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The Influence of Identity Characteristics on E-Shopping Enjoyment and E-Loyalty among Women Online Shoppers

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ABSTRACT

This paper will discuss research-in-progress which extends a previous study that examined the role of enjoyment on the development of e-Loyalty by considering the role of race, income, and education on the enjoyment and development of e-Loyalty in women online shoppers. The goal of this research is to develop a better understanding of the online consumer by investigating women in relation to their e-commerce behaviors and perceptions. By looking at the intersectionality of race, income, and education level, we hope to gain a better understanding of the complexities of women as consumers. In addition, we hope to gain a better understanding of the digital divide by investigating how identity factors may yield different outcomes in technology adoption or behavior. This paper will outline the research background, provide a literature review of e-commerce, e-Loyalty, and the digital divide, and describe the research design for this investigation into the influence of identity characteristics and online shopping.