinion of E-consultation services that enable them to help their existing children get through the challenges of becoming siblings?'

A multi-stage sampling was used. Initially the pediatricians were selected judgementally. Next, systematic

sampling was used to collect data from every fifth parents who exited the doctors' chamber. In total, data was collected from 220 respondents.

The findings were evaluated statistically. The data collected were analyzed using SPSS. Four of the five characteristics studied (service cost, ease of use, assurance, and barriers to users) had a substantial influence on customer (parents) attitudes regarding e-consultation. Furthermore, the study demonstrates that consumer (parents) attitudes have a positive association with e-consultation sales.

The rest of the paper is structured as follows. In the next section, we have provided a literature review on the major constructs that can influence consumer (parents) attitude towards acquiring e-consultation services. We then illustrated the graphical model. It is followed by the research design used. The data analysis is then discussed. Finally, managerial implications, limitations, future research, and conclusion have been suggested for our study. We concluded the paper with an appendix section.

Literature Review

Service Cost

Prices of any products available on online platforms can significantly affect the consumers' value perception and their purchase decision (Faith, 2018). As a result, online businesses are making significant investments to cut costs (Kumar & Telang, 2012). Moreover, travel costs may be significantly reduced if technology provide absolute connectivity (Banister, 1997). People also value having affordable internet while making online purchases (Lii & Sy, 2009). Finally, price of digital devices significantly influences the consumers' attitude towards digital content and their consumption behavior (Yu et al., 2011).

H1: Service cost influences consumer attitude towards acquiring e-consultation

Service Time

Low waiting time for online services act as a competitive advantage for firms. If businesses can cut their waiting times, consumers' perceptions of online services would increase dramatically (Hossain Moral, 2018). In fact, higher mobility is continually being attained through internet communication and mobile technology ensuring real-time communication between distant people (Dal Fiore et al., 2014). Consumers conduct lengthy internet searches to choose a service offering. Several web-based firms are using models to analyse the consumers' internet behavior such as frequency of visit and duration of each visit to help reduce the service time (Bhatnagar & Ghose, 2004). Online firms are taking major initiatives like critical chain method and improving cycle time reduction to reduce their service delivery time and improve their image (Budd & Cooper, 2005).

H2: Service time affects consumer attitude towards acquiring e-consultation

Ease of Use

The ease of access to web-based services reflects perceived convenience. If web-based services can be accessed remotely from anywhere, the firm may gain market share and maintain customer loyalty (Sanderson et al., 2015). Online site's ease of use is determined by the minimalism of user interface of the site, the simplicity of the navigation process, richness of the text and picture design. It aids to the development of trust among the potential clients in the netizen community (Hassanein & Head, 2007). Consumers expect services to be available 24 hours a day, seven days a week from a good web-based company in the market (Rance, 2017). Many web-based industry leaders are continually developing new technology in order to acquire a competitive advantage by delivering individualized service to their client (Grieve, 2020).

H3: Ease of use responsible for consumer attitude towards acquiring e-consultation

Assurance

A proper navigation guidance provided by a web-based service provider can assist in making the entire purchasing experience seamless and minimal yet simple to understand. It increases the likelihood of clients acquiring the service being offered as well as customer retention (Ghassemi et al., 2019). The provision of a help-line or customer care service could also build the customer expectations of receiving support 24 hours a day (Morris, 2022). In addition, the availability of live session recordings not only allows consumers to rewind the consultation session, but also saves time and money when the same recommendation is required again. As a result, it contributes to the creation of strong consumer confidence in service providers (Grieve, 2020). Finally, the credibility of the consulting website can be assessed through reviewing the expert profile, which may include prior achievements or total hours of work. A favorable review may boost trust in the web-based platform (Ghassemi et al., 2019).

H4: Assurance influences consumer attitude towards acquiring e-consultation

Barriers to Users

Technophobia refers to any type of fear, resistance, or intimidation toward new technology usage caused by lack

of self-efficacy, anxiety level, user experience, and so on. This phenomenon is emerging as a challenge in the business model of new technology adaptation (Nestik et al., 2019). Another barrier is a client who does not own any digital device can not acquire e-consultation service (Jeong et al., 2021). In addition, technology laggards cannot be considered a potential client. Rather, their lack of expertise can be a barrier to using E-consultation services (Nestik et al., 2019). E-consultation services cannot be provided in the absence of internet access. Consumers, on the other hand, cannot obtain any e-consultation without internet connectivity (Jeong et al., 2021).

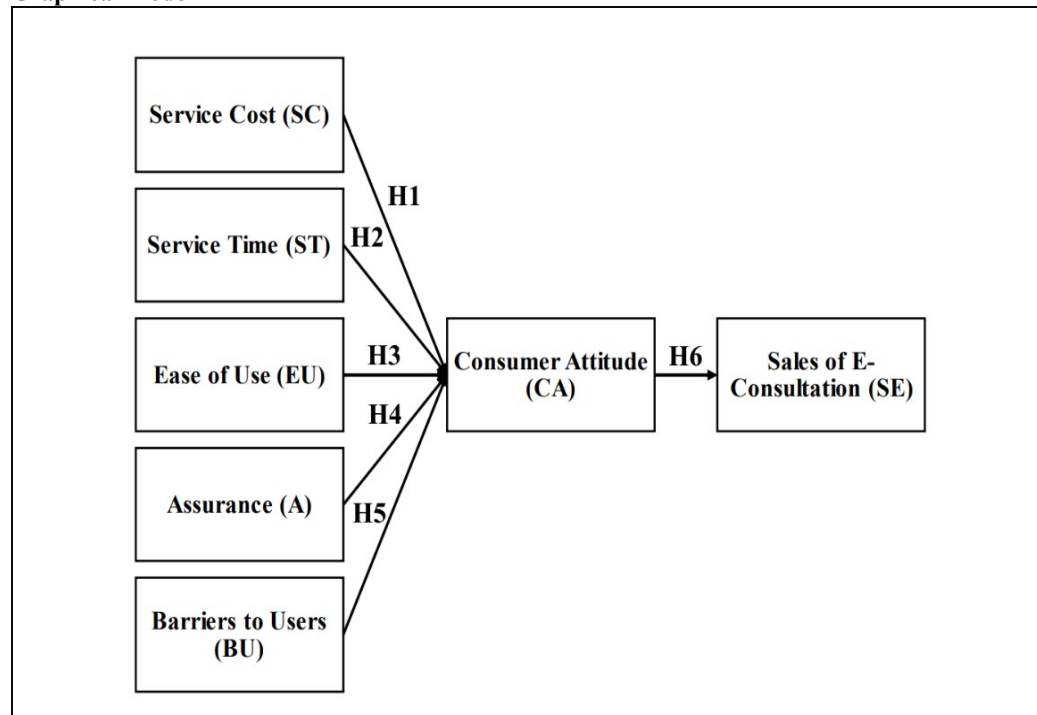
H5: Barriers to use affects consumer attitude towards acquiring e-consultation

Sales of E-consultation

Consumers would possess significant positive attitude towards acquiring e-consultation service if they perceive the given e-consultation service delivers some sorts of usefulness along with low level risk (Qi et al., 2021). According to Inés Küster et al (2016), navigation experiences of online services websites affect attitude to the web, which influences purchase intention.

H6: Consumer attitude towards e-consultation responsible for sales of e-consultation

Graphical Model



Research Design

A quantitative research methodology was applied in the study. An individual administered survey approach has been used as a component of the data collection technique.

Measurement

We have established some major constructs after reviewing the literature from different relevant journals that we found on the internet. We have developed five major constructs that create the graphical model.

Here is the list of literatures which are used to develop the constructs:

Constructs	Items	Relevant literature
Service Cost (SC)	Reasonable Service Payment	(Kumar & Telang, 2012)
	No Travel Cost	(Banister, 1997)
	Low Internet Cost	(Lii & Sy, 2009)
	Device Cost	(Yu et al., 2011)
Service Time (ST)	Reduced Waiting Time	(Hossain Moral, 2018)
	No Travelling Time	(Dal Fiore et al., 2014).
	Reduced Search Time	(Bhatnagar & Ghose, 2004)
	Service Delivery Time	(Budd & Cooper, 2005)
Ease of Use (EU)	Higher Accessibility	(Sanderson et al., 2015)
	Platform's Simplicity	(Hassanein & Head, 2007)
	24 Hours Availability	(Rance, 2017)
	Personalized Service	(Grieve, 2020)
Assurance (A)	Artificial Guidance	(Ghassemi et al., 2019)
	Helpline	(Morris, 2022)
	Live Session Recording	(Grieve, 2020)
	Experts' Profile Review	(Ghassemi et al., 2019)
Barriers to Users (BU)	Technophobia	(Nestik et al., 2019)
	Unavailability of Digital Devices	(Jeong et al., 2021)
	Technology Laggards	(Nestik et al., 2019)
	Unavailability of Internet	(Jeong et al., 2021)

Questionnaire Design

The objective of this paper is to quantify the relationship between transition to siblinghood challenges and e-consultation service, and how consumers (parents) perceive this e-consultation platform as a better option compare to traditional one and the intention to acquire this service. In the questionnaire there were three primary sections, first section focused on collecting demographic information from the respondents, then in the second, it emphasized psychographic information of the respondents. Finally in the last section, a 4-point Likert Scale has been used to rate the construct items by using a scale of agreement containing “strongly disagree” to “strongly agree” on both the extreme ends.

Sample

We have used a multi-stage sampling process. Initially, 10 pediatricians (child specialist) in Dhaka City were chosen judgementally based on their popularity according to various doctors' websites. Factors considered to choose the pediatricians included, reputation and expertise, patient reviews and recommendations, years of experience, etc. The pediatricians were then interviewed to gain an insight about the challenges the new parents discuss with them regards adjustments their children have to go through during transition to siblinghood.

Initially we visited the doctors' chamber for taking interviews from young parents from nuclear families whose children were facing challenges during transition to siblinghood. Joint families were not considered as they may not need this service. We collected data from them through a structured questionnaire. Systematic sampling was used and we collected data from every fifth parents who exited the chamber after taking the consultation service.

Data Analysis & Findings

We conducted extensive research in which we analyzed the regression as well as the data reliability. We put our hypotheses to the test in order to address the research problem. We also performed regression analysis since we have a dependent variable and several independent variables obtained from the graphical model's structure. Our objective is to figure out how these things are related.

Demographic Profile

In terms of demographic profile of parents (respondents) of our survey, age range of 36-46 had the highest frequency and percentage by carrying 92 and 41.8%. In terms of gender variable, female had the highest frequency of 132 and percentage is 60.0. Along with that, people were mostly Masters/MBA/Graduate with the frequency of 108 and 49.1%. Housewife were the highest in terms of frequency which is 60 and 27.3%. In terms of average monthly income 40,000 or below BDT had the highest frequency which is 46 with valid percentage of 20.9. Annual spending on any sorts of consultation service, BDT 15001 had the highest frequency of 69 and valid percentage is 31.4.

Reliability Test

As we can see, we have conducted reliability test for all the five constructs, the reliability test scores reflects the fact that, the items of the all five variables are reliable. The Cronbach's Alpha values of all the five constructs are greater 0.7 which describes that fact that, all these constructs are reliable. Here is the glimpse of these constructs and their cronbach's value:

Constructs	Cronbach's Alpha	Number of Items
Service Cost	.873	4
Service Time	.815	4
Ease of Use	.894	4
Assurance	.806	4
Barriers to Users	.766	4

So as we can see, in terms of cronbach's alpha value, "ease of use" and "service cost" are the most reliable constructs.

Extent to Which the Independent Variables Can Explain the Dependent Variable (Regression Test):

Regression between Consumer Attitude (CA) and it's respective five constructs:

We have conducted the regression analysis also, R value is greater than 0.5 which is .692, which means all the five constructs (independent variable) are good predictor of Consumer attitude (dependent variable). R square and adjusted R square value is quite close. Anova significance value is .000 which is less than 0.05, which tells us that the model summary is valid. In Coefficients table, only "service time" construct is greater than 0.05 significance level, which tells us that, the remaining four constructs can strongly explain the variation in dependent variable.

Regression between Consumer Attitude (CA) and Sales of E-consultation (SE):

We have conducted the regression analysis between Consumer Attitude (CA)- dependent variable and Sales of E-Consultation (SE)- independent variable. And the R value is greater than 0.5 which is .725, which means "Consumer Attitude" is a good predictor of Sales of E-consultation (dependent variable). R square and adjusted R square value is quite close. Anova significance value is .000 which is less than 0.05, which tells us that the model summary is valid. In Coefficients table, Consumer Attitude's significance level is .000 which is less than 0.05, which tells us that, Consumer Attitude (independent variable) can strongly explain the variation in Sales of E-consultation (dependent variable).

Hypotheses Testing and Results

H1: Service cost influences consumer attitude towards acquiring e-consultation

The first hypothesis (H1) determines whether service cost influences consumer attitude towards acquiring e-consultation. The hypothesis has been proven to be true from the results of our data collection (significance level .000). The value of the beta coefficient indicates that 45.3% of the dependent variable, consumer attitude can be explained by service cost ($\beta = 0.453$).

So, the hypothesis is **accepted**. The result is consistent with the views of Faith (2018). According to Yu et al. (2011), there is a proportional relationship between customer acceptability and digital device prices, and this impacts consumer attitude toward digital content consumption.

H2: Service time affects consumer attitude towards acquiring e-consultation

The second hypothesis (H2) describes service time affects consumer attitude towards acquiring e-consultation. The hypothesis has not been proven to be true, because the results from our data collection indicates that the significance level is 0.519 which is greater than 0.05 regardless of its beta coefficients value.

So, the hypothesis is **rejected**. The result is not consistent with the views of Hossain Moral (2018) where they mentioned services offered at digital platforms are highly judged by the given service time that it requires for them to stand out among competitors in this modern era. However, the result do support the view of Mold et al. (2019), as they have mentioned factors like expectations of quick response time from patients' end leads to intense pressure for professionals to perform e-consultation effectively. This might influence the extent to which a professional accepts e-consultation and could prevent the use of this service. Therefore, if parents were more understanding of the service time, it might ease the pressure on professionals and allow them to serve clients more effectively.

H3: Ease of use responsible for consumer attitude towards acquiring e-consultation

The third hypothesis (H3) indicates that, ease of use is responsible for consumer attitude towards acquiring e-consultation. The hypothesis has been proven to be true from the results of our data collection (significance level

.031). The value of the beta coefficients indicates that 10.9% of the dependent variable, consumer attitude can be explained by ease of use ($\beta = 0.109$).

So, the hypothesis is **accepted**. The result is consistent with the views of Rance (2017) where they reflected the concept that ease of use can impact consumers decision making process to choose e-consultation service over traditional one. Even the hypothesis supports how Grieve (2020) stated personalized service from web-based service industry can positively influence consumer attitude to acquire e-consultation service.

H4: Assurance influences consumer attitude towards acquiring e-consultation

The fourth hypothesis (H4) describes assurance influences consumer attitude towards acquiring e-consultation. The hypothesis has been proven to be true from the results of our data collection (significance level .000). The value of the beta coefficient indicates that 40.0% of the dependent variable, consumer attitude can be explained by assurance ($\beta = 0.400$).

So, the hypothesis is **accepted**. The result is consistent with the views of Ghassemi et al. (2019), where they described services like e-consultation requires a high commitment of assurance in the form of client supports, confidence, encouragement and other major variables that can motivate the customers to acquire e-consultation. Even it supports Morris (2022) views of help-line service as assurance to favorably influence consumer attitude towards acquiring e-consultation service.

H5: Barriers to use affects consumer attitude towards acquiring e-consultation

The fifth hypothesis (H5) determines, whether barriers to users affects consumer attitude towards acquiring e-consultation. The hypothesis has been proven to be true from the results of our data collection (significance level .019). The value of the beta coefficient indicates that 16.5% of the dependent variable, consumer attitude can be explained by barriers to users ($\beta = -0.165$). The relationship is negative, which makes enough sense as an increase in barriers to users would negatively affect consumer attitudes which may result in not acquiring e-consultation service.

So, the hypothesis is **accepted**. The result is consistent with the views of Nestik et al. (2019), where they have tried to reflect the idea that, there are lots of variables that can be considered as primary reason for acting as obstacles among the potential customers to restrict them for being future existing loyal customers of e-consultation service and most of the cases these deciding variables are highly based on technology adaption oriented variables which can be considered as barriers to users. Even the views of Jeong et al. (2021), like unavailability of digital devices and internet can be seen as major barriers to usage negatively affecting consumer attitude towards acquiring e-consultation service.

H6: Consumer attitude towards e-consultation responsible for sales of e-consultation

The sixth hypothesis (H6) reflects, consumer attitude towards e-consultation responsible for sales of e-consultation. The hypothesis has been proven to be true from the results of our data collection (significance level .000). The value of the beta coefficient indicates that 72.5% of the dependent variable, sales of e-consultation can be explained by consumer attitude ($\beta = 0.725$).

Which means, 100% change in consumer attitude will lead to 72.5% change in sales/purchase of e-consultation. So, the hypothesis is **accepted**.

Managerial Implications

Managers, executives and people who are in charge of traditional health care institutions must come up with cloud service that include remote consultation between clients (parents) and experts which will ensure no travel cost. In addition, their service charge has to be kept low to ensure that it is affordable for the clients. The e-consultants should design a platform that may offer a helpline, live session recording and chatbot to help clients navigate the website seamlessly. Customers will be guaranteed top-notch service as a result. To ensure that their clients find it easy to access their service, consultants should provide personalised services, 24/7 availability, user-friendly interface, etc. So, management should consider these factors to enhance positive consumer attitude and purchase of their e-consultation by the parents.

Limitations & Future Research

There are many variables- technophobia, technology laggards, unavailability of digital devices and unavailability of internet, can not be controlled by the e-consultants although they may have significant impact on the purchase of e-consultation service. Secondly, we have collected the data solely based on young parents who lived in Dhaka city. Even the experts we have considered for our study were chosen online. In terms of family structure we have only considered nuclear family for our research. Future researchers should be more comprehensive in the data collection approach.

Control experiments has to be done on parents who have multiple children with different age gaps in future

researches. Longitudinal research has to be done on joint family with multiple children.

Conclusion

A smooth transition to siblinghood is important to ensure a positive sibling relationship. Such a cordial relationship can significantly help children build their cognitive skills, including dispute resolution, which may aid in the development of skilled professionals (Howe & Recchia, 2023). We may conclude from this study that consumer attitudes toward online consulting services may significantly assist in overcoming the challenges of transitioning to siblinghood. So, providers of e-consultation services should emphasize more on service cost and assurance as these have the highest impact on the consumers' attitude towards this service.

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of feelings, much of tea is not good for health.

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Appendix: 1

Regression Results

Regression Test between Consumer Attitude (CA) and Five of its Items- Service Cost (SC), Service Time (ST), Ease of Use (EU), Assurance (A) and Barriers to Users (BU):

Model Summary

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.692 ^a	.478	.466	.10568

a. Predictors: (Constant), Barriers to users, Ease of Use, Service Cost, Service Time, Assurance

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	2.192	5	.438	39.254	.000 ^b
	Residual	2.390	214	.011		
	Total	4.582	219			

a. Dependent Variable: Consumer Attitude

b. Predictors: (Constant), Barriers to users, Ease of Use, Service Cost, Service Time, Assurance

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.459	.264		5.525	.000
	Service Cost	.318	.040	.453	7.930	.000
	Service Time	-.028	.044	-.037	-.645	.519
	Ease of Use	.082	.038	.109	2.166	.031
	Assurance	.375	.057	.400	6.594	.000
	Barriers to users	-.108	.045	-.165	-2.368	.019

a. Dependent Variable: Consumer Attitude

Regression Analysis between Consumer Attitude (CA) and Sales of E-Consultation (SE):

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.725 ^a	.526	.523		.09985

a. Predictors: (Constant), Consumer Attitude

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2.408	1	2.408	241.552	.000 ^b
	Residual	2.173	218	.010		
	Total	4.582	219			

a. Dependent Variable: Sales of E-consultation

b. Predictors: (Constant), Consumer Attitude

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.070	.182		5.891	.000
	Consumer Attitude	.725	.047	.725	15.542	.000

a. Dependent Variable: Sales of E-consultation