



Analysis of Factors Affecting Online Shopping

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Abstract

The present study aimed to analyze the factors affecting online shopping. This research is descriptive-analytical and applied in terms of purpose. The research sample is 400 Indian online shopping customers who have been sampled as available. Data collection has been collected through library and field and it was done with the questionnaire tool. The collected data were analyzed by software (SPSS). The results showed that three factors: 1- Competitive Pricing, 2- Features of the product, 3- Brand name is the most important factor affecting customers' online shopping.

Keywords: Online shopping, customer satisfaction, Factors Affecting the Online Shopping.

Introduction

In today's world of e-services, e-services are becoming more and more popular, and many retailers are trying to create online stores. The emergence of crucial technological innovations and the potential for greater powerless online store networks in this century created the e-commerce market, which is so new that only a few studies have examined customer satisfaction and loyalty in the Internet market are known. In other words, with the rapid growth of global e-commerce and the conversion of most businesses to the Internet, and the use of websites to offer and introduce and sell their imported or manufactured products, the need to design a website called the company in most organizations. There are many factors in websites designed as an online store to attract the attention and trust of customers who enter the website; So that customers get satisfaction from all the service factors that are on this website and spend more time online in that store environment and by fully reviewing the products introduced in it and the extent of understanding of the services Electronics offered by online stores such as 1- Competitive Pricing, 2- Features of the product, 3- Brand name achieve customer

satisfaction. With the spread of the Internet as a resource for retail, ethical issues regarding the use of the Internet are causing serious concerns for consumers as well as creating new challenges for Internet users, and marketers need to be aware of how these ethical challenges relate to dissatisfaction and uncertainty. In online retail environments, this share is growing more and more. The study shows that the use of e-commerce saves 21 to 71% in the costs of various activities and reduces distribution and sales costs and eliminates intermediaries, direct communication between seller and buyer, seeking priorities, customer satisfaction, and loyalty, Which can be referred to. Thus, the wise use of this technology can help us improve business efficiency in its various dimensions. On the other hand, one of the new ways of online shopping is online shopping. The rapid growth and increasing use of computer technology make it possible for sellers and online shoppers to communicate very effectively and increase the effectiveness of the exchange. Therefore, online shopping can be considered as one of the major developments in online sales in the world (Mehdi Alwani, 2006). One of the most important issues is the lack of trust and confidence in any of the online stores, and even for some people who have reached a level of trust, the ease of registering and ordering on a website or some kind of website design is an important issue Or according to the needs and feelings of people, the response from the store is a much bigger issue. Also, with the increasing expansion of products and increasing the variety of different brands, choosing and buying a product has become a difficult and time-consuming task. Due to the value of time, to spend money optimally and satisfaction with the purchase, resulting in quality life and lack of Spending only the most valuable human resources, that is, time to shop, the current research on online stores, which will be very widespread in the not too distant future, has been necessary since the emergence of online stores dates back to the last few years. It can be said that in many countries, including Iran, online shopping is a relatively new phenomenon and is in its early stages of growth. Therefore, research gaps are evident. Therefore, there should be extensive research on the factors affecting the acceptance of online shopping by Internet users in India. Doing this research has been of great importance for the researcher.

Literature Review

Nusair, et al. (2008) examined the travel websites' quality dimensions that ultimately influence customers' satisfaction; and conducted content analyses on the five prominent travel websites. Navigability, playfulness, information quality, trust, personalization, and responsiveness are the six major factors that affect customer satisfaction in online travel websites. A list of 53 attributes was selected, named, and categorized around the six web quality dimensions explored in this study. The findings of the study suggested that online travel companies are underperforming in terms of providing web service quality attributes that enhance customer satisfaction.

Meng & Elliott (2009) examined the structural relationships between Service Quality, Switching Costs, and Customer Satisfaction. They have tested a framework for understanding the underlying relationships between perceived service quality, switching costs, and customer satisfaction with a service provider. A convenience sampling technique has been adopted to identify 525 customers. It has been observed that 264 respondents have

a positive feeling about a service provider and remaining to have a negative feeling about the service provider. The study has concluded that social switching costs, lost benefits switching costs and procedural switching costs do not significantly influence customer satisfaction among positive feeling respondents. Negative feeling respondents have shown a significant difference between service quality and with the social switching cost, lost benefits switching costs but not on procedural switching costs. Service quality has a significant impact on customer satisfaction. Social switching costs and procedural switching costs do not have a significant impact on customer satisfaction.

Alam & Yasin (2010) stated that internet users are the main target customers for those businesses that sell their products and services online. The customers are whether convert into real ones and retain that depends on how those customers are satisfied with company products or services. The researcher has analyzed dependent variables and independent variables which affect online customer satisfaction. Independent variables are website design; time saved, product variety, reliability, and delivery performance. These variables are significantly related to online shopping satisfaction. The result found that time saved a direct and significant effect on customer satisfaction. It means that the higher the time saved, the higher level of satisfaction will have to customers.

Scope of the study

The purpose of this study is to help promote and develop e-commerce and online services as well as guidance for creating job opportunities in sales and timely services in India.

Functional Goal of the Study:

Managers of all online stores and all those who intended to create an online store can benefit from the results of this study and effectively manage and carry out their current or future activities in this field.

Objectives of the Study:

- 1- Investigating the Impact of Competitive Price on Online Shopping in India
- 2- Investigating the Impact of Website Design on Online Shopping in India
- 3- Investigating the effect of Convenient Delivery on online shopping in India

The Theoretical Framework of Research:

This study is to suggest the components of online shopping which are: 1- Competitive Pricing, 2- Features of the product, 3- Brand name. In addition, to understand the rational drawing and perception of customers about online shopping and its dimensions, we refer to customer satisfaction.

Customer Satisfaction

According to Faldton and Taylor (2003), Satisfaction is the most important aspect in the history of marketing. One of the most important concepts in the field of brand loyalty is the issue of satisfaction (Motameni et al., 2010). Although there are many definitions of satisfaction, satisfaction is generally determined by the level of satisfaction or dissatisfaction of a customer with the previous purchase of a product or service (Ebrahimpour et al., 2010).

Consumer satisfaction refers to the customer's judgment about the characteristics of a product or service or the product or service itself, or the level of satisfaction that comes from consuming the product or service, which can be higher or lower than expected. Satisfaction is a general state of mind about anticipation and expectation is to feel and experience shopping behavior (Oliver, 1987). Philip Cutler defines customer satisfaction as the degree to which a company's actual performance meets customer expectations, and Cutler believes that if a company's performance meets customer expectations, the customer will feel satisfied and otherwise dissatisfied.

Competitive Price

Pricing is one of the most important components when it comes to creating marketing strategies. The price is one of the first things that a consumer notices about a product and is one of the deciding factors when it comes to their decision to buy it or not.

With the rise in e-commerce sales, and the friction-less comparison shopping digital commerce enables, competition in the market has gotten much more aggressive and real-time. Businesses need to keep an eye on their competitor's pricing strategy while setting prices to get the much-needed competitive edge in the market. Comparing prices online is easy and customers are well aware of the monetary value of a product. These factors are also important considerations while setting the right price in e-commerce.

Convenient Delivery

The old model of deliveries on retailers' terms is dead and gone.

In today's demanding, always-on world, without convenient delivery options, great customer experience simply can't happen.

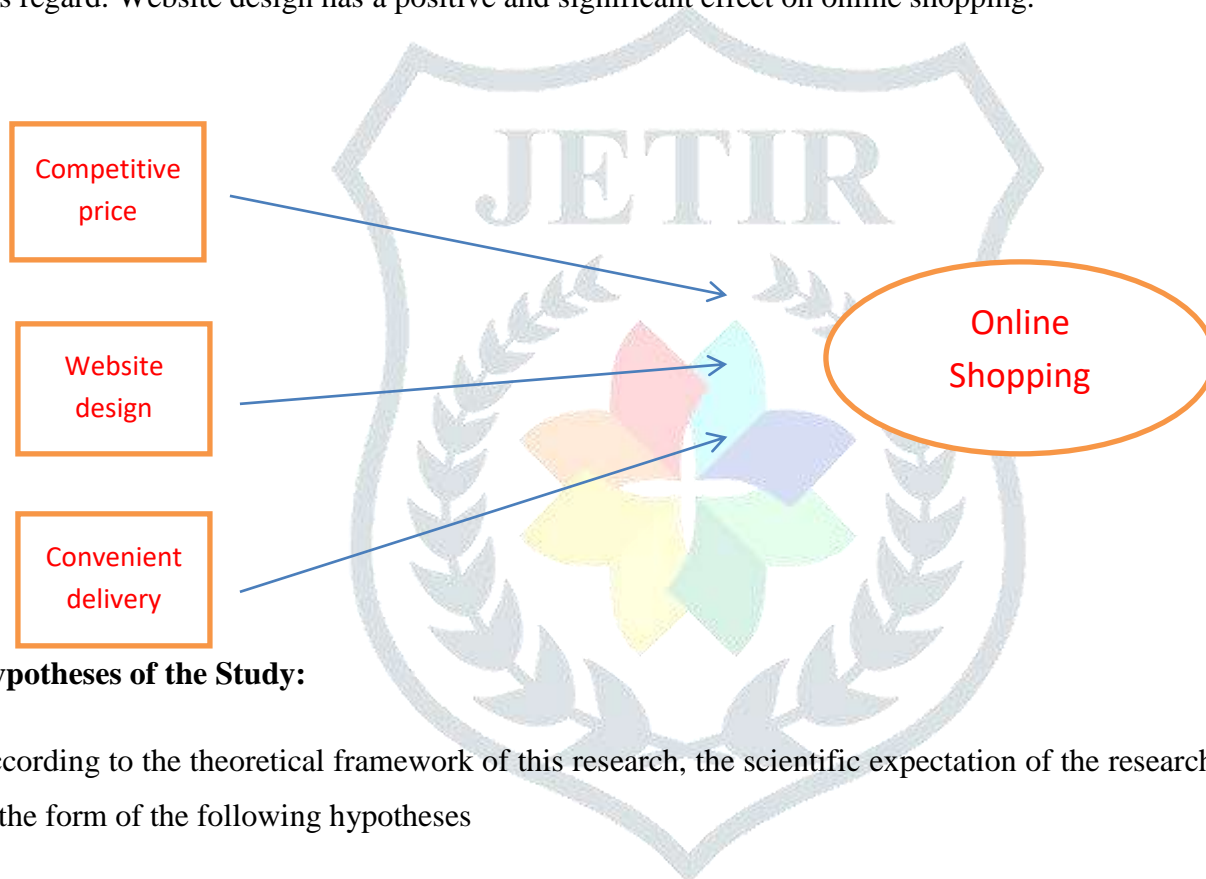
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74% increase in sales if there are multiple shipping options at the checkout. Innovation in delivery, as with nearly all aspects of the customer journey, often includes implementing new technology and ensuring a more personalized experience for consumers. For retailers, this process may seem daunting, but partnering with a

good delivery provider with an established national fleet and innovative technology can ease some of the growing pains.

Web Design

Design is the visual appeal of well-organized web structures and online stores (Moka, 2006) Quality web design is critical to virtual stores. By conducting empirical research of Internet users to examine the user's e-commerce, they found the ECUSI Consumer Satisfaction Index on online shopping, which is customer satisfaction using website evaluation. They found that a strong website design factor has the satisfaction of customers for satisfaction and loyalty in online retail. Therefore, the following hypothesis has been proposed in this regard. Website design has a positive and significant effect on online shopping.



Hypotheses of the Study:

According to the theoretical framework of this research, the scientific expectation of the researcher is presented in the form of the following hypotheses

H₁: Online shopping has a positive and significant effect on competitive price

H₂: Online shopping has a positive and significant effect on website design

H₃: Online shopping has a positive and significant effect on convenient delivery

Research Methods

The research method is a descriptive survey. In this type of research, the effect of variables is analyzed based on the purpose of the research. Also, the present study in the sense that its results can be used in market confrontation methods.

Methods and tools of data collection

Library studies:

Books, English, Farsi, and existing dissertations and online articles have been used to collect basic information about the research topic, develop a conceptual model and review the research literature. Questionnaire: In this research, to collect data and test hypotheses. Using a standard questionnaire prepared from two Latin articles and a Persian article and focusing on the components of online shopping in online stores, it was measured based on 90 standard questions. The questionnaire was prepared and made available to students who have experienced online shopping and answered the questionnaire.

The sample size of the answers of 322 people was analyzed. The questionnaire used in this research consists of two parts, the first part includes general and demographic questions including gender, age, education, and income, and the second part of the questionnaire includes specialized questions and The items for each hypothesis are based on a 5-point Likert scale that I strongly disagree with and strongly agree with reasons for purchasing online.

Table 1: Mean Scores of Reasons for Purchasing Online

Statistics		
	Mean	Std. Deviation
Customer Care Facility	3.83	1.362
Product Description	3.62	1.079
Product Return facility	3.67	.948
24 X 7 Shopping facility	3.69	1.090
After Sales Service	3.27	.975
Website Design	3.97	.987
Discreet shopping	3.91	1.070
Competitive Pricing	4.40	.685
Cash on Delivery facility	3.95	.911
Schemes & Offers	3.53	1.052
Availability of Variety and brand of Products	3.26	.984
Reliability of Manufacturers	3.67	.935
Convenient Delivery	3.93	1.233
More Relaxing Shopping	3.56	1.258
Saves Money	3.65	1.167

Saves Time	3.62	1.202
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Based on the above results, it can be inferred that the most important and influential reasons in online shopping are the following:

- 1- Competitive Pricing
- 2- Website Design
- 3- Convenient Delivery

The spatial scope of statistical community research

This research is due to the need to complete the questionnaire by COHORTS GENERATION CLASSIFICATION who was familiar with online shopping was done.

Baby Boomers: Baby boomers were born between 1944 and 1964. They're current between 54-74 years old.

Gen X: Gen X was born between 1965 - 1979 and are currently between 39-53 years old

Gen Y: Gen Y, or Millennials, were born between 1980 and 1994. They are currently between 24-38 years old.

Gen alpha: Gen alpha is the newest generation to be named and were born between 1995 and 2015. They are currently between 3-23 years old.

Sampling Method and Sample Size

In this research, a simple random sampling method has been used. Due to the uncertainty of the standard deviation of variance (and the limitation of the study population, the ratio estimate is used in the following formula. And to maximize the sample size, the value of P, q Both are considered 0.5. To obtain the sample size, the below formula was used which provided a sample size of 322 people.

$$n = \frac{N \cdot Z_{\frac{\alpha}{2}}^2 \cdot p \cdot q}{(N - 1) \cdot d^2 + Z_{\frac{\alpha}{2}}^2 \cdot \sigma^2}$$

Table 2: Sample Size of the Study

Sample size of the community	Selected percentage of the community	Community size	Floor description	Row
90	10	450	Baby boomers	1
90	10	450	Gen x	2
84	14	600	GEN Y	3
60	12	500	GEN ALPHA	4
322	-	2000		Total

Source: Compiled by the Researcher

Analysis

- Descriptive Findings

To better understand the nature of the population that has been studied in the study, descriptive statistics of demographic variables in the statistical population and also descriptive statistics of specific research questions have been studied.

- Demographic Variables

According to the information obtained from the analysis of the questionnaires, it can be seen that 41.3% (165) of the respondents are male and 57.8% (231) are female. Also, 1% (4 people) did not comment on their gender. Also, 48.8% (195 people) of people between 18 and 23 years old, 27.8% (111 people) between 24 and 38 years old, 13.5% (54 people) between 39 to 53 years old, and 9% (36 people) more than 54 years old and 1% (4 people) have not commented on this. Regarding the place of residence, the residence of 58.8% (235) of the people studied in the city and 36.8% (147) in the village is stated. 4.5% (18 people) have not commented on their place of residence. The marital status of 72% (288 people) was single and 27% (108 people) were married. Also, 1% (4 people) did not comment. . About the job variable, 17.3% (69 people) were Govt employees. Employee, 53.3% (213) Student, 8.3% (33) Private Employee, 4.8% (19) Housewife and 15.5% (62) Other and 1% (4 people) did not comment on this. In addition, 18.3% (73 people) were Undergraduate, 33% (132) Graduate, 33% (132) Postgraduate and 14.8% (59) Other and 1% (4 people) did not comment on this. Also, the monthly income of 38.3% (153 people) of people Less than Rs. 10,000, 8.3% (n = 33) Rs. 10,001 to 25,000, 27.5% (110 people) Rs. 25,001 to 40,000 and 15.3% (61 people) also More than Rs. It was 40,000 and 10.8% (43 people) did not comment.

The first step is to test the normality of the data for which various methods are used, including the use of the distribution shape or in other words the calculation of skewness and kurtosis. Researchers believe that whenever the skewness of the data is between -2 and 2, the distribution of variables is normal (Momeni, 2001). In this study, the amount of skewness and the amount of elongation, as well as the histogram of data frequency, have been used to investigate the normality of data distribution.

Table 3: Conformity of Normality of Data Distribution

		Online Shopping	Competitive Price	Website Design	Convenient Delivery
N	Valid	322	322	322	322
	Missing	0	0	0	0
Skewness		-1.351	-.518	-.964	-.464
Std. Error of Skewness		.125	.125	.125	.125
Kurtosis		1.287	1.073	1.200	1.101
Std. Error of Kurtosis		.248	.248	.248	.248

Source: Output from SPSS

The observed skewness values for all variables are in the range (-2, 2). That is, in terms of skewness, the studied variables are normal and its distribution is symmetric. Also, the amount of elongation (Kurtosis) for these variables is between (-2, 2). Therefore, the distribution of variables does not have a significant elongation compared to the normal distribution and is not out of the normal state, and parametric tests can be performed.

Testing of Hypotheses

Hypothesis 1: Online shopping has a positive and significant effect on competitive price

Competitive price has a positive and significant effect on online shopping. To test this hypothesis, Pearson significance r test and multiple regression coefficients were used. The results obtained from the Pearson correlation test indicate that, at the significance level ($\text{sig} = 0.000$), the variable Competitive price and online shopping ($R = 0.459$) are related; And it can be analyzed that the intensity of the correlation between the two variables is equal to 0.459, also the type of correlation between the two variables was direct (positive). Because the calculated level of significance is less than the research alpha, it indicates that the relationship between the two variables is significant, so according to these results, it can be said that there is a significant relationship between a competitive price and online shopping.

Table 4: Pearson Correlation Coefficient Test to Measure the Effect Between Competitive Price and Online Shopping Variables

Correlations			
		Competitive price	Online shopping
Competitive price	Pearson Correlation	1	.459**
	Sig. (2-tailed)		.000
	N	322	322
Online shopping	Pearson Correlation	.459**	1
	Sig. (2-tailed)	.000	
	N	322	322

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Output from SPSS

In addition to the Pearson correlation test, a multiple regression test was used to test the research hypothesis. Accordingly, the table below shows the results of measuring the impact of Competitive price on online shopping using multiple regression tests.

Table 5: Results of correlation coefficient and coefficient of determination in multiple regression test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.459 ^a	.210	.208	.35594
Competitive pricea. Predictors: (Constant),				

Source: Output from SPSS

Table 6: Results of ANOVA Analysis for Research Variables

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.890	1	12.890	101.741	.000 ^b
	Residual	48.395	382	.127		
	Total	61.285	383			
a. Dependent Variable: online shopping						
Competitive priceb. Predictors: (Constant),						

Source: Output from SPSS

Table 7: Multiple regression test results for research variables

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.393	.178		7.839	.000
	Competitive price	.496	.049	.459	10.087	.000

a. Dependent Variable: online shopping

Source: Output from SPSS

According to the results in the above tables, which show the multiple regression test outputs, since the correlation coefficient ($R = 0.459$) and the determination coefficient ($R^2 = 0.210$) are calculated, it seems that the regression model is convenient. Also in the report related to ANOVA, according to the value of F and Sig, it can be concluded again that the regression model of the research is appropriate, and finally, according to the t-statistic for the Competitive price variable, it can be stated that this variable is effective in online shopping and thus the research hypothesis is confirmed.

Testing of Second Hypothesis

Hypothesis 2: Online shopping has a positive and significant effect on website design

To test this hypothesis, Pearson's significance test and multiple regression coefficients were used. The results obtained from the Pearson correlation test indicate that, at the significance level ($\text{sig} = 0.000$), the variable Website design and online shopping ($724 / 0 = r$) are related; And it can be analyzed that the intensity of the correlation between the two variables is equal to 0.724, also the type of correlation between the two variables was direct (positive). Since the calculated level of significance is less than the research alpha, it indicates that the relationship between the two variables is significant, so according to these results, we can say that there is a significant relationship between website design and online shopping.

Table 8: Pearson Correlation Coefficient Test to Measure the Effect between Website Design and Online Shopping Variables

Correlations			
		Website design	Online shopping
Website design	Pearson Correlation	1	.724**
	Sig. (2-tailed)		.000
	N	322	322
Online shopping	Pearson Correlation	.724**	1

	Sig. (2-tailed)	.000	
	N	322	322
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Output from SPSS

In addition to the Pearson correlation test, a multiple regression test was used to test the research hypothesis. Accordingly, the table below shows the results of measuring the impact of Website design on online shopping using multiple regression tests.

Table 9: Results of Correlation Coefficient and Coefficient of Determination in Multiple Regression Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.724 ^a	.524	.523	.29165
Website designa. Predictors: (Constant),				

Source: Output from SPSS

Table 10: Results of ANOVA analysis for research variables

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.819	1	35.819	421.103	.000 ^b
	Residual	32.493	382	.085		
	Total	68.312	383			
a. Dependent Variable:online shopping						
Website designb. Predictors: (Constant),						

Source: Output from SPSS

Table 11: Multiple Regression Test Results for Research Variables

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	.756	.146		5.197	.000
	Website design	.826	.040	.724	20.521	.000
a. Dependent Variable: online shopping						

Source: Output from SPSS

According to the results in the above tables, which show the multiple regression test outputs, since the correlation coefficient ($R = 0.724$) and the determination coefficient ($R^2 = 0.524$) are calculated, it seems that the regression model is convenient. Also in the report related to ANOVA, according to the value of F and Sig, it can be concluded again that the regression model of the research is appropriate, and finally, according to the t-statistic for the website design variable, it can be stated that this variable is effective in online shopping. And thus the research hypothesis is confirmed.

Testing of Third Hypothesis

Hypothesis 3: Online shopping has a positive and significant effect on convenient delivery

To test this hypothesis, Pearson significance test r and multiple regression coefficients were used. The results obtained from the Pearson correlation test indicate that, at the significance level ($\text{sig} = 0.000$), the variable of personalization of social media ads and inclination In the audience, they are related to each other to the extent ($r = 0.573$); And it can be analyzed that the intensity of the correlation between the two variables is equal to 0.573, also the type of correlation between the two variables was of direct (positive) type. Because the calculated level of significance is less than the research alpha, it indicates that the relationship between the two variables is significant, so according to these results, it can be said that there is a significant relationship between Convenient delivery and online shopping.

Table 12: Pearson Correlation Coefficient Test to Measure the Effect Between Convenient Delivery and Online Shopping Variables

Correlations			
		Convenient delivery	Online shopping
Convenient delivery	Pearson Correlation	1	.573**
	Sig. (2-tailed)		.000
	N	322	322
Online shopping	Pearson Correlation	.573**	1
	Sig. (2-tailed)	.000	
	N	322	322
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Output from SPSS

In addition to the Pearson correlation test, a multiple regression test was used to test the research hypothesis. Accordingly, the table below shows the results of measuring the impact of Convenient delivery on online shopping using multiple regression tests.

Table 13: Results of Correlation Coefficient and Determination Coefficient in Multiple Regression Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.573 ^a	.328	.326	.36173
Convenient deliverya. Predictors: (Constant),				

Source: Output from SPSS

Table 14: Results of ANOVA analysis for research variables

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	24.382	1	24.382	186.332	.000 ^b
	Residual	49.985	382	.131		
	Total	74.367	383			
a. Dependent Variable: Create a desire in the audience						
Convenient deliveryb. Predictors: (Constant),						

Source: Output from SPSS

Table 15. Multiple Regression Test Results for Research Variables

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.502	.181		8.321	.000
	Convenient delivery	.682	.050	.573	13.650	.000
a. Dependent Variable: Create a desire in the audience						

Source: Output from SPSS

According to the results in the above tables, which show the multiple regression test outputs, since the correlation coefficient ($R = 0.573$) and the coefficient of determination ($R^2 = 0.328$) are calculated, it seems that the regression model is convenient. Also in the report related to ANOVA, according to the value of F and Sig, it can be concluded again that the regression model of the research is appropriate, and finally, according to the t-statistic for the Convenient delivery variable, it can be stated that this variable is effective in online shopping and thus the research hypothesis is confirmed.

Conclusion and Discussion

With the growth of e-commerce globally, online stores are increasingly trying to take advantage of the resulting competitive advantage by interacting more with customers. On the other hand, it is clear that the online shopping market is a sure way to survive in the turbulent markets of today's weak economy, and the success of online stores depends on repurchasing. Customer satisfaction is especially important for the success of online stores because it is considered the main driver of the phenomenon of delayed purchases such as repurchase targets. Identifying important factors influencing customers' intention to repurchase is very important, such a factor has been identified from previous studies as satisfaction, in fact, a satisfied customer is more likely to return.

On the other hand, trusting the seller is considered an important principle to create customer loyalty and also maintain a continuous relationship between buyer and seller. Many researchers argue that trust is an important factor in relationships in which there is uncertainty, information imbalance, and fear of doing things through luck, such as online shopping. Trust is a key element in the emergence and maintenance of social exchange relations. Bradach Trust is also a control mechanism that facilitates exchange relationships identified by uncertainty, vulnerability, and dependency.

These features are well seen in an online shopping environment where customers are unable to interact with the seller, physically touch the product, or obtain the product based on price. Customers have limited information and cognitive resources and therefore seek to reduce the uncertainty and complexity of online transactions through short mental paths. Due to the limited control over the seller and the lack of sufficient guarantees that the seller will not behave inappropriately.

Hence, trust is a very important aspect of online shopping. Excessive behaviors of sellers include: selling defective or counterfeit products, misleading descriptions or the use of fake images, the seller's inability to deliver goods on time, and sending goods that are worth less than the actual goods. Since the key to success in business transactions is to avoid opportunistic behaviors, online customers generally avoid online vendors they do not trust. On the other hand, if e-commerce is to be completely successful, it needs to build trust among vendors (Geffen et al., 2003). Thus, the results of this study, which was conducted to analyze the factors affecting online shopping, showed that the three factors Competitive price, website design, convenient delivery are the most important factors affecting online shopping of customers.

Suggestions for Future Research

*Investigating the factors affecting the reception of Internet users from Internet websites

*Examining how to build customers' trust and attitude towards online shopping

- *Investigating the impact of cultural differences on customers' attitudes toward online shopping
- *Explore ways to create a useful and engaging experience for customers from online shopping
- * Investigation of situational factors of time, geography, etc. (on online shopping behavior)

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