

**T.C.
ISTANBUL GEDİK UNIVERSITY
INSTITUTE OF GRADUATE STUDIES**



**THE RELATIONSHIP BETWEEN GENDER AND THE KEY ASPECTS OF
ONLINE CONSUMER BEHAVIOR**

MASTER'S THESIS

Ali N A YOUNES

**Business Administration Department
Business Administration Master in English Program**

JANUARY 2022

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Thesis Supervisor: Assist. Prof. Dr Metin TOPTAŞ

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İSTANBUL GEDİK ÜNİVERSİTESİ
LİSANSÜSTÜ EĞİTİM ENSTİTÜSÜ MÜDÜRLÜĞÜ

Yüksek Lisans Tez Onay Belgesi

Enstitümüz, İngilizce İşletme Tezli Yüksek Lisans Programı 191285041 numaralı öğrencisi Ali N A YOUNES'un "The Relationship Between Gender and the Key Aspects of Online Consumer Behavior" adlı tez çalışması Enstitümüz Yönetim Kurulunun 20.12.21 tarihinde oluşturulan jüri tarafından Oy Birliği ile Yüksek Lisans tezi olarak Kabul edilmiştir.

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DECLARATION

I, Ali N A Younes as a result of this declare that this thesis titled “The Relationship between Gender and the Key Aspects of Online Consumer Behavior” is original work I did for the award of the master’s degree in the faculty of Business Management. I also declare that this thesis or any part of it has not been submitted and presented for any other degree or research paper in any other university or institution. (06/01/2022)

Ali N A YOUNES



PREFACE

First thing first I would like to thank my supervisor for all the help and support he gave me throughout the time to make this happens. He was always there all the time for me, he was more than just a supervisor he was a friend and a person who I would go to and ask for help without any hesitation.

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January 2022

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THE RELATIONSHIP BETWEEN GENDER AND THE KEY ASPECTS OF ONLINE CONSUMER BEHAVIOR

ABSTRACT

Purpose – This research aims to show the relationship between gender and the key facets of online consumer behavior in Libya.

Approach – The population is Libyan consumers who are engaged in online shopping. This sampling method is convenience sampling. The data collection method is a survey. The sample consists of 78 participants. The data were analyzed using basic statistics, and a series of difference tests.

Findings – The research showed that consumer reviews and ratings have a tremendous power of persuasion in purchase decisions. Online consumer behavior varies by gender in terms of brand involvement, reasons for shopping online, and online channel preference. Males seemed to have more brand consciousness. Female customers' reasons for online shopping are discount hunting as well as more relevant information in online stores. Female customers were found to be more engaged in mobile channels, whereas males in websites of online retailers. On the contrary, several aspects of online consumption did not vary by gender, such as Instagram influencers have an influence on shoppers as well as customers read and write product reviews online. Results also indicated that high-quality customer service is necessary to build consumer trust in the store and improve attitudes towards it. In addition, the completeness of the necessary information presented on an online store, especially with regard to the information on the conditions of purchase and return of goods has a positive effect on trust.

Theoretical Implications – The results shed a brighter light on how gender differences matter in the key facets that influence online consumer behavior in the Libyan market context.

Practical implications – The outcome of the study suggests most online stores that focus more on increasing consumer value by better prices, as well as discounts and privileges to selected customers. A relevant product and brand assortment in addition to a sufficient level of purchase-related information are also desired by online consumers regardless of their gender.

Keywords – Online shopping, Online product reviews, Gender difference

CİNSİYET İLE ÇEVİRİMİÇİ TÜKETİCİ DAVRANIŞLARININ TEMEL UNSURLARI ARASINDAKİ İLİŞKİ

ÖZET

Amaç – Bu araştırma, Libya'da toplumsal cinsiyet ile çevrimiçi tüketici davranışının temel yönleri arasındaki ilişkiyi göstermeyi amaçlamaktadır.

Metodolojik Yaklaşım – Nüfus, çevrimiçi alışveriş yapan Libyalı tüketicilerdir. Bu örnekleme yöntemi kolayda örneklemedir. Veri toplama yöntemi bir ankettir. Örneklem 78 katılımcıdan oluşmaktadır. Veriler, temel istatistikler ve bir dizi fark testi kullanılarak analiz edildi.

Bulgular – Araştırma, tüketici incelemelerinin ve puanlarının satın alma kararlarında muazzam bir ikna gücüne sahip olduğunu gösterdi. Çevrimiçi tüketici davranışı, marka katılımı, çevrimiçi alışveriş nedenleri ve çevrimiçi kanal tercihi açısından cinsiyete göre değişmektedir. Erkeklerin daha fazla marka bilincine sahip olduğu görüldü. Kadın müşterilerin online alışveriş yapma nedenleri, indirim arayışı ve online mağazalarda daha alakalı bilgilerdir. Kadın müşterilerin daha çok mobil kanallarda, erkeklerin ise online perakendecilerin web sitelerinde daha fazla etkileşimde bulunduğu tespit edildi. Aksine, Instagram etkileyicilerinin alışveriş yapanlar üzerinde etkisi olduğu ve müşterilerin çevrimiçi ürün incelemeleri okuyup yazması gibi çevrimiçi tüketimin bazı yönleri cinsiyete göre değişmiyordu. Sonuçlar ayrıca, mağazada tüketici güveni oluşturmak ve mağazaya yönelik tutumları geliştirmek için yüksek kaliteli müşteri hizmetinin gerekli olduğunu gösterdi. Ayrıca, bir çevrimiçi mağazada sunulan, özellikle malların satın alma ve iade koşullarına ilişkin bilgilerle ilgili olarak gerekli bilgilerin eksiksiz olması, güven üzerinde olumlu bir etkiye sahiptir.

Teorik Çıkarımlar – Sonuçlar, Libya pazarı bağlamında çevrimiçi tüketici davranışını etkileyen temel yönlerde cinsiyet farklılıklarının ne kadar önemli olduğuna daha parlak bir ışık tuttu.

Pratik Çıkarımlar – Çalışmanın sonucu, daha iyi fiyatlarla tüketici değerini artırmaya odaklanan çoğu çevrimiçi mağazanın yanı sıra seçili müşterilere indirimler ve ayrıcalıklar önermektedir. Satın almayla ilgili yeterli düzeyde bilgiye ek olarak ilgili bir ürün ve marka çeşitliliği de cinsiyetlerine bakılmaksızın çevrimiçi tüketiciler tarafından istenmektedir.

Anahtar Kelimeler – Çevrimiçi alışveriş, çevrimiçi ürün incelemeleri, cinsiyet farkı.

1. INTRODUCTION

1.1 Background of the Study

The Internet plays an influential role in our everyday life, as people can talk over the Internet with someone who is actually on the other side of the Earth, they can send emails around the clock, search for information, play games with others, and can even buy things online. Meanwhile, online shopping is widely recognized as a way to buy products and services. It has become more popular medium in the internet world. It also provides the consumer with more information and comparison of product and price, more choice, more convenience, easier to find something on the Internet. Online shopping has been shown to provide greater satisfaction for today's consumers looking for comfort and speed. On the other hand, some consumers still feel uncomfortable to shop online. For example, a lack of trust appears to be the main reason that keeps consumers from buying online. In addition, consumers may feel the need to test and feel the products, as well as meet friends and get more comments about the products before purchasing. Such factors can have a negative impact on consumers' decisions to shop online.

Today the most of customers despite their intentions are exposed to a massive volume of information via online and offline advertising. Giving nice statistics in an on-line environment can decrease client search charges and guide customers to make the satisfactory purchasing decisions. There is a big quantity of investigation relevant to records or perceived hazard in the marketing field.

The quite a few data resources specially brand word-of-mouth and customized information-act as guides which can decrease danger and facilitate customer choice. Especially, the data in new purchase conditions is more necessary for first-time customers than for present customers.

Despite the assumption which pre-purchase data can decrease a consumer's threat existing investigation on purchaser conduct on the internet has focused on internet buying or on information looking thru the internet.

This study first provides a theoretical and conceptual background that illustrates the differences between offline and online customer behavior. Then it identifies some of the main factors that drive customers to buy or not buy via an online channel.

1.2 Problem Statement

Against the background of the active development of electronic commerce and the increase in the number of players in the market, online store owners are becoming more and more interested in improving the productivity of their business. At the same time, it is not completely clear what exactly influences the success of this or that online store. There are many different factors that influence the success of an online store. The success or failure of an online store can be attributed to both external and internal factors. Nevertheless, one of the main indicators that entrepreneurs are guided by is the number of buyers over a certain period of time. In this regard, the question of how to “force” the consumer to buy in this specific online store is at the forefront. Namely, it is important for entrepreneurs to know what influences the decision to buy in an online store.

The problem that underlies this research stems from the problematic situation that has developed in the e-commerce market. Taking into account the peculiarities of the process of purchasing goods in an online store, namely the factors influencing the decision to purchase in such stores, can significantly affect the effectiveness of an online store. However, among the works devoted to the topic of online shopping, there is a lack of study of the factors influencing the decision to buy in an online store.

1.3 Goals and Objectives of the Study

The aim of this study is to determine the factors that influence the decision to purchase in online stores. Moreover, to study the relationship between gender and online consumer behavior, the frequency of online shopping based on the gender differences.

The object of the research is the process of making a purchase decision in an online store. The subject of the research is the factors influencing the decision to purchase in an online store.

1.4 Significance of the Study

Today, the electronic commerce market in the world is growing very rapidly as 14.1% (Statista, 2021) of all global retail sales are electronic commerce sales. According to Statista, there are about 1.92 bln. online shoppers worldwide. If we take into account that the world's population is estimated at 7.7 bln., these electronic commerce data mean that almost a quarter of world's population do shopping on the internet. According to Oberlo Online shopping, their number is also estimated to grow from 1.66 bln. in 2016 to 2.14 bln. in 2021 . New online stores appear every day, and there is a good reason for that - the data of internet shopping year to year show which people are increasingly starting to give preference to purchases from their PC or smartphone (Wang, 2021).

2. LITERATURE REVIEW AND RELATED WORKS

A focal issue in consumer behavior research is the investigation of the buying dynamic interaction. This issue is mind boggling and complex, requiring an interdisciplinary methodology and considering different variables in the exploration cycle. Information from such spaces of logical orders as psychology (the impact of intentions, sentiments, mentalities on buyer conduct), social science (the impact of the societal position of an individual, reference gatherings, different social components on monetary conduct), neurophysiology (the investigation of neurophysiological highlights of dynamic), financial aspects (information on financial laws and basics of market working), anthropology (the impact of the qualities of human advancement in regular and social conditions) permit a more exhaustive and precise glance at the way toward settling on a buy choice.

It is basic to think about various parts, for example, the effect of displaying inspirations on the monetary direct of purchasers, diverse situational factors, the chronicled setting of relationship with key brands, customer experience, the possibility of the purchase (fundamental or discretionary purchase, etc. The assessment of sensible works in this space shows the presence of various approaches to manage the portrayal of dynamic models.

The subject under examination is specifically compelling to researchers and agents of the genuine area of the economy. The rise of a “widespread model” of settling on a buy choice would mean tracking down the “key” to the accomplishment of any business. Notwithstanding, today in the logical writing, we notice a colossal assortment of models for settling on choices about purchasing, where the writers, to some degree, think about the impact of individual factors, stages and cycles on buyer conduct. What's more, the improvement of data innovation has essentially affected the interaction of purchaser monetary conduct, made it more unpredictable, less unsurprising and dynamic.

The improvement of data and Internet advancements in business has prompted the need to examine their effect on buyer conduct. Today, Internet correspondence

channels are the main wellspring of data for the shopper, and the chance of portraying and exhibiting products, moving cash for a buy or getting guidance make the way toward purchasing on the Internet conceivable.

Numerous researchers examining customer behavior in the online climate likewise cling to a direct portrayal of the phases of settling on a buy choice, be that as it may, they consider the impact of explicit elements inalienable in the Internet environment, for instance, the substance or content of the site, the impact of interpersonal organizations on dynamic decision-making, online service, and so forth.

Lee in 2002 proposed a model in which he thinks about three phases of internet shopping: building trust with the purchaser, making a buy, and the after-deal stage (Lee, 2002). Nonetheless, the impact of social, mental, specialized elements is excluded, moreover, the sensation of trust in the site is of specific significance at the phase of making a buy, and at the phase of gathering and breaking down data, purchasers can visit any destinations paying little heed to their trust.

2.1 Decision Making Process Offline and Online

The decision-making process is basically the same as whether the customer is disconnected or on the web. However, one of the principle contrasts is the exchanging climate and promoting correspondence. As indicated by the customary model of customer dynamic, a shopper's purchasing choice ordinarily starts with a consciousness of the need, then, at that point looking for data, post-consumer behavior.

As far as online correspondence, when clients see standard promotions or online promotions, these notices can catch the clients' eye and animate their fascinating explicit items. Before they choose to buy, they need more data to help them. In the event that they need more data, they will search for online channels like online indexes, sites, or web search tools (Laudon, 2009). At the point when clients have sufficient data, they should think about these item or administration alternatives. During the hunt stage, they can look for item surveys or client remarks. They will discover which brand or organization offers them the best fit for their assumptions. At this stage, an efficient site structure and appealing plan are significant things to persuade customers to purchase items and administrations (Koo, 2008). In addition,

the idea of the wellsprings of data can impact customer conduct. The most valuable attribute of the Internet is that it upholds a pre-buy stage as it assists clients with looking at changed choices. During the obtainment stage, item range, deals administration and nature of data appear to be the main point (as an example site: <http://meest.cn>) to assist customers with choosing which item they ought to pick, or what the merchant should purchase. Post-modern conduct will turn out to be more significant after internet shopping. Customers now and then have issues or issues with an item, or they might need to change or return an item they purchased. Accordingly, return and trade administrations become more significant at this stage (Liang, 2002).

The quick advancement of data innovation has fundamentally impacted customer behavior all in all and the buying dynamic interaction specifically. Item data has opened up to customers, also, buyers themselves produce this data, accordingly impacting the impression of the brand and the conduct of other market members. Reality-agreeable shopper conduct doesn't find a way into direct, various leveled models. The advanced buyer can overlook a few phases of dynamic, at any of the stages another need may frame or new choices for its answer may emerge. The direction of the client venture turns out to be less unsurprising and equivocal, it can therapist or stretch.

So further improvement of buying choice models is related with the advancement of the Internet and its dynamic use in business.

Consider the features of the development of the modern information environment and its impact on consumer behavior:

- Multichannel. The number of sources for obtaining information by the consumer has increased: Internet sites, social networks, aggregator sites, ratings and reviews resources, online advertising, etc., the consumer has become more informed;
- Lack of territorial and temporary boundaries. The consumer can purchase an affordable product anywhere in the world, information on the Internet is available 24 hours a day;
- Interactivity of communication;

- Consumers are actively involved in creating information about the brand, it is more difficult for an enterprise to control information flows;
- The emergence of new participants in the Internet market, actively influencing the decision-making process: social networks, comparison and recommendation sites, joint shopping sites, etc.;
- The emergence of opportunities for individualization of the marketing mix;
- The influence of some factors on consumer behavior is reduced, for example, the influence of the seller's personality, the atmosphere and merchandising of the retail space;
- The emergence of specific effects in consumer behavior in a virtual environment, for example, the value of electronic money;
- High competitive environment, fast change of market participants.

In 2009, D. Court, D. Elzinga, S. Mulder and O. J. Vetnik proposed a unique model of the McKinsey buy dynamic way (Fig.2.1).The creators think about four "milestones" for the client: introductory brand enlistment, valuation, buy, and after-deals assessment, where advertisers can win or lose. On each "war or zone" there is a battle for the customer, on any of the fields there might be a misfortune or gain of a customer. This way to deal with demonstrating consumer behavior is related with the accompanying exploration discoveries from McKinsey:

- Toward the start of the method of settling on a choice to purchase from a customer, an underlying arrangement of brands is shaped, comprising of 2-3 things. Undoubtedly, he will pick one of these positions, so advertisers ought to endeavor to get their item remembered for the underlying arrangement of buyer brands;

- The reliability of customers to brands diminishes, hence, the worth of devotion for the endeavor diminishes. An investigation of 125,000 buyers across 350 brands in 30 classes showed that lone 3 classifications out of 30 have consumer loyalty, for example purchase a similar brand without changing to other people.

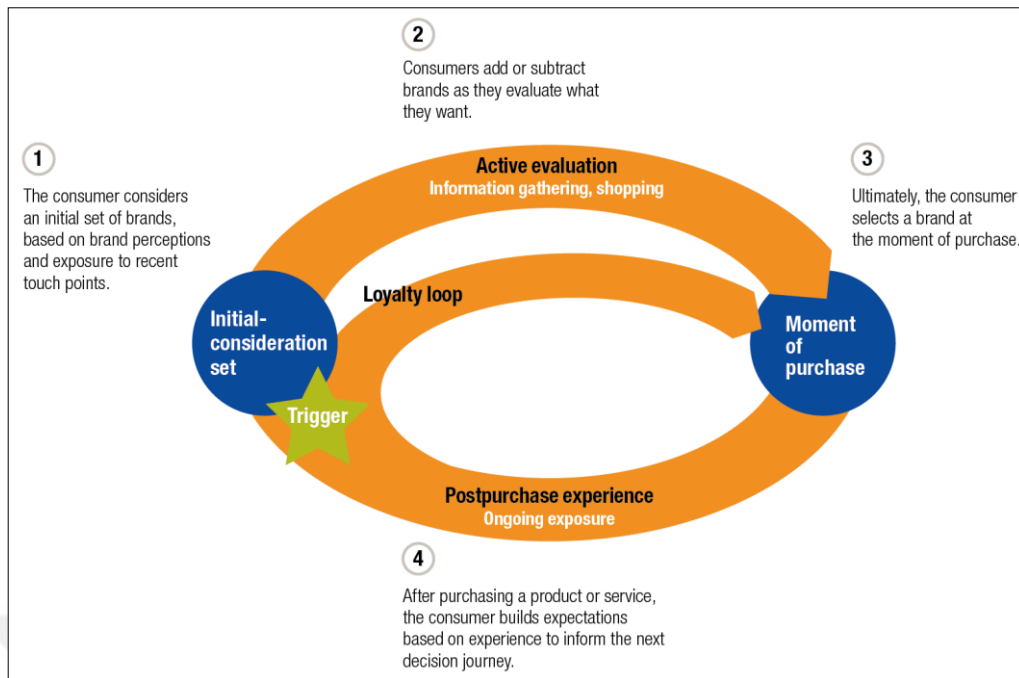


Figure 2.1: The consumer decision journey / McKinsey

Source: Court, & others, (nd.)

The most significant piece of the model is depicting the various situations of the client excursion, and understanding the significance of the underlying arrangement of measures stage.

The broad utilization of the advanced climate in business, the improvement of personalization and purchaser recognizable proof innovations, present day abilities for gathering and preparing huge information, and the mechanization of numerous business measures give a chance to an individualized promoting way to deal with the buyer. Today, we can explore the purchasing choice interaction for an individual client and apply fitting showcasing motivations to them. In demonstrating the conduct of a particular buyer, innovations, for example, the client venture map and the client experience are acquiring significance. Such advancements permit imagining the way of an individual customer, just as dissecting the viability of his communication with the organization at each resource. The development of customer data sets, just as the robotization of work with them, make it conceivable to utilize singular calculations for interfacing with shoppers (Ajzen, 1991).

2.2 Online Consumer Solution Basics

The globalization has led to various sources of income and making profit. In a modern economy almost one third of people are using online marketing (Kiang et al., 2000) either they sell there or they buy there.

According to the studies of European Commission the number of small and medium sized businesses has increased almost three times compared to last decades. Nowadays if you want to grow your online business it is easier than it was twenty years ago. Because of the new technologies and new ideas, the market place and opportunities are growing. Dropshipping and retail e-commerce has matured a lot.

Rendering to the data provided in the Journal of Retailing and Consumer Services Seth Ketron and Nancy Spears investigated some sound symbolism like how sounds and names, labels and brands can have an effect to customer purchasing risk is that even people see the brand or retail names starting from vowels and consonants in what case they are more likely to buy this product and in what case they are less likely to buy these products.

Besides prior to their investigation they found out that unlike retailing when people browse, search or utilize any kind of brand or any kind of product they are more probably going first of all of course to look at the price and only after the price they are going to see the name of the brand. Consequently if the name is like for example Kwa-Kwa or Shua-Luo customers are not going to buy this because these names are more likely to sound like not reliable suppliers, here there is no any kind of discrimination but in these research work it is referred only to that journal studies and consumer perception according to that study therefore they are seeing in that findings the four revisions they show and they prove that for names of online retailers like voiced consonants of back vowels lead to greater percentage of perception of those retailers than voiceless consonants and front vowels.

What does that mean? For instance, when people buy things online they do care about the history, they do care about the background of that company (Seth et al., 2020) if they are going to purchase in high price like if they are going to buy some shoes or some clothes of course they are going to pay attention to the brand.

In contrary according to the studies (Ozkara et.al., 2016) there are also people who care about the beauty, who care about outside perceptions of that goods and then they

don't care about the brand. But they do pay attention to the quality because some people do understand that for brand they are being overcharged just for the name of the brand.

For the reason that let's take as an instance some clothes like juts because it is NIKE it is overcharged. Because they have history, they have brand, they have done everything.

Now in order to start the consumer behavior basics solutions we need to go back to Adam Smith to the studies of old scholars and classic economists. Every one of us know that the demand should meet supply and when those two things come across there is an equilibrium point. But first of all we need to know the real price of a product, like how to price the product so that customers' demand should meet the supply. So that there won't be any kind of excess or shortage.

Whenever marketers before launching a product, before producing any kind of product they need to start studying the market, they need to research the market (Moorman et., 1993), they need to find their target.

So how to find a target? First of all, you need to focus on four marketing Ps (Kotler et al., 1990). Therefore, these four marketing Ps – product, place, price, promotion.

When we are trying to find niche, when we are trying to find our target market it is basically, fundamentally important to learn customer behavior (Verhoef, 2009). In what ways one can learn customer behavior? One can provide surveys like what kind of product potential customers are interested in and in what price. When we are going to figure out what kind of valuable good, they are more likely to buy on Internet. But before selling that on Internet we need to focus which digital or social media marketing tools we need to use.

Somewhat recently, web-based media got an extraordinary lift with an approach of numerous person to person communication locales like Wikipedia, Facebook, Twitter, Yahoo!360, MySpace, LinkedIn, YouTube and some more. This improved and transformed the manners in which people collaborated and shared normal interests in music, instruction, sports, and kinship.

A key business segment of web-based media is that it presently permits buyers to assess item, make proposals to contacts or companions, and connection current buys to future buys through notices and twitter channels (Western Kentucky University).

Furthermore, the utilization of online media presents a significant apparatus for firms where a fulfilled client of an item could suggest that item (great or administration) to other possible clients. Generally, the online media world is gradually replacing item audits and boards found in outlets, for example, "Customer Digest" in past ages. Where buyers once belittled confided in retails outlets and depended on worker specialists in every division, the present purchasers may regularly be depending on the proposal and well-qualified assessment of a companion or associate found inside their web-based media network.

It is very vital to understand that one should pay attention to only one social media marketing tool (Meraz et al., 2019). One should not start using all the social marketing tools like Instagram, Facebook, email marketing or video marketing or Neuro marketing. If they start doing all together, they will not get any kind of result. In order to get the highest result in the shortest period you need to focus on very important one social media marketing tool.

As an instance we should take Instagram or influencer advertising. How Instagram influencer marketer gives us a customer behavior solution. Let's say our online marketing especially based on cosmetics. Why cosmetics? Nowadays there are many make-up tutorials on YouTube, Instagram, Tik Tok, how to do your daily basic or evening make-ups, how to get rid of acnes.

First in a marketing system as Phillip Kotler mentioned in his book that a marketer gives the value to the product and within that value, they care about customers we need to care about customers. How we care about our customers? How do we know that we give them a value? In order to know that we give them a value we need to understand their real problems. So, we need to analyze what kind of problems do they face, customers they don't want to know like how many awards does one company have, how much profit does one company do, they don't care, they don't even read about that nonetheless the only thing they are looking for is the answer for their problems.

Hence in every SEO, in every retail ecommerce digital marketing SEO's place is really important so like what other key words that people are entering when they are searching in Google or any search engine or on YouTube or Pinterest. So as an example, we already told that we are taking these cosmetics so we need to know that what is the problem of female or maybe male nowadays. Therefore, the problem is

that you know this marketing, these fashion things they built this kind of a model of beauty that if you have lashes then you are beautiful, if you have this kind of make-up or foundation you are beautiful, so people – consumers with a low psychology, with very sensitive psychology they are more probably to be influenced by other people, influenced by that video marketing's that are applied nowadays on Instagram or in whatever tools that marketers use.

Subsequently now if we want really to help people, if we really want to give the value to the customers by providing this kind of product by putting this kind of price – price elastic in a market (Lipsman et al., 2012). The problem is that most of the people they have acne problems, nowadays because of this air pollution because of using too much make-ups. So, what we do? We are trying to get to the people who have problems with their faces. We know that all teenagers have this kind of problems. They are looking for how to get rid of them. When they research on Instagram or on Google or on YouTube they search for how to get away from acne, what is the problem that acne comes, then how to get rid of them, How to make your skin soft so that acne won't appear again and again so these are mostly searched keywords on all search engines and marketers they do what? Of course, you can write like this kind of things so in description of product on Internet so when people search that your website or your app should appear immediately. On the other hand, in order to do that there is also Google ads or anything like this that you need to pay for so that they include your website or your app in that keyword SEO engine, but let's not go deep down to that process, let's comeback to the previous one.

So, what we do? The thing we do is that if we want to influence to the customers to buy our product, we are trying to find influencers on Instagram who are dealing with make-up, who are dealing with skin care. This kind of influencers we need to find (Phang, 2013). So, when we find that it is really important to bear in mind that any type of advert that they are posting on their stories or on their posts it costs of course money. But it is very important to know that they do have loyal followers. These followers they are more obsessed with that influencer. They think that this is the idol for them so we need to understand that the more followers they have the more money we need to pay.

It works like this. If an Instagram influencer has between 300,000 and 500,000 followers, then one story advertisement costs between \$30 and \$50. But before

investing your money, paying that money and negotiating with those influencers we need to understand the daily audience presence. How many people put likes within twenty-four hours of their post. We need to research and analyze that. For example, one might have 500K followers but still in one day he or she can have just 25 thousand likes. Another one can have 300K followers but have more likes and more video views than the one who has more followers. What does that one? It means that an influencer can have these fake followers. Or even if not fake followers then maybe their audience is not following or not watching them regularly. So, We need to care and pay attention to this process.

Another thing consumer. Another customer behavior that we know is the marketers the create the sensitivity of their product and authenticity. With this authenticity tools marketers are trying to grab the attention and after all to sell their product to the consumers. People are more likely to purchase the things or food products when they are hungry.

Let's look from the perspective of a customer. For example, if I am hungry and if I watch a video on YouTube or any kind of social media then immediately appears an ad with someone eating an ice cream in a really hot weather, I would also like to eat that ice-cream at that moment. Or when I am really thirsty and I am watching YouTube then ad appears and then there is a person who is drinking that Sprite or Fanta or Coke of course the person who is watching that ad in his or her phone screen is more likely to go and buy exact drink or just drink. Because it influences that person, because it makes that person to do one action when they see something. So, whenever we look to the right or to the left, there are lots of information that we need to acquire, lots of information that people are facing every day.

When marketers are analyzing this customer behavior, they are trying to catch their attention into the product and they are trying to grab their minds. They are trying to give that value to their product and then they are trying to sell that product in a very high price. But of course, customers are trying to buy that product in a lowest price so there is a contradiction between seller and customer and here as a basic economic theory comes in the more the price of a product is the less the demand will be. But the less the price of a product is the more the demand will be so this is basic thing.

That's why when marketer is trying to understand the customer behavior and only after understanding that customer behavior they need to understand that they need to

put the rational price to the product and they need to understand that they are not just selling the product they are giving the value, they are helping those people to solve their problems. Because of bunches of internet sellers, consumers are confused to trust or not to trust and then they are reading all the reviews in order to be sure whether to buy that product or not to buy. Many studies and surveys are still being conducted to understand the customer behavior and these basics is just only the fundamental starting point.

2.3 Features of Decision-Making Process of a Purchase in an Online Environment

Now a traditional store is far from the only way to get a particular product or service. Here we are interested in what influences the consumer when he makes purchases in the online space, namely in online stores. As a result, we are interested in the question of whether the principle of making a decision to buy in an online store remains the same, or is this process changing.

It has been found that customers who use online shopping services can change the way they search for information by taking advantage of the various advantages of the Internet. In addition, since the Internet is a rather different medium from traditional retail, the concept of customer behavior in the search for information needs to be redefined.

In some works, devoted to the study of decision-making process of a purchase in the online space, there is a strong connection to these five stages, but at the same time new elements are added. For example, in the article “Toward an Integrated Framework for Online Consumer Behavior and Decision-Making Process: A Review” (Darley et al., 2010), the authors expanded on the classical model of the decision-making process. They attributed not only their individual characteristics, their motives, the influence of the social environment and situational variables to the factors influencing the consumer, but also added elements of the online environment to it, which influences the consumer's decision. To such elements of the online environment, the authors attributed the quality of the website, its interface, consumer satisfaction with this site and his experience in using such sites. The extended model is shown in Figure 2.2.

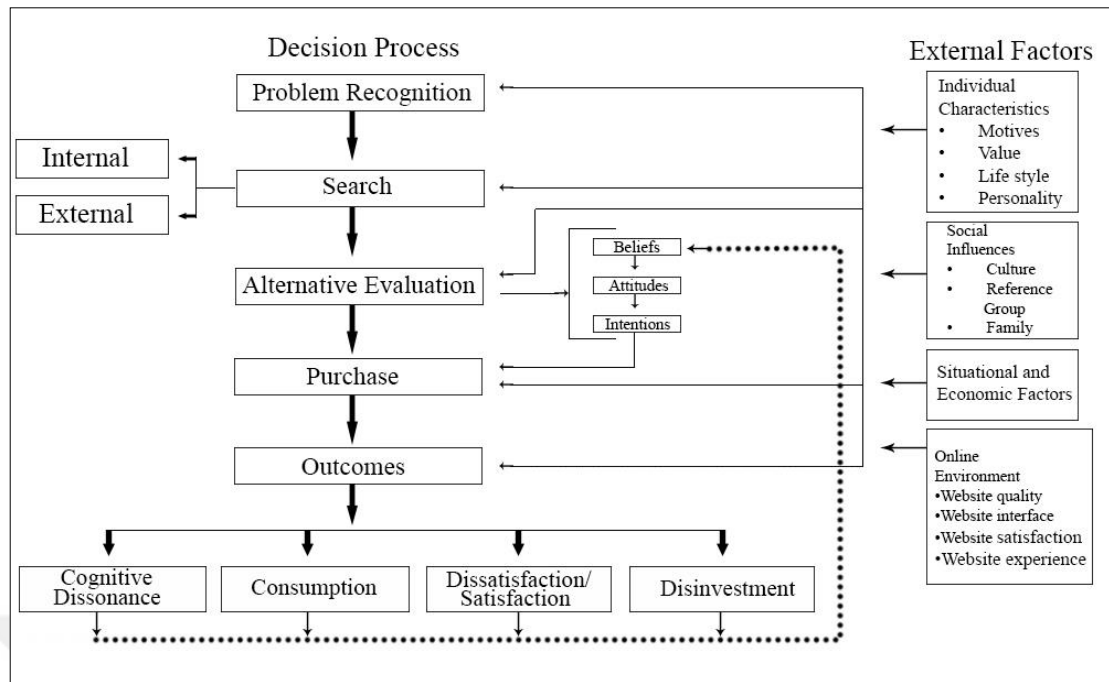


Figure 2.2: Extended model of consumer decision-making to buy online

Source: (Wolny & Charoensuksai, 2014)

The consumer journey model as an alternative to traditional purchasing decision models (Wolny, Charoensuksai, 2014). A study conducted by J. Wolny and N. Charoensuksai showed that consumer “journey” when shopping can be divided into three types depending on the type of consumer behavior:

1. Impulsive behavior;
2. Balanced behavior;
3. Deliberate behavior.

Impulsive behavior is characterized by very little search for information about a product and service. Usually, everything is limited to a decision based on previous experience or under the influence of the product itself (for example, a beautiful package or a promotion can attract attention and make you want to buy a product). Such purchases are made spontaneously, often influenced by the consumer’s mood. The authors also note that this type of shopping is rarely done online, it is more typical for traditional stores where there is direct contact with the product. Figure 2.3 shows a map of spontaneous consumer behavior.

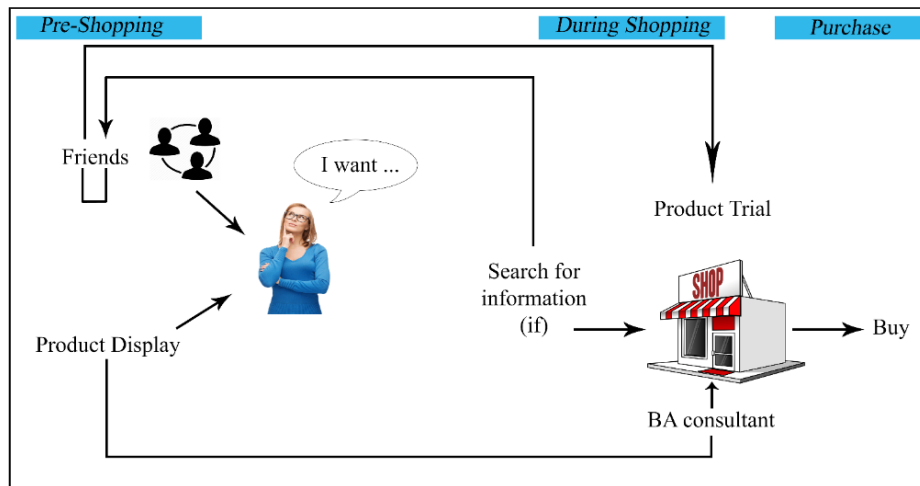


Figure 2.3: Spontaneous consumer behavior map

Source: (Wolny, Charoensuksai, 2014)

Balanced consumer behavior is characterized by the fact that it, like impulsive behavior, can be stimulated by emotions, but at the same time it is supported by more serious cognitive phenomena. Consumers often turn to multiple sources of information about a product of interest to help them make an informed purchasing decision. Figure 2.4 shows a schematic representation of this process.

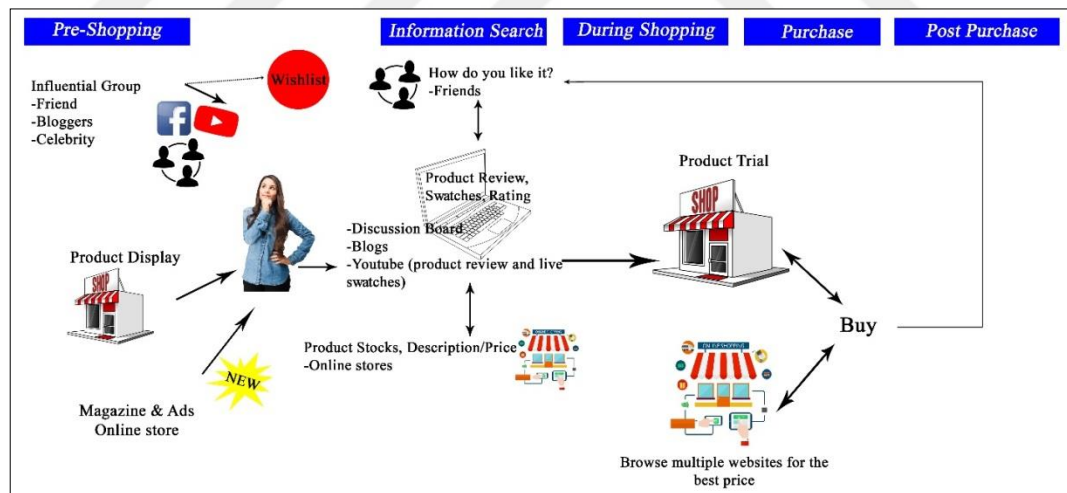


Figure 2.4: Balanced consumer behavior map

Source: (Wolny, Charoensuksai, 2014)

Deliberate is the behavior (Fig. 2.5) when making a purchase, when the consumer is more focused on the pre-purchase stage. He often does not feel like a buyer, but rather an outside observer who accumulates information about a particular product. By reading various forums, blogs, magazines, communicating with friends using other sources, the consumer collects information that can play a role in the event of a

purchase. In addition, when there is a need for a purchase, a consumer characterized by this type of behavior will also critically evaluate possible alternatives, that is, he will work out his decision in the most careful way.

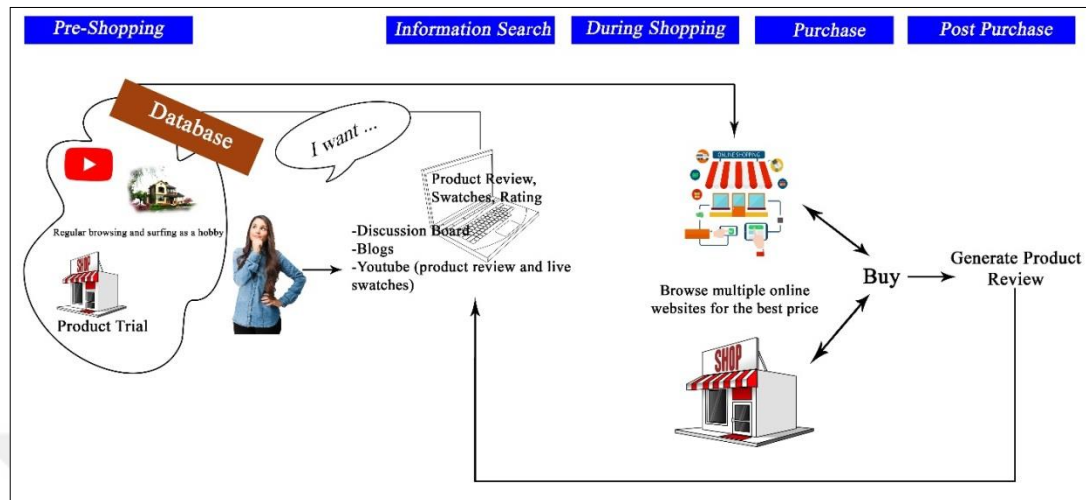


Figure 2.5: Deliberate consumer behavior map

Source: (Wolny, Charoensuksai, 2014)

In some works, the decision-making process of a purchase in an online environment is reduced to considering individual stages from a 5-stage decision-making model. Thus, in the article “Assessing the consumer decision process in the digital marketplace”, a model was proposed which describes the decision-making process of a purchase in the digital (online) space (Teo, Yeong, 2003). This model is shown in Figure 2.6.

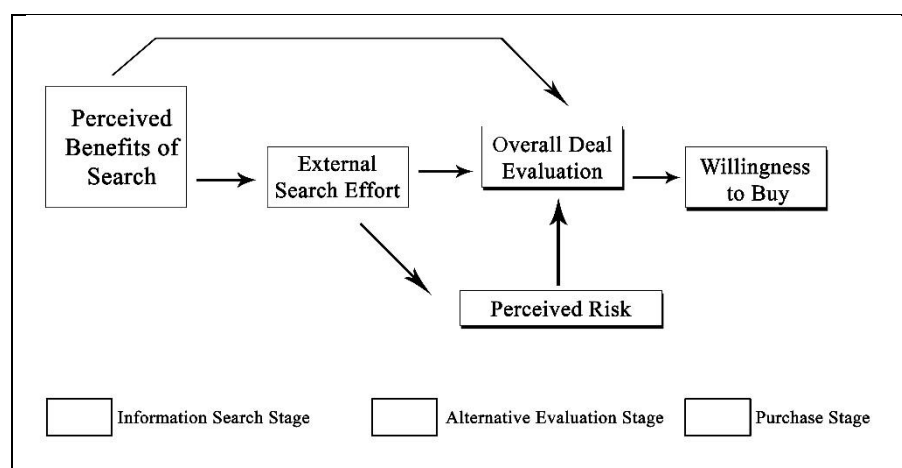


Figure 2.6: Model of consumer decision process in the digital space

Source: (Teo, Yeong, 2003)

2.4 The Motivations for Consumers to Buy Online

There are many reasons people shop online. For example, consumers can buy anything at any time without going to a store; They can find the same product for a lower price by comparing different sites at the same time; They sometime want to avoid the pressure when they come face to face with salespeople; They can avoid getting stuck in the store, etc. These factors can be summarized into four categories: convenience, information, available products and services, and economy and time.

Convenience: Empirical studies show that a convenient internet is one of the consequences for consumers' willingness to buy online (Wang et al., 2005). An online store is available to customers around the clock compared to a traditional store because it is open 24 hours a day, 7 days a week (Hofacker, 2001; Wang et al., 2005). Research shows that 58% choose to shop online because they can shop after closing when traditional stores are closed, and 61% of respondents chose to shop online because they want to avoid crowds and crying lines, especially in holiday shopping. (The Tech Faq, 2008). Consumers are not only looking for products, but also online services. Some companies have 24 hours online customer service. Therefore, even after business hours, customers can ask questions, get the support or help they need, which provides convenience for consumers (Hermes, 2000).

Some customers only use online channels to avoid face-to-face interactions with the seller because they are pressured or uncomfortable with the seller and do not want to be manipulated and controlled in the marketplace. This is especially true for those customers who may have had a negative experience with the seller, or simply want to be free and make their own decisions without the presence of sellers.

Information: The Internet has made it easier to access data (Wang et al., 2005). Given that customers rarely have the opportunity to touch and feel a product and service online before making a decision, online sellers usually provide more information about the product that customers can use when making a purchase (Lim and Dubinsky, 2004). Clients put weight on information that matches their information needs. In addition to getting information from their website, consumers can also take advantage of reviews from other customers. They can read these reviews before they make a decision.

Reasonable Items and Services: E-commerce has made the exchange simpler than it utilized to be, and online shopping offers benefits to buyers by giving a more extensive assortment of items and services to select from. Buyers can discover all sorts of items that can as it were be gotten to online from all over the world. Most companies have their possess websites to offer items or administrations online, whether they as of now have their front store or not. Numerous conventional retailers offer certain online-only items to lower their retail costs or to supply clients with more choices in sizes, colors, or highlights. For illustration, Boccia Titanium has stores in numerous states, but not Connecticut. The company offers an online site to reach and meet the wants of Connecticut clients for online requesting. Moreover, the French company Yves Rocher does not have a front store within the US. It offers an online site so that US clients can essentially include the items they need to an internet shopping cart and the item will be transported to their domestic. In expansion, online retailers in some cases offer great installment plans and choices for clients. Clients can select the date and sum of installment at their claim caution and comfort.

Cost-effective and time-efficient: Because online shopping customers are often offered a better deal, they can get the same product as in-store at a lower price. Because online stores offer customers a variety of products and services. This gives customers a better chance of comparing prices across sites and finding lower-priced products than buying from local retailers (Lim and Dubinsky, 2004). Some websites, like Ebay, offer customers an auction or better offer, so they can make a good deal for their product. It also makes shopping a real casual game and treasure hunt and makes shopping fun and entertaining. Again, since online shopping can be anywhere and at any time, it makes life easier for consumers because they do not have to get hung up on traffic, look for a parking spot, wait in control lines, or be in a crowd at a store (Childers et al., 2001). Thus, customers often find a store from a site that offers convenience that can reduce their psychological costs.

2.5 Brand as Information Source

The name of the company makes more money than its products. Fame, advertising, and what people say about you matters much more than the quality of the product. And all this can be called in one word - a brand.

A brand is a consumer's association with a good, product or company. This is the mental component of the brand. It cannot be touched or felt, but it is there. The physical component of a brand is the totality of everything that can be seen, heard and touched. These can be corporate colors, logo, company or product name, certain sounds or words. That is, everything that is used by the company from what we can notice.

The brand cannot be touched or felt. This is what is in the minds of consumers. Moreover, in order to work with a brand, you need to influence the consciousness of buyers. A brand cannot be called an object of trade, as opposed to a trademark, logo, or something else. It cannot be sold.

Quintessence of Brand

Quintessence of Brand Essence of brand is that steady that holds on in a marvel with its different varieties, counting transitory ones. Brand Quintessence (or "Brand Pith" or "Brand DNA" or "Brand Concept") is the thought, the germ, and the system and boundaries that permit the brand to advance. Being the most characteristic of the item of this brand, the pith is what the buyer notes with each act of consuming the item. Usually its key component, communicated in a basic way. The most esteem and importance of the brand for advertise performing artists. In expansion, the term can be seen as a key brand guarantee passed on in straightforward and particular words; most vital in brand personality. The substance of a brand is its center, essential components that cannot be changed. Example for Quintessence of Brand is appeared underneath (Figure. 2.7).

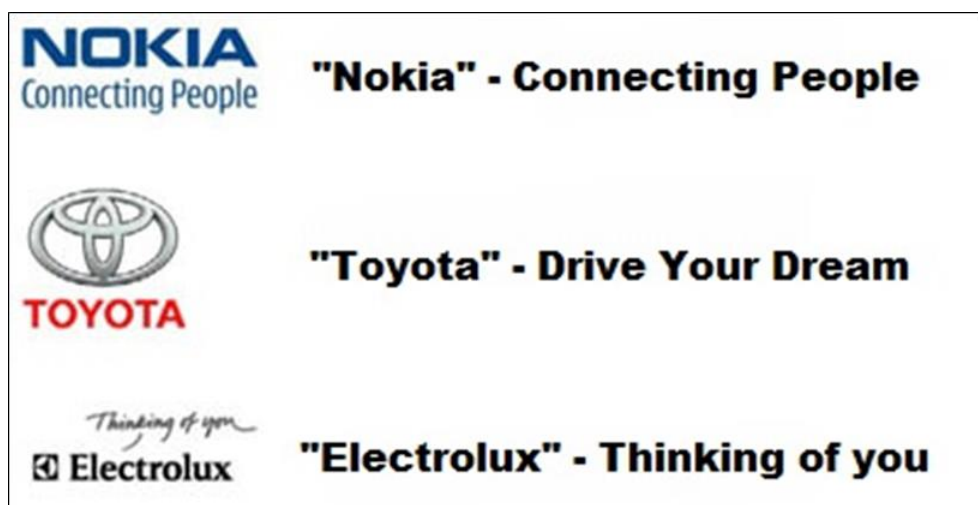


Figure 2.7: Essence of brand

Brand platform

A brand stage could be an apparatus for defining a one of a kind set of brand elements that will empower a company to distinguish within the commercial center. Key components of the brand stage: brand legend and mission, identity, vision.

A brand legend is the history of the root / creation of a trademark (and in this way a brand), displayed within the frame of a curiously story and based on chronicled truths. The legend decides the “age of the brand”, tells its destiny and generally decides its assist development.

Brand mission is the reason of the brand’s presence within the advertise, displayed in its most common shape and regularly communicates the most reason for the presence of the organization.

Brand vision could be a forecast of long term of the advertise, the put and part of the brand on it.

Brand identity is the expression of brand affiliations through identity characteristics. Most customers see brands as living pictures. Brands as people have their claim character, distinctive from other brands, as well as values and states of mind. Subsequently, singularity can moreover incorporate ordinary items sold beneath a particular brand and the activities (promoting) performed by it.

Blend-a-med brand platform:



Mission: Healthy and beautiful smile for life.

Personality: Caring and energetic dentist.

Vision: Leadership in the oral hygiene category.

2.6 Word-of-Mouth as Information Source

Consumers often look to other people, especially friends and family, for opinions on products and services. The person who is the transmitter of such information influences the consumer decision. Such people are often called “opinion leaders” because the transmitter has a leading, dominant position in relation to the less competent consumer.

“Rumor” (word-of-mouth) is interpersonal communication between two or more individuals, such as, for example, members of a reference group or a consumer and a seller.

Personal influence is significant because consumers tend to view friends and family as more trustworthy sources than commercial sources of information. Moreover, information from a reference or family group is a means of reducing the risk of a purchasing decision. The purchase of visible goods - clothes, furniture is often preceded by a search for the opinions of friends. These opinions not only provide information for reducing financial and functional risk, but also serve as a means of group sanctions to reduce social risk.

Personal influence in the form of opinion leadership is most likely when one or more conditions are met:

- The consumer does not have sufficient information to make a competent informed choice. However, in a situation of sufficient internal information search, word-of-mouth information is less influential;
- Difficult to evaluate the product using an objective criterion. Therefore, the experience of others serves as “someone else’s test”;
- A person is unable to evaluate a product or service, regardless of how the information is disseminated and presented;
- Other sources are perceived as untrustworthy;
- An influential person is more accessible than other sources, and therefore consultation can be obtained with a saving of time and effort;
- There are strong social ties between the transmitter of information and the recipient;
- The individual has a high need for social approval.

Marketers are interested in spreading positive word-of-mouth about a product as well as preventing negative messages of this type.

Types of word-of-mouth communication

Word-of-mouth communication can be divided into three types:

- Product news;
- Providing advice;
- Personal experience.

Product news is information about a product, such as computer characteristics, new information technology solutions, or product performance attributes. Giving advice includes expressing an opinion about the computer or advice on which model to buy. Personal experience is a consumer's comments about the operation of his computer or the reasons for buying. Product news is straightforward and neutral, but advice and personal experience are either positive or negative.

Informing and influencing are the two main functions of word-of-mouth. "Product news" communication informs the consumer, advice and experience influence consumer decision. Each type of communication can be most important at different stages of a purchasing decision. Product news is necessary to keep you informed about a product feature or a new product. Once awareness is achieved, familiarity with a friend's or relative's product experience allows the consumer to judge the relative merits of brands. Finally, advice is most needed to make the final decision, as a friend's opinion of a purchase can be influential.

Conveyance of positive word-of-mouth can be one of the most important communication tools. In this case, the specifics of this informational influence should be taken into account:

- The critical factor of effectiveness is trust. It is common to assume that the other consumer has no hidden or commercially motivated reason to share information;
- Communication initiated by the information seeker is usually more effective, because in this case the seeker is motivated, interested in receiving and processing information. If the communication is initiated by the source, the recipient may be less interested in the information;
- The impact of negative information is stronger than positive. More than a third of all word-of-mouth is essentially negative. It is usually given more value and weight in purchasing decisions than positive information. Against the background of unambiguously positive information, negative information is contrasted and therefore alarms the consumer.

Word-of-mouth can be communicated verbally or visually. Visual presentation of information occurs through product demonstration, with the possibility of observation. The greater the visibility of the transmission, the greater the impact in terms of awareness and stimulation of interest. However, verbally transmitted

information has a greater effect on thinking and assessment than non-verbal information. Ideally, communication should be both visual and verbal.

Personal influence cannot be directly controlled by the firm, but it can be measured, stimulated, and directed in several ways.

2.7 Customization as Information Source

Nowadays advertising on the Internet is provided by a variety of specialists, as well as organizations, companies, individuals who sell certain goods.

Some are limited to posting ads on boards, thematic portals, others are interested in a more serious statement about themselves. In this case, the creation of sites is relevant. It is the individual information that is conveyed to the potential consumer that best advertises goods or services. Your own website definitely increases the level of trust in the services or goods offered. This means that a person or a company has been working not just one day, but already at least months and making plans for the future.

On its own pages, a detailed description of the offered goods or services can be provided, photographs are posted, reference information is indicated, a catalog is posted, there is a feedback form, contact information. However, in order for your pages to become available to Internet users and potential customers, website promotion is necessary. This means that a set of activities should be carried out, thanks to which your pages will come to the first positions of search engines. The options for bringing customers are Yandex direct (right column on the page when displaying requests, special placement). In this case, for each click, access to your site, you will be charged a certain amount of money. And here it is important to calculate what is more profitable - to pay money for planned promotion or for clicks through direct. As a rule, the first option is chosen, it is more economical. Placement in the directorate can be temporary, until the results of promotion appear.

It is very important to pay attention to the design of the site. It should be in tune with the general theme. The color scheme, user-friendly interface, simple navigation are important. All this is designed for a potential consumer who should find it easy to get the information he needs. Most often, the cost of promotion also includes site support, that is, deleting old information, posting new information, etc.

Customized information can be defined as “offering the best relevant information for each segmented customer based on the experiences of existing or member customers.”

Relevance is the degree to which something fits. In the context of SEO promotion, this concept can be understood as the correspondence between the user’s request and the returned content.

That is, if a person searches in a search engine “how to choose a smartphone”, then articles about the types of mobile devices and their comparison will be relevant in this case.

Recently, customized information has been replaced by another new advance in Internet technology; namely virtual 3D products. For example, customers can rotate a 3D product image, zoom in and out to inspect it, and animate product features and functions and even change the color.

Modern shoppers, although accustomed to placing orders online, are in no hurry to deny themselves the pleasure of trying out the purchased products “in business” and gaining new experience in making a purchase. Therefore, today retailers continue to actively implement changes in the business model to meet customer expectations.

They focus on the product itself and its quality, providing an opportunity to thoroughly study the product before buying it. So, non-food formats are developing showrooms with the ability to test goods right in the store. At Pirch, shoppers can shower or bake bread, at Nike they can play soccer or basketball, and at Samsung, they can watch TV over coffee. Grocery retailers, on the other hand, pay great attention to merchandising - they lay out ultra-fresh products in the format of a market counter, focusing on freshness and high quality.

Companies such as Nike, Samsung and Lowe’s are actively using virtual storefronts and interactive screens, which allows them to create an “endless shelf”, and for buyers - quick access to a wide range, the ability to independently find, evaluate and select goods without resorting to the services of a seller-consultant.

Moreover, new technologies make it possible to offer the buyer such a demanded service for personalizing a product based on individual characteristics and preferences, and this has already been adopted by leading retailers. In Nike and Shoes of Prey, you can create a pair of shoes by choosing a model, material and

color; in Acustom Apparel, you can sew clothes based on a 3D model of your body, which is generated by a scanner in 15 seconds based on 2 million measurements; in AlpStories, you can develop individual cosmetics based on your age and skin type.

Retailers continue to actively develop value-added services, offering customers a comprehensive service, including integrating all the benefits of online and offline services.

Moreover, they also paid attention to one more trend: today the buying process is closely associated with entertainment, a new term has even appeared in English - Retailtainment, combining the words “retail” and “entertainment”. Actually, by entertainment, the modern buyer also means communication, including on social networks. Building communities around their own brands allows retailers and distributors to “join” the lives of both loyal and potential customers.

2.8 Factors that Influence Buyers on Online Shopping

The growth of the digital economy and the widespread introduction of Internet technologies are leading to transformations that contribute to the creation of a single digital environment for the work and interaction of the state, companies and buyers. The formation of such an environment has a positive effect on the expansion of existing markets, enhances intra-industry competition, and increases the productivity of individual companies and industries, which increases their competitiveness in the international market and leads to the growth of the national economy as a whole.

The active development of Internet technologies and digital infrastructure in the world creates favorable conditions for the growth of traditional sectors of the economy, among which the retail industry stands out. The digitalization of retail has led to the emergence and growth of Internet commerce, which is understood as the sale or purchase of goods or services through computer networks using methods specifically designed to receive or place orders (Glossary of statistical terms..., 2011).

2.9 Barriers and Drivers to Online Shopping

According to the Scopus abstract database, over the past 15 years, researchers have shown a steady interest in studying the factors that hinder the development of the e-

commerce market and contribute to it (Turban et al., 2017; Saridakis et al., 2018). It is possible to single out studies that differ in:

- The level of analysis (Internet commerce in general / a separate online store);
- Focus on developed or emerging markets; object of study (company / buyer);
- The degree of customer involvement (market participant / potential market participant).

Despite the fact that sufficient attention is paid in the scientific literature to the consideration of barriers and drivers of the development of the e-commerce market, only a small part of the works is distinguished by the focus on consumers (Lian, Yen, 2014). Mainly, the barriers to online shopping are analyzed, and only a limited number of publications are devoted to drivers. There are studies that study the factors that both hinder online shopping and stimulate this process (Chaparro-Peláez et al., 2016).

Among the most common barriers to the development of the e-commerce market from the point of view of buyers already making purchases in online stores, researchers consider doubts about the security and confidentiality of information left on the Internet, as well as the risks associated with making online purchases, an insufficient description of the product on site. At the same time, the main drivers are: trust in the Internet as a sales channel, trust in individual online stores, cost and time savings, a rich assortment of goods offered, convenience and ease of shopping.

The interdisciplinary approach in the study of Internet commerce is expressed in a variety of areas within which the factors of its development are identified. This issue is most actively considered in management, marketing, sociology, computer science, information systems. As a result, there are dozens of barriers and market drivers. However, due to the fact that different theoretical foundations and approaches are used in the selection and analysis of factors, inconsistencies arise due to the use of different names of factors, their understanding and structure (Wymer, Regan, 2005). In addition, depending on the context, the same factor can become both a barrier and a market driver. For this reason, a number of researchers, when analyzing the factors in the development of Internet commerce, do not specify whether they are barriers or drivers (McCole, Ramsey, 2005).

Large international organizations also show interest in identifying the factors influencing the development of the e-commerce market from the point of view of a buyer. In particular, in 2015 UNCTAD (UNCTAD) for the first time presented the index of Internet commerce development in the B2C sector for 130 countries. The index is based on four parameters:

1. Internet use;
2. The number of secure servers;
3. The prevalence of payment by credit cards;
4. Delivery of postal items.

The index makes it possible to assess the readiness of a country for Internet trade and to determine the factors that restrain the potential of the market or allow it to strengthen (Information economy report..., 2015). According to the index, in 2016 Luxembourg, Iceland and Norway showed the highest readiness for Internet trading, the leaders among emerging markets are the Republic of Korea, Hong Kong and Singapore.

Despite the active development of the e-commerce market, the interest in studying consumer behavior in academic research has not yet been expressed enough. Selected studies have been initiated by business representatives, consulting companies, universities, market associations, and the Internet Trade Companies Association. Analysis of existing works made it possible to identify barriers and drivers when making online purchases (Table 2.1).

As you can see, among the drivers of online purchases are the benefits of online purchases from making them: time savings, as well as the convenience of the delivery and payment method. In addition, expanding the range, attractive prices and improving the quality of online stores (a full description of the products offered, a description of the warranty, etc.) increase the value of online purchases and encourage customers to make them more often. The presence of reviews from other buyers about online shopping contributes to the formation of trust in the online shopping process itself, and also determines the reputation and image of online stores.

At the same time, a number of factors stand out that restrain Internet users from making a purchase. One of the most common barriers is distrust of online commerce

in general and of the Internet as a shopping channel in particular, of the infrastructure that supports online shopping, and, finally, of market players - online stores. In addition, the peculiarities of online purchases - the need to share confidential personal information, the inability to inspect and evaluate the quality of the goods until the moment they are received, the possible difficulties associated with refunds and warranty service - also bother online buyers.

Table 2.1: Factors influencing the development of the e-commerce market from the perspective of a buyer

Barriers of online shopping	Drivers of online shopping
<ul style="list-style-type: none"> • Underdevelopment of payment systems and lack of confidence among buyers in prepaid schemes • Mistrust of the Internet as a sales channel • Mistrust in online shopping • Fear of sharing confidential information • Low perceived quality of goods and services • Difficulty returning and exchanging goods • Unwillingness to pay for the goods before receiving the order 	<ul style="list-style-type: none"> • Attractive prices • Convenient way to make a purchase • Customer reviews about the product / service • Delivery (availability of free delivery; fast and convenient delivery; delivery to the apartment; urgent delivery) • Availability of a convenient payment method (prepayment or payment by card or cash at the time of receipt) • Availability of the possibility of self-pickup of goods • Availability of a guarantee, information about service centers • Full description of product characteristics • Saving time • Improving the quality of services • Offering goods and services that are not available in offline stores • A wide range of products • Availability of unique products not found in regular retail stores • Expansion of geographic coverage on delivery • Advertising (about discounts, promotions; online store advertising)

2.10 How to Find Sales Barriers and Drivers

To find barriers and market drivers in marketing, you need to study your target audience, understand the logic of its thinking.

Marketers use qualitative and quantitative research methods:

- Surveys;
- Focus groups;
- Projective techniques.

At the same time, it is more effective to attract those who do not buy your product to search for barriers, and to attract loyal customers to break these barriers, who, like no one else, will be able to suggest why it is worth choosing you.

However, respondents' answers do not always give a complete and objective picture of brand perception. When analyzing drivers and barriers, it is important to distinguish between the so-called declared and actual importance. For example, if you ask the audience of mothers directly what is decisive for them when choosing baby food, the majority will most likely answer "natural product". This is an important attribute, but a minor one. Upon deeper research, it becomes clear that the purchase is most often influenced by whether the child likes the taste and the good price-performance ratio.

That is why you should analyze the audience in its natural environment, track the ulterior motives, ideas and values of your potential customers. Searching for insights and tracking trends will help you with this.

User insights are one of the most important sources of information about barriers and sales drivers. They show the real reasons that drive consumers to shell out for your product, customer pains and fears that your brand can help solve, and the unconscious motives and ideas that drive demand.

In fact, there is no need to reinvent the wheel, users themselves give feedback and share insights that only need to be processed and used wisely. By listening to your audience, you can find useful insights and barriers and advertise them as your own Unique Selling Proposition and Competitive Advantage.

Insight is the basis for brand building and communication with consumers. Below is a short checklist to help you find "that insight" and build a successful marketing strategy.

The key to successful sales is the study and understanding of the consumer. First you need to determine who this consumer is. What kind of person is this? What does he do? How is it fun? What is he reading? Who does he communicate with? It is

important to study the audience, find out its needs. Is your product able to transform negative into positive? How can you help people make their lives easier? The main trick is in the correct formulation of the question.

A superficial interview is not enough here. Insight mining method will help. Its principle is similar to a teenage questionnaire - it contains detailed questions. Study consumer requests, eavesdrop on users on the network. The insight is hidden, but so the chances of finding it are much higher.

Customers should be provided with a community page where they can share their experience with other consumers. This will help consumers build trust in online shopping sites and reduce any risk perceptions. For community pages, companies can use their own website, or they can use well-known social media platforms such as Facebook and Twitter. In addition, based on consumer feedback and discussions on the community platform, the company can provide answers to common questions on its website. This can not only solve consumer problems quickly, but also reduce business calls/inquiries; this will help the company save time for employees.

In this era of smart devices, consumers can easily search for similar products/services and can compare the prices of local and global competitors. Therefore, in this information age, not only attracting new consumers, but also attracting their retention rate is an important issue. Therefore, online website managers must constantly ensure that their consumers are satisfied with their products and get the necessary convenience, control, diversity, and fun through their online marketplace.

We can suggest that in order to alleviate consumers' worries about online payments by credit card, they may be provided with a variety of options, such as cash on delivery, ATM payment, etc.

2.11 Impact of Feedback to Online Shopping

Almost all business owners secretly hate review sites, but they are aware of their impact on buyers. Buyer testimonials are highly persuasive. According to one study, 88% of buyers listen to online feedbacks as much as they do their own feedbacks, and 72% of them admitted that positive feedbacks made them trust the company more.

The only issue is that buyers are more inclined to share cons from using a product or service than to state their pros. CEOs are very familiar with this phenomenon. However, it is very important to do a good internet reputation for the company. In addition, you need to be aware of how reviews can affect sales.

How people perceive product reviews

Testimonials are a form of social approval. In this case, both the quantity and the quality of the responses matter. When, for example, you buy a book on Ozon, you want to look at the reviews on it in order to understand how many people have already read it and how many people liked it. This information helps you to dispel your doubts.

On the web, reviews are presented in two different ways:

- Directly on the company's website;
- On third-party websites

Both ways of presenting feedback are equally important. If the feedbacks are on the seller's site, then people do not have to open another tab to see the opinions of other buyers. However, one study found that 82% of users who visit a third-party sites visit a seller's website ready to make a purchase.

The quality of the reviews, of course, also matters. Experts at Harvard Business School found that an increase in the rating on the response site increased the company's revenue by 5-9%.

Many people accuse feedback sites of only posting overly harsh opinions in order to attract visitors to their site. However, if the site does not have a sufficient number of different and real customer feedbacks, then consumers will have an imbalance of information.

Customer reviews
 ★★★★★ 4.5 out of 5
 29,911 global ratings

5 star 76%
 4 star 13%
 3 star 5%
 2 star 2%
 1 star 5%

How are ratings calculated?

By feature

Battery life ★★★★★ 4.5
 Quality of material ★★★★★ 4.5
 For gaming ★★★★★ 4.2
 See more

Review this product
 Share your thoughts with other customers

Reviews with images

See all customer images

Read reviews that mention

sound quality battery life steelseries noise cancellation
 stopped working surround sound ear cups gaming headset
 mute button highly recommend worth the money ever owned

Top reviews

Top reviews from the United States

David J.
 ★★★★★ Crappy product and customer service
 Reviewed in the United States on October 15, 2018
 Color: Black | Size: Wireless | Style: Arctis 7 | Verified Purchase

A large number of product reviews helps build trust among potential buyers. They help to dispel the doubts that a person usually has before buying.

Any feedback matters regardless of where it is placed

There are many sites on the Internet that specialize in feedbacks nowadays. Due to this, you might think that publishing customer opinions on your own website is not necessary at all. Nevertheless, there is a huge amount of research proving the importance of posting responses on your resource:

- Reevoo found that 50 or more feedbacks for each product helped to increase conversion by 4.6%;
- According to a 2011 iPerceptions study, 63% of customers tend to only purchase from websites that have feedbacks;
- eMarketer has proven that people tend to trust feedbacks more than information from product descriptions;
- According to Reevoo, by posting reviews on your website, you can increase your sales by 18 times.

All reviews matter, whether they are hosted on your site or on third-party resources.

In general, responses on special sites play into the hands of both consumers and business owners. If you provide a quality service, then the feedbacks will be good. If on the contrary, then expect a flurry of negative reactions in the network. Buyers get more transparent information and companies gain more credibility.

Feedbacks on the company's website are useful for both the buyer and the seller. Anyone will be pleased to see a positive review for the product they are going to buy. And the seller, in turn, will be pleased to read enthusiastic responses about their products or services. Among other things, reviews contribute to promotion in search engines.

A good review makes your business proposal easier to understand, your brand unique, and builds trust to the company. Below are the criteria for an effective testimonial page:

- Balance of positive and negative comments;
- Actual descriptions of the use of goods;
- Comparison of products with competitors' brands;

Conflicting reviews distract from the purchase. If people see conflicting comments, then they will not figure out who is right, but simply choose a different product. However, this does not mean at all that you need to remove negative reviews, because if there are only positive recommendations for your product, this can negatively affect customer confidence.

Feedback is important to any business. People tend to trust the testimonials of other buyers more than the claims of company members, so you need to understand and get the most out of the feedback.

The conversion rate is influenced by both feedbacks on your own website and comments on third-party resources. Proper placement and sorting of responses will have a positive effect on sales.

2.12 Specific Factors Affecting Customer Purchase Decision from Online Clothing Stores

Considering the fact that we were tasked with identifying the factors that can influence the consumer when buying goods in online clothing stores, we cannot neglect the specifics of these stores and consumer behavior in them.

The main specificity of buying clothes is the need to try on clothes before purchasing them. Clothing can be judged by two dimensions (Brown, 1992):

- Physical (that is, what it is);

- Performance (how and where it can be used).

Brown suggested that the physical parameters of the garment include its design, materials and construction, and the operational parameters include the aesthetic and functional performance (comfort).

The lack of possibility of trying on before buying, as well as simply familiarizing yourself with the material of the clothes, is one of the main barriers to buying clothes online. Despite the fact that most modern online stores have images of clothes on models, which gives the customer an idea of how the thing looks and how it should fit on the figure, however, such a technological interface may not give a complete picture of the product (Kim, Forsythe, 2008; Park et al., 2008;). For example, the image of clothing will not give full information about its texture, how it will behave in motion, about how comfortable the customer will be in it.

Poverty of this kind of information leads to the fact that the level of risk perceived by the customer increases, and this in turn also negatively affects the attitude towards the product and the store (Lee et al., 2010). In addition to the fact that the lack of tactile communication with the product has been found to increase the perceived risk of the customer (Yu et al, 2012). This risk takes precedence over other risks such as financial risk, risk, security risk and others.

Thus, it can be concluded that a simple image of clothing may not be enough for the customer not to feel any risk associated directly with the garment that he intends to purchase. At the same time, it is noted that some characteristics of clothing are rather difficult to transfer to the electronic environment (Perry et al., 2013):

- Weight, thickness, fabric drapery;
- Comfort and ease of movement in clothes;
- Shine of fabric (in motion), etc.

In order to somehow reduce the lack of tactile information, online stores began to introduce new technologies such as virtual fitting rooms and 3D modeling (Kim, Forsythe, 2007). There are even technologies that allow not only looking at the fabric, but also “crushing” it (Perry et al., 2013). Some people feel a need to touch the product to be confident in their choices. For this reason, many customers are often reluctant to buy online. However, this need to touch varies depending on the type of product and certain technologies can be effective in compensating for the

lack of tactile contact on the internet. For example, a watch is a product for which shape and size play an important role in the evaluation. By allowing the customer to rotate and zoom in on the watch with 3D, brands can improve their attitude towards the product and increase their purchase intention. For clothes, customers often need to touch the fabric, to assess the softness or even the elasticity of the material. For this type of product, 3D has not been shown to be effective in compensating for the need to touch the products of certain customers. However, new technologies now allow you to virtually crumple the fabric of clothes with your fingers using a touch pad. This system called Shoogleit has been shown to be effective in improving customer engagement on the website, even for those with a strong need to touch the products. This process is clearly illustrated in figure 2.8.

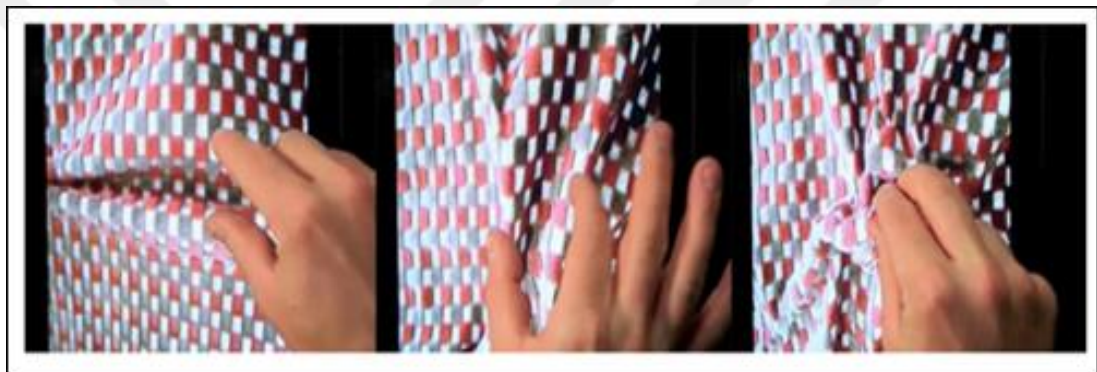


Figure 2.8: Touch technology, Shoogleit

New touchscreen technologies could also help customers understand how products work, and physically interact with them from a distance. Researchers at the Massachusetts Institute of Technology recently developed a system called inFORM, based on the design of children's nail boards. This system creates rough 3D models of objects by pressing down on nail-like bars (Figure 2.9). Such technologies could allow customers to manipulate products remotely to better assess their size, weight, or even robustness, before purchasing them.

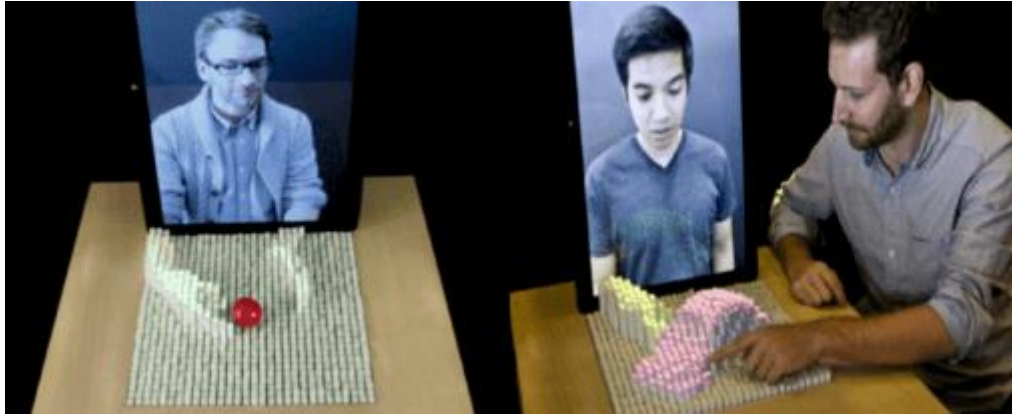


Figure 2.9: Touch technology, inFORM

The majority of the most enjoyable experiences in life are multi-sensory. When a store's atmosphere consistently integrates multiple senses (color, music, scent), the in-store experience is rated more enjoyable and engaging. The same is probably true for online experiences. New multi-sensory interfaces now offer the possibility of further stimulating the customer's senses on the internet. Although these technologies are not yet marketable, they leave us dreaming of a digital environment more connected to the senses. For example, the “Season Traveler”, is a virtual reality system that allows users to explore different landscapes by feeling the smell and humidity of the morning dew. Likewise, an AR device called MetaCookie + allows the user to change the flavor of a cookie by virtually manipulating its appearance and diffusing different smells.

We can also dream that in the near future, it would be possible to transfer the tastes of products on the internet. Recently, a team of researchers from the National University of Singapore developed a system capable of capturing the pH of a lemonade and of reproducing on the user's tongue a similar level of acidity by electrical stimulation when tasting it. Such technologies could be used to allow consumers to imagine the taste of all the succulent dishes, the images of which are posted on Instagram. If such experiences are still far from being feasible, it would seem that in the near future these new technologies will not only make it possible to compensate for the lack of sensory information online, but to enrich the experience of customers by amplifying the sensory stimulation.

Recent advances by researchers working on human-machine interaction suggest that new sensory technologies will soon be available to transform the way we communicate with customers on the internet. It is important that marketers become

aware of this evolution in order to anticipate and analyze how these new technologies will impact customer attitudes and behaviors through the “Sensorialization” of the digital universe.

It is also very important how the customer perceives these technologies. A common method for assessing the perception of new technologies is the TAM (Technology Acceptance Model) model (Davis et al., 1989). This model assesses how the customer evaluates the suitability of new technologies. The assessment is based on 2 parameters:

1. Perception of the usefulness of new technologies;
2. Perception of ease of use.

Perception of usefulness refers to the degree to which users of a technology believe that a given technology will improve / simplify an action. In our case, we are talking about simplifying the process of making a decision to buy clothes from an online store. The perceived ease of use is how the user of a technology evaluates the difficulty of learning to use the technology. In addition, the model assumes that perceptions of ease of use affect the perceived usefulness of the technology as a whole.

Thus, it may turn out that the online store, in order to simplify the selection process, will use such a technology, but it will turn out to be unsuitable from the point of view of the customer, who would prefer, for example, the availability of free courier delivery and free return of clothing in case it does not fit. In order to determine what actually influences the decision of customers to buy clothes in online stores.

It should be noted that in the course of the literature review, many approaches to studying the issue of factors influencing the decision to purchase were identified. At the same time, these approaches are often one-sided in nature, since these studies consider some one or more individual factors. There is a clear lack of work in which the influence of many different factors would be studied.

Nevertheless, a review of the literature made it possible to identify a fairly extensive list of factors that may affect. In carrying out this study, it was important to determine which of these factors really affect customers who buy clothes over the Internet.

According to a number of authors, it is true that before making a purchase decision, customers assess the perceived benefits and risks associated with these purchases. The risk arises when there is a clear lack of information. In the case of purchases of clothes via the Internet, this disadvantage is the most significant, since the customer does not have complete information not only about the quality of the product, but also about whether it will fit him in size. At the same time, it is quite profitable to make purchases via the Internet, since usually the price for products in online stores is lower, and the customer saves time and effort, since he can make a purchase without leaving home.

In this regard, any shopper who decides to purchase clothes from an online store tries to find an option that, in their opinion, carries the least risk. Consequently, the most important thing for the customer is the availability of sufficient information on the store's website about the product itself and all the services associated with it.

2.13 How to Motivate Customers

Nowadays modern capabilities allow us to track visitors of online store. If you notice that a particular person has often visited the pages of the online store for several days, but did not make a purchase, then be sure to pay attention to him. Naturally, you can send a potential client a profitable offer with a discount, but you should be afraid that this may alienate the visitor, and not attract him.

The new trading platform allows you to analyze the requirements and preferences of customers, based on the results of the analysis, offer targeted incentives to a potential buyer.

If an online store is a sufficiently visited resource, and the offers for all customers are the same, then this significantly undermines the conversion. The platform allows to recognize what exactly a particular person needs, to motivate him in the process of making a purchase.

The sales tool analyzes customer behavior based on the capabilities of the online store. An order for a certain amount can be motivated by an additional discount or a bonus for the delivery of goods.

And with the help of a behavioral platform, it becomes possible to take into account the individuality of the customer ... and accordingly change the motivation to buy. Customers can be divided into a number of categories:

Absent-minded customer – when making a purchase on the Internet, he often starts to place an order, but for various reasons does not complete the purchase to the end.

VIP customer – makes purchases only of top things, well-known brands. Acquires a product with the most advanced technologies, trends, the one that is at the height of fashion.

Determined customer – always thoroughly examines the product before making a purchase. He will visit the website of the online store several times, study the technical characteristics, compare, even in spite of the change in price.

Active customer – often looking for products on the Internet, but not always buying. Looks at the product to determine the choice. The discount for this customer is not a goal, but it can push them to make a purchase.

Free Shipping Hunter – likes to shop online, but only if there is free shipping, if not, he leaves the website and looks for a store that provides this service.

Customer of used goods – a buyer who searches online stores for goods that are already in use, or after repair.

Regular customer – a regular customer who counts on bonuses and all kinds of incentives. He buys only in certain online stores, since cumulative discounts and bonuses give a significant price gain.

Methodical customer – when buying on the Internet, he is looking for a specific product, but he is not determined in details (equipment, color, etc.) He often uses site navigation when searching for a product, carefully studies each option until he comes to the conclusion that this is what he is need to.

Impatient customer – has a clear idea of what and for what money he wants to buy. If such a buyer does not find the desired product on one site, he quickly leaves it and continues to search in other online stores.

Evaluating customer – this type of shopper likes to buy online, but not always financially. To find out the cost of the goods of interest, they add them to the basket, and later there is a chance that they will become customers.

Using these criteria for sorting buyers, you can give everyone a specific motivation to purchase a product. The behavioral platform can change it depending on the personality of the potential client. Roughly the same scheme works in many Las Vegas casinos. Visitors are offered various bonuses, the choice of which is based on a person's behavior, on his relationship with the casino in the past. Customers can receive either a free cocktail, or the opportunity to spend the night at the casino hotel for free, or other benefits.

Behavioral trading allows to force the client to make a purchase, and this coercion occurs imperceptibly, subconsciously, so that the visitor believes that this is his own conscious choice. Ordinary analysts in online stores may notice that a potential customer often visits the site's pages, his shopping cart is full, but there is no question of making a purchase.

The system of operation of the new sales tool is slightly different. After the analysis, the platform offers the client this or that offer, a service that leads to a purchase. Naturally, such a trend has a positive effect on conversion, there is an increase in the number of purchases, therefore, the store is developing rapidly.

For any store, there are a number of rules that will speed up the checkout process after adding items to the cart. Sometimes the purchase is not made due to the inconvenient interface. The client may forget what exactly he chose. To do this, it is worth placing thumbnails in the basket, which will remind the visitor of the choice made.

If you see that a customer has abandoned some product, or that one has been in the basket for too long, then you can motivate him with an offer sent by e-mail. In the offer, it is worth notifying the client about a discount on the product he refused. Also, using the mailing list, you can inform that there are still items in the cart that have not yet been ordered.

Naturally, not everyone ignores the design solely out of forgetfulness, but there is a certain percentage. Sometimes questions about the quality and function of the product are the cause of long deliberation. Not everyone likes to email store owners. It is worth placing an online chat in which potential buyers can find answers to all their questions. The same function will be performed by the technical support hotline telephone. It should be easy to get through to the operators, otherwise you risk losing

customers who not only do not receive advice, but also become disappointed in the service of the online store. If all questions are answered promptly, then the purchase will be completed faster.

Some fear that the online store does not have a return or exchange function. Clearly notify visitors about this, then they will not hesitate to make a decision. The ability to buy a low-quality product without the right to return it is the main reason for all refusals. Especially in our country, where online stores are at an early stage of development, many are afraid to buy goods through the network.

The main principle of increasing the conversion of an online store is attention to the client and his needs. Good service, taking into account all factors, analyzing behavior will definitely make the store more profitable.

How does customer motivation work?

Motivation of the client is the process of his brain activity, looking for profit in marketing proposals for the necessary product, stimulating the client to have this product. An effective example of this is the upselling technique.

The motivation of the client is stimulated by messages about bonuses and promotions, thereby forming a need for him that can be satisfied with a promotional product.

The more the benefit from the purchase coincides with the urgent need, the more desire and motivation the client will receive, the more actively he will act.

As soon as the customer determines his urgent need for the advertised product, he has a psychological stress that can only be relieved by buying what is advertised. A large number of customers who satisfy their own needs in the commodity market form consumer demand.

When the customer has a clear motivation, he feels the need for a product, it is important to offer quality service, to inspire confidence in the selling company. If this can be done, the cost of the product itself will not be the dominant factor for the transaction.

If the sales manager also worked efficiently and managed to motivate the visitor for long-term cooperation – he still has pleasant emotions from the purchase, he will return to this store many times.

However, good service is not enough, especially when there is a lot of competition in the market. In addition to the quality work of managers, the customer should also see benefits: gifts, bonuses and additional service.

Stores selling everyday goods, as a way to motivate and attract customers, can use a bonus system, or rather points for purchases that cannot be exchanged for money, but for goods.

The best way to store bonus points is a discount card, which is issued in the store after filling out the personal data. The number on the discount card is the customer's personal account, to which he receives bonuses and through which the store can monitor his purchases. Thanks to bonus points, the profit of a grocery store can be increased by 10-15% per quarter, but in order to increase revenue for a store of children's goods or household appliances, the bonus program must work for at least a year.

Attraction of new customers

Unfortunately, there are no universal options for attracting new customers. Each company has special, individual working conditions and sales building. When working with consumers, it is necessary to take into account the individual characteristics of each target group and, in practice, choose attraction options that are suitable for working with a specific group of customers. Here are three popular ways of attracting new customers:

Flyer distribution. This method is considered the cheapest in terms of cost, so it is often used by companies of different levels. The work to attract new customers in this way consists in the banal distribution of leaflets to passers-by on the streets. The conversion rate for such advertising is extremely low (1 attracted customer per 100-200 leaflets), but it is often enough for the advertising costs to pay off.

Cold calls. The second method shows great efficiency. Its popularity is growing every year. The sales manager takes a sample of leads and calls them offering a product or service. However, this method requires a special psychological attitude of a specialist, his training in the field of telephone sales.

Internet advertising. The third popular way to attract customers is to conduct online advertising campaigns. The cost of online events is relatively low and the efficiency is high. It is enough for a company manager to regularly update the company's

webpage, talk about new products and ongoing promotions, attracting customers. Here we can use advertising on different social network pages like Facebook, Instagram and Youtube, which are very popular to promote products and services, and attract new customers.



3. RESEARCH METHODOLOGY

This chapter covers the research methodology. It deals especially on the description of the research design, population and sampling techniques, data collection instrument, research approach of the research are presented.

3.1 Research Type

The type of the research is descriptive. The research is primarily answering “what ” question of online consumer behavior rather than “why” question. Our exploration was followed by the hypothesis tests and then the interview questions to explain the interrelation between the internet reviews on online market places and the customer.

3.1.1 Research Hypothesis

To achieve the main research objectives quantitative approach was adopted. The interrelation between genders on the frequency of online shopping was studied, moreover their attitude towards brand care. Mostly the research is conducted based on the different hypothesis questions such as the purchase of product by different genders on online shopping.

- Gender differences in the frequency of online shopping
- Gender differences in Instagram influencers on their purchasing behavior
- Gender differences in a certain product purchase from Internet
- Gender differences in purchase satisfaction from Internet
- Gender differences in a type of a product purchase from Internet
- Gender differences in brand care
- Gender differences in the reason of online shopping
- Gender differences in preferences
- Gender differences in reviews and their affect

3.2 Data Sources

Our population sample consisted of 76 people of which 48 women and 28 men. The age differs between 16 and 25, 26 and 34, and above. This sampling method is convenience sampling. The data collection method is a survey. The population is the Libyan consumers who engaged in online shopping.

3.3 Data Collection Methods

The Libyan people were asked to fill in the survey questionnaire afterwards some of them were interviewed. The questions of the survey are as follows:

1. What is your gender?(categorical question/dichotomous)
2. What is your age? _____(factual question/numerical variable)
3. How often do you do online shopping?(multiple-choice question)
4. Does Instagram influence you on your purchasing behavior? (multiple-choice question/close-ended)
5. What makes you purchase a certain product from Internet? (multiple-choice question/open-ended)
6. Does product purchasing give you self-satisfaction? (multiple-choice question/close-ended)
7. What kind of product do you buy online? (multiple-choice question/open-ended)
8. Do you care about the brand? (multiple-choice question/close-ended)
9. In buying what products do you care about the brand? (multiple-choice question/open-ended)
10. Why do you do online shopping? (multiple-choice question/open-ended)
11. What is the duration of the waiting when you do online shopping? (multiple-choice question/open-ended)
12. Through which platforms do you prefer doing online shopping? (multiple-choice question/open-ended)
13. Do 10% discounts make you buy again from that Internet shop? (multiple-choice question/close-ended)
14. Do you write reviews after purchasing your product? (dichotomous)
15. Do you read reviews before buying a product? (dichotomous)

16. I am _____ (multiple-choice question/open-ended)

Question types are basically in multiple-choice form, because answers easily show you the density of the population according to your questions. There is only one question (question number 2) which is factual and with numerical variables, the age of the participants.

Also there is only one categorical question which question number 1, and that is the main issue of this thesis to differentiate the usage of online shopping between genders.

In the questionnaire there are also dichotomous question type which is with two response variables (questions number 14 and 15).

3.4 Data Analysis Methods

Chi-square difference test is used as well as basic statistics such as percentages and frequencies. The Chi square test is a factual test which estimates the relationship between two downright factors. It is utilized to test theories about the conveyance of perceptions in various classifications. Correlation Coefficient of the inferential statistics has also been applied to test the correlation and significance of the relationship type whether two variables will be affected positively or negatively by another variable of interest.

3.5 Results

The study showed that it is necessary to build consumer confidence in the store by improving attitudes towards the store through the development of a communication campaign aimed at increasing store loyalty, as well as by maintaining high quality customer service. In addition, the completeness of the necessary information presented on the site has a positive effect on trust, especially with regard to information on the conditions of purchase and return of goods. In this regard, this information must be presented in sufficient detail on the site.

The results also showed that the attractiveness of a product is more influenced by the affordability of prices, so online stores need to build a competent pricing policy. However, if this is not possible, you can bet on the uniqueness of the product and its diversity, since these factors also affect consumers.

3.6 Attitude towards Shopping

In the research analysis part of this thesis work, we will consider specific impact of social media on consumer behavior. And we will see how influencer marketing, interactive blogs or consumer generated reviews can affect on customers' behavior. When customer knows and identifies the necessity of a specific good or service, in order to evaluate alternatives, there is a need of information gathering and processing. According to Bloomberg (2021) almost 85% of women are considered as more sophisticated than men in terms of shopping. Darley and Smith (1995) proved their research showed that women and men differ dramatically in their information processing strategy. Precisely females take into consideration objective and subjective information, so that's why they are more comprehensive information processors.

Moreover, there was done an independent survey depending on the interested questions on consumer behavior and in order to learn better their perceptions and favors, the above technique was used to identify better consumer attitudes. From that survey 76 people, including males and females, were asked to answer to some questions, such as gender, age, frequency of their online shopping, type of product they purchase and etc. Below we will interpret and try to know better product involvement level and consumer satisfaction or dissatisfaction and what are the driving factors that make them to buy from specific store or do online shopping.

As an independent variable for our survey Online influencer marketing was chosen. Besides as a dependent variable of course consumer. The first question was about the gender of survey asked people 48 females and 28 males agreed to answer (see figure 3.1). That being said it is a proof of APM Agency's survey (APM 2020) which was held a year ago that 45 years old woman and 18 years old girl act in the same way when they do buy or go shopping. And therefore, those females who already bought something are acting as an influencers and buzz marketers when they recommend or tell about what they bought. Moreover, at the same time they act as a negative side of consumer behavior because if they are not content or satisfied with the purchased product, good or service, the reputation and sales of a certain brand or company can fall down, not dramatically but slightly.

Data collection method is based on survey and review of the literature.

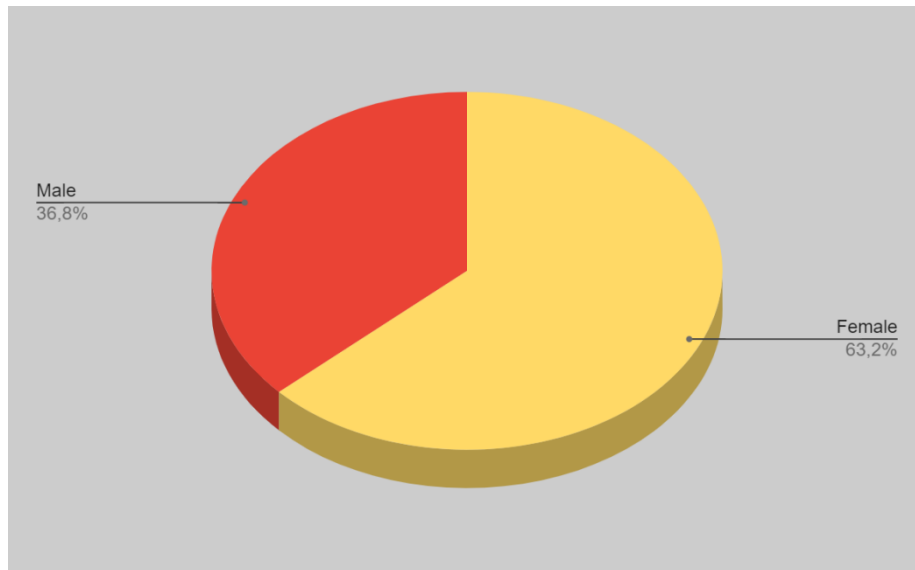


Figure 3.1: The gender of people who were sample surveyed.

Source: Author's own sampling research survey

To examine the differences in gender age let's take out the ages of our sample. Out of 48 women 39 are aged between 16 and 25 (see table 3.1), 7 of them are aged between 26 and 34 and just 2 women are older than 35. Subsequently, from the data we have, it is obvious that 81% of women aged between 16 and 25 are more motivated to do shopping or buy things in overall.

When interviewed directly with several respondents, their answers of why they are too likely to shop online or go themselves they say that shopping stimulates them the release of the neurotransmitter, dopamine. Hence shopping and just obtaining a good, does not matter clothes, shoes, grocery products they answered that it stipulates and lifts their mood.

Rendering to Mitchell and Walsh (2004) females and males prefer various goods and they are more likely to have diverse habits of perceiving and thinking about obtaining these.

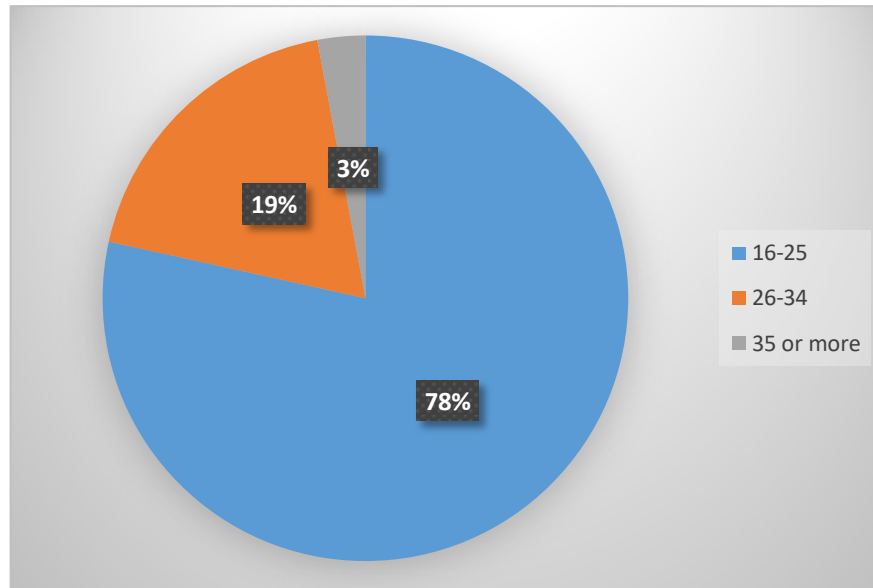


Figure 3.2: What is your age?

Source: Author's own sampling research survey.

In our sample test 78% of asked people are aged between 16 and 25, 19 % are between 26 and 34, and just 3% of sample people are aged 35 or even older.

Table 3.1: Consumer shopping motives by gender

Age differences	Female (n= 48)	Male (n=28)	Prefer not to say
Ages between 16 and 25	39 (81,25%)	20 (71,42%)	0
Ages between 26 and 34	7 (14,58%)	7 (25%)	0
Ages above 35	2 (4,1%)	1 (3,57%)	0
Total	48 (63,2%)	28 (36,8%)	0

Source: Author's own sampling research survey.

If we take men and female separately then 39 women or 81% are aged between 16 and 25 are more likely to shop and are more addicted on buying things. As Palan (2001) defines gender is the social explanation of behavior as suitable to the sexes at a given time in a given society. In marketing strategies and literature, differences of gender are used frequently and widely to determine and do comparison in consumer behaviors as well as be on the most widespread criteria for market segmentation. This gender preferences sample survey confirmed that female and male consumers have expressively diverse shopping incentives and buyer performances.

For instance, in a comparison of hedonic motivations of women and men consumers Yaman and Özdemir (2007) stated that woman consumers appreciated doing shopping extra compared to men. Females had 19 types of products which were

sophisticated means than males in total 30 types of products, while men customers did not have any of the items in height and statistically important than women.

When interviewed separately women spend more hours or minutes than men indeed. And in this survey, it is found out that almost 67% of female consumers on average spend about 20 minutes more per day shopping, but overall, they spent on shopping 40 to 1 hour 30 minutes in some cases they can spend even more than 5 hours. But this happens twice a month or even once.

Another that should be highlighted is that older the consumer the less time he or she spends on shopping. The younger is the age of a consumer, but we talk in terms of our own sample survey age period, the more time he or she is likely to spend on shopping.

3.7 Gender Differences in the Frequency of Online Shopping

As we know consumers online shopping frequency can differ depending on many circumstances. Moreover, most of the consumers are influenced by the growing information source, since our brain sometimes can't differentiate what we really want and what we really need. That being said our brain sometimes can perceive the unnecessary information as if it is important, therefore we think sometimes that purchasing one or another product can give us that satisfaction of acquisition.

To obtain the improving section of female internet users, suppliers like online retailers should recognize what kind of things encourage women customers to involve in e-commerce. Therefore, in order to motivate both female and male customers to spend time finding e-commerce websites, online content requires to be differentiated. The growth of online apparel sales and the number of women using Internet are equally estimated to last. So the understanding and accepting the differences in motives to involve in online shopping may benefit to exclude the spending online gender gap between female and male.

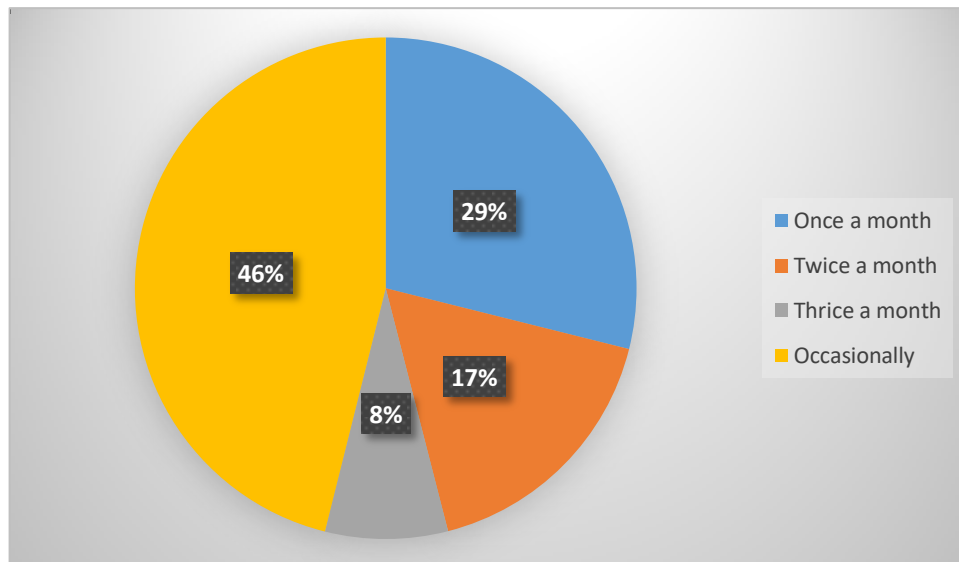


Figure 3.3: How often do you do online shopping

Source: Author's own sampling research survey.

The above chart gives us the information about the frequency of males and females on online shopping, 46% of respondents do online shopping occasionally. Compared to online customers, customers who choose traditional way of shopping like going to the stores and markets appreciate the assurance and enjoyment of shopping. That's why many customers might have doubts regarding e-commerce.

29% of respondents are doing online shopping once a month, since traditional way of shopping is usually related with tangible nature and human interaction. 17% of population from our sample said that they do online shopping twice a week. When interviewed some of them separately respondent told that he has different wants and need, that's why he will shop where he is best served. Online suppliers and retailers have the necessity to understand which variables, such as influence the consumer's decision to use e-commerce, shopping orientation, since the understanding the behavior of online shoppers is limited.

And only 8% of respondents answered that they do online shopping three times a month. The interaction between consumer and the virtual product such as apparel might become progressively valuable to e-commerce due to the increasing need to involve the consumer. E-commerce through Instagram is a challenging for experience items like apparel, since consumers in their ability to experience products online are limited. Though online shopping through Instagram cannot deliver the experience of exact traditional way of shopping, to investigate it is very significant.

Why it is significant is that whether Instagram's interactive features encourage customers to shop online or social interaction.

As women are more likely to observe shopping as a social activity on Instagram, due to the lack of interaction online they might perceive e-commerce on social media less favorably.

Throughout the sample survey, 27% of female said they do shopping online once a month, whereas 7% of male respondents specified doing the same. In addition, 16% of female respondents stated that they buy products online twice a month, whereas 10% of male respondents specified doing the same. 12% of female respondents specified that they purchase things online three times a month, whereas none of the male respondents do it. And finally 43% of female respondents said that they do online shopping occasionally, whereas 3% of male respondents stated doing the same.

While 6 female respondents which is 12,5% of female from our sample size, frequently accept Instagram commerce to be less enjoyable than other website shopping, online retailers are adding additional features to their but on Instagram store it has less features but convenient for new users. 13 female and 2 male respondents which is 27% and 7,1% respectively, told that the traditional way of trading like face-to face communication offered in simple, traditional ways of markets should be replaced with other ways of communication to positively bargain goods via Instagram or e-commerce.

In addition, 10 male and 21 female respondents which is 3,5% and 43,75% correspondingly told that Instagram market and websites of e-commerce are becoming entertainment centers and simulation, as customers have willing to experience the features of traditional store online.

The understanding the assortment among female and male impression of internet business sites helps and advantages online providers such as online retailers to address customer worries regarding online shopping. These kind of varsities provided awareness into how Websites of e-commerce and Instagram can be adapted to address online shopping doubts. Although both women and men similarly go into websites, females are less likely to purchase to order goods or services from Instagram or website.

Table 3.2: How often do you do online shopping

	Female (n= 48)	Male (n=28)	Total
Once a month	13 (27 %)	2 (7,1 %)	15
Twice a month	8 (16,6 %)	3 (10,71 %)	11
Thrice or above	6 (12,5 %)	0	6
Occasionally	21 (43,75 %)	10 (3,5 %)	31
Total	48	28	76

Source: Author's own sampling research survey.

Now if we do some Hypothesis test according to our data. Let's build our hypothesis:

H₀: The frequency of doing online shopping does not depend on the gender.

H₁: The frequency of doing online shopping depends on the gender.

We have the following formula:

$$B_{ij} = \frac{n_j n_i}{n}$$

$$B_{11} = \frac{48 \cdot 15}{76} = 9,47;$$

$$B_{12} = \frac{48 \cdot 11}{76} = 6,94;$$

$$B_{13} = \frac{48 \cdot 6}{76} = 3,78;$$

$$B_{14} = \frac{48 \cdot 31}{76} = 19,57;$$

$$B_{21} = \frac{28 \cdot 15}{76} = 5,52;$$

$$B_{22} = \frac{28 \cdot 11}{76} = 4,05;$$

$$B_{23} = \frac{28 \cdot 6}{76} = 2,21;$$

$$B_{24} = \frac{28 \cdot 31}{76} = 11,42.$$

$$\chi^2_h = \sum_{j=1}^c \sum_{i=1}^r \frac{(G_{ij} - B_{ij})^2}{B_{ij}}$$

According to the formula above we will put our data, therefore:

$$\begin{aligned} & \frac{(13 - 9,47)^2}{9,47} + \frac{(8 - 6,94)^2}{6,94} + \frac{(6 - 3,87)^2}{3,87} + \frac{(21 - 19,57)^2}{19,57} + \\ & + \frac{(2 - 5,52)^2}{5,52} + \frac{(3 - 4,05)^2}{4,05} + \frac{(0 - 2,21)^2}{2,21} + \frac{(10 - 11,42)^2}{11,42} = \\ & = 1,31 + 0,16 + 1,17 + 0,1 + 2,24 + 0,27 + 2,21 + 0,17 = \mathbf{7,63} \end{aligned}$$

$$(c-1) * (r-1) = (2-1) * (4-1) = 3$$

If we look from the test of chi-square cumulative distribution table in 95% it is **7,815;**

7,63 < 7,815

We accept our hypothesis H₀: The frequency of doing online shopping does not depend on the gender, since 7,63 is less than 7,815.

But as we see from our sample survey, it is obvious that females and males tend to attitude e-commerce websites or Instagram differently, as males are more impulsive shoppers while females shop in a planned fashion. When asked separately males have more gratification with online shopping and less skeptical of online shopping overall than females, perhaps due to the lack of an emotional bond with online supplier who is on the other side of the world. In contrast, females perceive online shopping overall as less convenient and have less trust of online shopping than males. While females are more likely to shop in general, males are more likely to shop via online tools.

The effort and time used to discover online clothing by deciding on the color, fabric and size might be inconvenience to women. This situation is therefore discriminated by Websites and Instagram falling to propose virtual try on of features. Interactive features of Instagram engage women by motivating purchase intentions and positive attitudes.

3.8 Gender Differences in Instagram Influencers on Their Purchasing Behavior

Instagram is conventional in representation of gender. According to Statista (2019), compared to male shoppers not only are there more female users of Instagram, but women compared to men spend more time on social media like Instagram and they use more time for filters which costs money and apps to develop their photos. Moreover, the quantity of women Influencers on Instagram is a lot more than that of men. Guttamann (2020) reported that female influencers create almost 85% of posts that are sponsored. Hence based on the gender of influencers the involvement on Instagram can differ. For example, Instagram users can get in touch more with men influencers since they may be more evident and are less common on Instagram.

A significant sum of literatures was published on customer behavior and marketing underlying big amount on consumer decision-making than advertising's traditional form. In general, fellow consumers are perceived by customers' messages as more authentic and credible compared to commercial advertisement.

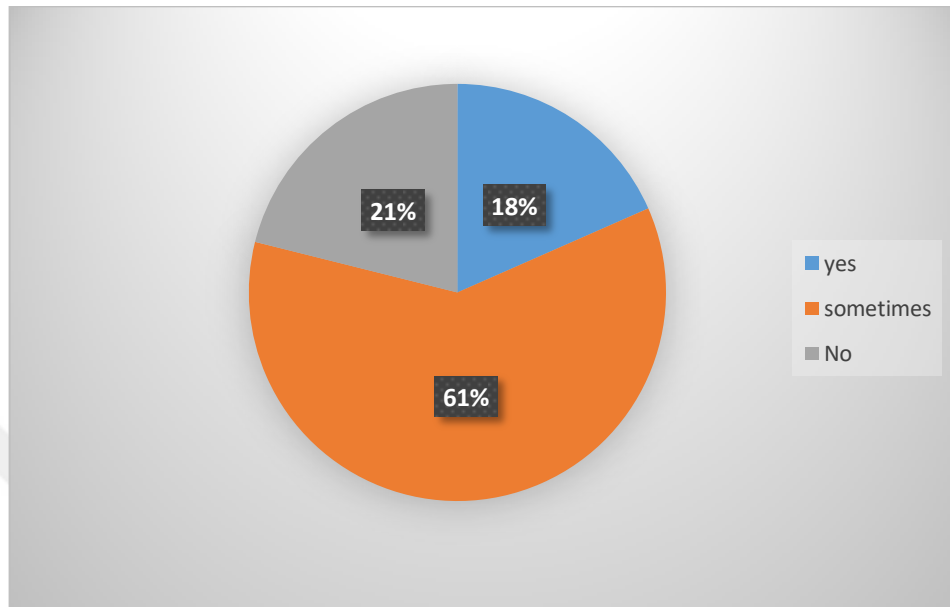


Figure 3.4: Does Instagram influence you on your purchasing behavior?

Source: Author's own sampling research survey.

The figure 3.4 illustrates to what extent Instagram influencers impact on purchasing behavior of consumers. 18% of respondents asked that they are influenced by those Instagram influencers all the time, whereas only 21% of them are not influenced in anyway. Besides, 61% of respondents are rarely or sometimes influenced by Instagram social media marketing. Though customers always appreciated and sought others' opinions, the effect of peer recommendations are amplified by social media. By the help of these social medias, customers spread, share and create experiences and opinions related to their preferences of brand.

As a strategic resource for advertising services and products brands started to utilize social media, to robust relationships with Instagram users. Social media shorten brand-related through the variety of marketing activities of social media such as blogging, microblogging, online brand communities and influencer marketing. As a vital element in ads influencer marketing through Instagram arisen as it is regarded as a way to spread brand information. According to the data provided by "The Influencer Marketing State 2020 Report", almost 70% of the enterprises took part in the survey included in their marketing strategy. That survey questioned 600 PR,

Marketing, Communication or agency professionals. The major part of the participants worked in North America (39%), Europe (51%), and 88% of the professionals claimed that through influencer marketing increased brand awareness. In social media with the usage of influencer marketing, compared to traditional marketing, companies without spending great budgets requiring less time can reach easily a big part of customers.

When observing by female and male 42% of male respondents (see table 3.3) stated that they their purchasing behaviors are not affected by social media influencers, whereas only 8% of female respondents are doing the same.

60% of women and 50% of men are sometimes affected by social media influencers all the time when they go into Instagram. And 25% of women and 7% of men which is 12 female respondents and 2 males respectively are always influenced by social media strategies.

The biggest difference between traditional and influencer marketing is that the Instagram platform easily joins influencers with their audience of target. And it is more mass-oriented, told of the respondents.

As it was mentioned, influencer marketing day by day gains the bigger attention first from consumer's side and second from marketers as a tool for engagement with customers. Moreover, this type of marketing is a strategy that reimburses from the key individuals' influence and utilizes them to show purchase decisions and opinions of consumers. Social media Instagram influencers are experts in the impact of niche nonverbal visual features, their precise field and moreover they are opinion leaders.

As female respondent stated when they match their expertise area most of the customers follow influencers recommendations about the brands and believe their judgement. So according to our survey on social media influence, influencer marketing companies are most effective by 90% of markets.

When questioned some Instagram based small companies, they stated that marketing is much more efficient than traditional way of advertising. And they also started using tools of Google ads which also helps those companies to gain their estimated number customers.

And if we look to this study from the perspective of Nielsen Catalina Solutions (NCS) and Tap influence (2016), in comparison to the control group customers exposed to the content of influencer expressively bought a lot more goods.

Influencer marketing, compared to promotion strategy celebrity endorsement, is also considered as more trustworthy, knowledgeable and credible. Buyers perceive influencers as intimate and authenticate which are crucial traits for impactful and building a meaningful relationship.

Table 3.3: Does Instagram influence you on your purchasing behavior?

	Female (n= 48)	Male (n=28)	Total
Yes	12 (25 %)	2 (7,1 %)	14
Sometimes	32 (66,6 %)	14 (50 %)	46
No	4 (8,3 %)	12 (42,8 %)	16
Total	48	28	76

Source: Author's own sampling research survey.

Now if we do some Hypothesis test according to our data. Let's build our hypothesis:

H₀: Instagram does not influence on the purchasing behavior regardless the gender.

H₁: Instagram influences on the purchasing behavior regardless the gender.

We have the following formula:

$$B_{ij} = \frac{n_j n_i}{n}$$

$$B_{11} = \frac{48 \cdot 14}{76} = 8,84; \quad B_{12} = \frac{48 \cdot 16}{76} = 10,105;$$

$$B_{13} = \frac{48 \cdot 46}{76} = 29,05;$$

$$B_{21} = \frac{28 \cdot 14}{76} = 14; \quad B_{22} = \frac{28 \cdot 16}{76} = 16;$$

$$B_{23} = \frac{28 \cdot 46}{76} = 46;$$

$$\chi^2_h = \sum_{j=1}^c \sum_{i=1}^r \frac{(G_{ij} - B_{ij})^2}{B_{ij}}$$

According to the formula above we will put our data, therefore:

$$\frac{(12 - 8,84)^2}{8,84} + \frac{(4 - 10,105)^2}{10,105} + \frac{(32 - 29,05)^2}{29,05} + \frac{(2 - 14)^2}{14} +$$

$$+ \frac{(12 - 16)^2}{16} + \frac{(14 - 46)^2}{46} + \frac{(0 - 2,21)^2}{2,21} + \frac{(10 - 11,42)^2}{11,42} =$$

$$= 1,12 + 3,68 + 0,29 + 10,28 + 1 + 22,26 = 38,63$$

$$(c-1) * (r-1) = (2-1) * (3-1) = 2$$

If we look from the test of chi-square cumulative distribution table in 95% it is **5,991**;

$$38,63 > 5,991$$

We reject our hypothesis H_0 : Instagram does not influence on the purchasing behavior regardless the gender, since 38,63 is more than 5,991.

Paying attention to the efficiency of influencer marketing, given the social media influence endorsement followers might get engaged with the wide range of products.

3.9 Gender Differences in a Certain Product Purchase from Internet

The collaboration between the influencers and consumers by various behaviors of motivations such as commenting the posts and liking the brand's accounts is determined as consumer engagement. And as a digital engagement is determined all these online manners. All engaged parties as social media influencers, marketers and brands explain customer involvement regarding the quantity of comments and likes on their content results. What indicates that followers or users are interested and if they approved the content is of course the number of likes whereas the number of comments shows how people discuss the specific product. And for what reason.

When asked from respondents, we got the results about the reason why they do online shopping. 38% of respondents replied that they can read reviews and make their own decision regarding a certain goods or services. When interviewed separately almost 20 female respondents that is 41% of females who answered that they can read reviews, and 9 male respondents which is 32% of the whole male respondents (see table 3.4) they told that when they buy something online first they of course consider the price, but the most important thing is the experience of others on the product. Was it good? How many days did they have to wait to get product, since some online retailers are delivering the products not on time. Hence there are many issues and studies regarding this problem they do consider reviews.

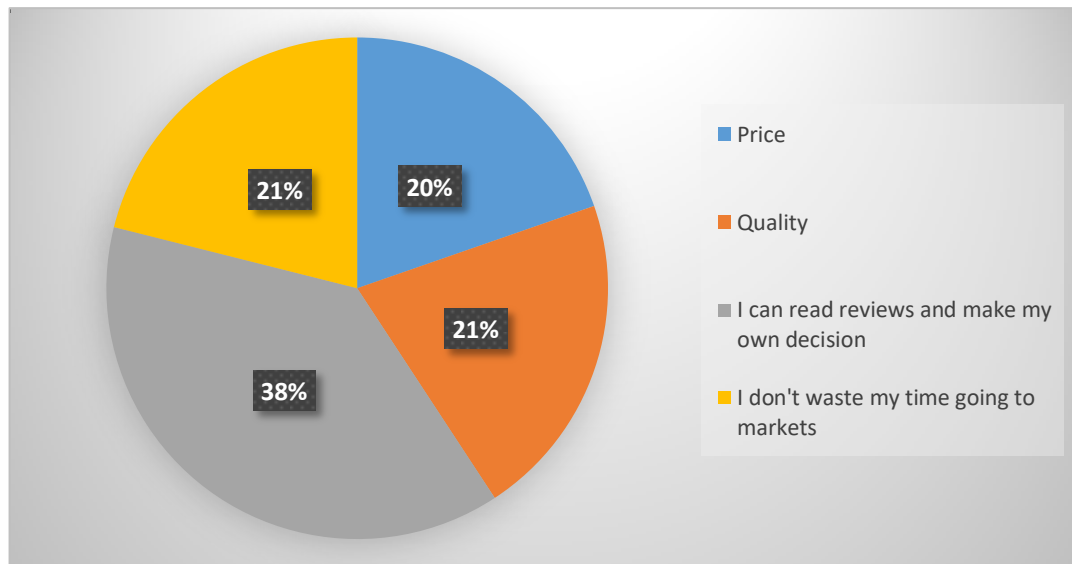


Figure 3.5: What makes you purchase a certain product from Internet?

Source: Author's own sampling research survey.

Most of the females who rely on Instagram services, like beauty bloggers recommendations to a specific cream or any other products they can read the comments and make their decision. Men told that especially when they buy technical and electronic appliances to their houses or cars they can read the reviews and see the ratings of a certain seller whether is it worth paying that amount of money or not. 2 of the male respondents, under that 38% (see figure 3.5), told that when they ordered a product without reading review, the quality of product was worse than the time when they read the reviews and acted depending on the practices of other clients.

Table 3.4: What makes you purchase a certain product from Internet?

	Female (n= 48)	Male (n=28)
Price	9 (18,75 %)	6 (21,4 %)
I don't waste my time going to markets	12 (25 %)	4 (14,28 %)
Quality	7 (14,58 %)	9 (32,14 %)
I can read reviews and make my own decision	20 (41,66 %)	9 (32,14 %)
Total	48	28

Source: Author's own sampling research survey.

21% of people (see figure 3.5) who told that they care about the price and from those 21% are 9 females and 6 males (see the table 3.4) 15% and 21% respectively told that they do pay attention first of all to the price of a product. First thing does not

matter if it is traditional way of shopping or online, whenever they have an incentive to do that first they look at the price.

If we look from other perspective of pricing almost half of the respondents told that if the price of a specific product is higher than from others' shop, they think that the product with higher price is original. When they are going to buy branded product, they do understand that if you buy clothes or any product of a brand company like NIKE, ADIDAS, CHANEL, IPHONE, VERSACE and etc. then these products are going to be high priced and high quality. Whenever they meet cheap priced branded products, they feel like those that are undercharged are fake. But thinking this way in the opinion of the author is not right. That's why most of the shops do use the illiteracy of many buyers of this psychology and overcharge some of the branded products.

People think the more it cost the unique will be the product and in limited versions. For instance, let's say I bought a car for 10 thousand dollars and another car for 80 thousand dollars but the companies and designs are different, but anything else is the same. They both go on diesel and both are produced in the same year, both have all-inclusive things and both have air conditioner and etc. what will the other the normal consumer thinks he or she will start thinking that if the car costs 80 thousand dollars then that car which costs 70 thousand dollars more is better than the one which costs 10 thousand. And the other consumer will start thinking the same way as all other normal consumers.

Now if we talk in in terms of quality 32% of male and 14% of female respondents (see table 3.4) told that the first thing they pay attention is quality of any good or service when they shop. And overall 21% of respondents (see figure 3.5) answered that they do pay attention to quality.

When interviewed separately, they told that the quality of any type of product is vital, but they didn't have the same idea what really high-quality means. For instance, some of the female respondents told that if the product is durable and luxurious then this good is high-quality, while other females told that in their opinion, they value the ease to use and value of efficiency. Despite the price, quality of a product does have an influence most companies' profitability and consumers purchasing decision.

Respondents told that if in any reviews of internet online websites, they don't see the complaints or returns (in some websites they do show the number of returns and complaints) then this product is of high quality. Most of the females care about the aesthetics such as how the product tastes, smells, sounds or looks. For instance, most of the bakery cupcake boxes do pay attention to these details since they want higher return on investments, and they do understand the fact that aesthetics matter in sales. The shapes, colors, textures, features and prints make all the difference. And moreover, how the company sets its brand indifference from their competitors. That's why consumers do pay attention to these kinds of little details which in turn can break or make the sale of a given company.

Another 21% (see figure 3.5) of respondents (12 females and 4 males, 25 % and 14,28 % respectively table 3.6) to question what exactly makes them purchase a certain product from Internet answered that they do not waste their time going to traditional ways of shopping.

3.10 Gender Differences in Purchase Satisfaction from Internet

The below figure 3.6 illustrates the self-satisfaction from the product purchase and the proportion of the respondents answered according to the level of satisfaction.

In this chart we can see that 50% of people are getting self-satisfaction after the acquisition of a product and out of 50% for our surprise 53% of them are men and only 47% of them are women.

There is a thought that female consumers traditionally are into shopping than male. In fact, men turned to be more satisfied with the circumstance of purchasing a product, therefore males are more likely to have fulfillment with shopping. This trend of men become more popular last years. As the quantity of men customers are increasing, the trend of main household male shoppers might sooner or later move to e-commerce. Most of the male customers started to favor.

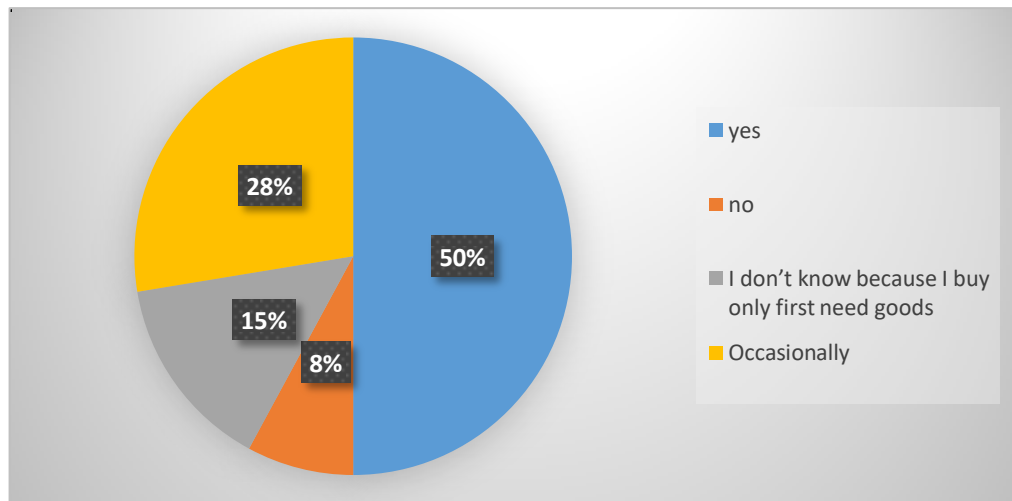


Figure 3.6: Does product purchasing give you satisfaction?

Source: Author's own sampling research survey.

Some male buyers are beginning to support the comfort of online business shopping like their female partners, because of time requirements and chaotic ways of life. As gender plays a big role in web-based business and customer decisions, online sellers should focus on gender contrasts.

Table 3.5: Does product purchasing give you satisfaction?

	Female (n= 48)	Male (n=28)
Yes	23 (47,9 %)	15 (53,57 %)
No	2 (4,1 %)	4 (14,28 %)
I don't know because I buy only first need goods	9 (18,75 %)	2 (7,14 %)
Occasionally	14 (29,16 %)	7 (25 %)
Total	48	28

Source: Author's own sampling research survey.

Now if we do some Hypothesis test according to our data. Let's build our hypothesis:

H₀: Product purchasing does not give the satisfaction to males.

H₁: Product purchasing gives the satisfaction to male.

We have the following formula:

$$B_{ij} = \frac{n_j n_i}{n}$$

$$B_{11} = \frac{48 \cdot 38}{76} = 24; \quad B_{12} = \frac{48 \cdot 6}{76} = 3,78;$$

$$B_{13} = \frac{48 \cdot 11}{76} = 6,94; \quad B_{14} = \frac{48 \cdot 21}{76} = 13,26;$$

$$B_{21} = \frac{28 \cdot 38}{76} = 14; \quad B_{22} = \frac{28 \cdot 6}{76} = 2,21;$$

$$B_{23} = \frac{28 \cdot 11}{76} = 4,05; \quad B_{23} = \frac{28 \cdot 21}{76} = 7,73;$$

$$\chi^2_h = \sum_{j=1}^c \sum_{i=1}^r \frac{(G_{ij} - B_{ij})^2}{B_{ij}}$$

According to the formula above we will put our data, therefore:

$$\begin{aligned} & \frac{(23 - 24)^2}{24} + \frac{(2 - 3,78)^2}{3,78} + \frac{(9 - 6,94)^2}{6,94} + \frac{(14 - 13,26)^2}{13,26} + \\ & + \frac{(15 - 14)^2}{14} + \frac{(4 - 2,21)^2}{2,21} + \frac{(2 - 4,05)^2}{4,05} + \frac{(7 - 7,73)^2}{7,73} = \end{aligned}$$

$$= 0,041 + 0,83 + 2,06 + 0,041 + 0,71 + 1,44 + 1,03 + 0,068 = 6,22$$

$$(c-1) * (r-1) = (2-1) * (4-1) = 3$$

If we look from the test of chi-square cumulative distribution table in 95% it is **7,815;**

$$\mathbf{6,22 < 7,815}$$

We accept our hypothesis H_0 : Product purchasing does not give the satisfaction to males, since 6,22 is less than 7,815.

From our survey 28% of respondents told that the buying behavior does give them that satisfaction occasionally, out of that 14 females and 7 males, that is 29% and 25% respectively do get satisfaction. While 15% of respondents told that they do not know whether shopping gives them satisfaction or not because they buy only first need goods, is out of them two males and 9 females, in terms of percentage 7% and 18% respectively.

When interviewed individually one of the female respondents commented as follows: "It does give me satisfaction, because beforehand I write down in my notes what do I need to buy and as soon as I buy the mentioned thing, I am getting satisfied, as it gives me the feeling of 'oh I am done with this part of to do list'. Moreover, I sort out things which I need to buy. Hence, I do prioritization in buying as well. And when I am on my way to buy something, I am enjoying it- I feel like I can somehow call myself as productive individual. And one of the main reasons is - Style. When I find something, I create the outfit on my head and if this thing is practical and I

understand that I can combine it in other outfits as well as when I buy it and I am fully satisfied as I know where this particular product will be used in terms of my style.”

From the comment of our female respondent we can observe that she makes plan of the shopping, and moreover when she is done with her shopping list, she does get the satisfaction done. Another thing that should be mentioned is that she also loves clothes shopping as she mentioned style and combination of outfits that she likes matching and imagining before she buys exact clothes.

As the author continued to interview others who are not fully satisfied with the process of shopping or overall buying a product, one of the male respondents commented as follows: “While I was in the lockdown because of COVID-19, I was looking for a leather jacket, I was almost searching for better bargains for the entire week. It took all my energy in order to get to know which leather to buy and how to avoid fake ones. As I was googling there were tons of online websites offering different types of leather jackets and every time, I entered the page to see the price there was written with big letters ‘SALE’ which really grasped my attention and the current and previous prices were absolutely shocking. I said whoa that’s an amazing deal, I definitely need to get that leather jacket. So, once I entered onto that website to buy it with my credit card, I even didn’t realize how I spent my entire \$250. At the end I got my order in two weeks and I was unconditionally disappointed with what I have done. Because the leather I wore maybe maximum 5 times and it still is in wardrobe. I should have spent that money on food rather than buying expensive unnecessary clothes that I would wear once in a decade.”

One of the 30 aged male respondent told: “So usually buying things won’t make happy consumers. People are constantly told by advertisers and retailers that they can find happiness inside their store and on their selves but it’s simply not true. And there are bunches of reasons why buying things won’t make us happy. They always fade, everything we buy always begins to get worn out and it begins to fade. Things like shiny and new and beautiful in the packaging at the store. But as soon as we get it home, it begins to change. There is always something new that we could be buying from kitchen gadgets to clothing styles, cars to technology.

Everything is always changing and constantly updating new styles and new trends being introduced constantly. So even if we buy something today it is no longer new,

sometimes as early as tomorrow. Buying things always adds worry onto our lives. Randy Alcorn says it this way, every increased possession adds increased anxiety onto our lives and it is so true.

Everything we own takes up physical space in our home it also takes up mental space in our mind. All we own requires maintenance of some sort. The whole thing we buy has to be cleaned, organized, stored, repaired, recycled, replaced, removed.

The things we buy costs more than we think. In the store it seems price of an item is clearly marked on the price tag. But as soon as we get home and we find the extra maintenance that's required your extra stress that it brings onto our lives, it begins to cost a lot more than the initial financial purchase.

Henry David Thoreau said this way, the price of anything is the amount of life that we exchange for it. It's so true and it means that everything we buy cost more than we think when we purchased it.

So that's why I try to avoid buying unnecessary products and yes it does not give me the satisfaction since I buy only first need products.”

From above comments of male survey participant, we can analyze that people have different behaviors, tastes and perceptions regarding the shopping. In some cases, because of too much innovation of technology, the normal way of purchasing products became inadequate for most of the individuals. Sometimes people prefer the traditional and more simple way of brand acquisition and to reach the store. And internet fundamentally changed the ideas of consumers loyalty and the convenience regarding the price and necessity of it.

3.11 Gender Differences in a Type of a Product Purchase from Internet

In e-commerce the type of a product is a vital factor because customers might ask questions related to fabric, size and color of apparel item. Customers are willing to check the apparel item's fit and touch the fabric. The types of good like CDs are generally identical, while clothing is produced in different colors and sizes. Products of experience like apparel items involve information on details and there is a necessity to be tried for fit or assessed personally. Items of apparel needs to be decided by consumers on numerous factors before their decision of acquisition.

There are ranges of products that the author decided to include like clothes, shoes, food, accessories, electronics and other things like tickets and books. Hence online suppliers need to comprehend how customers utilize their goods to make contribution on consumers with their decisions of online purchase. Once consumers have abundant evidence regarding the items' features as well as size, fabric, color, price they make purchase decisions. Consumers are more likely to buying clothing online when they are with strong intents searching for clothing online. Most of the clients feel that clothing is risky since purchasing online makes hesitation about fabric, color and fit.

To gather information related to items of apparel in a traditional way of stores is easier because those items can be physically evaluated, compared and tried on. Li's research (1999) found out that customers who desire to practice goods are less probable to purchase online.

Therefore, the below figure 3.7 illustrates us the range of products what each consumer prefers to buy online first of all.

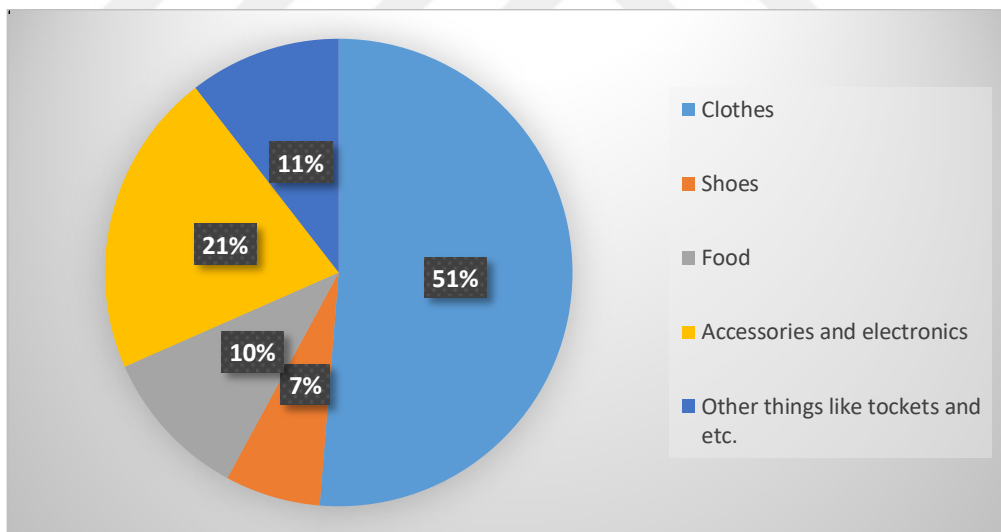


Figure 3.7: What kind of product do you buy online?

Source: Author's own sampling research survey.

More than 50% of our respondents told that they are buying clothing and apparel items. Out of other half of respondents 21% of them buy online accessories and electronics, 11% of them purchase tickets and books online, 10% order food products which some them told that comes in just one or maximum two hours, and last but not the least 7% of them buy shoes.

Table 3.6: What kind of product do you buy online?

	Female (n= 48)	Male (n=28)	Total
Clothes	29 (60,4 %)	10 (35,71 %)	39
Shoes	4 (8,3 %)	1 (3,5 %)	5
Food	5 (10,4 %)	3 (10,7 %)	8
Accessories and electronics	6 (12,5 %)	10 (35,71 %)	16
Other things like tickets and etc.	4 (8,3 %)	4 (14,28 %)	8
Total	48	28	76

Source: Author's own sampling research survey.

Now if we do some Hypothesis test according to our data. Let's build our hypothesis:

H_0 : The type of the product does not influence on the online purchase of females and males.

H_1 : The type of the product influences on the online purchase of females and males.

We have the following formula:

$$B_{ij} = \frac{n_j n_i}{n}$$

$$B_{11} = \frac{48 \cdot 39}{76} = 24,63; \quad B_{12} = \frac{48 \cdot 5}{76} = 3,15;$$

$$B_{13} = \frac{48 \cdot 8}{76} = 5,05; \quad B_{14} = \frac{48 \cdot 16}{76} = 10,10;$$

$$B_{15} = \frac{48 \cdot 8}{76} = 5,05;$$

$$B_{21} = \frac{28 \cdot 39}{76} = 14,36; \quad B_{22} = \frac{28 \cdot 5}{76} = 1,84;$$

$$B_{23} = \frac{28 \cdot 8}{76} = 2,94; \quad B_{24} = \frac{28 \cdot 16}{76} = 5,89.$$

$$B_{25} = \frac{28 \cdot 8}{76} = 2,94.$$

$$\chi^2_h = \sum_{j=1}^c \sum_{i=1}^r \frac{(G_{ij} - B_{ij})^2}{B_{ij}}$$

According to the formula above we will put our data, therefore:

$$\frac{(29 - 24,63)^2}{24,63} + \frac{(4 - 3,15)^2}{3,15} + \frac{(5 - 5,05)^2}{5,05} + \frac{(6 - 10,10)^2}{10,10} +$$

$$\begin{aligned}
& + \frac{(5,05 - 10,10)^2}{5,52} + \frac{(10 * 14,36)^2}{14,36} + \frac{(1 - 1,84)^2}{1,84} + \frac{(3 - 2,94)^2}{2,94} + \\
& \quad + \frac{(10 - 5,89)^2}{5,89} + \frac{(4 - 2,94)^2}{2,94}
\end{aligned}$$

$$= 0,77 + 0,35 + 0,0004 + 1,664 + 2,525 + 1,323 + 0,383 + 0,0012 + 2,867 + 0,382 = 10,2656$$

$$(c-1) * (r-1) = (2-1) * (5-1) = 4$$

If we look from the test of chi-square cumulative distribution table in 95% it is **9,488**;

$$\mathbf{10,2656 > 9,488}$$

We reject our hypothesis H_0 : The type of the product does not influence on the online purchase of females and males.

So, it does influence the type of product in the purchase of both genders.

Female and male customers are mostly interested in diverse types of products. Female customers regularly choose beverages, apparel, and food while male customers typically favor software, hardware, and electronics.

At the beginning of the e-commerce evolution, sold products types were only oriented for men, and therefore females were absolutely not able to find their desired types of goods that they were interested in (Van Slyke, Comunale, & Belanger, 2002). Nevertheless, even though computer sales were surprised by online clothing sales, male consumers are continuing to spend much more money and make even more purchases online. According to Van Slyke (2009) online suppliers need to understand the ways of encouraging consumers to be involved in clothing e-commerce. What creates the barrier, specifically for females is the lack of solid feedback on online shopping websites for products of experience. That's why the orientation of female shopping is generally various from the orientation of males, because women are more likely to be social. For females the interactive features of websites are mostly used in order to offer more interaction of social for women as well as give the possibility for customers to involvement of online products.

The customer's experience of online shopping can regulate his or his insights of an e-commerce and whether the customer will give back (return) to the e-retailer in the

future. That's why online suppliers started to propose 28 different types of technologies which gives an opportunity to customers to feel the product online. The motives of society could also have an influence into the shopping orientation of customer, since some of them prefer to do shopping in the traditional way, and exactly going outside of their homes in order for the social experience.

Studies of some scholars like Kumar and Xu (2003) found out that in order to be a customer behavior's important predictor, e-commerce remains to be substantial predictor of customer behavior. E-commerce lasts to be some kind of a private activity. Though, online e-commerce websites present more features of interactive in order to rise activity of social.

Tickets online websites have become more popular for the last decade. Travelling became more affordable for low-income families. And the competition between suppliers of airfare companies make the decrease of ticket price, of course good for consumers. If before it was difficult for a person who come from Central Asia to go to the United States of America for the last five years, it is a lot easier. Most of the airline companies give bonuses and free flights if the customer's flight exceeds and many other reimbursements in terms of bonuses in order to make their customers more loyal.

World top airline companies like Qatar Airways, Nippon Airways, Turkish Airlines, Hainan Airlines, Cathay Pacific Airways, S7, Ryanair have many customer-friendly.

World top airline companies like Qatar Airways, Nippon Airways, Turkish Airlines, Hainan Airlines, Cathay Pacific Airways, S7, Ryanair have many customer-friendly services which enable the utilization of many bonuses in the times of holidays. Out of females only 12% of them buy books and tickets online, and if we look at the table 3.6, we can see that 32% of men use more.

As the author took an interview from a passionate traveler, what is the reason that he buys tickets online, how he utilizes the websites for his travelling and how he can buy reduced cheap flights, it turned out in this way.

Our respondent always books tickets using an incognito or private web browser without these cookies can make flight prices increase, if he searches them often. As he told the best and most reliable search engines are Google flights and KAYAK. He uses these and only these to book and he finds booking four to six weeks out to have

the best rates. As there's no best time of the day to book flights it's all random. He finds the method of booking on Tuesday to be false but flying on Tuesdays or on weekdays is always cheaper, he avoids weekends and holidays if possible. Booking a round-trip ticket is often times more expensive than booking separate legs. He uses flight points on credit cards to save big. He just booked three-thousand-dollar worth of flights to Africa for free using his Chase Sapphire Reserve Points.

In general, south America, Oceania and Africa are very hard to score cheap deals compared to Europe Asia and the US. Lastly the most important quick tip is to be flexible all. All strategies that he told us is he only applies to flexible travelers.

The other female respondent who is also passionate about the traveling and buying tickets online told the author top three strategies of hers to finding cheap flights. Her first strategy states that she books separate legs in layover cities. If she is already flying somewhere where there's a transfer then she books two separate legs and enjoys a short stay in the city. As she told us this is a great way to break long travel days and see new places. She had a long layover in Hong Kong, Singapore and London this way. She never booked a short layover of under 6 hours in case her first flight is delayed. She gave an example if she wants to fly from Manila to New York city and she sees that she must connect in either Seoul or Tokyo. If she books a budget airline like Cebu Pacific from Manila to Seoul and then sold in New York City on Korean air she will save \$ 800 as opposed to boking both flights on one reservation and one airline.

Her second strategy is that she utilizes budget airlines. If she really wants to fly for cheap, it is mandatory to use budget airline, but many times they don't show up on major search engines so she has to book on their individual sites. Budget airlines are mostly used in Europe, Asia and Australia and less common in the Americas and in Africa. Before booking budget airlines she knows that she often has less leg rooms and no entertainment screens and now Wi-Fi, no USB chargers and no free food or drinks on board including water. She always checks the location of the airport. As some budget airlines have hubs far away from major cities like areas as Airports outside of Kuala Lumpur, she always reads the fine print on their website to know their restrictions for baggage weight and number of bags. She doesn't forget to print out her ticket in advance.

Failure to do any of these things may cost her hundreds of dollars. Her favorite budget airlines in Asia and Australia are JetStar, Seibu, Pacific, Tigerair and Air Asia. And for Europe Ryanair, EasyJet, Whizzer and Wow air.

Her third strategy is that she looks for alternate cities and airports to book, and this tip works best for Europe and the US since so many major cities are also in proximity instead of the looking at the most convenient Airport to fly out, she checks other cities and airports nearby. Once our respondent had to fly from Vienna to Tel Aviv but she saw the cheapest price was \$ 250. Then she found a flight from Budapest to Tel Aviv for \$60 on Whizz air, so she decided to add two-hour journey to Budapest and she saved \$ 190 on the flight. As she commented that's like getting paid to visit Budapest by using these tips.

From above comments of our respondents we can clearly analyze that nowadays ticket websites are really working good for both consumers and companies. This type of B2C business is a good way of interaction between customers and enterprises.

Now if we go on to the clothes part and look again to our table 3.6, we can see that out of females 60% of them told that they use online shopping for clothes and 21% of men told that they do so. Females are almost more than a half, hence let's see the reason they use it by interviewing some of them and taking comments regarding the online clothing and everything about that. And what makes them exactly to buy clothes online rather than going into supermarkets or traditional ways of stores.

She told us her online shopping hacks. Personally, for her she knows what she likes look for when she is shopping black/white shopping. She really pays attention when she is trying pieces on what fits she like and what makes her feel comfortable because that way when she is seeing different pieces online, she can identify the fit. She doesn't like the way that dress looks on her. So, for example with her situation on her body she likes legs but doesn't really her torso so she tends to stick higher waisted things that shows up her legs versus things like bandage dresses which really show off curves.

Another thing when we talked with the owner of the online shopping. Let's see what kind of tips does he uses in order to make his sales more. He has a brand where he has online store where he uses.

The design which helps for his clothing brand and he really recommends to try them out. He posts a project on design crowd amazing designers from all around the world are going to compete for his project. then he chooses the winner then he gets that design plus revisions. He uses designcrowd.com website for special offers. Then basically she created her online store using the Shopify app, she added products from AliExpress on her store except she marked up her price drastically because items on AliExpress are very cheap. When a customer buys a product from her store, she basically sent out the product from AliExpress directly to her customer and she ended keeping all the profit.

The reason that she set up on Shopify drop shipping is because she learned a lot from YouTube and she felt like she needs to start earning money. And it took her almost 6 to 12 months when she really started learning about customer's behaviors and their preferences according to her sales and reviews.

Other people use Amazon as a source of earning money. But here let's not go to the suppliers' side since we are analyzing the consumer behaviors and their attitudes towards online shopping on different sources.

From this part lets go the food part. 10% of females and 32% of males do order food from internet, since as they told us the way they order makes them to save up the time.

If we go into the shoes part from the table 3.6, we can see that 8% of females and 14% of males are buying their shoes online since they can see the ranges of different designed shoes including winter and summer. And they told that if they order summer shoes in winter and winter shoes in summer like that, they save their money a lot which give them an opportunity to buy two even three pairs of shoes instead of one like in a normal traditional way of store.

3.12 Gender Differences in Brand Involvement (Consciousness)

Female consumers are more likely to purchase unknown brands than male consumers. And this is the fact that was proven by the department of International Marketing and Retailing of Lodz University in 2020. Even our survey showed us the again proof of this study, our study survey showed us that 33% (see the figure 3.8) of people do care about the brand of an any item that they are purchasing. And out of all

men who participated in our survey answered that 50% of them do care and 22% females also do.

If we compare those numbers it is really high, even some numbers from our answers can be the evidence of this number. As we told at the beginning of the research and analysis part that 48 female and 28 male participants took part in our survey. Out of 28 males, 14 of them said that they care about the brand of a product that they are purchasing. No matter food or drink, or cloth or shop. And out of 48 females only 11 of them told that they care about the brand.

All these things were also tested in order to clarify the instruments why women do this. It is because they place more trust to the unknown brands of companies than men.

Men and women are two different worlds that often do not find a common language with each other. All these differences are repeatedly used in brand advertising, emphasizing the eternal confrontation between the two sexes.

Stereotypes based on differences between men and women have arisen due to the existence of gender roles. That is, from the social expectations that are inherent in people of a certain gender.

We tend to compare and observe how representatives of different genders do different things.

In the figure 3.8 we can see that 7% of respondents do not care about the brand and out of them 4 females and 1 male. Again, the survey showed us that women do not always care about the brand. Their attitudes towards unrecognized clothes or electronics doesn't matter what type of a product they do trust. And for them the price and quality are the most important part of shopping.

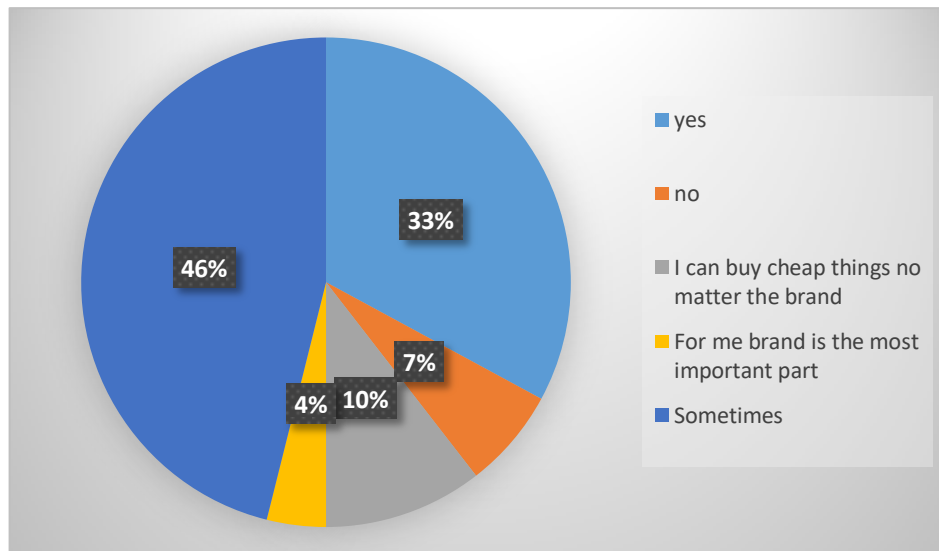


Figure 3.8: Do you care about the brand?

Source: Author's own sampling research survey.

As we said that men do care about the brand, since they do behave in a sense of if this one is recognized and bought by everyone then it is possible to trust too, since if others are buying then this is a really good product.

Even men are feeling not comfortable with the latest trends, they were studied by American skincare company, and it turned out that the men's beauty industry is growing far faster than women's skin care industry. And according to their data provided on their official website only in the United States the market of men skincare industry is valued at six billion dollars. And guess how much money is valued globally in this industry?

In advertising, gender stereotypes, despite their controversial nature, are aimed at creating the right image for a particular product. A product whose image contains elements that indicate the gender identity and the role of the future consumer will be more popular and sold than a brand that is initially positioned as gender-neutral. Such advertising manipulates a person's sense of belonging to a specific social or gender group of women and men, which means that it is more clearly aimed at its target audience.

To our surprise its market value was valued at thirty-three billion dollars last year globally. And in America out of all men 33% of them are using those products of skincare except shaving. What kind of products are they? They include anti-aging

creams, luxury facial cleansers, moisturizes, eye gels and concealers. Yes, concealer men also use concealers too.

Stereotypical advertising strengthens the traditional gender system, while at the same time excluding the manifestation of one's own individuality, which may not correspond to common stereotypes and cliches. There are also cases when sexist stereotypes appear in advertising that only humiliate a specific group of people and do not contribute to gender equality in any way.

Men also care about brands in terms of electronic appliances and cars.

Probs (2020) once that vending cosmetical products to men is different from selling to women. Hence men are rough with B Beauty's capital idea.

Again, from table 3.7 we can see that 8% of women and 3% of men do not care about the brand of a good they are purchasing.

Table 3.7: Do you care about the brand?

	Female (n= 48)	Male (n=28)	Total
Yes	11 (22,9 %)	14 (50 %)	25
No	4 (8,3 %)	1 (3,5 %)	5
I can buy cheap things no matter the brand	6 (12,5 %)	2 (7,1 %)	8
For me brand is the most important part	2 (4,1 %)	1 (3,5 %)	3
Sometimes	25 (52 %)	10 (35,7 %)	35
Total	48	28	76

Source: Author's own sampling research survey.

Now if we do some Hypothesis test according to our data. Let's build our hypothesis:

H₀: Brand does not matter on the gender's purchasing behavior.

H₁: Brand matters on the gender's purchasing behavior.

We have the following formula:

$$B_{ij} = \frac{n_j n_i}{n}$$

$$B_{11} = \frac{48 \cdot 11}{76} = 6,94; \quad B_{12} = \frac{48 \cdot 4}{76} = 2,52;$$

$$B_{13} = \frac{48 \cdot 6}{76} = 3,78; \quad B_{14} = \frac{48 \cdot 2}{76} = 1,26;$$

$$B_{15} = \frac{48 \cdot 25}{76} = 15,78;$$

$$B_{21} = \frac{28 \cdot 14}{76} = 5,15; \quad B_{23} = \frac{28 \cdot 1}{76} = 0,36;$$

$$B_{23} = \frac{28 \cdot 2}{76} = 0,73; \quad B_{25} = \frac{28 \cdot 1}{76} = 0,36;$$

$$B_{25} = \frac{28 \cdot 10}{76} = 3,68.$$

$$\chi^2_h = \sum_{j=1}^c \sum_{i=1}^r \frac{(G_{ij} - B_{ij})^2}{B_{ij}}$$

According to the formula above we will put our data, therefore:

$$\begin{aligned} & \frac{(11 - 6,94)^2}{6,94} + \frac{(4 - 2,52)^2}{2,52} + \frac{(6 - 3,78)^2}{3,78} + \frac{(2 - 1,26)^2}{1,26} + \\ & + \frac{(25 - 15,78)^2}{15,78} + \frac{(14 \cdot 5,15)^2}{5,15} + \frac{(1 - 0,36)^2}{0,36} + \frac{(2 - 0,73)^2}{0,73} + \\ & + \frac{(1 - 0,36)^2}{0,36} + \frac{(10 - 3,68)^2}{3,68} \end{aligned}$$

$$= 2,37 + 0,86 + 1,3 + 0,43 + 5,38 + 15,2 + 1,13 + 2,2 + 1,13 + 10,85 = 40,85$$

$$(c-1) \cdot (r-1) = (2-1) \cdot (5-1) = 4$$

If we look from the test of chi-square cumulative distribution table in 95% it is **9,488**;

$$40,85 > 9,488$$

We reject our hypothesis H_0 : Brand does not matter on the gender's purchasing behavior.

So, it does influence the brand in the purchase of both genders.

What about the people who are buying cheap products and do not care about the brand? They are overall 10%. And out of that 2 females and 1 male do that way. If we want to get in terms of percentage then 4% of female and 3% of male respondents do exactly that, they can buy cheap things and they don't care about the brand.

Some people do sometimes care about the brand, and their percentage is 46%. What about separately men and women? 25 women and 10 men, 52% and 35% respectively, sometimes care about the brand.

There are more women's brands than men. Therefore, the creators of advertising messages have to work hard to make a tenacious female pay attention to a particular product and believe in its necessity.

In women's society, the symbol of success is appearance. Therefore, most clothing brands exist precisely at the expense of women. Even when dressing in inexpensive stores, a woman dreams of Gucci, just like any man driving a Lada, dreams of a BMW. Therefore, advertising a brand aimed at a female audience creates an image of a successful, beautiful, fatal lady-the kind that anyone would like to become.

The most popular glossy magazines are also for the beautiful half of humanity. Readers of ELLE, Cosmopolitan and Glamour magazines hundreds of times have more readers than of any other publication. It should be borne in mind that a woman's favorite magazine is primarily an adviser. Most women treat glossy magazines like best friends.

When an author interviewed individually the woman who does not care about the brand and buys cheap things but very rare, she commented this way:

“We have forgotten that people buy things in order to wear them, and not in order to encourage the sales market. This is the whole mass market: collections are updated every two weeks, stimulate the consumer with all sorts of collaborations with expensive brands, constantly announce sales, warm up the ideology of consumption with all sorts of must-have and constant change of trends. It's already ridiculous: once every three months, the cage and guipure solemnly “return” to us. Poor cage. Poor guipure. They did not go anywhere, and they are all being asked for an encore.

The bottom line is that the mass market provokes us to buy and buy, without really getting pleasure from the clothes that we have. It's a trap.

It turned out that more expensive things are a completely different story (Not the ones in the Central Department Store, this is the same mass market, only for the rich.). There are designers in any country that you will never see in such fashionable and large department stores as KDW, Galeries Lafayette, Nordstrom. These are small local brands, more expensive than the same COS, of course, but not as terrible at prices as, for example, MaxMara. They are not designed for the mass market, for an average taste, so they can afford to be unusual. These are clothes (bags, shawls),

sewn in small batches, made of good fabrics (which, most likely, were bought in the same place as Prada fabrics, they just don't wind up the price so much).

You buy a few things from such designers and then you can't part with them, because they make your wardrobe. They have personality. You wear them all the time and at some point, you realize that all these Zara pants that are stuffed in your closet are all nonsense. Disposable rags that you buy just to buy.

You accidentally go into some very mass store, and suddenly it becomes unpleasant for you. You understand that any of your visits is immediately 100 dollars. (for two T-shirts and some other nonsense that you won't even remember about). And for 100 dollars, you will already buy a decent dress at the designer's atelier. And you think: why should I spend money on nonsense today (and also tomorrow and the day after tomorrow), if I can buy a really good thing? And you crawl to the exit, covering your eyes with your hands, so that out of habit and succumbing to the excitement, you don't buy something stupid.

You see, we were simply convinced that the bigger the wardrobe, the happier we are. But style, and even more so pleasure, is not determined by quantity. And how much it suits you personally, and how well you feel, comfortable and pleasant in some clothes. How much do you feel like yourself in it.”

After interviewing that woman, it is obvious that there are female consumers that do understand the tricks of marketing strategies and act in order to reduce the sales and to reduce their expenditures.

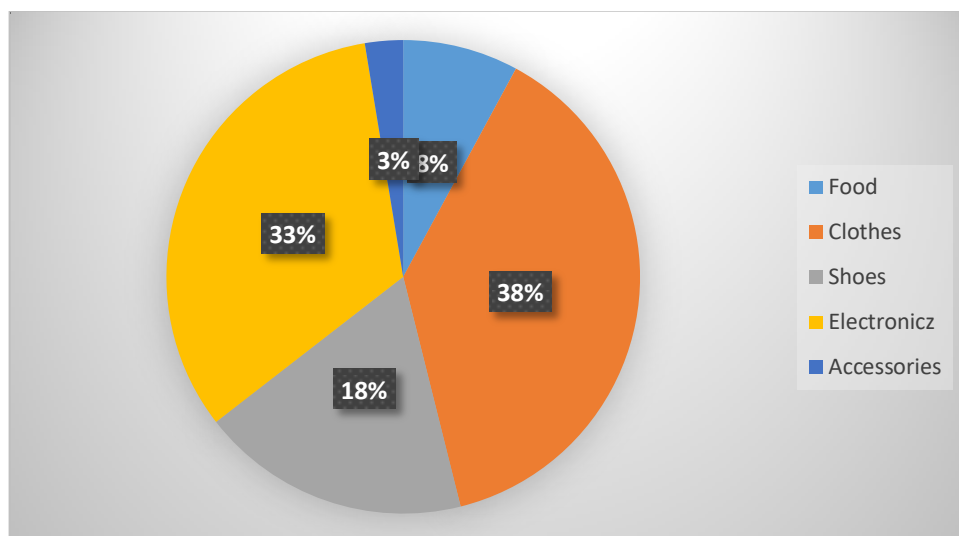


Figure 3.9: In buying what products do you care about the brand?
Source: Author's own sampling research survey.

Table 3.8: In buying what products do you care about the brand?

	Female (n= 48)	Male (n=28)
Food	5 (10,4 %)	1 (3,5 %)
Shoes	8 (16,6 %)	6 (21,4 %)
Clothes	17 (35,4 %)	12 (42,8 %)
Accessories	1 (2 %)	1 (3,5 %)
Electronics	17 (60,7 %)	8 (28,5 %)
Total	48	28

Source: Author's own sampling research survey.

3.13 Gender Differences in the Reason of Online Shopping

When people do online shopping there might be bunches of reasons that they do so, and there are for sure thousands of social media marketing strategies that lead them to purchase again and again, discount tricks that make them be addicted or dependent in some cases. Subsequently, in this part we will analyze the reasons what makes customers to do online shopping, and why exactly those techniques are best for their opinion. And we will take some interviews too according to what we will give our own interpretation.

Again, the same participants were asked to answer to the below mentioned possible answers in the figure 3.10. As we can see from the stated chart 42% of respondents are doing online shopping because discounts offered by online shopping is an important reason for them to continue doing so. And now if we pay attention to corresponding table 2.9, we can see that 46% of them ales and 39% of them females.

When interviewed individually one man and one woman, they commented as follows.

Woman respondent: "Every time when shop online on the retailer's website I open the box of chat, and most of them time chat box pops up itself asking me whether I need a help or not. And when I find it, I write them that I've been doing shopping on a several e-commerce websites and I am looking for the best deal. And after I ask them if any of the discounts are available on their website. And after I ask if the shipment is free. If there isn't any chat box, then I find their contact details of numbers and phone them, coz it might occur that they don't have any chat box. And I ask the same questions, it is never unworthy to call them since the worst thing that

you can hear will be no. in other case you will win and save up your money. And every time I am on internet, I check out coupon code sites, which really helps me in shopping and gives me an opportunity to buy more than I can afford. Then my other tip that I use every time when I do shopping, I install from google extensions to my browse “Honey” extension which automatically searches for me savings. The other extension that I use is called “Invisible Hand” which combines for almost more than six hundred suppliers and retailers in order to see the best price availability.”

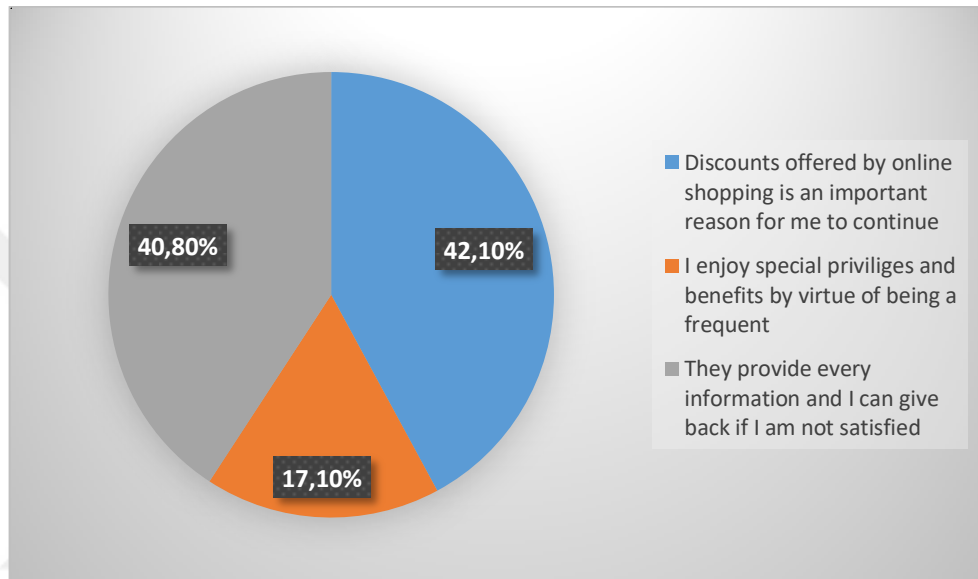


Figure 3.10: I do online shopping because...

Source: Author’s own sampling research survey.

From the above comment we can analyze that this woman is very good at shopping online and moreover she knows how to save money by using different kinds of tools and platform. In this case how customers and suppliers have win-win strategy. In some cases, suppliers and retailers invest lots of money into the Google, Facebook and other types of advertising and plus they do issue lots of promo codes and discounts in order to gain and increase the number of customers.

As we can see from figure 3.10 about 17% of respondents answered that they enjoy the special privileges and benefits by virtue of being a frequent. And if we look to the table 3.9 out of that 17%, we can also see that 18% of them were females and 14% of them were males.

When we interviewed a male respondent of the reason why discounts make him to stay and buy, this was his answer: “I know online retailers track each step of mine.

And I know that because after I do the shopping with my card, I get a notification or as they call it from the email marketers about the new coupon code and discount. That's why I sign up for their list of mailing. Since several numbers of online stores issue promo codes that can be used once, and to get into the VIP list as known as mailing list, it is very affordable and convenient. But I do not use my primary working email, but rather I do use and recommend others to use some unimportant email or create special for online sign ups, since this email will be overwhelmed by the online store's messages. Another thing that I use very rare is that I shop through the cash-back websites which helps to save a lot of my money. After what kind of steps I do is that I sometimes share on social media my purchased products from companies like Social Rebate and Referral Candy. Because these companies allow their customers to use this service and gain discounts for the next sales. Then last but not the least I pay with points. I literally use only my virtual e-commerce points to buy physical things.

From the above-mentioned comments, we can analyze that customers are being influenced by different types of hacks that are being utilized by the e-retailers and suppliers overall. And we can easily say that this really works on some addicted or not addicted consumers.

All these so-called shopping promo codes and points do in fact have two sides. First of them is that it helps to maintain the consumers for a long-term. The second of them is that it irritates most of the customers all these email and promo codes and get free point tips.

Table 3.9: I do online shopping because...

	Female (n= 48)	Male (n=28)
Discounts offered by online shopping is an important reason for me to continue	19 (39,5 %)	13 (46,4 %)
I enjoy special privileges and benefits by virtue of being a frequent	9 (18,7 %)	4 (14,2 %)
They provide every information and I can give back if I am not satisfied	20 (41,6 %)	11 (39,2 %)
Total	48	28

Source: Author's own sampling research survey.

If now we go to the other respondents' answers, we can see from the same chart that 40% of respondents told that the reason they are doing online shopping is that they

are provided with every information and then they are eligible or have the possibility to give back the product that they have acquired if they are not satisfied with. So, if we take into consideration males and females separately, paying attention to the table 3.9, it is obvious that 41% of females and 39% of males answered so.

When we asked from our participants what are the exact days that they have to wait whenever they order something. From the figure 3.11 we can see that 37% of them told that they need to wait for one month, then 34% of them have to wait between four and seven days, 16% of them answered that they need to wait two weeks and 13% of them told that their order they accept in just one day. And last but not the least only 1% of them told that they need to wait two months. Those two-month waiting can be interpreted with free shipping. If customers want to have free order shipment then long time like two months even three months, they need to wait for their orders to be received.

Among those respondents if we separate females and males into two different part, we can see that males can't wait more than one month. They are not as patience as female respondents or customers.

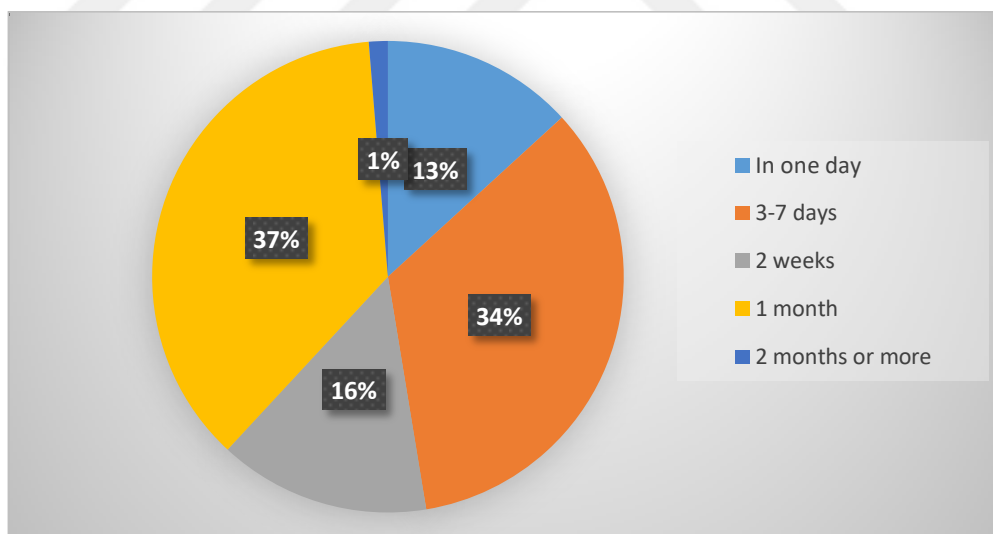


Figure 3.11: When I buy something from Internet, I get my order in...

Source: Author's own sampling research survey.

Table 3.10: When I buy something from internet, I get my order in...

	Female (n= 48)	Male (n=28)
In one day	6 (12,5 %)	4 (14,2 %)
3-7 days	13 (27 %)	13 (46,4 %)
2 weeks	1 (2 %)	1 (3,5 %)
1 month	18 (37,5 %)	10 (35,7 %)
2 months or more	10 (20,8 %)	0
Total	48	28

Source: Author's own sampling research survey.

3.14 Gender Differences in Online Channel Preferences

Most people use different types of tools in order to order their products. And we also received their answers. So, if we pay attention to the figure 3.12, we can see that 33% of respondents most likely prefer using their own websites rather than their mobile apps.

Among those people if we look at the table 3.11, it is evident that 15 males and 10 females prefer using the website when they do their orders.

Moreover 30% of our respondents prefer using mobile apps when they do their online shopping, and out of them if we again pay attention to the table 3.11, it is obvious that 19 females and 4 males answered so. What does that mean? It means that websites are somehow complicated for them. When interviewed separately we were able to get some comments regarding the purchase of anything from mobile phone application.

As our several female respondents told us for them to use mobile apps are very convenient, since they get pop up notifications on their screens of mobile phones when there is any kind of sales or black Friday if the online shop is providing. And when there are some other types of buy one get two sales, they immediately go and buy the things on the mobile app. Since websites do not have pop up notifications and there are a lot, some of them use specific mobile applications to which they trust.

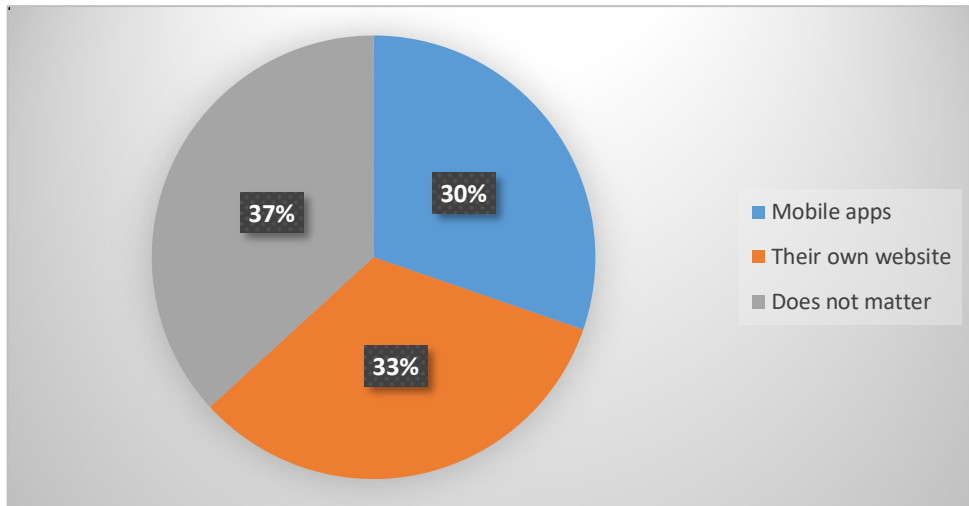


Figure 3.12: When I order I prefer using

Source: Author's own sampling research survey.

Table 3.11: When I order I prefer using

	Female (n= 48)	Male (n=28)
Mobile apps	19 (39,5 %)	4 (14,2 %)
Their own website	10 (20,8 %)	15 (55 %)
Doesn't matter	19 (39,5 %)	9 (32,14 %)
Total	48	28

Source: Author's own sampling research survey.

When we pay attention to female and male respondents the fact that they do not care whether to use mobile phone applications or their websites, the number of them 32 respondents, and if we want to show in percentage it is 39% for females and 32% for males.

Some female consumers feel themselves ok when they buy anything from online in using the websites and mobile apps. The final thing that matters to them is the fact they get their orders on time and they can purchase virtually without going to the stores.

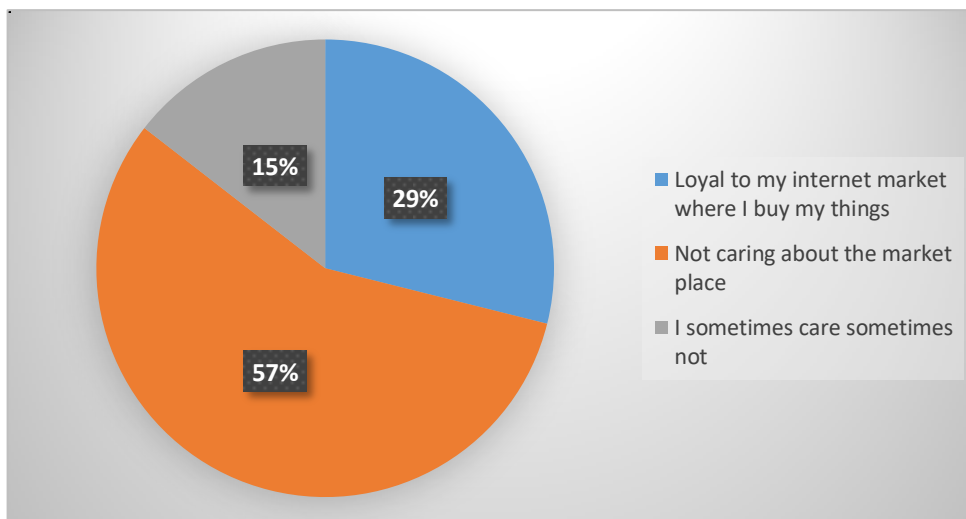


Figure 3.13: I am...

Source: Author's own sampling research survey.

In this part we are analyzing the loyalty of the consumers towards the companies' market places. If we look into the figure 3.13, we can see that 57% of them do not care about the market place, since they can use every time different types of e-commerce websites and different types of brands. Among them if we pay attention to the respondents separately 26 of them females and 17 of them males, 54% and 60% respectively.

Table 3.12: I am...

	Female (n= 48)	Male (n=28)	Total
Loyal to my internet market where I buy my things	15 (31,2 %)	7 (25 %)	22
Not caring about the market place	26 (54,1 %)	17 (60,7 %)	43
I sometimes care sometimes not	7 (14,5 %)	4 (14,2 %)	11
Total	48	28	76

Source: Author's own sampling research survey.

Almost 29% of our respondents are loyal to their internet markets where they purchase their all necessary types of goods. Among them if we look at the corresponding table, we can see that 7 of them males and 15 of them females, 25% and 31% correspondingly.

Now if we pay attention to the same chart, we can again see that 15% of them sometimes care about the market place. And among them 7 females and 4 men, 14% respectively for both.

But if we want to be sure whether they care about the market place or not, we need to build the hypothesis test, and after building our hypothesis we need to see from the chi-square test whether it is true or not. Therefore, we can say surely if it matters or not, since we have all data available.

H_0 : Genders are not loyal to the market place where they acquire their goods.

H_1 : Genders are loyal to the market place where they acquire their goods.

We have the following formula:

$$B_{ij} = \frac{n_j n_i}{n}$$

$$B_{11} = \frac{48 \cdot 22}{76} = 13,89;$$

$$B_{12} = \frac{48 \cdot 43}{76} = 27,15;$$

$$B_{13} = \frac{48 \cdot 11}{76} = 6,94;$$

$$B_{21} = \frac{28 \cdot 22}{76} = 8,1;$$

$$B_{22} = \frac{28 \cdot 43}{76} = 15,84;$$

$$B_{23} = \frac{28 \cdot 11}{76} = 4,05;$$

According to the formula above we will put our data, therefore:

$$\begin{aligned} & \frac{(15 - 13,89)^2}{13,89} + \frac{(26 - 27,15)^2}{27,15} + \frac{(7 - 6,94)^2}{6,94} + \frac{(7 - 8,1)^2}{8,1} + \\ & + \frac{(17 - 15,84)^2}{15,84} + \frac{(4 - 4,05)^2}{4,05} \end{aligned}$$

$$= 0,088 + 0,048 + 0,0005 + 0,1493 + 0,0849 + 0,0006 = 0,2921$$

$$(c-1) * (r-1) = (2-1) * (3-1) = 2$$

If we look from the test of chi-square cumulative distribution table in 95% it is **5,991**;

$$\mathbf{0,2921 < 5,991}$$

We accept our hypothesis H_0 : Genders are not loyal to the market place where they acquire their goods.

Again, with our hypothesis test we proved that both males and females are not loyal in terms of market places, since most of them markets do offer the same brands and the same type of products of different companies.

Now let's look at the table 2.13

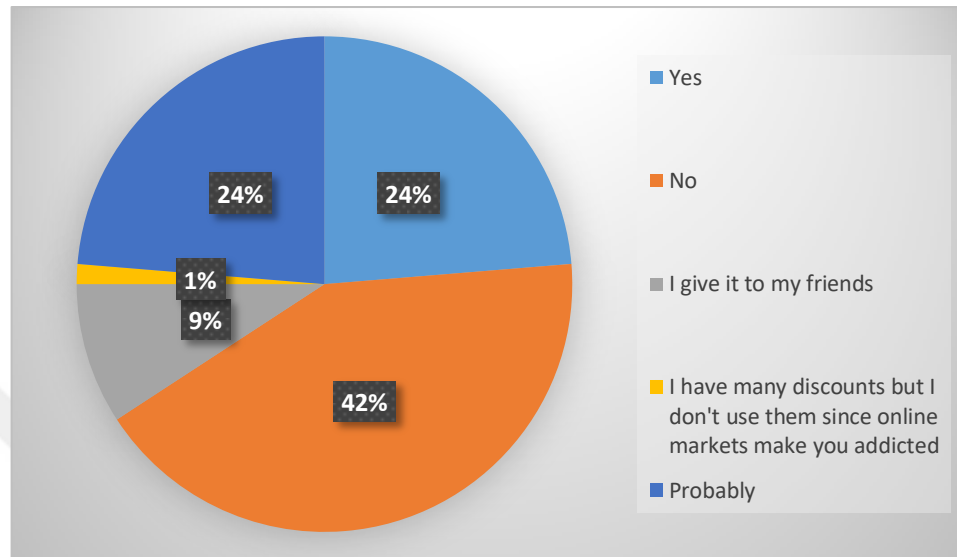


Figure 3.14: Do 10% discounts make you buy again from that Internet shop?

Source: Author's own sampling research survey.

Table 3.13: Do 10% discounts make you buy again from that Internet shop?

	Female (n= 48)	Male (n=28)
Yes	9 (18,75 %)	9 (32 %)
No	21 (43,7 %)	11 (39 %)
Probably	15 (31 %)	3 (10,7 %)
I give it to my friends	3 (6 %)	9 (32,14 %)
I have many discounts but I don't Use them since online markets make you addicted	0	1 (3,5%)
Total	48	28

Source: Author's own sampling research survey.

3.15 Gender Differences in Reviews and Their Affect

In this part we will consider how females and males behave themselves after the acquisition of the product. Whether they write reviews or not. In a normal figure 3.15, respondents' 80% told that they do not write review after buying any good. 20% of respondents told that they do write reviews since they think that it helped to other customers whether they need this exact product or not.

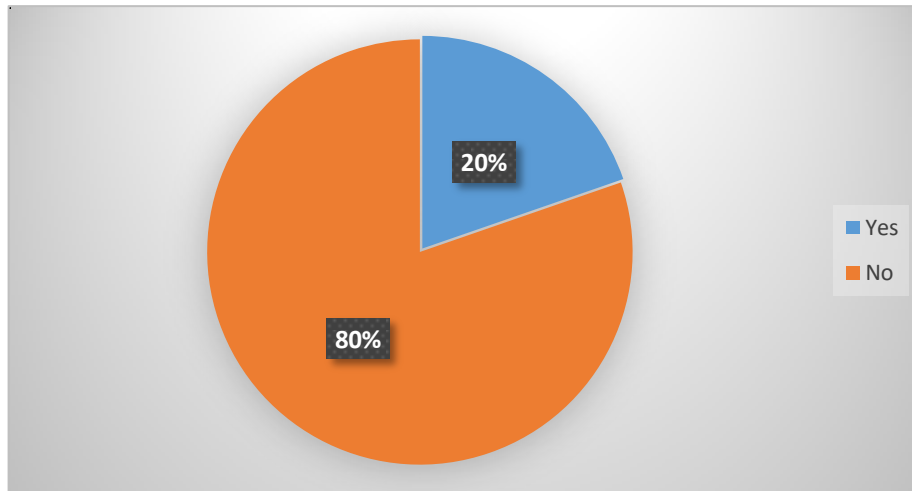


Figure 3.15: Do you write reviews after purchasing your product?

Source: Author's own sampling research survey.

If we look at the table below 7 females and 8 males do write reviews, and the apart 41 females and 20 males do not write reviews. As they told us they do not waste their times to write and sign up on the website of online shopping.

Table 3.14: Do you write reviews after purchasing your product?

	Female (n= 48)	Male (n=28)	Total
Yes	7 (14,58 %)	8 (28,5 %)	15
No	41 (85 %)	20 (71 %)	61
Total	48	28	76

Source: Author's own sampling research survey.

We have the data now, let's build the hypothesis. Can it be said that the rate of consumers' writing reviews is equal at the 5% significance level?

H_0 : People do not often write reviews after purchasing their products via online shopping websites.

H_0 : People often write reviews after purchasing their products via online shopping websites.

$$p = \frac{x}{n} = \frac{15}{76} = 0,19$$

$$B_{11} = n_1 * (p) = 28 * 0,19 = 5,32$$

$$B_{12} = n_2 * (p) = 48 * 0,19 = 9,12$$

$$B_{21} = n_1 * (1-p) = 28 * (1-0,19) = 22,68$$

$$B_{22} = n_2 * (1-p) = 48 * 0,81 = 38,88$$

Then we must calculate it as follows:

$$\frac{(8 - 5,32)^2}{5,32} + \frac{(7 - 9,12)^2}{9,12} + \frac{(20 - 22,68)^2}{22,68} + \frac{(41 - 38,88)^2}{38,88} =$$

$$= 1,35 + 0,49 + 0,31 + 0,11 = 2,26$$

The critical value is the Chi-square table with 1 freedom and corresponding to 95% probability. This value can be found as 3,841 from chi-square table.

Thus, $2,26 < 3,841$ **we accept our first hypothesis** H_0 : People do not often write reviews after purchasing their products via online shopping websites.

In this part we can see that 87% of our respondents read the reviews before acquiring any type of product online. And only 13% of them do not read reviews.

Therefore, we can say that even if people are most likely not about to write the reviews after purchase, but rather they are more likely to read the reviews before purchasing any type of product online.

Table 3.15: Do you read reviews before buying a product?

	Female (n= 48)	Male (n=28)	Total
Yes	40 (83 %)	26 (92 %)	66
No	8 (16 %)	2 (7 %)	10
Total	48	28	76

Source: Author's own sampling research survey.

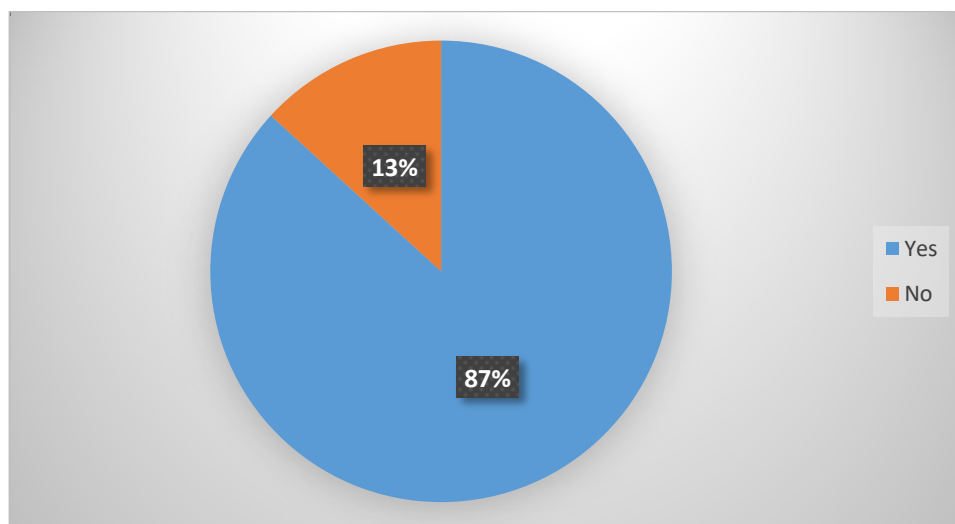


Figure 3.16: Do you read reviews before purchasing a product?

Source: Author's own sampling research survey.

We have the data now, let's build the hypothesis. Can it be said that consumers read the written reviews is equal at the 5% significance level?

H₀: People do not often read reviews before purchasing their products via online shopping websites.

H₁: People often read reviews before purchasing their products via online shopping websites.

$$p = \frac{x}{n} = \frac{66}{76} = 0,86$$

$$B_{11} = n_1 * (p) = 48 * 0,86 = 41,28$$

$$B_{12} = n_2 * (p) = 28 * 0,86 = 24,08$$

$$B_{21} = n_1 * (1-p) = 48 * (1-0,86) = 6,72$$

$$B_{22} = n_2 * (1-p) = 28 * 0,14 = 3,92$$

Then we must calculate it as follows:

$$\begin{aligned} & \frac{(40 - 41,28)^2}{41,28} + \frac{(26 - 24,08)^2}{24,08} + \frac{(8 - 6,72)^2}{6,72} + \frac{(28 - 3,92)^2}{3,92} = \\ & = 0,039 + 0,153 + 0,24 + 147,92 = 148,352 \end{aligned}$$

The critical value is the Chi-square table with 1 freedom and corresponding to 95% probability. This value can be found as 3,841 from chi-square table.

Thus, $148,352 > 3,841$ we reject our hypothesis H₀: People do not often read reviews before purchasing their products via online shopping websites.

Therefore, **we accept our second hypothesis**, which is H₁: People often read reviews before purchasing their products via online shopping websites.

And here we again proved that reviews of any product is important for customers.

4. CONCLUSION

The development of information technologies has had a powerful influence on the transformation of views on modeling the purchase decision making process. In the process of studying the most popular models of purchasing behavior over the past 50 years, the following features can be traced in their development: the early models are based on a linear approach to modeling; with the development and application of information technologies in business, there is a dynamic approach to modeling customer behavior; the most modern models are related with the emergence of machine learning technologies, the ability to accumulate and process big data, as well as high automation of various business operations that allow modeling the individual customer journey. The resulting systematization will allow an enterprise to choose the most optimal model for managing consumer behavior.

On the one hand, technologies have made the purchase decision-making process more complex, more dynamic and less predictable; on the other hand, they have opened up wide opportunities for exploring the individual customer journey and applying individual marketing incentives based on deep analytics and business automation.

This thesis work was aimed at studying the factors affecting customers' decision to purchase in online stores. First of all, there was compiled a theoretical base, which consisted of foreign works, which considered the issue of various aspects of shopping in online stores, and what affects the customer in the course of making these purchases. In particular, the literature review examined the process of a purchase decision-making in traditional and online stores. As a result, it was revealed that the essence of the stages of this process remains the same both in offline and online environments. There were also reviewed works that consider the influence of various factors on the decision to buy in the online environment.

The study showed that it is necessary to work to build consumer confidence in the store by improving attitudes towards the store through the development of a communication campaign aimed at increasing store loyalty, as well as by

maintaining high quality customer service. In addition, the completeness of the necessary information presented on the site has a positive effect on trust, especially with regard to information on the conditions of purchase and return of goods. In this regard, this information must be presented in sufficient detail on the site.

The results also showed that the attractiveness of a product is more influenced by the affordability of prices, so online stores need to build a competent pricing policy. However, if this is not possible, you can bet on the uniqueness of the product and its diversity, since these factors also affect consumers.

In addition, there was conducted an independent survey depending on the interested questions on consumer behavior and in order to study better their perceptions and favors. During the survey Chi-square test and interview methods were used to identify better consumer attitudes. From the survey 76 people, 28 males and 48 females were asked to answer some questions such as gender, age, frequency of their shopping, type of product they buy and etc. (see Chart 2.1 in the Research analysis part of the thesis work).

The conducted survey showed different results. Most respondents do not care about the brand, and they do online shopping mostly for clothes. If we ask why do they do online shopping, so they do it because of discounts offered by online stores.

There should be noted about feedback influence to any business. People tend to trust the testimonials of other buyers more than the claims of company members, so you need to understand and get the most out of the feedback. As study shows the conversion rate is influenced by both feedbacks on your own website and comments on third-party resources. Proper placement and sorting of responses will have a positive effect on sales.

About the e-commerce, there is no doubt that the e-commerce market will continue to grow, because even in Western countries, it shows positive dynamics, not to mention Eastern Europe and the developing countries of Asia. Even more potential lies ahead for online shopping, and if you are thinking about such a business, the numbers in this study can really inspire you.

The main challenge for the majority of e-commerce players around the world is the growing requirements for the technological component of online stores, the need for

multichannel promotion and ensuring the security of personal and payment data of buyers.

However, as practice shows, the market successfully finds a solution to all those problems that arise in the process of its development, and the most effective solutions quickly become the actual standards in the industry.



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APPENDICES

Appendix 1: Research Questions

1. What is your gender?(categorical question/dichotomous)
Male/Female
2. What is your age? _____(factual question/numerical variable)
3. How often do you do online shopping?(multiple-choice question)
 - a. Once a month
 - b. Twice a month
 - c. Thrice a month
 - d. Occasionally
4. Does Instagram influence you on your purchasing behavior? (multiple-choice question/close-ended)
 - a. Yes
 - b. Sometimes
 - c. No
5. What makes you purchase a certain product from Internet? (multiple-choice question/open-ended)
 - a. Price
 - b. Quality
 - c. I can read reviews and make my own decision
 - d. I don't waste my time going to markets
6. Does product purchasing give you self-satisfaction? (multiple-choice question/close-ended)
 - a. Yes
 - b. No
 - c. I don't know because I buy only first need goods
 - d. occasionally

7. What kind of product do you buy online? (multiple-choice question/open-ended)
 - a. Clothes
 - b. Shoes
 - c. Food
 - d. Accessories and electronics
 - e. Other things like tickets and etc.
8. Do you care about the brand? (multiple-choice question/close-ended)
 - a. Yes
 - b. No
 - c. I can buy cheap things no matter the brand
 - d. For me brand is the most important part
 - e. sometimes
9. In buying what products do you care about the brand? (multiple-choice question/open-ended)
 - a. Food
 - b. Clothes
 - c. Shoes
 - d. Electronics
 - e. Accessories
10. Why do you do online shopping? (multiple-choice question/open-ended)
 - a. Discounts offered by online shopping is an important reason for me to continue
 - b. I enjoy special privileges and benefits by virtue of being a frequent
 - c. They provide every information and I can give back if I am not satisfied
11. What is the duration of the waiting when you do online shopping? (multiple-choice question/open-ended)
 - a. In one day
 - b. 3-7 days
 - c. 2 weeks
 - d. 1 month
 - e. 2 months and more
12. Through which platforms do you prefer doing online shopping? (multiple-choice question/open-ended)
 - a. Mobile apps

- b. Their own website
 - c. Does not matter
13. Do 10% discounts make you buy again from that Internet shop? (multiple-choice question/close-ended)
- a. Yes
 - b. No
 - c. I give it to my friends
 - d. I have many discounts but I don't use them since online markets make you addicted
 - e. Probably
14. Do you write reviews after purchasing your product? (dichotomous)
- Yes No
15. Do you read reviews before buying a product? (dichotomous)
- Yes No
16. I am _____ (multiple-choice question/open-ended)
- a. Loyal to my internet market where I buy my things
 - b. Not caring about the market place
 - c. I sometimes care sometimes not

RESUME

SUMMARY

Graduated student from Romanian-American University in Computer science for Economics.

Currently studying Master's at Istanbul Gedik University. Educated yet down-to-earth and unafraid to get hands-on.

I'm from the capital city of Libya (Tripoli).

SKILL HIGHLIGHTS

- Highly Motivated
- Good Communication
- Good listener
- Strong decision maker
- Complex problem solver
- Innovative
- C++ Programming
- C Programming

EDUCATION

Bachelor of Science (Oct, 2016 - Jul,2019): Computer Science for Economics.
Romanian-American University