



# **Role of e-business in shaping consumer purchasing behavior**

**PROPOSAL**

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## **Executive summary**

Due to E-business it's very easy for people to shopping everywhere in world. Now there is no need to go physically anywhere for shopping. Consumers can easily select, analyze, compare and buy products. Unlike traditional there is no need to physically visit the store, look at products and decide whether is should be bought or not. Societal aspects, income level, schooling status, societal class are a number of the components that are perceived to effect the living style and hereafter e-business acceptance. The achievement of any online business depends on the buyer. Hereafter the webpage should be created in such a manner which is understandable for the clients. If the webpage is complex and uses many connections from which the clients get uninterested then he might choose using other webpages. Consumer actions may also alter to online transaction once the price of a deal is elevated or any other unseen charges for the goods; for instance, packing and shipping charges. Threat related aspects like safety, faith are the significant aspects as long as the customer is involved. Their private details must not be revealed, when transitioning their credit card number will be entered and it must not be saved in any files; else this causes safety related hurdles and hereafter directing to disbelief the trader. Also the purpose to embrace internet escalates with better way of life. They embrace the new skills very effortlessly as it turn out to be a part of style. In the conclusion, the use of technology has upgraded the lifestyles of the individuals. In nearly all gaits of life persons use e-commerce which is a lot more suitable for them. Safety and faith are the chief factor that customers are concerned.

## Table of Contents

Executive summary.....	1
Chapter 1 - Introduction.....	4
1.2. Objective and Scope.....	7
1.3. Research questions .....	8
1.4. Theoretical Framework: .....	8
<b>Chapter 2 – Literature Review</b> .....	9
2.1. Behavior of Consumer buying .....	9
2.2. Factors that influence consumer behavior.....	10
2.3. Impulsive Purchase of Consumers .....	11
2.4. Promotional Sales in retail conditions:.....	12
2.5. Review Protocol .....	13
2.6. Relevant Studies and Eligibility .....	14
<b>Table 1:</b> Factors Impacting the Success of E-commerce in Consumer purchasing Behavior .....	14
<b>Table 2:</b> Relevant Factors Impacting E-commerce Consumer Purchasing .....	15
Chapter 3 – Analysis.....	17
3.1. Introduction .....	17
3.2. Research methodology .....	17
3.3. Research design.....	17
3.4. Data collection.....	17
3.5 Data analysis .....	18
3.6. Data collection resources .....	18
<b>Table 3:</b> Relevant Factors Impacting E-commerce Consumer Purchasing .....	18
3.7 Ethical considerations .....	20
Chapter 4 – discussion .....	21

4.1. Discussion .....	21
Chapter 5 – Conclusion and recommendations .....	26
References.....	29

# Chapter 1 - Introduction

## 1.1. Background

Before few years Online buying revenues have Grown up in all globe. Just because the improvements and moderation of economic system the online market is touching the heights of the optimal revenues moreover it is because the progress in the technology and science. Those groups and organization who are selling their products online and developing it day by day, they have made online buying very easy and comfortable for the customers and this is the reason that Graph of eMarketing is moving toward the optimal results. Not only these are the reason for growing the eMarketing but also there are a lot of other reasons for example there are a lot of online buying sites which is being the reason to attract the customer to buy their products easily. Customer feels better to buy the required product by sitting at their home instead of going to markets.

Let's talk about the proofs of increasing online buying and what are the motives of online buying. Optimal revenue of 4.9 trillion US dollar was generated by the eMarketer(eMarketer 2018b). while previous gain was US 2.3 trillion dollars by changing their business nature form manual to ebusiness. Except these there are a lot of other reasons by which we can judge it that the graph of online buying is increasing day by day and emarketers are making it more better such as comfortable business dealing, comparison of brands more fast, those techniques are being applied that customer will not see the jam of the site searchers (Vakuleno et al 2019). Ziaullah, Akhter and Yi have debated that the honor of user is effect by using the perfection , nice along with new features in product the customer.

Let's see the example, The publicity, attraction and the marketing of the products hits the buying of the customer from online site because purchasing depends on the advertisement of product which are selling online. Nearly all feedbacks for an idea are found to be hitting the online buying fashion (Weber and Ziegele). Vasic,Kaurin and kilibarada 2019 has judged it that the admiring and complementing the client is basic factor to increase the online buying. Number of findings has ensured and guaranteed that to keep going with customer online has fascinated the number of organizations and the researchers, who understand this as a win of competitive behavior. (Vakulenko et al. 2019)

It has been stated by Statista what income by e-commerce are judged to be 3.53 trillion US dollars by 2011. This perfectly is initial point for EU markets, Because EU markets uses the web 76% and more of the total population. And if we talk about the active and committed online buying it is 53% (Eurostat, 2015). According to Chaffey Hemphill and Edmundson-Bird (2019), Ecommerce or e-business is the process in which transaction are take place electronically with the aid of technologies like electronic data interchange and electronic funds transfer that provide opportunity to sellers to exchange their business information with buyer and conduct electronic transactions with each other. These technologies was come to sight in the late 1970s and allowed to organizations to send their commercial documents electronically. With the passage of time people defined the term ecommerce as the process of purchasing goods and services with secure connections and electronics payment on internet.

Due to E-business it's very easy for people to shopping everywhere in world. Now there is no need to go physically anywhere for shopping. Consumers can easily select, analyze, compare and buy products. Unlike traditional there is no need to physically visit the store, look at products and decide whether is should be bought or not. Now people can buy things from home at any time, customer and suppliers don't meet with each other and also get goods deal with suppliers. Electronic business is also called online business in which business transactions between customer and businesses with the help of internet. An E-business term was developed in 1996. It's very easy to develop electronic business because there are no geographical boundaries and very cheap as compare to traditional business. Flexible business hours are available for customers.

Ecommerce is much better than using stores for buying goods and services and mail order catalogs. Now consumers can easily find products and services on internet in wide range. Also can see their actual prices, time required for delivery, payments terms and can also know about return and policy for warranty. Due to ecommerce customers can differentiate the products in terms of their specification and price and help in making decision which product is best suitable for them according to their range and demand. The ability of customer to finds new products and brands has been increased now days, customers prefer to those seller who care about their customer in terms of price and product specification. Customers want continuous and smooth shopping experience with suppliers. According to Accenture's 2018 pulse check report, more than 90

percent customer prefers to buy goods and services from recognized brand and personalize the experience.

According to Lin, Wang, and Hajli (2019), in today life shopping has become social activity among people. Before buying products online from different brands, customer reviews the comments of people who share their experience of products with other people. This is possible with the help of digital marketing where customers post their comments. Nowadays customer more rely on other opinion in making their buying decision and immediate access on these reviews that can be seen on website or on social media, now anyone have influence on brand through social media. Review sites always open for viewers. According to online survey but customer feedback Software Company Reviews tracker known to others that sixty four percent of people check online reviews on Google before buying products and services to ensure that they are going to buy right goods.

According to United States e-commerce country report, eighty eight percent of buyers research the products in which they interested before buying them and according to KPMG 2017 global online consumer report, this figure is close to sixty one percent globally. Customer has excess on company website and search products and analyze them with others. E-commerce play an important role for accessing on different websites, customer shopping habits evolve around technology that is developing day by day and companies also adapt new technology to avail customers in wide range. In study of e-commerce we also founds there are many factors according to customers that directly affect their decision regarding buying behavior. Such as their access on internet, IT expertise, their interest in buying through online sources, trust on online payment, have knowledge about different products and services and familiarity with local and international brand and their trust on online transactions.

According to Lăzăroiu, Popescu, and Nica, (2020), in past there were few sources of marketing for products and services such as television, newspaper, radio, guide books. These are only sources that provide information. These advertisements were expensive for small entrepreneurs due to their budget constraints. But with the invention of internet technology, now very easy to advertise and distribute information to public at very low rate and easy access worldwide. Internet played an important role to provide free information to consumers through website, social media, blogs etc, where they find products and services and companies offer products according to customer needs.

Companies regularly review the comments of their customers and try to reduce discrepancies that customers face.

With the invention of internet and its continuous developments brings many challenges for companies. Companies face a lot of pressure due to customers because they transfer the website link, blogs or post to other consumers. Companies provide online communication tool to their consumers to give their review relating to their experience with products and services. This technique helps the companies to understand the real needs of their consumers.

Ecommerce impact on consumers shopping habit is that they can buy from anywhere at any time. In this factor, mobile phone device provide quick access. According to Forrester's retail Best Practices Mobile web study in 2018, Mobile devices will be used in online shopping more than one third of Total US retail sales during 2018. Companies who want to expand their business online they are developing Apps, optimized their ecommerce store and advertise their products on social media where customer come to know about products easily.

## **1.2. Objective and Scope**

E-business has created the huge area for business. It has changed the nature of the business, in pervious years business was not so fast as now a days. E- Business has made a lot of progress. Moreover those organizations who are working on the online buying they are developing it day by day to grow up their purchasing day by day. This study contributes those ideas and techniques which can grow up the customer and site relations and also this information helps in finding the facts and figures which can increase the customer purchasing through E- businesses.

Strategies and planning of new product and to convince the customer to buy, these all working is assisted by this study to those who are selling their products online and making it better. This provides proofs that the related e-business can grow up loyalty and satisfaction, elements affecting the e-business help enlarge the online database of customer for long-lasting e-business.

This study gave us following findings and objectives:

- Judgment of impacts related to online business and purchasing attitude of the customer.
- To find out those elements, facts and figures which impact e-commerce business on purchasing behavior of user?



- To encourage the understandings of the elements and facts that impact of e-commerce on the attitude of customer buying.

The related factors in this study are highlighted:

- Security of e-commerce greatly attracts the customer to purchase the required product.
- Availability of the information of e-commerce greatly impacts user to buy their products.
- Shipping of E-commerce directly impacts the customer to buy the product.
- Timeliness of e-business greatly impacts the customer and attracts them to buy.

### **1.3. Research questions**

The research questions investigated in this thesis include:

- 1. What is the impact of e-commerce business on consumer purchasing behaviors?
- What are the factors that impact of e-commerce business on consumer purchasing behaviors?

### **1.4. Theoretical Framework:**

The (TAM) technology acceptance model is highlighted in this study because this is related to implementation of science and other acceptance. Since all the difficulties are pointed so this information can be used to solve this problem. Now after clear it assume the study data or information the systematic technique is very suitable. Additionally, there are some other methods such as comparative technique, cannot be suitable because it needs to obtain the comparison between the two unmatched components, which cannot be used by us in this situation.

More is that, Main point of notice agencies and the interviews are not suitable for the reason that they need a transparent and clear choices and the difficulties to ask the person who takes interviews, to understand this see that the question of lookup to judge the elements and the facts of society. This idea is put in to the sensible and case lookup. Moreover the systematic technique pays for to gather the reason which is very basic and then filter the compatible data for literature review. We have to see it first that how beneficial is this for us because it takes little time but sometime it manipulate over insignificant data and information. We are also owned by this to see the main points from the society. We can clear the integral data via systematic approach. Literature review will contain the worried main points.

## **Chapter 2 – Literature Review**

The literature review gives the conceptual structure of the study. It analytically evaluates the study subject and is the basic procedure of any system, any study project as it enables the study to be carried out as per the subject. The information was gathered from the different resources, for example, the journals, textbooks, websites as well as the magazines. The subject central was the consumer behavior based on e-commerce services.

### **2.1. Behavior of Consumer buying**

Consumer behavior is a part of the research that emphasizes the actions of the consumer. This has been a subject of substantial benefit for marketers across the globe. The subject is important as the managers of marketing always research these transformations in the behavior of the consumers and make constant transformations in the items and support facilities (Ramya and Ali, 2016). In accordance with Shamout et al. (2016), consumer behavior is described as the actions that people do when buying, using and disposing of the items and facilitation support which they believe will fulfill their personal requirements. Nguyen et al. (2017) define that a consumer follows a series before purchasing an item or the facilitation services on e-commerce. This includes consumers to search for the product or service as per their requirements (Varma et al., 2020). There can be different aspects that can impact the requirement to purchase an item or support. Environmental factors, for example, the conditions, traditions, family, etc. are some of its examples (Sajitha and Rose, 2020). There are also personal variations, for example, the information, behavior and the pattern of life.

E-commerce sales are also targeted by indicating the gap in research. For instance, if the consumer assumes that they have to purchase anything, then the knowledge search will be started (Singla, and Garg, 2017). There are two kinds of that search, external or internal. Internal search is referred to retrieve the information from the mind while the external search is affected by the environmental aspects. The next consumer decision procedure is searching for purchase assessment substitutes. A customer can search for different other options (Visser, Schoormans, and Vogtländer, 2018). This can be the replacement of items, which is based on the external aspects, for example, the cost, quality, diversity of products, etc. Bedford and Lim (2017) highlights the last level is the post-

consumption assessment when a consumer feels satisfied or dissatisfied with the item purchased. Consumers feel satisfaction if the assumptions are in accordance with the execution or else opposite. If a consumer is satisfied, there is a hope and expectation that the items might be purchased again, which gives a direction to the loyalty of the consumer (Visser, Schoormans, and Vogtländer, 2018). The last stage of the consumer buying process is the divestment where the consumer has options to dispose of or remarket the product after the usage.

## **2.2. Factors that influence consumer behavior**

Most studies highlight the impact of different factors that promote consumer e-commerce purchases (Derbali et al., 2018; Visser, Schoormans, and Vogtländer, 2018). For instance, cultural factors, which incorporates the regulations and customs of the people of the community, shared religion. A specific group of individuals generally have a particular culture (Winarno et al., 2019), the culture of the customer is responsible for the association between customers and various actions or items as well as decides the effectiveness or failure of particular items and facilitation (Norrgård and Ulkuniemi, 2019). The culture is present in all of the companies or communities and it impacts the buying behavior distinctly in various states. A number of people are highlighted by the social categories. Traditionally, people of the similar category have similar buying behavior (Putra and Gumanti, 2017).

The major social aspect which impacts customer buying are groups, family, positions, and standard (Wang et al., 2016). Individuals of the family can highly impact buying behavior. The value of family and trust can decide the priorities. Children can highly impact the family purchase choices as well. In all of the groups which are being defined above, all of the individuals have their own position and status which shows the normal status in the community (Visser, Schoormans, and Vogtländer, 2018).

The personal aspects which impact the behavior of the consumer are age groups and life cycle phases, profession, financial condition, lifestyle, and self-perceptions. Age is a very significant aspect when it comes to purchasing (Wang et al., 2016). The requirements of individuals belonging to various age groups are distinct. Even the people of a similar age group, the consumption will be different because of the stage and the profession is created in the different phases of a customer's life cycle (Wang et al., 2016; Visser, Schoormans, and Vogtländer, 2018). Consumers having distinct professions buy distinct items and it has a positive impact on purchasing behavior. The economic conditions also determine what items or services can be bought.

People have distinct psychological causes to buy the items. There are four basic psychological aspects that impact the buying behavior of consumers. They are perception, motivation, learning and beliefs and attitudes. (Maichum, Parichatnon, and Peng, 2016). Several customers have a distinct motivation to fulfill their requirements. The decisions of individuals purchasing are impacted by the known motives, which is a requirement to make the person satisfied. This is the procedure to understand the reality which includes selecting, to process and interpret the data from the situation to create meaningful and purposeful situations.

### **2.3. Impulsive Purchase of Consumers**

An impulse purchase is a kind of non-planned and instant buying (Park, 2017). A consumer can make an immediate decision without any thinking of the results of purchasing. It is a thing that can motivate the consumer to purchase instantly (Chung, Song, and Lee, 2017). It is defined as more prompting, less intentional and irresistible purchasing behavior in comparison with the planned buying behavior. There are a number of descriptions regarding impulse purchasing, the most general one are defined below.

Chung, Song, and Lee (2017) recommends impulse purchasing happens when a customer undergoes an instant and usual constant desire to purchase anything instantly. The impulse to purchase is hedonically complicated and may enhance emotional disputes. Impulse purchasing is also subject to happen with a decline in regard to its results. Ahn, Lee, and Kwon (2019) also defines that it is a quick experience, which can be to grab an item rather than selecting one. It is a dynamic, instant, immediate, remarkable and thrilling desire in comparison with the usual buying. Hendra and Kaihatu (2019) and Sultan et al. (2018) describe impulse purchasing as an instant and immediate buy with no pre-shopping aims to purchase a particular item class. The attitude happens after a desire to purchase and it enables to be instant and without a lot of identification. It does not involve the buying of a simple product, which is a product that is usually out of stock at. Sultan et al. (2018) define impulsive buying as a measurable element that shows the tendency of the customer to think and purchase on his own specific way, thoughtlessly and instantly. Khachatryan et al. (2018) described impulse buy as unplanned buying, a consequence of an immediate decision of customer's feedback to motivation. After buying, a customer undergoes emotional or/ and cognitive responses. Mulky, Sarkar, and Mukherjee (2019) have a distinct view regarding impulse purchasing. They define that impulse purchase is a result of the customer's instant reaction to external factors that is usually hedonically imposed.

The action of impulse buying behavior comes under the psychological aspects. Pina et al. (2019) assesses the association between impulse purchasing psychological elements for example subjective welfare, good and bad impact, social impacts and self-respect. Sultan et al. (2018) also observed the association between impulse purchasing chances and variables linked with the personality (Singla, and Garg, 2017). The following are three outlooks regarding consumer behavior, such as decision-making aspect, Sultan et al. (2018) defined as a customer-first view that an issue is present and goes through a sequel of phases in a logical solving procedure as defined in the first part. In Singla, and Garg (2017), experimental aspect, the customer does not buy strictly in accordance with the strictly logical decision-making procedures. Pina et al. (2019) defined behavioral impact aspect as this happens when environment elements move customers to buy without the essential creation of strong reviews for the item. This study is dependent on behavioral impacting aspects. The customers do not think before buying something but act impulsively depending on the elements of the environment. The environmental elements are activated by the things that the customers watch or touch when they are entered into the outlet. Promotional sales are one of the kinds of environmental elements that make customers buy items immediately.

#### **2.4. Promotional Sales in retail conditions:**

Promotional sales have become a very significant aspect of professional marketing locations (Paettie, 2002). It has emerged in the 1970s when the agencies of advertisements started paying attention to this context. In the era of 1990s more attention was given to the success of promotional sales and chosen more incorporated techniques to promotional actions. The major aim of the promotional sales is to enhance the number of short-period sales, retaining the loyalty of the customers, focus on the novelty and to increase other tools of promotion. One of the basic cause to utilize promotional sales is due to the rivalry.

There are different descriptions for promotional sales, which are defined below. In accordance with the institution of promotional sales (Singla, and Garg, 2017), the promotional sales are described as an organized and applied marketing strategy which can increase the item or facility need and shifts the behavior of the customer in a positive manner in return for an excessive interest to buy or contribute” (Wijaya, 2020). Do Paco, Shiel, and Alves (2019) shows the promotional sales as an activity to provide non-permanent additional worth to a brand to approach the particular aims of the market. Promotional sales are based on the short-period benefits to increase the buying or selling of an item or facilitation (Do Paco, Shiel, and Alves, 2019).

The objective of promotional sales is to fascinate new customers, award loyal consumers and enhance the repurchase costs of occasional consumers. The new customers are into three types; consumers of another company, users in other classes, often switchers of the brand. The promotional sales usually fascinate the switchers of the brand who are the individuals who basically look for a low rate, better value for money items. Promotional sales can or cannot turn them into loyal consumers. Promotional sales are basically availed by the high brands to develop a short-period increase in sales but will achieve a small share in the market (Mulky, Sarkar, and Mukherjee, 2019; Tan, Ooi, and Goh, 2017).

Tan, Ooi, and Goh (2017) depending on Ehernberg et al (1994) and Shapiro (1990) define that promotional sales have been utilized to attain sales increments. They also define that the utilization of promotional sales has been enhanced drastically. One of the causes of the increment in promotional sales is the convenience of calculating and registering the promotional campaigns that are in the interest of the retailers. Tan, Ooi, and Goh (2017) defined that promotional sales have important approaches that are said to be the part of marketing attempts of the companies and the significant aim of promotional sales. There are a number of benefits of promotional sales according to the viewpoint of the retailer which include to encourage consumers to repeat the shopping, as well as offer a long period of loyalty among the customer. E-commerce can also encourage the customers to visit a specific sales store as well as create retail stock standards.

## **2.5. Review Protocol**

For meeting goals, the congregation of data might be from analysis of the evidence for the observation of the impressions on the specific culture or age category. Moreover, the prying works is prerequisite for the appropriate topic, for the conditions shall be explored from the perspective which is requisite to satisfy the research plan. The study agenda embraces the words, however not constrained to; E-Commerce, Success Factors, Consumer Purchase, Online Behavior, Online Customer Impacting Factors, Online Selling, Quality, Information Availability, Pricing, Timeliness, and Shipping. After the assumption, the literature detected to be assessed in accordance including;

1. Data should be ensured compared to the criteria established above (i.e. the component of social budget, statistics, region, country, or the age set)
2. Allocation of the information provisional for the features of research queries ( such as quality, safety, shipping, pricing, time, and facts accessibility features)

3. Patterns should be formed for the execution of the fundamentals of social and economic structure (this is often underlined by the researchers)
4. The reliable source and correct data should be examined dependent on the distinction of the valuable means or/ and the author, publication company together with with the anticipation of the information.

## 2.6. Relevant Studies and Eligibility

A series of resources of material had been underlined in course with the study enquiries for management of the systematic method. The collected material incorporates the category of researches on the characteristics impelling the e-commerce and the amount of publication resources, definitely associated with the purchasing online and the attitude of the customers, which entails of the statistics of the legislative information. Critical limitation was present in confining the data accumulated from the discrete age clusters of the sexes, exclusively in the study queries. This results in a manner that the accumulated data entails a greater scale. The description of the protocol share of the analysis includes the information congregated which was distributed into two divisions established on the concept of the questions. The summary of information which has been collected and categorized is demonstrated below.

**Table 1:** Factors Impacting the Success of E-commerce in Consumer purchasing Behavior

Sources/ Researches	Content	Relatedness
Lin et al. (2016)	Service quality	High
Ajmal, Yasin, and Norman (2017)	E-commerce success factors	High
Kumar (2016)	E-Commerce Consumer Behavior and Satisfaction	High
Lu, Fan, and Zhou (2016)	Commerce Purchase Intention Factors	High
Vakeel et al. (2017)	Security and Privacy impact of B2C	High
Jiang, Jun, and Yang (2016)	Customer-perceived value and loyalty for B2C e-commerce/	High

Ziaullah, Yi, and Akhter (2014)	Product Quality	High
Ashfaq et al. (2019)	Consumer Purchase Expectation for E-commerce Purchase	High
Tandon, Kiran, and Sah (2017)	Customer satisfaction towards online shopping	High

Table no.1 illustrates the sources of the material connected to the foremost condition. In-depth interpretation of the means have been performed to distinguish whether the described aspects implicate the elements that are social or monetary in attribute. In Table no.2, catalog of the resources is provided which are related with the second situation. Evaluation of the subject of these sources was ensured to stress their relation to define consumer buying behaviors and the matter connected with e-commerce shopping.

The resources concluded as related were applied for the research, however the unrelated articles remained unconsidered. The information from sources in Table no.1 were evaluated as:

- 1- Probing the typical characteristics between the authors or studies.
- 2- Recognizing the regular traits of e-commerce affecting online customer buying.

Table beneath exemplifies the conclusion of the outcomes:

**Table 2: Relevant Factors Impacting E-commerce Consumer Purchasing**

<b>Researches</b>	<b>Similar Factors</b>
Lin et al. (2016)	Service quality
Ajmal, Yasin, and Norman (2017)	E-commerce success factors
Kumar (2016)	Consumer Satisfaction
Lu, Fan, and Zhou (2016)	Purchase Intention Factors
Vakeel et al. (2017)	Security and Privacy
Jiang, Jun, and Yang (2016)	Customer value
Ziaullah, Yi, and Akhter (2014)	Product Quality
Ashfaq et al. (2019)	Purchase Expectation
Tandon, Kiran, and Sah (2017)	Customer satisfaction



For the evaluation of the resource being dependable from where a characteristic has emerged, it could have ascended through distinct sources too which results in the assessment of the features that occurred was two assumptions, firstly, the features were assessed in link with harmony with the description of the financial or societal characteristics, additionally, by the connection with least two resources or further. In this approach, confirmation that the attributes which are measured as a crucial impression on online shop as for being contemplated by more than one source of information.

## **Chapter 3 – Analysis**

### **3.1. Introduction**

This chapter explains the methodology selected for carrying out the investigation along with the selected sample size and data analysis tools and methods.

### **3.2. Research methodology**

The research methods are considered the most important, when it comes to identifying the main themes in the literature, and presenting the results accordingly. In this investigation, it is found that best research methodology is qualitative research methodology, because it identifies the firms in overcoming the problems that are faced by the firms during the e-commerce platform development. For this purpose, it is necessary that the management of a firm should be willing to invest in the development of new e-commerce platform development. The understanding of new principles is very necessary for the firms, especially when it comes to managing the working environment and customers.

### **3.3. Research design**

the research designs are considered the most important when it comes to selecting the best methods for investigation and reporting the benefits. There are numerous research designs, which can be used by the investigators but they should be selected from inductive or deductive category. This research investigation is making use of deductive approach, which is called qualitative approach, and in this approach secondary data is collected for finding the results. Reason to select qualitative research design is because many organisations refused to participate in survey due to some concerns.

### **3.4. Data collection**

Data collection is done in the form of qualitative results, because it is considered the most effective research method when quantitative results are difficult to obtain. Since this investigation is checking how e-commerce is shaping consumer purchasing behavior, the best method was to identify the organisations actually using this strategy in Jordan? Therefore, data was collected from the research articles who carried out similar investigation in Jordan. The research articles were taken from Google Scholar who carried out investigation in the last 7-8 years only.

### 3.5 Data analysis

The data analysis methodology which is deployed in this investigation is qualitative, because it is considered the methodology which can sustain for a longer time period. The method selected for the analysis is making use of the qualitative methodology, which is focusing on the adoption of new marketing tactics, and deploying the appropriate methodology with the help of e-commerce platforms. Since the topic of this investigation is e-commerce is shaping consumer purchasing behavior, the analysis is done by making use of the qualitative approach which is critical literature review. For this purpose, some studies have been selected which identified the methods of marketing for the firms, by utilizing the e-commerce platform in a short time period. The analysis is presented by identifying both the strengths and weaknesses of e-commerce platform. Due to this reason, it is believed that the management is willing to find out the best benefits in overcoming the problems of customer reachability.

### 3.6. Data collection resources

Conclusively, the interrelation of assembled data with queries of the study reliant on the circumstances being regulated, the resources of the data is not been assessed for precision and legitimacy. Outlined by the protocol division, the material shall be investigated in contrast to the following state; distinction of source and/or the author, publication time, and the quality of data. The summarized analysis is represented in the table below:

**Table 3:** Relevant Factors Impacting E-commerce Consumer Purchasing

<b>Researches</b>	<b>Authors</b>	<b>Publication Time</b>
Exploring the service quality in the e-commerce context: a triadic view	Lin et al.	(2016)
Critical success factors influencing e-commerce adoption in SMEs: A review and model	Ajmal, Yasin, and Norman	(2017)
Consumer Behavior and Satisfaction in E-Commerce: A Comparative Study Based On	Kumar	(2016)

Online Shopping Of Some Electronic Gadgets		
Social presence, trust, and social commerce purchase intention: An empirical research	Lu, Fan, and Zhou	(2016)
Do security and privacy policies in B2B and B2C e-commerce differ? A comparative study using content analysis	Vakeel et al.	(2017)
Customer-perceived value and loyalty: how do key service quality dimensions matter in the context of B2C e-commerce	Jiang, Jun, and Yang	(2016)
E-loyalty: the influence of product quality and delivery services on E-trust and E-satisfaction in China	Ziaullah, Yi, and Akhter	(2014)
Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China	Ashfaq et al.	(2019)
Analyzing customer satisfaction: users perspective towards online shopping	Tandon, Kiran, and Sah	(2017)

A situation designated as the purpose of the precision of the citations assembled has been arisen from 2 main concerns. Being a quality of the information exploited is a first concern, and on the other hand a relationship with the information being the second interest which will affect the source of the data, and the evaluation of the authors was conducted for the appraisals of excellence.

### **3.7 Ethical considerations**

Some of the ethical considerations undertaken for this investigation are explained here. The research article selected for the analysis are taken in the period of last 7 years only to ensure that latest data is considered for data analysis. In addition, only the research article presented on Google Scholar website is taken to increase validity and reliability of the research findings. In an investigation, it is argued that the performance of the firms is depending on e-commerce marketing platform development, which can only take place when the new organisations are willing to take the help of new marketing platforms. One more ethical consideration undertaken in this investigation was related to finding to

An expectancy from the study has two extents. Firstly, consumer buying behavior which is affected by the verdict of the dynamics of e-commerce. Secondly, to emphasize the linkage between the purchaser acquiring behaviors and the certain aspects, i.e., data accessibility, pricing, safety, service characteristic, and timeliness. Concluded by the prelude study, anticipation can be done that the highlights are the ones stressed in the third fragment of the study. On the other hand, for the shopper buying habits, it is estimated to explore the statistics, which can result in the improvement of understanding of the specific e-commerce subdivision. On the concluding note, the material gathered was conferring to the evaluation etiquette and the established plan. Additionally, the data gathered is connected and defined to fulfill the necessities of research questions and accomplish the aims established.

## **Chapter 4 – discussion**

### **4.1. Discussion**

With its first public revelation in 1963, the internet has been used for various purposes including e-commerce, mainly for electronic trade and its use is rapidly increasing. The invention of the Internet and its infinite effect worldwide formed the basis for spreading entrepreneurship to the new realms. The Internet has increased the distribution and consistency of information by helping companies to perceive their clients through the unrestricted real-time exchange of information. Electronic retail enabled business owners to sell their products without having to create actual physical stores. A survey shows that online shopping is highly preferred by customers ever since its inception (Reichheld and Schefter, 2000). A lot of issues are to be considered in relation to consumer purchasing behavior in such a new trading field.

As in this physical world, the essential interpretation of consumer behavior in the online arena can be accomplished if the factors affecting the purchase decision are neglected or unambiguous. For example, an online shopper's inability to analyze the product before purchasing it online is deemed an important factor in their purchasing decision.

Buying decisions require a series of decisions taken by a customer before making a purchase that ends when he/she is able to meet a requirement. Consumers will reach a decision about the place of purchase, the preferred item, pattern, quantity and period of purchase, volume of money to be spent and payment methods. Marketers may affect such decisions by presenting details regarding their goods or services that can educate the consumer's evaluation process (Schiffman and Kanuk, 2007). They stated that consumers usually look for appropriate knowledge regarding a particular consumption need from their previous interactions before relying on outside sources. Consideration of certain factors such as the design of website, usability, customer value, and reliability is required to ensure customer satisfaction and encourage them to buy online (Aladwani and Palvia, 2002; Slater and Narver, 2000; Wolfinbarger and Gilly, 2002; Yang and Peterson, 2004; Zhan and Alan, 2003). Many visitors consider the layout of the website to be a significant factor before initiating any transaction. Some users skip the website pages because they do not like the e-commerce shop visuals, and they find it to be less consumer-friendly. This would also influence their decision to buy a product.

Due to e-business, customers no longer have to wait for the shopping center's opening time and particular locations, instead, they can get practically involved anytime and anywhere to buy goods. Issues discussed in this section are what factors of e-business influence the customers' purchasing behaviors. Just like any storefront, the standard of online business provides necessary information about consumers' feelings towards online purchasing. Thus, whether what customers want on the websites is achieved by the service or not is an important factor in predicting the buying habits of consumers. Excellent e-service efficiency is important for website merchants to be successful, and consumers to be satisfied.

Another factor that has recently gained attention from researches is the customer perceived value because of its role in forecasting consumer behavior of purchasing (Bolton and Drew, 1991; Parasuraman, 1997; Zeithaml, 1988). It involves a 'get' component— what customer gets from the marketer's offering and 'give' component – what is the customer willing to give in return for the advantages he gets from the product. When buying a product, a consumer considers the quality of a commodity above its price. The customer perceived value has little relation with the actual price of the product and more with the theoretical risks instead. Zeithaml (1988) demonstrated that the perceived value of consumers can be calculated by means of different elements such as having satisfaction, appropriate good or service for the price paid, low price relative to alternatives and what customers receive for what they offer in return.

The description and photos of the product, response time and payment methods are also among the factors that influence consumer purchasing behavior according to a survey conducted by Masínová and Svandová (2014). Online shop delivery strategy is one of the most important factors that influence the buying behavior of consumers. The e-markets providing faster and more prompt deliveries continue to draw more clients towards their websites. In addition, it was addressed (Bucko and Vejačka 2011) that one of the factors affecting online purchasing is faith and environmental protection and the related identity of users. Chaing and Dholakia (2014) identified three variables that influence the consumers' decision to buy online or go offline. These include, accessibility of products on the website, the product and its characteristics and the actual price of the product. Online shopping seemed to be more convenient for the consumers, but they only buy from online stores if they find the website relevant and appealing. Many online shoppers alter their decision to buy a commodity because they don't see a stamp of confidence on the website. When

making an online purchase, the customer has to disclose sensitive data such as his bank details, hence, the consumer will only buy from a website that provides secure methods for payment.

In a study by Baubonienė and Gulevičiūtė (2015), consumers who purchase online were surveyed. The authors described four factors that affected customer behavior in this study: technological factors (understanding of IT and IT skills), pricing and discounts, quality, product/service factors (availability of product and information about the product) and consumer-related factors (cultural styles, etc.). These researches have also established a range of metrics about how consumers use and assess websites in general and in terms of the provision of quality services. The relationship between consumer behavior and marketing strategy has been explained by Donald Rogan (2007). Strategy is to enhance the possibility and frequency of the behavior of the consumer. In order to succeed in doing so, it is necessary to understand the customers' needs and wants. An effective strategic communication tool for meeting and communicating with customers at a minimum cost and at different times of the day is social media. One of the key objectives and priorities of several companies is effective regulation and application of social media marketing (Hanaysha, 2016).

Social networking networks have developed as the most accessible public media, from which many customers can learn, exchange knowledge and communicate directly with company stakeholders (Chappuis et al., 2011) Moreover, social media has also made it possible for consumers to share their experiences about their purchases. (Erdoğan and Cicek, 2012; Mangold and Faulds, 2009). In fact, consumers consider social network networking to be a method to communicate with different brands at any time. Organizations may be able to enhance their capabilities to attract loyal customers and affect their views about their products and services and share this information with others, all with the help of social media.

Monsuwe et al. (2004) provided a structure for operating through their research that would allow understanding to consider customers' mindset about shopping online. Attitudes and values are distinguished from the subjective features of users and are defined mainly by observation and prior experience. Comparing the traditional way of buying and online shopping, Monsuwe et al. (2004) has shown that online shopping is more convenient to make transactions than the mainstream way of shopping. Another factor identified as being important is the customer's satisfaction. It is defined as the feelings that the consumer has towards the services that the supplier provides. Service quality and customer satisfaction are two separate constructs but are highly related. Quality



of the product is something that is greatly embedded in the customer's preference for a particular product when making a purchase (Rust and Oliver, 1994). Some marketing studies do tend to embrace a framework for understanding in which quality contributes to satisfaction (Chang, 2006a; Dabholkar et al., 2000) that in turn affects buying behavior (Chiu et al., 2005; Johnson and Gustafsson, 2000; Oliver, 1999).

The topic of customer service and service efficiency is becoming even more relevant in a growing dynamic market environment. The e-service quality is composed of certain dimensions such as accessibility, efficiency, responsiveness, site pleasantness, pricing details, etc. Living in a fast-paced world, consumers prefer webpages that load faster, are easier to access and navigate because it saves time. A website that is slow to load ultimately takes the interest of the consumer away leading him to change his mind about buying online. Consumers' willingness to buy goods online is also influenced by privacy factor. Some buyers are unwilling to reveal their personal information to online vendors (Wolfenbarger, Mary and Mary Gilly, 2001; Ainin Sulaiman, et al., 2005). Consumers are more comfortable in buying in an environment where they can see whom they are communicating with, thus having higher control over the situation and being ensured that their correspondence and purchases remain secure and private. Researches show that people tend to buy from suppliers that provide higher security protection.

In addition, consumers who enjoy ease, larger variety and prices tend to buy more from online stores, as stated by Delafrooz et al. (2009). Convenience is considered as the most prominent factor which influences the consumer buying behavior. Convenience includes ease of access to products, wider access to information about the quality and prices of the products and 24 hours availability of online storefront. Another prominent factor that influences the consumer's buying behavior is his ability to compare prices offered by different online vendors and buy from the cheapest option available to him as compared to higher rates that are offered by traditional vendors (Ainin Sulaiman et al., 2005).

Societal aspects, income level, schooling status, societal class are a number of the components that are perceived to effect the living style and hereafter e-business acceptance. The cooperative nature of the e-commerce and internet escalates the competence of e-shopping behavior by refining the accessibility of goods' information, allowing straight comparisons of goods, and dropping purchaser search prices. The achievement of any online business depends on the buyer. Hereafter

the webpage should be created in such a manner which is understandable for the clients. If the webpage is complex and uses many connections from which the clients get uninterested then he might choose using other webpages. Consumer actions may also alter to online transaction once the price of a deal is elevated or any other unseen charges for the goods; for instance, packing and shipping charges. Threat related aspects like safety, faith are the significant aspects as long as the customer is involved. Their private details must not be revealed, when transitioning their credit card number will be entered and it must not be saved in any files; else this causes safety related hurdles and hereafter directing to disbelief the trader. Also the purpose to embrace internet escalates with better way of life. They embrace the new skills very effortlessly as it turn out to be a part of style. In the conclusion, the use of technology has upgraded the lifestyles of the individuals. In nearly all gaits of life persons use e-commerce which is a lot more suitable for them. Safety and faith are the chief factor that customers are concerned. Likewise the comfort of usage of the webpages and its effectiveness has undeviating effect on customer behavior. Progresses in lifestyle, education status, salary are having straight influence on use of e-commerce. Accomplishment of e-business is determined by customer behavior. Hence webpages must be customer friendly.

## **Chapter 5 – Conclusion and recommendations**

The Internet has created intense impression on people and societies in less than an era. Online businesses has remained on a sturdy growth. The alteration from former to fresh technologies is basically fluctuating the association between the customer and the company. This one is also enhancing a new aspect to entrepreneurship. Contesting in today's unsettled business atmosphere companies are being guided to emphasis struggles on intensifying value conveyed to consumers. It is significant for administrators to comprehend online buying actions and the elements that impact consumers. Therefore, the aspects that impact attitudes, personal norms and actions toward online corporate are vital and forecasting the influence of personality or daily life qualities on E-Business must be reviewed. From casual reflections, advertising managers usually presume that customers' actions is compatible with their routines and traits. Certainly, some scholars have establish that person behavior is predisposed by character traits and individual features. Emerging models for leading online business is not only about the acceptance of innovative technologies; but also involves variations in work performs, purchaser/provider relations, the way goods are supplied to customers, advertising rituals and alterations in workforce expertise necessary to provision e-business . In favor to be prosperous, E-Business manufacturers need to recognize customers' individualities and requirements. Lately, personalization has acquired attention in the online business arena which credits for nature, standard of living. These variables are meaningfully connected to a conclusion and influence the actions. Likewise, customer actions has been related to character and lifestyle. Social features of online business models are critical component in attaining maintainable implementation of study and development results. Societal procedure outline not only the process and types of specific equipment, but similarly the patterns, over-all features and instructions of technologies thru entire parts of growth and application.

Technology can decrease the price of collaborating data by refining the excellence and speediness of data processing and customer decision-making. Not long ago it has turn out to be progressively obvious that the cyberspace will grow into a critical facility conveyance network. Interpreting customer behavior is also of critical significance, predominantly in the building and gathering of novel customer wants. Network technology can as well present the capability to mechanize professional trades, which may permit more receptive facility of service to consumers. Technology benefits data integration and data processing, thus refining customer decision-making by arranging

the right material at the customer's tip. In cyberspace the interface among the purchaser and the organization is intermediated by a processor. Each operation and each minute of online activities and discourse can be documented. Electric facility is becoming a feasible choice for communication between monetary facility providers and their clients. Probable worth of web-based provision acceptance for consumers is dependent on not only on the reimbursements, nonetheless also on conquering a sum of obstacles. Shopping on internet has developed as the utmost popular web applications. E-Shopping occurrence has developed as a contest for Internet vendors that must ensure achievement at each point. Regardless of the progress in internet trades, little of the trades online are never accomplished. Only slight percentage of clients are gratified by automated trades and this regretful experience inclines to drive consumers to further stations. Hereafter the consumer behavior alters with this act of the online shops; consumer preservation is more vital and problematic than consumer attraction as much as an online business is involved. Retained clients invite new clients through constructive speech, thus growing market share. Ongoing clients may likewise aid the company to withstand finest pricing strategies and endorse the firm's respectable standing to new consumers and positive speech related with augmented consumer retaining can drop marketing prices to obtain new consumers. A main subject for internet service benefactors as a consequence of the amplified rivalry is client transfer in the market. A reduction in client moving generates profits on both parties of the income report in the shape of higher profits and lower expenses. One of the main fascinations in marketable use of the internet is the capability to retrieve data more effortlessly. If the company's webpage is easily reachable, consumers can access data quicker, reassuring them to remain joining again to the company's webpage, therefore they can regularly check company data. Hereafter the vendors must make their website operator friendly, more explanatory and likewise accessibility in product hunt without ample work. The speediness and comfort with which customers can use the online platform concerns the online buying behavior therefore influencing the proficiency of online vendors. Client satisfaction foster the standing of the company.

Difficulties to E-Service excellence are those characteristics of an E-Commerce atmosphere which rendered it objectionable, onerous, incompetent, or unbearable for the client to attain a positive outcome or experience. Following are the circumstances when client's encounters with an online environment fall underneath the potentials. Hurdles could be:

- usability difficulties with the website such as usage of vague vocabulary, or usage of showy options that look delightful but merely workout for those clients with fast Internet access
- Circumstances that might unfavorably effect the client/association rapport. Illustrations of such difficulties are hidden charges, such as delivery charges, taxes, and return info being vague or not simply available, or pop-up reviews that emerge at inconvenient instants.

Hindrances can frequently cause failures in the client/company connection. A collapse is a ‘contract breaker’, for instance, when the client ends shopping on a website and changes to a rival site, or when the client may not need to visit for a repeat buying. Cases of failures and the difficulties that cause them are given below.

- A disruption in the effortless sequence of a client’s communication with the E-Commerce atmosphere, which is with the Webpage. At this point, the hurdles are the usability difficulties with the website such as graphics or imageries that cause processors to crack, or a client not capable of finding a good / facility because of unsuccessful search instruments, or an incongruity of cultural necessities and prospects.
- A breakdown in the clients’ interfaces with other features of the E-Commerce setting such as throughout pre-sales help, with the safety in credit card management, or the conveyance of goods / services. Cases of hurdles producing such failures embrace requesting a client to disclose before the client has determined to do shopping on the Webpage, automatic newsletter process after an acquisition from which un-subscription is difficult, or uncooperative customer facilities. These problems can direct to swapping conduct of the client from one website to the other.

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