Winter 1-19-2021

# Online Shoppers' Priority Attributes in Egypt

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Recommended Citation

## APA Citation
Soliman, S. (2021).*Online Shoppers' Priority Attributes in Egypt* [Master's Thesis, the American University in Cairo]. AUC Knowledge Fountain.
https://fount.aucegypt.edu/etds/1522

## MLA Citation
Soliman, Sally. *Online Shoppers' Priority Attributes in Egypt*. 2021. American University in Cairo, Master's Thesis. *AUC Knowledge Fountain*.
https://fount.aucegypt.edu/etds/1522

The American University in Cairo

School of Global Affairs and Public Policy

**ONLINE SHOPPERS'**

**PRIORITY ATTRIBUTES IN EGYPT**

A Thesis Submitted by

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To the Department of Journalism and Mass Communication

in partial fulfillment of the requirements for the degree of

Master of Arts in Journalism and Mass Communication

under the supervision of

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# ACKNOWLEDGEMENTS

# ABSTRACT

E-commerce and online shopping have been among the world's fast-growing trends in the past few years. Each year the number of e-commerce deals grows enormously. Furthermore, the tendency will continue because many people are constricted by work and household duties. Simultaneously, the Internet saves much time and allows having a full shopping experience from the comfort of one's home. With the improvement of technology and the continuous progression in web development, retailers are not only seeking e-commerce to expand their sales, but the trend of full online retailing with no physical existence is becoming widespread. Given the expansion, it is becoming challenging for e-retailers to maintain their customers since consumers can easily compare the platforms and pick to place their orders at the platform that best meets their needs. To prevent this fast customer turnover, it is important to consider the consumers' preferences when online shopping to meet their needs better and locate their investments accordingly.

This study holds a new perspective in presenting the service business's packaging by materializing the e-commerce business as an example. The author develops a model that guides in enhancing online platforms' efficiency based on online shoppers' preferences and priority attributes. These attributes are considered the packaging elements that augment the main business aspects summarized in the 7 Ps marketing mix module. In the context of interpreting the marketing orientation theory, the study measures consumers' priority attributes, summarized in the E-SERVPACK Model, in online shopping in four different product categories. Results revealed that the highest and lowest priority attributes are common across all four categories, yet the importance level differs from one category to another. It is advised that e-retailers consider developing their platforms and allocate their budgets based on their target consumers' preferences and the business's product type.

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# Chapter One

# Introduction

The improvement of e-business technologies has expressively transformed the way of leading and running retail businesses. For the past ten years, there has been a dense incline towards online product featuring. Many retailers and manufacturers have integrated internet channels into their strategy and assigned a significant amount of funds to support this growing channel. Like Amazon and other e-retailers operating on third-party online outlets like eBay, some companies do not have any physical store. This virtual business model allows e-commerce operators to stay connected with their customers from all over the world all the time. Internet consumers have been increasing, and the different online channels are recruiting thousands of new users every year. In 2009 in the US, online retailers grew their sales by 11%, while traditional retailers were only able to grow in sales by 2.5%, and almost 154 million shopped online that contributed to $155 billion, which contributed to 6% of the retail sales in total (Sehgal, 2010). In 2018, an average of 1.8 billion people globally shopped through online platforms, and e-retailers sales reached $2.8 trillion. It is even foreseen that e-retail sales will reach 4.8 trillion globally by 2021 (Statista, 2018). E-commerce continues to grow every year in many developed countries. Analysts have recently predicted that its market penetration will have increased by up to 25% by 2026 (Taylor, 2019).

It is impressive how a channel can grow that fast at such a pace, and the reason varies from convenience to competitive prices. Various attributes make people prefer online shopping over offline. They are offered a wide product selection, full product details, and even 3-D presentation with a simple click from the comfort of their homes. However, some online customers only surf online websites but do not complete their transactions for many different reasons; this could include insufficient information of the products, limited payment options,

lack of privacy information and security measures…etc. In this study, the author looks at the attributes of e-commerce and identify consumers' priority ones. These attributes are set to be the same yet different in priority order based on the product category the purchase is intended for. Four main categories are identified in this study on which the consumers' priorities are measured. These categories are Fashion & Make-up, Groceries, Travel, and Personal Electronics. The categories are chosen based on their importance as the highest contributors to the world's e-commerce sales.

The study is also tackling a different perspective for e-commerce, in which e-commerce is being looked at as a unique type of service business. Although e-shopping incorporates physical and digital products, the whole process is being evaluated as a service. The digital platform the consumer visits to shop through, the live customer help service, the delivery service, and the after-sales service are important characteristics of e-commerce and service businesses. One of the most significant factors for being a successful service business is achieving a customer service experience that leaves the customer feeling happy and wanting to come back. This is how service businesses can differentiate themselves from one another; based solely on their customer service experience. This is crucial for the success of any service provider. The customer service experience involves the quality of the service itself, how friendly the staff may be, how long it takes for the service business to complete the task, and their ability to interact and communicate with their customers. Those that can pinpoint each criterion can create stronger bonds with their customers and build up brand loyalty. Once this is established, it will be challenging for the customer to change to a new service business; once a customer becomes used to a business and likes its qualities, they will be more likely to remain loyal. The service efficiency level is just as important as the type of service for customers (Lee et al., 2006). Customer retention strategy in e-business follows the same strategy of service business. Yes, a consumer visits an online platform to buy a specific product or service. Still,

the only reason consumers would prefer to buy this product online and through a specific e-vendor is the quality of the service provided. With almost endless third-party online outlets selling the same product, the quality of the service provided will create a competitive edge and help retain and attract new customers. Money, Tromp & Wegner (1988) pointed out that service attributes greatly impact the perceived risk levels. Thus, by controlling the attributes of a specific service, it is possible to change the level of perceived risk on the intent to use the service.

The study's core tests the consumers' preferences and priority attributes in online shopping and whether these priorities differ based on the product category type. Research questions development leads to a discussion to identify what attributes consumers think are important to them when purchasing goods or services online. The next section reviews the pertinent literature to develop the research questions of the study.

It has become one of the primary needs for the businesses that want to expand and maximize their profits to have a developed existence online through a well-designed website to promote their goods better and compete in the market. There are many characteristics to be considered while designing an online platform. It is not only the website page's attractiveness that matters, but the efficiency of the whole process is what leads to the business's success. The main target in online web and process design is to put the ultimate goal of Shoppers' satisfaction. To attain their satisfaction at a high level, it is crucial that each of the e-commerce aspects is well identified and developed to meet the consumers' expectations that would then reflect on their satisfaction levels. Different scholars and studies already raised different characteristics. There have been some identifications of how these attributes affect consumers' satisfaction and eagerness to change their willingness to place and finish an online transaction. Previous research has stated that the ease of use and speed factors significantly affect online

shoppers' satisfaction. Jarvenpaa and Todd (1997) also pointed out that visual appeal is an essential factor in easing the ordering placement process. Schaupp out and Berg (2005) highlighted that e-commerce platforms should afford a vast range of products to attract shoppers. Season specials or limited product collections would raise the shoppers' excitement, hence affecting their satisfaction level (Anand, 2007; Schaupp and Belanger, 2005; Szymanski and Hise, 2000). Liang and Lai (2002) found that online shoppers mostly make their online purchases when the platform affords functions like, a product catalog, a search engine, shopping carts, and similar functions that would ease the process and differentiate it from the physical one positively. Turban et al., (2006) reported that the pricing strategy was a crucial aspect in online shopping, closely related to the consumers' satisfaction; reasonable prices and high quality are considered primary aspects in consumers' valuing perspective to the product. Okamoto (2014) even found that heavy online shoppers tend to be less price-sensitive versus the less active ones. Choi (2008) also highlighted other aspects like design and classification and suggested that menus should be well classified to ease the shopper's browsing process. The negative feelings, price-sensitivity, and risk were also associated with the online shopping process. Shoppers' intention of placing an order online is hugely affected by the amount of risk they find, and this shopper's perception could be different payment methods and customer service implementations (Kim and Gupta, 2011). Constricting the security options in e-commerce was also suggested to be an enhancement in reducing online shoppers' anxiety and the risk associated (Glass, 1998). The delivery aspect was addressed as one of the main characteristics that define the online platform's success, where timeliness and accuracy were the primary necessities in grasping consumers' satisfaction (Schaupp and Belanger, 2005).

With many characteristics addressed to e-commerce and online platforms' efficiency, the online platform's success tool encompassing these characteristics to guide practitioners was born. Following the SERVQUAL and SERVPERF models' path in measuring quality in

service, in this study, the author develops the E-SERVPACK Model as a measurement tool of the efficiency of e-commerce in specific, as a type of service business. This model aims to gather the primary online shoppers' priority attributes associated with shoppers' satisfaction under one ceiling. The model is an extension of the DeLone and McLean Information System Success Model, yet with a deeper focus on e-commerce. This model could then be a guiding tool in developing an online platform, encompassing the main attributes to consider, and the level of importance of each based on product type, as tested in the study. The development of an online platform is costly, so the dollars must be allocated to the attributes that contribute to higher business success; that is precisely what the E-SERVPACK Model addresses.

The study brings a new perspective to the various online attributes. These attributes are considered the packaging elements of e-commerce, in which each attribute complements a base aspect of the online shopping business to generate higher consumer satisfaction. Not to forget that it has been referred to the e-commerce business as a type of service business, and the attributes here are referred to as the packaging elements; when combined, the E-SERVPACK Model evolves.

The study's mechanism is; a survey entailing questions measuring online shoppers' satisfaction and priority attributes gathered in the E-SERVPACK Model. The study tests these attributes over different category types to understand whether the shoppers' priorities change or are maintained across the different category types.

The study has been applied in Egypt, with the fact that the e-commerce business in Egypt is still at its early stages and haven't reached maturity, the growth rate is exceptionally high, reaching 22% in 2017 contributing to a total of USD 5 billion (0.4% of retail sales in the country). This makes Egypt an attractive market to measure as it could also be taken as a reference for other countries with similar economic and market conditions.

This study has both theoretical contribution and practical implications. It extends how online platform attributes may affect the consumers' satisfaction and signifies the online shoppers' priorities. It also presents the E-SERVPACK Model as a guiding tool for researchers, marketers, and online business operators in developing online platforms, and the aspects to consider while building their research or allocating their budgets.

## Chapter Two

## Literature Review

### 1. Definition of E-commerce

We might sometimes think about how the future of trade will revolt with the growing trends of online shopping; will the physical shops disappear? Will websites and social platforms be the only outlet for shopping? What other trends will come? How will e-commerce expand? These are all questions that no one might have a definite answer for, yet we all know that e-commerce is the future of trade.

The word "e-commerce" first appeared in the New York Times on April 24, 1997 (Kendall, 2000). Now, e-commerce appears everywhere and even holds an essential section in the world's economy. However, the researched definition of the word e-commerce is getting increasingly narrower every day. The word e-commerce has been degraded in meaning since firstly used in 1997. Ecommerce used to stand for a broader meaning rather than what it is mainly referred to as e-retailing. Some people conceptualize the term and limit it to what is bought or sold on the Web (Kendall, 2000).

In 2000, when Google search engine did not exist, Microsoft Bookshop 2000 was the go-to for needed info (The American Heritage Dictionary of the English Language, 1992). Back then, when we would look up the words electronic and e-commerce, the below definitions would appear:

**e·lec·tron·ic** *adjective*
**1.** Of, or relating to, electrons.

**2.** Of, relating to, based on, operated by, or otherwise involving the controlled conduction of electrons or other charge carriers, especially in a vacuum, gas, or semiconducting material.

**3.** Of, or relating to, electronics.

**com·merce** *noun*
**1.** *Abbr.* **com.**, **comm.** The buying and selling of goods, especially on a large scale, as between cities or nations. See synonyms at business.

**2.** Intellectual exchange or social interaction.

**3.** Sexual intercourse.


It is now apparent how broader the meaning was. However, the point here is that when we refer to e-commerce, we should know that it entitles a more significant meaning than what we know it for nowadays.  E-commerce is not just bordered on the buying and selling of products or services; it is much richer and more profound. It is the source of information about the consumer's product of interest before purchasing; it is also the go-to for support after the purchasing process is complete. So that e-commerce can result in better informed and satisfied consumers (Kendall, 2000). The attributes for which consumers have mostly loved e-commerce are: (1) products and services obtained for lower prices, and (2) virtual shopping are more comfortable than physical shopping. (Kendall, 2000).

For e-commerce to further expand and take over traditional commerce, price and convenience are not enough aspects. Other much efficient attributes like quality and effectiveness should also be incorporated. Consumers should believe that products and services

bought online are the same or even better in quality than the products they can buy offline (Kendall, 2000).

## 2. Attributes of E-commerce

In previous research, three main constructs of information system platforms were identified: The Web content, the technical aspect, and the service delivered (DeLone, McLean, 2004). The quality level of these three aspects was said to forecast customer satisfaction and retention level. For e-retailers to maximize their sales and guarantee their customers will repeat purchases, they should enhance these attributes' quality to maximize the business benefits. However, it is still unclear in what way this could be implemented to reach the targeted goal.

Several arguments have rotated about this subject. From the perspective of DeLone and McLean (2004), the three attributes information quality, system quality, and service quality can have an indirect effect on an online business's success through intention to use/actual use of e-commerce systems and user satisfaction. However, other researchers argued from a different perspective. For instance, Molla and Licker (2001) suggested an e-commerce model hammering 'trust,' claiming it to be an essential attribute for customer retention. Cyr (2008) added to the literature by studying how attributes can affect customer loyalty through trust and satisfaction.

Another similar perspective brought by Jarvenpaa et al. (2000) is distinguishing between online and traditional shopping and suggesting that trust is a fundamental aspect of online shopping. Liang and Lai (2002) found that consumers are most likely to shop online when the platform provides preferable functions, including a product catalog to download, and easy to navigate search engine, price comparison presentation, practical shopping carts, different payment methods, and efficient order tracking. Relatedly, Vijayasarathy, 2004, Richard, 2005

found that the online platform's design and graphical features affect the purchase decision. Another study by Ranganathan and Ganapathy (2002) suggests that security, privacy, website design, and information content are vital for websites.

If we add up all these attributes, we can conclude that the technology features, shopping conditions, and product factors all play a fundamental role in forming the composite response of consumers' online purchase decision (Ha and Stoel, 2009, Schiffman and Kanuk, 2000). It is the role of e-retailers and brands to understand each of these aspects and its relativity in attracting new consumers and retain current ones.

Former studies mainly focused on post-purchase shoppers' experience when the purchase intention is a key consequence of pre-purchase satisfaction ((Maxham, 2001). As the e-commerce channel expands, it will retain the current users and recruit new ones. That is why it is vital to identify the purchasing process's attributes and the shoppers' needs in correspondence to best guide the brands and e-retailers on what to focus on and develop in their platforms based on shoppers' preferences and priorities. The earlier research approach has inclined to collect feedback from frequent online shoppers and less focused on those without online shopping experience (Schaupp and Belanger, 2005; Szymanski and Hise, 2000). Conversely, the ultimate goal of attracting the largest number of new consumers to the online platforms is better if we understand the preferences of the current users and the process to purchase to better implement.

The aim of online purchasing is a significant predictor of buying behavior. It indicates the result of assessing online shoppers' criteria regarding the website's quality, information search, and product evaluation (Poddar et al., 2009; Hausman and Siekpe, 2009). It also reflects the intent and desire of the consumer to shop through the website.

## 3. Recent Trends in E-commerce

### 3.1 Augmented Reality

The unique media features of AR are magical. It harvesters real and virtual, is "interactive in real time", and is "registered in 3-D" (Azuma 1997, p. 2). The feature of AR that most distinguishes it from other existing forms of virtual reality (VR) technologies is the power of media in generating a "mixed reality" wherein the surrounding atmosphere is real while the objects showed in the environment are virtual (Cho and Schwarz, 2012). Retailers aim for a maximum consumer satisfaction, yet they face difficulties in attracting consumers' attention with the standard available technologies, which forces them to look for new competitive technologies to fulfill the customer level of satisfaction they look for (Kallweit et al. 2014). AR is one such immersive technology that eases virtual interface of consumers with individual products (Pous et al. 2013). Lately, investors put $1.7 billion into AR technology, with several companies such as Google, Apple, and Facebook investing heavily to join the AR technology trend, and other companies such as Microsoft, Sony, and Samsung building their AR technology in-house (Widmer, 2017). Innovative e-retailers like LazyLazy.com have incorporated AR motion capture technology in their e-commerce websites to enrich their shoppers' experience (Kang 2014).

Since AR is in all likelihood to disrupt the e-trade enterprise with its potential to customize and beautify the shopping experience for consumers by visualizing their purchases, this rising technology is drawing studies interest with in the area of e-trade (O'Brien 2010). Recent research on AR in e-trade has mentioned shoppers' perspectives, concentrating on how AR eases shopper's experiences, shopper's engagement, and shopper's awareness during on-line shopping (O'Brien 2010). For example, a few researches have debated AR's position in making on-line buying an enjoyable experience for consumers (Huang & Benyoucef 2013). Other

researches have discussed AR's position in improving purchaser's focus for goal-orientated and rational clients who go to the portal with clear awareness on the product to be bought (Parboteeah et al. 2009). As AR technology offers shoppers the possibility to interact with their potential purchase product, it facilitates the largest hurdle regularly confronted by online shoppers in figuring out whether or not a product is proper for them and accordingly increase the positive manner toward purchase decisions (Huang & Tseng 2015). It is even foreseen that AR will lower the returns rate in e-commerce.

## 3.2 Personalization

Personalized recommendations are glorious to extend client satisfaction and conversion rates, and to lower the dimensions of the analysis set (Jiang, Shang, and Liu, 2010). The employment of personalized recommendation agents typically reduces the number of products that users wish to retrieve info about (Haul and Murray, 2006). Users of digital assistants expect an extremely personalized system, as Chopra and Chivukula (2017) report. Personalization on net services comes in several forms, and it's not entirely simple to declare that an inconsistency between the merchandise search results ascertained by two users is because of personalization. For example, the two users' search queries could be directed to totally different knowledge centers, and also the variations are a result of data center inconsistency instead of intentional personalization. Personalization to be taking place once an inconsistency in product search results is due to client-side state related to the request (Hinz et al., 2011). For example, a client's request usually includes tracking cookies, a User-Agent characterizing the browser and software, and the client's source IP address. If any of those result in an inconsistency within the results, we tend to declare the inconsistency to be personalization. More than other web services, e-commerce retailers have a number of different dimensions available to personalize on. Two of the primary vectors for e-commerce personalization are:

**Price steering** takes place when two users receive different product results (or the same products in a different order) for the same query. Price steering can be similar to personalization in web search. Steering is possible because e-commerce sites often do not sort search results by an objective metric like price or user reviews by default; instead, results can be sorted using an ambiguous metric like "Best Match" or "Most Relevant".

**Price discrimination** occurs when two users are shown uneven prices for the same product. Contrary to popular belief, price discernment in general is not illegal in many countries, yet, it is unclear whether price discrimination targeted against protected classes (e.g., race, religion, gender) is legal.

Although the term "price discrimination" educes negative connotations, it is actually a fundamental concept in economic theory, and it is commonly applied in everyday life. In economic theory, perfect price discrimination refers to a pricing strategy where each consumer is charged the maximum amount that they are willing to pay for each item (Shapiro & Varian, 1999). Inelastic consumers can afford to pay higher prices, whereas elastic consumers are charged less. In practice, strategies like direct and indirect segmentation are employed by companies to charge different prices to different segments of consumers (Routledge, 2012).

### 3.3 Voice Search

Image and voice activated search have been found to be among the foremost convenient and well-liked search methods on e-commerce. Increasingly, customers are fervently adopting voice technology and exploring it much frequently, and for a broader array of tasks. Voice device (e.g. Amazon Echo, Google Home) possession has gone up, especially as these devices are going mainstream and shopping behaviors are changing with 41% increase in using the device to shop (Connecting with Shoppers, 2018). bit by bit customers are starting to use virtual

assistants at their path to purchase, before switching to screen-based devices and while voice isn't replacing the shopping trip, it is replacing the shopping list (Silverman, 2018). In fact, 65% of customers who own a voice device cannot imagine going back to the days before they had a smart speaker (Yu, 2018). Thus, it is critical that retailers understand how and when customers are using voice search.

We are being presented to a new commerce type called V-commerce. Voice commerce is flourishing with sales reaching $1.8 billion in 2017 in the United Stated and expected to reach $40 billion by 2022 (Yu, 2018). Voice commerce is appealing to customers as it offers both convenience and personalization (Silverman, 2018). For traders, voice commerce allows them to leverage the strengths of e-shopping by recommending products they know their customers have already bought and rated highly (Connecting With Shoppers, 2018; Silverman, 2018). Thus, it can be forecasted that voice commerce is likely to be a game changer for ecommerce and hence the retail industry.

Technology is altering the path to purchase, entailing brands to assess and evaluate their marketing models (Hunter, 2018). Voice search allows retailers to participate more profoundly with their audience at each stage of their purchase journey (Yu, 2018). Therefore, it can be stated that, if traders want to remain relevant and continue to reach customers, optimizing their assets for voice search queries will become absolutely crucial (The Ultimate Guide To, n.d.).

## 3.4 Omnichannel

The omnichannel e-commerce trend is considered one of the most sophisticated trends. The tactic is largely based on customer service quality. Though, it doesn't only entail improved navigation and better shopping experience, but also counters providing a high-quality experience within all the channels of communication. The omnichannel trend, which has

become a real challenge for many merchants, is based not only on high expectations of technology but also on customer service. And, of course, with the importance of technology: from customer trackers to apps, from e-commerce platforms and solutions to digitalized stores – all of these are helping merge and incorporate e-commerce channels into one, along with improving inventory management, orders processing, managing data, prices and promotions.

Nowadays, consumers are networking with a rising number of touchpoints as they search, buy, and get support. For example, they can use their mobile devices while they are in a physical shop, in order to immediately search for availability and price, comparing various retailers. Then, they can effortlessly move across different retail channels (online or offline) of the same or a competitor vendor. They are characterized by retail practitioners as "omnichannel" shoppers: "an evolution of multichannel consumers who want to use all channels (store, catalog, call center, web, and mobile) simultaneously, not each channel in parallel" (Ortis, 2010, p.1). "Omni" stems from the Latin word "Omnis" which means "all" "everything", or "universal". In comparison, "multichannel" comes from the word "Multus", meaning "multiple", "much" or "many". The term "omnichannel retailing" was first introduced in a 2009 study by IDC's Global Retail Insights research unit (Ortis & Casoli, 2009). Since then, omnichannel retailing remained a buzzword, until allowing Information and Communication Technologies (ICT) made this notion a reality. These technologies (e.g. mobile devices, in-store technologies, augmented reality, location-based services) appeared both online and offline, merging all the retail channels together, providing a uniform integrated experience for the consumers, while endowing retailers with valuable tools, often only available to e-commerce environments. Indeed, as Chen & Mersereau (2013, p.3) point out, "a significant challenge of modern in-store retailing, seen in the push for "omnichannel retailing", is learning how best to compete with, complement, and learn from the e-commerce channel".

As a result, retailers should reengineer their business processes so as to place the customer at the center of their business and provide omni-shopping experiences.

Correspondingly, merchandise and promotions should not be channel specific, but consistent across all channels. In fact, offline marketers start to adopt mobile marketing and experiment with in-shop marketing efforts empowered by e-commerce platforms (Walker, 2010). Away from the former business sources, omnichannel trading has recently materialized in academic literature, too. It is defined by Rigby (2011, p.67) as "an integrated sales experience that melds the advantages of physical stores with the information-rich experience of online shopping". Aubrey & Judge (2012, p.31) report that "a huge opportunity is realized for brands to reinvent the physical store so that it actively drives growth". They also recommend that instead of considering e-commerce as a threat to their offline retail networks, brands need to develop online operations that cooperate and support the physical channel, as part of an integrated "omnichannel ecosystem". Finally, Brynjolfsson & Rahman (2013, p.1) explained how "the differences between physical and online trading are disappearing" and they highlighted how "advanced technologies on smartphones and other devices are merging touch-and-feel information in the physical world with online content, creating an omnichannel environment". Kourouthanassis et al. (2007) found that in-store trade tools positively affect shopping experience within the physical store. Also, Van der Heijden, (2006) initiated a decision support system for consumers "on the go" when they are located inside a retail store, which was found useful for shopping. Similar results were found by Jan-Willem et al. (2010) regarding the influence of mobile recommendation agents in in-store consumer behavior. In parallel, Broeckelmann & Groeppel-Klein, (2008) deliberated the handling of mobile price comparison sites at the point of sale and its effect on consumers' shopping behavior. Verhoef et al., (2007) discovered that Internet search, followed by store purchase, is the most popular form of research shopping. Likely, Chiu et al. (2011) disclosed that when consumers have more

multichannel self-efficacy discernment, then cross-channel free-riding behavior (i.e. when consumers visit a retailer's channel only for product information & evaluation and switch to another retailer to purchase) increases. They state that perceived service quality of competitors in offline stores and the reduced risk in the brick-and-mortar channel influence the attractiveness of this behavior and increase cross-channel free-riding intentions.

All these characteristics are definite boosters to enhance e-commerce, yet to better understand the consumers' online shopping behavior and understand the best application to recruit new consumers, the shopping process factors must be well identified and distinctively defined. As already discussed earlier, previous researchers have identified various online shopping attributes and tested the consumers' behavior towards these attributes. Nevertheless, there is a gap in the literature where there is still no full picture of the range of factors considered as guidance for online shopping platform design. Grouping these attributes and understanding the priority among them from the consumers' perspective is the intention of this research. This study will identify all online shopping attributes depending on previous literature and classify the priority aspects based on the consumers' preferences. Generic identification would not provide accurate results given that consumer's priorities differ among category types.

Here we will look at the matter from a different perspective, try to gather all these e-commerce attributes entitled by different studies under one marketing aspect to easily refer to. An e-commerce business is a combination of both product and service. If we compare and measure the e-commerce aspects against the marketing mix of both the product's 4 P's and the service marketing's 7 P's, we will find it crystal clear that e-commerce fits better and would successfully be measured using the Service Business Marketing mix module and the 7 P's.

## 4. The 7 P's of Services Marketing

The seven P's of marketing are used to satisfy the consumers' needs within a given target market. This is all part of the marketing mix on which many marketing strategies rely. The marketing mix is essential in any business's success. The marketing mix began in the 1960s, founded by Neil Borden, and at first, it started with the 4 P's, which are product, place, price, and promotion (Rafiq, 1995). However, in 1981, a newer version of the marketing mix was introduced, founded by Jerome McCarthy, adding three more P's: people, process, and physical evidence (McCarthy,1964). This occurred due to the market and products' quick changes when globalization was occurring rapidly. Businesses saw that to stay flexible and afloat financially during this period, they needed to abide by the P's instead of the original four.

Within the services sector, the seven P's remain just as relevant to obtain the customer's satisfaction. The 7 P's can be controlled by the firm and are flexible to the business's needs and the environment in which it operates. This tactical marketing mix is a way to meet the firm's needs by meeting the customers' needs. The 7 P's can be manipulated and changed based on the internal and external environments, but all according to the firm's needs. Each of the 7 P's is equally important, but they have different purposes. The original 4 P's were not enough for service businesses, as the marketing strategy revolved around selling products to consumers instead of selling services. At the time, the role of customer service was able to play in brand development was not as popular as it was not that known (Khorsheed et al., 2020). This has extended the 4 P's into the & 7 P's and was known more as the service, extended our digital marketing mix. Each element is essential, as they all are related in some way. Using this marketing mix, optimally would mean that the seven elements should be working close together (Nickels and Jolson,1976). Service businesses utilize the 7 P's considering the

competitive field, especially on an international level. They must ensure that the different elements are harmonious to meet their objectives.

### 4.1 Product

The first factor of the 7 P's is the product. A product is either a tangible good or an intangible service that can be sold to a consumer. A business must think about the product and understand that their product should meet the market demands, but it must meet the consumers' expectations (Rafiq, 1995). Businesses should start looking at their products from the outside to decide whether they fit their brand vision, the customers' wants, and the market's demands. Businesses should ask themselves whether their product is suitable for the market when they wish to introduce it into the market. They should look at their competitors and what they are doing and seeing what they could offer or do better than their competitors (Webster, 1984). They should also try and develop something that would make them superior to their competitors to guarantee their market share promised by this competitive edge they create.

If we focus on e-commerce, we can understand that it has two types of products. The first one is the core tangible product that customers view and order through an online platform. The second is the extended product, including the overall experience provided through that platform. This experience reflects the effectiveness, efficiency, and excellence in providing a set of services, encompassing delivery and shipping options, online customer support, gift wrapping, or whatever service that platform provides.

### 4.2 Price

The price is the product's cost and whether it reflects what the customers think its value is. The price should also cover an acceptable profit margin after the direct and indirect costs of producing and delivering the product to the customer. The indirect costs include channels,

marketing, sales, delivery, and aftersales services. Businesses face the issue of customers believing that their product is too expensive, which means that there is a possibility that someone can provide the product for less. If the product is too cheap, the business takes a hit on its overall profit (Gummesson, 1987). A business should engage in some market segmentation to figure out the price that would benefit them financially while still appealing to its customers. A business should also ensure that they deeply understand their competitors' pricing strategies to ensure their pricing aligns with their brand positioning (Rafiq, 1995). Whether they want to come off as the economic, the value, or the luxury competitor, must be decided by the brand strategy. Brands can keep this as an ongoing process, where they are always checking the price of the product in the market and adjust their price accordingly. Businesses should also think about the point of sale and how consumers can pay for the product, whether it be cash-only, credit, or debit cards (Gummesson, 1987).

In e-commerce, pricing is split into two: the price of the product itself, whether tangible or non-tangible, and the price of the service provided, which is delivering the product to the consumer. Many e-commerce platforms subject the delivery payment to the shopper, others claim free shipping, and others specify a limit of purchase in which free shipping is offered when the limit is exceeded, that is to expand the shopper's basket and boost sales. Marketing and sales promotions are also a part of the price, which is another way business can draw in consumers. scholars have found that people are less price-sensitive in online shopping versus offline, yet it is crucial to realize this finding is affected by the product type. Some online platforms segment their products according to the prices.  They have a section for the new season, which mostly intends for the highest in price, and the outlet section attracts a specific type of consumer. This approach would help the brands to maintain their price positioning while recruiting other much price-conscious consumers. Dynamic pricing, as discussed earlies, is one of the e-commerce pricing methods that is applied by many top e-retailers. E-businesses

should be cautious while applying dynamic pricing, in which the consumer should not feel any difference in prices when using different devices.

**4.3 Promotion**

Promotion refers to how the business will promote its product through marketing and advertising and using different sales techniques (Khorsheed et al., 2020). Whether a business decides to use traditional advertising and marketing methods, it being a billboard or an online post, businesses usually focus on executing their promotion efficiently. A service business's decision to reach out to their consumers and promote their product can impact how the consumers see the product and the business, which can dictate the business's success (Shostack 1977; 1979). If businesses are not aware of their customers, they could do something that might offend them and turn them off of the business. Marketing segmentation is also crucial to this element. It allows the business to know what their consumers expect, which lets them know how to promote for them. When businesses induce small changes, they can have significant results in the consumer's eyes, which will lead to better financial results (Khorsheed et al., 2020). Experimenting with different marketing and advertising strategies is vital as successful methods are never forever and change with time and context. Developing different and creative strategies will give the business an advantage in the market (Khorsheed et al., 2020).

As traditional promotional tactics also apply for e-commerce, there are some special tactics adopted by e-commerce businesses the most. Some e-commerce platforms use sales tactics like promotions and seasonal shopping events (SSEs), like Black Friday in the US and Singles' Days in China, to increase sales, recruit new consumers, and compete on price short-term, damaging the brand positioning. The high selling achievement of SSEs has led retailers to create their special events aiming that those events will become global SSEs (Kwon Vu &

M Brinthaupt, 2018). An online shopping platform in China called JD.com has come up with a "618" shopping event. This event signifies 18 days of continuous shopping from June 1st till the 18th of the same month. This event mainly focused on luxury products creating a competitive edge versus Alibaba's Singles' Day (Kwon Vu & M Brinthaupt, 2018).

In e-commerce, social media is also an important marketing tool. A study by Linda Sau-Ling LAI (2010) titled 'E-Commerce in Social Media Context' presented a relational socioeconomic lifestyle model. Fig.1 below demonstrates a relational model of what was referred to as social commerce on the Internet. As a conceptual illustration of the three spheres of human viewpoint regarding e-commerce, particularly human-to-human interaction, viewed as fundamental to the online social networks.
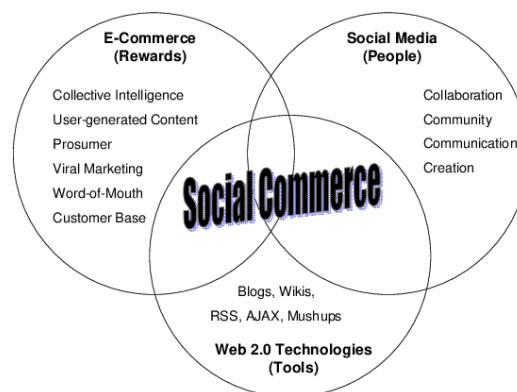


Fig 1. A Triad Relational Model of Socioeconomic Life on the Web (Sau-ling LAI, 2010)

This model springs from the social commerce context. Social commerce is the use of social media, in the context of e-commerce, to support with buying and selling products and services online. It arouses the merging of the two vast digital trends, e-commerce and social media. Social commerce sites embrace characteristics like customer ratings and reviews, user recommendations and referrals, social shopping tools and online communities (Stratmann, 2010). These features create a trustworthy environment where friends, family and acquaintances dynamically contribute content to the referral and sale of goods and services

through positive and negative feedback, reviews, ratings and testimonials regarding their past and present experiences. Thus, the research and purchasing cycles are shrunk by the establishment of a single destination powered by the power of many (Rubel, 2005). In short, social commerce is a trusted environment of which prospective consumers make buying decisions based on the advice of a network of friends and family, not strangers they don't know or trust (Ratio, 2007).

E- commerce businesses can incorporate social commerce as an improvement for their platforms for improved shopping experience, and so higher consumer satisfaction. A business could implement this by assuring its existence in different social media platforms and link them to the official Web page. That will allow the consumer to reach the business and collect the feedback from their circle of people.

## 4.4 Place

The place refers to where the business showcases or sells the product (Rafiq, 1995). The brand vision should dictate and define the optimum distribution channels and retail outlets to reach the end consumer. Where do they want their product to be waiting for their customer? In e-commerce, the business must consider their competitors' strategy to know how to reach their current market. Any service business should also know their target market audience to understand where to provide the product for their customer (McCarthy,1964). Changes in this can impact the sales of the product. Marketing must make the right decisions following the consumers' knowledge, beliefs, feelings, and behavioral patterns. If everyone can access the online platform to place an order, delivery must reach all potential customers. Otherwise, this could be a huge limitation for the platform and an advantage for the competition.

In e-commerce, the place construct is a bit challenging. As an e-commerce platform plans to expand globally, so that it is of reach to consumers worldwide, the taxation fact acts as a limitation factor to this globalization intent. Consumers pursue online shopping for it being much convenient compared to traditional one; yet, when they get to face the taxation aspect in overseas e-shopping, this reduces from the convenience level and turn off the consumers from pursuing it. That is mainly because of two elements: (1) being required to pay an amount of tax they are not informed of at the purchasing stage, (2) picking up the order from the customs instead of it being delivered directly to the shopper. Some e-businesses might choose to pursue the handling of the taxation collection themselves to ease the ordering process for the consumer, yet this might be challenging and tough in handling. It is a burden for e-commerce businesses to deal with the taxation aspect globally, but if handled through a third party, this could work in the favor of the business and the consumers' satisfaction. Tools like taxation calculation and que information about the taxation process in each country would be beneficial information for e-shoppers and would help ease the taxation issue in e-commerce globalization.

## 4.5 People

"People" are customer-contact employees who present, sell, reconfigure, or manage the product somehow and consequently represent the brand identity to the customers. The employees are a crucial element that impact brand value and preference. They should have the training and understand their role within the business. They should be led by an individual who can understand the brand vision, the customers' needs, and the employees' needs (Nickels and Jolson, 1976). The employees should ultimately be also able to understand what the customers are expecting from them. This is important for the success of any business. Businesses are continually needing to evaluate their employees and ensure that their needs are met to retain them. (Rafiq, 1995).

The people factor is scattered around the whole process in e-commerce. People are presented in the live chat assistance during the purchasing process, in the aftersales assistance process, the delivery process background and the delivery of the order. E-platforms should make sure they put enough funds in investing in the training of their employees, since the human interaction is a huge attribute and satisfaction driver in the virtual business world. It affects the level of trust which is set to be one of the main challenges of e-commerce. So, the higher the trust is, the higher the consumer's satisfaction is. "People" also include other customers on the premises that may affect the shopping, dining, or service experience of other customers. Tanner et al. (2008) discussed that consumers' motivation to connect with others makes their consumption habits match others. This brings us to the idealization that "People" are also considered the consumers themselves. The word-of-mouth aspect plays a huge role in transferring product and service information and is even found more credible than the company's official shared information (Friestad, Wright, 1994). Costumers are now an important source of product information for any purchases. The technology has made word of mouth transfusion easier than it used to be before. Intended buyers not only go to friends and family members for advice and information regarding a product, but they can easily reach the anonymous reviews present on the Web no matter the type of product they search for and are interested in (Chen 2017).

## 4.6 Process

"Process" is whatever it takes for the customer to receive the product (Khorsheed et al., 2020). The process includes distributing the product, the sales funnel, and the relationship between the business and the customers (Lazer et al.,1973). The service business must decide how to use these processes to maximize its benefits while still making sure to give its customer the best value (Khorsheed et al., 2020). Being able to adjust the different parts of the process

in delivering the product to the consumer is essential. It will allow service businesses to be on the right track to ensuring that they are following what is current. The process must be consistently reevaluated.

The process is also an application of the actions and functions. It bares the role of increasing the value of products to guarantee a high advantage to consumers. The process is even more important for service products vs. physical ones. Hirankitti et al. (2009) discussed that consumer satisfaction is based on the process and service providers' efficiency. That is why it is recommended that service business providers maintain their quality and invest in the process for better consumer satisfaction. We see how this greatly influences service delivery options (Dabholkar and Bagozzi, 2002). When latest technologies are considered and implemented in the service process, it does not only accelerate it, but it also helps in reducing the costs, add value to the service provided, and facilitates the employee's jobs for a better-managed process (Zhu et al. 2002; Dabholkar and Bagozzi, 2002).

As discussed earlier, in e-commerce, process is considered half the business, given the first half is the intended product for purchase. In e-commerce, process entails many elements, like, payment handling, shipping and handling, delivering and returns handling. These are all elements that form the e-commerce process and have direct effect on the consumer's experience. Consumers' satisfaction is linked with their expectations of the service delivered that is an outcome of all the process elements mentioned. If the process goes efficiently and smoothly, the consumer will then receive their order safely and on time; if the process is not smooth as expected, the consumer satisfaction will be affected by the delay of the order or any harm associated to it. It is important that e-businesses invest in enhancing their process for higher consumer satisfaction.

### 4.7 Physical Evidence

The physical evidence is the verification that the business exists and the customer can trust. Customers need to know which businesses they are buying from, and it needs to be legitimate to them, otherwise, they will not be interested (Bitner, 1981). Businesses' packaging and receipts are good examples of physical evidence. Validation of the business is considered physical evidence, and businesses need physical features that identify and label them. This could be a logo, unique colors, a slogan, etc. (Rafiq, 1995). Businesses should keep an eye on their customers' interactions to ensure that customers think that the business is professional and legitimate (Bitner, 1981).

The physical evidence in e-commerce is split into two factors: material and virtual. The physical environment is represented by delivery points, offline stores, and company offices. The virtual environment is the presence in the electronic environment, including a website and community pages in social networks, mobile applications…etc. (Mangobe & Bespiatykh, 2020). Investing in the virtual presence in e-commerce is important, as the efficiency of the platform, design and technology implies of the proficiency of the business and so enhances the trust factor at the shopper's mind which drives purchasing decision and raises satisfaction.

### 5. Services Quality Measurement

### 5.1 The SERVQUAL and SERVPERF Models

Quality is easily measured in physical products, ensuring that a product is manufactured up to specific stands within a controlled process. However, in service businesses, that is not the case. Given that the people factor is associated with the service business as a front element, quality could not be 100% controlled. Many models were developed to help marketers and businesses measure the quality of services, and the SERVQUAL model is one

of them. The model helps measure the quality of services, giving the business better control of the process to enhance and control their businesses' quality.

The conceptual SERVQUAL Model originated from a study by Parasuraman, Zeithaml, and Berry in 1985, where they specified ten dimensions of service quality function as measurement factors. These ten factors are reliability, responsiveness, competence, access, courtesy, communication, credibility, security, understanding/knowing the customer, and tangibles (Parasuraman, Zeithaml, and Berry,1985). The model is also named the RATER model, which stands for the five service factors it measures: reliability, assurance, tangibles, empathy, and responsiveness.

**R** = Reliability is the service firm's ability to perform the promised service accurately and dependably.

**A**= Assurance: is knowledge and courtesy of employees and their ability to inspire trust and confidence.

**T** = Tangibles: refers to physical facilities, equipment, and appearance of personnel.

**E** = Empathy: is caring and individualized attention paid to customers.

**R** = Responsiveness is the firm's willingness to help the customer and provide prompt service.
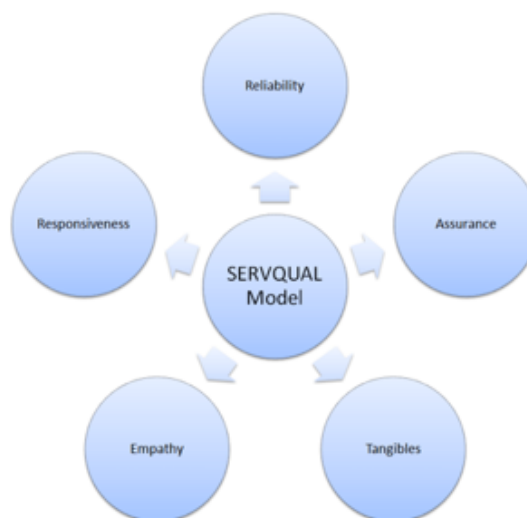


Fig 2. The five dimensions of SERVQUAL

Fundamentally, it is a market research structure that splits service into five areas to guide and assist service-providing firms in enhancing their quality (Parasuraman, Zeithaml, Berry,1985). The model includes a broader perspective of service quality measurement; and has been an important measurement tool for service businesses. The model was initially designed to help with the characteristics set to be unique for service businesses like intangibility and heterogeneity. This model's creation inspected service providers to have a unique approach in assessing the factors that affect consumers' opinion of the quality of the provided service (SE., MM & Indrayani, 2019).

Cronin and Taylor, in 1992, presented a similar model named SERVPERF, which addressed the measurement of service quality performance only in response to the criticism of the SERVQUAL model. The difference between the two models might be blurry but substantial. SERVQUAL measures performance expectations and performance perceptions, while SERVPERF focuses only on performance perceptions (Shafei, I., Walburg, J., & Taher, A., 2019). SERVPERF uses performance records because it claims that the consumers automatically link and compare the performance expectations and performance perceptions in their minds before providing their opinion (Rodrigues et al., 2011). The SERVPERF model's creation favored providing another method of measuring service quality and the relationships between service quality, customer satisfaction, and purchase intentions. In studying these concepts and their relationship, the authors argued that: a performance-based measure of service quality may be an improved mean of measuring the service quality construct.

- Service quality is an antecedent of customer satisfaction.
- Consumer satisfaction has a significant effect on purchase intentions.
- Service has less effect on purchase intentions than consumer satisfaction.

Both models are interrelated, and the better fit of which model to incorporate is dependent on the subject measured (Rodrigues et al., 2011).

So far, all aspects that shape e-commerce fundamentals have been presented. The 7 P's and quality measurement methods discussed are the base of any online platform, each of which complements the other and implies success when strengthened and differentiated from the competition.

All of the above characteristics, from product to quality, are the base of any service business, with plenty of room to perfect and enhance the experience. We discussed earlier e-commerce attributes from previous studies, like quality, trust and satisfaction. Among others, we will amalgamate these attributes under one umbrella called 'Packaging'. In physical products, packaging is the first element about a product that comes in contact with the consumer, even before the product itself. The packaging bares the first impression of each aspect and hints for the product itself. Likewise, in e-commerce, several attributes are considered the indicator of what the service provides, the process entails and the delivered product will look like. That's is basically the rationale behind putting the attributes under 'Packaging'.

## 6.  The Importance of Packaging

Packaging of a product is more than what meets the eye; it is not just something that protects a product, but it is something that marketers focus on and invest in. They do this so that they can influence the way that consumers purchase their products. The packaging is a way for the brand to market its product to be cohesive to its vision. It allows for the brand to communicate to the consumer about the product that is inside of the package (Ghoshal et al., 2009). Consumers can look at a package while see, feel, and interact with it on some occasions. Packaging allows for the maximization of consumer satisfaction when they engage with the

product and helps them have a better attitude towards the product (Ghoshal et al., 2009). When this occurs, it is more likely that the consumer would purchase the product if they are satisfied with its packaging and understand the information relayed from the brand. The packaging is also crucial as one of the first contact points between consumers and the brand when they see and unpack the product. Packaging can impact consumers' emotions and influence their consumer buying behavior accordingly (Ghoshal et al., 2009). Whether expensive or cheap, the packaging can influence whether or not the consumer will purchase the product.

Historically, the purpose of packaging was to take care of the product and ensure that nothing happens to it, but nowadays, the purpose of packaging has changed significantly (Ahmad & Ahmad, 2015). Consumers can now view the package, form the first impression, look at it for information, and understand the brand positioning through the packaging. Consumers can engage with the product. Whether these first impressions are positive or negative, the more positive a consumer views the packaging, the more likely they will purchase the product. (Shah et al., 2013). They also use packaging as a line of communication with consumers. By having good packaging, a brand can expect to catch the eyes of the consumers. Brands now use different packaging as part of their marketing campaigns to communicate with the consumers, and positively impact consumers' purchasing behavior. There are different elements to packaging, and they all play a unique role for the consumers. Brands can alter and manipulate what the consumer perceives, which allows them to maintain their brand image and identity while still communicating with the consumer.

Numerous studies were conducted to see how consumers behave when it comes to packaging design produced different results based on the age. A study was conducted in Turkey to see the impression that packaging design had on younger audiences and whether it influenced their purchasing decisions (Aday, 2015). In this study, the younger audiences were

more attracted to packaging made of glass, as they found that the glass packaging increased the value of the product inside the packaging. They also felt that the glass's protectiveness made it more of a trustworthy product (Aday, 2015). On the other hand, some younger consumers saw that paper or plastic packaging be more practical than glass packaging. The younger consumers tended to look at the labels to understand more about the product inside the packaging, but if they found that the labels were too confusing or not clear, they would be less likely to purchase it (Aday, 2015). This study showed that there is more to packaging than just the design. It also matters about the packaging's information and how easily accessible it is to the consumer and contributed to the consumer's entire purchasing process, impacting their buying behavior.

In another study conducted by Doritos, the potato chips brand, their goal was to understand just how vital their packaging was to the average consumer. They could change independent variables to see what consumers thought was important when it came to packaging. They looked at what illustrations they were using on their packaging, the color, size, shape, and what information was available to the consumer on the packaging (Ahmad & Ahmad, 2015). They were able to find that the design of the packaging was a line of communication with consumers, which made it easier for the consumer to understand the brand and for the brand to communicate its product with the consumers. The packaging design function is crucial to the product, and it is vital for the relationship between the consumer and the brand. Packaging grabs the consumer's attention, and then the elements of packaging will be the deciding factor to whether or not the consumer will purchase the product. It also showed how much consumers were making quick decisions when they were shopping, which means that the packaging design is crucial when consumers decide which product to choose when they do not have a preference.

The different elements that are important to packaging are the packaging material, the color, design, and size of the packaging. The information on the packaging is equally as important. Some consumers want to know specific information about the product, and it allows the brand to communicate with the consumers about the product. The packaging innovation is equally important, as consumers generally like packaging that is intriguing and unique (Raheem et al., 2014). When brands realize that consumers choose the product based on the packaging, they will research what their target consumers want and apply it to their packaging. Therefore, the packaging is essential for selling the product inside it to the consumer (Raheem et al., 2014). The packaging is seen as the silent salesman because it has put its sales tactics onto the packaging but cannot speak to the consumer. However, the packaging design can speak volumes without necessarily verbally saying anything.

When consumers look at the packaging of a product, they can understand what the product is and whether these specific products meet their wants and needs as a consumer. Different products can have more of an influence based on their packaging compared to other products. Commodity or necessary products are the ones that the consumers have to buy, which means that the packaging can be the deciding factor for the consumer when choosing which brand to buy. These products also mean that the consumer will be limited in its contact with the products, and the packaging will be the primary influence (Raheem et al., 2014). They also find that the better packaging design for these everyday products means that the product is more valuable, which means that the consumer has a better impression of the product, giving the consumer an overall better experience. When the consumer interacts with the product that is a positive one, they are more likely to purchase it without even checking the inside. Later on, when they open the package, they determine what the product is, and not the package described (Raheem et al., 2014).

Consumers continually relate the product to its packaging, and vice versa, which constantly happens as consumers purchase the products and services they need and want. Consumers have multiple experiences with the same product. The first experience is when they first see the wanted item in its packaging. If there is an urge to purchase the product based on the packaging and the consumer purchases it, the consumer has just had his/her first experience with the product. When the consumer returns home and unpacks and interacts with the product, the consumer will have a second experience which either makes or breaks their relationship with that product. These two big moments are essential with any consumer and their decision to make purchases of certain products; the first impression and the actual product itself.

These experiences can impact customer satisfaction, future preference, and loyalty to the brand. If individuals purchase a chocolate bar, they will most likely look at the chocolate bars they like. If their favorite chocolate bar has the same packaging, as usual, they will recognize it and get the nostalgic feeling of them enjoying the chocolate bar from a previous experience. The packaging may prompt the individual to purchase the chocolate bar in the first experience. Later on, they open the packaging of the chocolate bar and continue to devour it. The taste of the chocolate is essential, and this is where the product quality comes in. If the product tastes good, the consumer will have a second positive experience with the same product complementing the first positive one. Consumers engage with the quality of the packaging just as much as the product itself.

Consumers are also trying to find the best quality for the price on most occasions (Joutsela et al., 2017). Customer satisfaction derives from how satisfied the consumer is with the overall packaging, its communication, and just how functional it is. Consumers are also looking for the best deals, usually true for older consumers (Joutsela et al., 2017). When they can afford a brand, this also impacts the consumer's perception of the brand. Brands can

understand what their targeted consumer will go for, which will help them figure out how to get consumers to buy their products, impacting consumer buying behavior. Their overall experience with the product that goes hand in hand with the consumer's personality will determine whether they will purchase the product. It is clear to see just how much packaging can impact consumers' buying behavior on whatever they may be purchasing. Whether they are buying the necessary products for their daily use or making big purchases, the packaging is a way to influence their decisions.

Overall packaging can significantly impact consumers' decisions when making food purchases, electronic purchases, or even simple daily purchases. Packaging triggers consumers' subconscious and allows them to associate triggers with different products based on their packaging. Packages that have positive attributes that are seen as fun and dynamic by the consumers are more likely to be bought by the consumers (Mueller & Szolnoki, 2010). Satisfaction impacts the consumers' willingness to pay and repurchase the brand. Different experiences can impact the willingness to pay, but the packaging is one element that can impact a consumer's shopping experience. The impact on consumer buying behavior is crucial to be examined by any brand set on successfully tapping into their consumers' needs and wants.

Understanding buying behavior is the root of success for the competitive markets in today's world (Aday, 2015). While many studies describe purchasing behaviors, few studies investigate the visual elements that impact consumers' behavior. Even though there have been a few studies conducted that highlighted the importance of the package's design to consumers. The packaging shape and layout of the graphics and the information all impact the consumer's decision-making process regarding any purchase (Aday, 2015). According to Philip Kotler, social status, cultural differences, and psychological characteristics influence a person to buy something. The higher socioeconomic class will share corresponding interests and choice

behavior, thus buying similar expensive products (Klimchuk & Krasovec, 2012). Riaz (2015) conducted a research demonstrating how women's demand is attracted to well-designed packaging because women are generally more fashion-conscious than men. They are the ones who demand and are attracted to a good packaging design.  Socioeconomic status also can be a factor to take into consideration when discussing consumer buyer behavior.  Superior packaging design shows the product's properties to the consumer, who will determine it to be an essential product to them or not (Klimchuk & Krasovec, 2012, pp. 1–3). The packaging design itself can impact the purchasing behavior of a consumer. Sometimes an ordinary packaging design can create a significant difference in marketing trends (Riaz, 2015). More attractive packaging ends up altering the buying behavior of the consumers. Brands should focus on their package design, materials, shape, size, color, and details to make their products stand out from other brands. (Riaz, 2015).

Consumers' purchase expectations are higher when it comes to packaging design. According to Topoyan and Bulut (2008), the package design's aesthetics is critical when brands are trying to deliver specific messages to their targeted audiences (Silayoi & Speece, 2007). An item's price should correspond to the package's overall look and feel to influence consumers' purchasing decisions (Riaz, 2015). The packaging gives information about the product and the brand, and creates a communication line with the consumer. The packaging design consists of material, information, graphics, and attributes of the brand and the product itself. Packaging that is clear and easy to understand is crucial for consumers as they want to quickly find what they are looking for without wasting too much time. When brands keep this in mind, they can look at other attributes of the package that are important to the consumer and impact consumers' buying behavior (Silayoi & Speece, 2007).

Theories of cognition are amodal, whereas grounded cognition actions and bodily states and mental stimulations generate cognitive activity (Krishna, 2012). Grounded cognition assumes a stable physical condition that an individual is in (Krishna, 2012). An example of this is a study conducted by Strack, Martin, and Strepper (1988), where they tested participants' muscles and their impact on their perception of cartoons. They found that the muscles they were engaging in ended up impacting the funniness rating of the cartoons they watched. In sensory marketing research, they have found that the environment that one is in also impacts the individual and their perceptions. Sensory marketing can be used to create triggers that the consumer is unaware of and use those to define the consumer's perceptions of the brand's personality. Consumers are regularly exposed to advertisements every day, another way that brands try to trigger their consumers into purchasing their products. Yet, the packaging could be used more efficiently to appeal to the consumers (Ho et al., 2019). Sensory triggers can result in consumers' self-generation of the attitudes towards the brand, and deductive engagement will attract their attention more than deliberate statements by the brand (Hung & C Cant, 2017). People react immediately to what they subconsciously see and learn the brand names and their attributes over time. Sensory marketing can help communicate the product and the brand towards consumers (Krishna, 2012).

Sensory perceptions can lead to neural activations of different brain regions (Roopchund Randhir et al., 2016). Depictions of a product can either create mental stimulation in the consumers' minds or not, but this can impact consumers' buying behavior. Elder and Krishna (2012) conducted a study where they found that selling mugs with a handle on the right was more favored by the right-handed consumers. They had more mental stimulation, which resulted in higher buying behavior (Key et al., 2020).

Grounded cognition suggests that perceptions impact cognition, which means that the way people look at their environments can impact their thinking, which influences their knowledge

and the process they have to create knowledge themselves (Key et al., 2020). Sensory marketing's fundamental principle is grounded cognition. This way, sensory marketing can engage consumers and their senses, ultimately impacting the brand's judgment and changing their buying behavior. Sensation has a substantial impact on perception, which then impacts cognition (Krishna, 2012).

## 7. Packaging in E-commerce and the E-SERVPACK Model

Previous research discusses the importance of packaging of physical goods and services in details. It is now time to reflect on the e-commerce packaging. The definition of e-commerce packaging is put here as ***a series of attributes that augment the base characteristics and directly affect the consumer's awareness, satisfaction and loyalty.*** The packaging elements in e-commerce are those that have direct effect on the consumer experience. To be able to relate, it is important to have a robust definition for e-commerce customer experience. Basically, it is defined as the customers' perception of how an online platform treats them. How the consumer feels affects his/her behavior and loyalty. If a customer likes an e-platform, they'll continue to buy from it and recommend it to others. No one's going to carry on buying from a company that treats them badly. Providing an excellent e-commerce customer experience is not only helpful for the business, it's a necessity. As consumers turn to online shopping, their expectations for customer experience also continue to rise. Research from PwC found that 73% of all people point to customer experience as an important factor in their purchasing decisions, yet only 49% of U.S. consumers say companies provide a good customer experience. Customer experience is vital for e-commerce, because when an e-platform gives customers a great experience, they'll buy again, be more loyal to the brand and share their experience with other people. This links to the evaluation of how each attribute would have an effect on the consumers' experience when pursuing online shopping that leads to a behavioral

reaction of submitting a purchasing transaction or not. Creating a great customer experience is dependent on the enhancement of each necessary attribute that plays a role in supporting the main business constructs of the 7P's referred to as e-commerce packaging elements. The elements are understood to be different from the basic physical traditional packaging concept. Many scholars have referred to and studied different attributes associated with e-commerce platforms' success. Still, none have brought these attributes into a construct, operationalized by indicators to support empirical research and guide the practitioners. In this study, based on previous research, the author filters the attributes serving as main packaging elements and have them tested to understand the level of importance of each for the consumer based on product category type through a newly developed model called the E-SERVPACK Model. The model specifies ten e-commerce attributes identified as the priority packaging elements to act as measurement factors for the efficiency of e-commerce business.
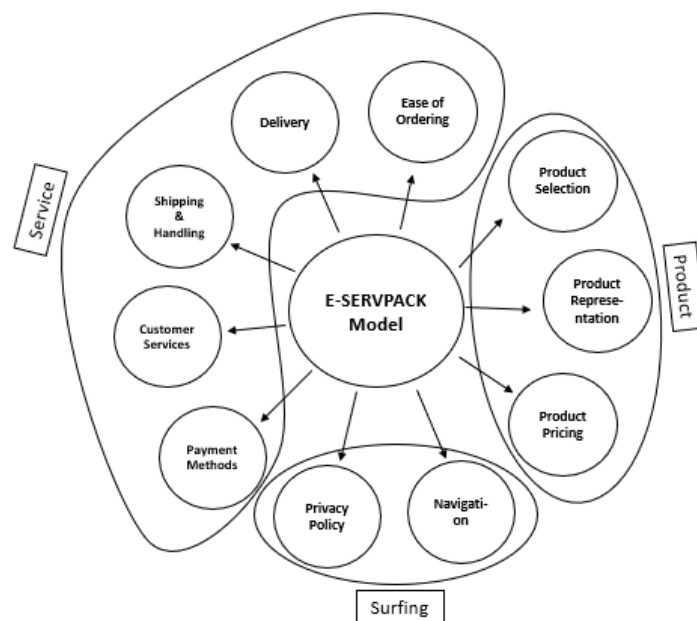


Fig 3. The Ten Dimensions of the E-SERVPACK Model

The E-SERVPACK Model takes a similar path of the SERVQUAL and SERVPERF Models in identifying factors that help measuring the efficiency/quality of service business. It is important to highlight that the E-SERVAPCK Model is not a continuation of the other stated two models, rather an extension of the updated DeLone & McLean Information System Success Model, serving e-commerce in specific. The original DeLone & McLean IS Success Model provided a comprehensive framework for measuring the performance of information systems (DeLone and McLean, 1992). The new and updated model is based on the empirical and theoretical contributions of researchers who have tested or discussed the original model (DeLone and McLean, 2002,2003). The updated model consists of six interrelated dimensions of information systems success:

- System quality
- Information quality
- Service quality
- User intentions
- User satisfaction
- Net benefits

The primary improvements to the original model include (a) the addition of service quality to reflect the importance of service and support in successful IS systems, and (b) the collapsing of individual impacts and organizational impacts into a more parsimonious net benefits construct. The E-SERVPACK Model addresses each of the DeLone and McLean IS Success model's dimensions with a set of attributes explicit to measuring e-commerce business competency. These attributes serve as a benchmark to test consumer's priorities in different product categories in e-commerce.

It is imperative that we first understand the consumers' buying behavior in general and in e-commerce in specific to be able to apply the developed E-SERVPACK Model. The

importance of consumer buying behavior is also devoted theoretically by the marketing orientation theory.

## 8. Theoretical Framework

## 8.1 Marketing Orientation Theory

The studies dedicated to market orientation have increased since the seminal work by Kohli and Jaworski (1990) and Narver and Slater (1990). Market orientation is where the business focuses on the customer and finds out their needs or wants (Avlonitis et al., 1999). When an e-commerce business can have a market orientation strategy, the focus will be on creating the service and developing it according to the customers' wants. The service will be more likely to satisfy the consumers, meaning that profits will be higher. Through the service mix, the business will meet the desires of the consumers. While this may seem obvious, market orientation advocates believe that the conventional strategy does not do this. They argue that conventional strategies focus more on looking for selling points for their products/ services than examining how their products/services are developed and add more quality.

By having a market-oriented approach, businesses will focus on developing products and increasing customer service. If there are any concerns raised by consumers, the service business will address them, resulting in higher consumer satisfaction (Avlonitis et al., 1999). This will also strengthen brand loyalty and create more buzz about consumers' business through word of mouth. With social media being a part of consumers' lives, they could utilize social media to express their satisfaction or lack thereof with any service they have contacted. By meeting the consumer's expectations, the service business can have a better long-term achievement of their goals. By adopting advertising strategies that highlight a service business's unique attributes, they will be more likely to be differentiated from competition.

**8.2 Uses and Gratifications**

The uses and gratification theory, first grounded in 1969 by Jay Blumler and Denis McQuail, seeks to understand people's media preference and usage. The theory accepts that people have power over their media usage and not passive receivers of whatever kind of media and information they are exposed to; it also studies how people intentionally look for media to satisfy particular needs or achieve specific goals (Blumer, D.Mcquail, 1969).

Using marketing orientation theory in the context of uses and gratifications theory can be presented in social media to reach individual goals that e-commerce businesses set for themselves. First, an e-commerce business must be incorporating different elements into their marketing strategies. They need to target their audiences and use some implementation tactics, and they have to have a clear purpose for their consumers. Social media can take over many roles for an online business that will advantage it hugely. It allows for networking, promoting their services, and how e-commerce businesses can boost their presence online. Consumers often search online before purchasing a service, especially on social media, which means that the e-commerce business should have a strong reputation and visibility (Tiago et al., 2014). Consumers tend to learn a lot about firms from their social media presence. The traffic can also be improved to the service business site when they focus on marketing on social media and can help them reach more consumers, overall. Consumers can also share their experiences with the e-commerce business on their social media and directly interact with the service business through their profiles.

E-commerce businesses are still struggling with using social media for their advantages because of the risks they perceive social media to bring about. If social media interaction with consumers is not appropriately handled, the reputation of the service business is at stake (Tiago et al., 2014). It can also be confusing, and social media's real value might not be evident for

service businesses because they are so used to conventional models. Yet, it can improve the consumer's overall brand experience and allow them to reach consumers on a bigger scale. It can also give more exposure to the brand, especially when social media is prevalent.

## 9. Importance of Consumer Behavior

Consumers are all different in terms of their needs and wants, but businesses can segment them to understand their purchasing or buying behavior (Malik & Purohit, 2020). This segmentation is so that businesses will understand their targeted customers and increase their return to purchase from the business again. By studying consumer behavior, businesses will satisfy their customers by determining the best way to present their goods or services (Malik & Purohit, 2020). Consumer behavior believes that consumers are the prime actors within the marketplace, and they play different roles and make different decisions when they are in the marketplace (Malik & Purohit, 2020). These roles differ from person to person and their current situation. For example, a college student would influence their purchases while a father might influence their children's purchases. Consumer behavior can be manipulated and influenced by different factors such as demographic factors, including the age or gender of an individual, psychological factors, which would be the motive for buying something, to begin with. Other factors include situational factors, which would be related to the context when the individual purchases the product, and social factors related to the consumer's social status (Malik & Purohit, 2020). Cultural factors differ from culture to culture, which would incorporate social class and religion. Businesses should understand that consumer behavior is not something that remains the same as it is very flexible. It can change frequently depending on trends, what consumers are looking for, and what businesses can offer. It can also vary from different age groups, and so businesses should look at all factors in play when individuals are purchasing services or goods. All consumers do not act the same way, and this should be taken into

consideration. Every individual is unique, coming from a specific background that will influence their purchasing decisions (Ramya & Ali, 2016). Variations exist from region to region and country to country, and even within the countries themselves, consumer behavior will vary significantly due to some of the different factors.

Urban consumers or consumers living in bigger cities will have different buying behaviors than those living in rural areas. Those living in bigger cities are less conservative than those living in rural areas (Ramya & Ali, 2016). The information that businesses collect about their consumers is vital to them as they will understand what will influence their targeted consumers and how to adapt to that. It allows them to consider their product or service, how much it costs, how they promote the product or service, its packaging, position, and how it is distributed (Ramya & Ali, 2016).

When consumers are pleased with the different points that a business or brand has considered about their consumers, they will be more likely to purchase a service or product from the business. When this occurs, this will lead to the product or service being in higher demand, which means that the business's sales will also increase. This shows just how crucial it is for businesses to track and understand consumer behavior to increase their overall sales. When businesses understand their consumers' buying behavior, they can see if there are any gaps in the market and fill those gaps if possible. Understanding consumer behavior will ultimately allow the business to engage with their consumers and persuade them to purchase.

**9.1 Four Types of Consumer Behavior**

There are four types of consumer behavior that businesses may encounter. It is also important for businesses to differentiate their consumers based on the different types. The four

major types of consumer behavior are complex buying behavior, dissonance-reducing buying behavior, habitual buying behavior, and variety-seeking behavior. The four-buying behavior differs on when and why the consumers purchase a product or service and are an excellent way for businesses to understand their consumers' needs and wants. The first buying behavior is the complex buying behavior when consumers purchase something expensive and don't usually buy it regularly (Hawkins & Mothersbaugh, 2010). This kind of purchase takes a lot of decision making, and the consumer usually researches a significant amount before making that purchase. Consumers are investing a lot of money into this kind of purchase, which is why they take their time deciding to purchase. This kind of purchase could be a car or a house, something that does not happen often, and a lot goes into consideration by the consumer. It is considered to be a commitment from the consumer. The businesses should understand their products or services so that they will be able to give as much information as they can to the consumer about their product or service.

The second kind of buying behavior is dissonance-reducing buying behavior, which is a purchase that consumers may make. Still, they have a problem when it comes to choosing which brand to purchase, and this can give them the feeling that they might regret their purchase if they do not choose the right brand (Hawkins & Mothersbaugh, 2010). This can vary from sector to sector, but if an individual is purchasing a blender, for example, and they do not know which one to choose, they go with the cheaper one. After the purchase, if the product performs well, they will feel happy with their purchase and believe that they made the right decision. However, if the product does not perform according to their standard, they might feel regretful about their decision and wish they had gone with the more expensive, probably more durable brand (Hawkins & Mothersbaugh, 2010). This happens regularly, as consumers are always picking and choosing between brands. Sometimes consumers may do their research, but it is

not the basis of their decision usually. Dissonance does not always have to occur, but it can happen. At this point, businesses should focus on ensuring that consumers can understand and see why their product or service should be the one they go with instead of choosing another brand. The business's focus should be on how to make sure that the individual repeats their purchase after the first time. Possible sales and other incentives would be good for businesses looking to attract this kind of consumer.

The third type of consumer behavior is habitual buying behavior. The consumer purchases a product or service that has not much to do with the brand but more about the product itself (Hawkins & Mothersbaugh, 2010). Consumers shop for items regularly needed in their household, such as food items, and they already know what they prefer. For example, a mother will go into a store and purchase the same milk brand that she is used to buying, so she might not necessarily look at another brand unless something noticeable about another. This is not about the brand itself; it has become a habit of consumer purchasing. The consumers themselves are not overthinking when purchasing these kinds of products and services; it has nothing to do with brand loyalty (Hawkins & Mothersbaugh, 2010). To attract this kind of consumer, businesses should focus on their advertisements and attract their consumers through the imagery or symbols they use (Hawkins & Mothersbaugh, 2010). When consumers can easily connect to a brand through their imagery, they'll be more likely to pick out the product in the store or the service in general.

The final type of consumer behavior is the variety-seeking behavior in which the consumer's involvement is not high and constantly switches between brands (Hawkins & Mothersbaugh, 2010). It is not about the consumer not liking the brand's product or service, but instead, they want to try different ones. This is because the consumer can usually switch brands at a low cost (if any), and they can try out the different products they want to. Usually,

this comes out of just pure curiosity rather than dissatisfaction with the product (Hawkins & Mothersbaugh, 2010). An example of this would be a consumer that purchases a particular shower gel. The next time they buy shower gel, they purchase a different brand because the new one's scent is intriguing. They still liked the first shower gel they used, but they would like to try something new. This often happens at the consumer level, and it is not something that they intentionally do, as they do this without giving much thought. Businesses can try and attract these kinds of consumers by focusing on their shelf space within the store or how their service might be advertised to the consumer. Businesses must stand out from others, as the consumer might give in to what they find aesthetically pleasing when looking to try something new.
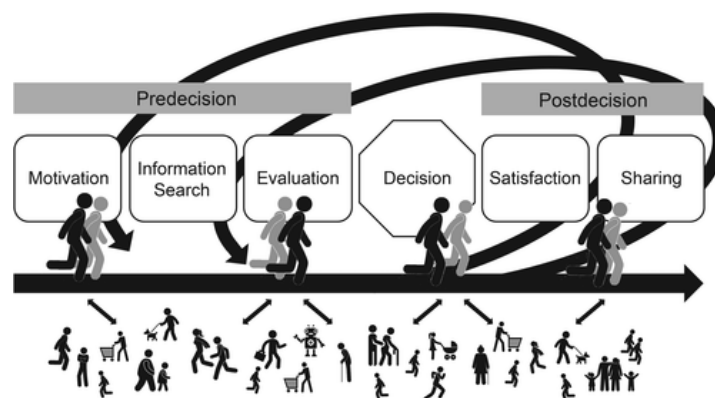

Fig 4. The social customer journey

## 10. Online Consumer Behavior

Retailers should study these four behavioral types based on the product category they deal with. This also applies to e-retailers with some online channel specified consumer behavioral additions. An empirical study done in Jordan examining the consumer attitudes toward online shopping came with the findings that: consumers' attitudes towards online shopping are measured based on trust and expected benefits. Trust is based on the appearance of the web page and how it indicates quality. That is why these two aspects may be predictors

of the consumers' reaction and online purchasing behavior. In addition to the conclusion that the higher the level of quality perceived, the higher the trust of the online shopping web is (Chu. J, Arce-Urriza .M, Cebollada-Calvo. J, Chintagunta, P, 2010). Other attributes were also tested and theorized by many scholars related to quality and trust. Bakos (1997) posited that when quality is an essential attribute for the shopper, price sensitivity is lower in online shopping versus traditional offline shopping. Not only related to quality, but product type does play a role. For example, a study by Brynjolfsson and Smith in 2000 has found that shoppers are price-sensitive when they shop for books and CDs online vs. when they shop for the same category offline. In a different category like groceries, Degeratu, Rangaswamy, and Wu (2000) and Andrews and Currim (2004) find online shoppers less price-sensitive than when shopping offline. The studies also capture that the consumers are much brand and size loyal online vs. offline, especially with the well-established and heritage brands with high market share; they tend to have many loyal consumers online vs. low market share brands. At the same time, it is the other way around in offline outlets (Danaher, Wilson, and Davis, 2003).

It is essential that we look at non-online shoppers to understand their rationale for not switching to online shopping within the same context. This comprehension would make the comparison much reliable so that we have a different perspective and not to focus mainly on the already recruited customers. A study named 'Attitudes Towards Buying Online' was published in 2004 to Bijou Yang and David Lester, identifying online shoppers' specific behavioral patterns versus non-shoppers. The study recruited 180 students and surveyed them for several different positive and negative features of online shopping. They found that active online shoppers are extremely positive towards the channel vs. the non-shoppers who have negative feelings towards online shopping, but not as strong and consistent as their positive feelings. The shoppers were aware of some negative features of online shopping, such as effort and impersonality. Still, these features were not considered a reason to discourage them from

shopping online. The authors advised that the role of the e-retailers is to make the online experience more cooperative and more user-friendly since the positive features indicated, convenience and efficiency, happen to be more vital than the negative ones.

A study in Singapore published in 2010 entailed other online shopping behaviors. The study focused on households' different shopping behaviors and the type of product purchased on brand loyalty, size loyalty, and price sensitivity among both online and offline channels for a specified category, grocery products. The loyalty aspect showed that light online shoppers tend to be more brand loyal than heavy online shoppers. For the second aspect, size loyalty, light online shoppers tend to be much more size-loyal than heavy online shoppers. For the price sensitivity, the light users of online shopping tend to be considerably less price sensitive compared to heavy online shoppers.

## 11. The Ten Attributes of the E-SERVPACK Model in Literature

As discussed earlier, the model has been developed as a representation of the packaging elements of e-commerce. These elements are meant to complement each of the base business characteristics, product, price, promotion, etc., for better performance in the market and competition. The ten packaging attributes, as presented in fig 3 above, are Ease of Ordering, Product Selection, Product Representation and Information, Product Pricing, Navigation, Payment Methods, Customer Services, Privacy Policies, Shipping and Handling, and Delivery. A better understanding of each of the attributes is presented in the section below.

## 11.1 Ease of Ordering

The purchasing process the consumer goes through is set to be one of the most important attributes of online shopping. Consumers' satisfaction with this attribute is one of the main

reasons why shoppers might re-visit the online platform. The ease of ordering process includes many aspects and summarized in:

1- Easy search for the target product/service

2- Easy to understand consumer language

3- Few steps to place the order

4- Speed

According to previous research, Jarvenpaa and Todd (1997) found that the two factors of ease of use and speed significantly affect online shoppers' satisfaction. It was also realized that the visual appeal is considered an affecting factor in simplifying the ordering placement process. These findings complement the other findings by Koufaris (2002), claiming that shopping efficiency is not the only attractive aspect and the reason people prefer to shop online. Still, they actually enjoy the process when it is simple and visually appealing. Other studies have also claimed that technology complements the ease of ordering process (Ranganathan and Ganapathy, 2002, Schaupp and Belanger, 2005, Szymanski and Hise, 2000)

Past researches have also highlighted that online shoppers perceive time factor and speed as a priority attribute, in the sense that they are eager to pay more to get a much convenient and fast service (Burke, 1997, Li et al., 1999, Morganosky and Cude, 2000, Syzmanski and Hise, 2000), they might even dislike regular physical shopping as well. (Burke, 1997, Morganosky and Cude, 2000).

## 11.2 Product Selection

Online platforms are generally expected to have more products to show vs. physical outlets. That might be derived from the fact that online platforms do not have showcase space issues or onsite warehousing struggles. This thinking criterion was also supported in past

research. It was found that online shoppers tend to demand product variety and even customized products vs. offline outlets (Burke, 1997, Syzmanski and Hise, 2000).

Anand (2007) highlighted that customized content is an important attribute of usability eager to driving consumers' satisfaction and in parallel increase the rate of re-visiting. Szymanski and Hise (2000) referred to the importance of merchandising features of various product offerings. Schaupp and Belanger (2005) pointed out that online platforms should afford an enormous range of products to excite the shopper. The study also highlighted the positive effect of the seasonal, exclusive products and sales offers have on consumers' satisfaction level (Anand, 2007, Schaupp and Belanger, 2005, Szymanski and Hise, 2000).

## 11.3 Product Representation and Information

Past research has suggested that artistically developed websites in terms of both content and functions tend to have more satisfied consumers vs. undeveloped platforms (Ranganathan and Ganapathy, 2002, Schaupp and Belanger, 2005, Hausman and Siekpe, 2009). Hausman and Siekpe (2009) accentuated the vitality of informational content. Likewise, Liang and Lai (2002) discovered that online shoppers mostly purchase when the online platform affords necessary functions, like a product catalog, a search engine, intelligent price comparison agent, and shopping carts.

Taher and Sahfei (2016) pointed out that multi-channel vendors with a physical and online presence can better enhance the shopping experiences and communicate the services offered to the customers. The authors also highlighted that Multi-channel merchants that include online and physical catalog or online catalogs to download for offline use could provide the focus needed on "integrating front-end and back-end operations everything in between". This practice could enable businesses to reach their target consumers through multiple channels, heighten accessibility, and facilitate the shopping experience. This would result in a wider

customer base, customer loyalty, and positive word-of-mouth among consumers (Taher & Shafei, 2016)

**11.4 Product pricing**

It is important to remember that online shoppers are sensitive to the value and the quality of their product online versus those they buy at a physical store. They virtually try to understand the quality level to set their expectations accordingly and then decide whether the product is offered for a high price or a low price. That is why the pricing strategy has a vital role in e-commerce compared to offline stores. Boyer and Hult (2006) contended the relationship between the ordered and the delivered product to be a key factor in the online purchasing process and consumers' satisfaction; the stronger the relationship is, the higher the consumers' satisfaction is. Turban et al. (2006) suggested that reasonable price and high quality are considered equally vital attributes of a product value. In past research, it was found that active online shoppers were found to be less price-sensitive versus the un-experienced ones (Okamoto, 2014). This result hints at the necessity for inventive tactics in setting pricing strategies. It should be considered that consumers are asked to be paid for both price and postage, which should be taken as a whole in setting the pricing strategy (Okamoto, 2014). Price has a significant role in the purchasing process and even post purchasing. In a qualitative study by Keaveney (1995) concentrating on consumer behavior in the service business, it was found that more than half of the customers would switch to other competitor online platforms as a reason for poor price perception. Likewise, a study by Varki and Colgate (2001) focused on the banking industry found that price perception directly affects the shopper's satisfaction in both; the drive for purchase and recommending to others. Pricing strategy succession is totally dependent on the company's strategy. For example, Amazon.com began trading in 1994, when their main strategy was focusing and promoting low prices to attract consumers' attention

and switch their habits to shop online; a low-price enforcement strategy was used as a justification of the habit switching enhancement. According to most consumers, low prices are considered an important differentiation point between online sales and traditional sales channels, in which they expect online platforms to offer significantly low prices (Hjort et al., 2019).

As most online platforms try to follow the strategy of low pricing, some platforms would not be able to afford low prices due to the high cost and the nature of the product sold. At that point, it is suggested that a value is added as a justification of that price up strategy, that could be in the quality of the delivery, present delivered with the order, discount voucher for future use…etc. (Verma and Varma, 2003).

**11.5 Navigation**

The Navigation attribute might not be the first thing to hit one's mind when asked about their priorities in online shopping, but it is actually considered one of the main attributes as studied by past research. It is important that we clearly define 'Navigation' in e-commerce and differentiate it from other attributes. Navigation is here defined as: *finding the targeted product and all the tools engaged in the purchasing process*. The e-commerce website navigation should be high in usability for all types of consumers, in the sense that it should be easy to understand and use, provide vivid labels in which the consumers can easily reach their target, and provide shortcuts for faster processes. Navigation in websites should provide sufficient navigational options so that shoppers can find what they are looking for; however, the options should still be within the favorable limit to avoid bombarding the shopper with too much information that would form a maze and cause confusion and boredom. Menus should be neatly created and well classified to make it easier for the shopper to browse and retrieve information (Choi, 2008). Navigation is classified into three subdivisions: Know Where They Are, Easily

Return, and Search. These are the three aspects of development to have a successful navigation process that would increase consumers' satisfaction. Hausman and Siekpe (2009) accentuated the weight of informational content and its importance in consumer satisfaction. Search functions and navigation were also found to increase the online platform's usability; hence, increase consumer satisfaction (Zeithaml et al., 2002).

## 11.6 Payment methods

There has been a recent evolution regarding the payment methods in e-commerce. In the past, it used to be limited to bank transfers, later with the progression of credit cards, e-commerce embedded that as an alternative payment method. Later on, other methods like payment through a third party like Pay Pal also appeared; until lately, the method of on delivery payment both in cash and credit has changed the picture and even recruited many new e-commerce users in the developing countries. Below is a representation of all available e-commerce payment options.

- **Digital Credit Card Payment:** Secure services for credit card payments on the internet.

- **Digital Wallet:** Software Stores Credit Card and Other Information.

- **Accumulated Balance Payment System:** Accumulates Micropayment Purchases As Debit Balance To Be Paid Periodically.

- **Stored Value Payment Systems:** Enables Consumers To Make Instant Payments Based On Value Stored In Digital Account.

- **Digital Cash:** Digital Currency Used For Micropayments Or Larger Purchases.

- **Peer-To-Peer Payment Systems:** Sends Money Via Web To Persons Or Vendors Not Set Up To Accept Credit Card Payments.

- **Digital Checking:** Provides Electronic Check With Secure Digital Signature

- **Electronic Billing Presentment & Payment:** Supports Electronic Payment For Online And Physical Store Purchases

Past research has shown that the convenience and functionality of e-commerce have positive influences on its values (Bernardo et al., 2012, p. 343). However, the risk associated with e-shopping, like e-payment, reduces people's agility to use e-commerce (Featherman & Wells, 2010, p. 121). A study by Im et al. found that the perceived simplicity of technology use is more impactful on a user's adoption of a risk associated technology versus a less risky technology, and perceived usefulness of technology is more impactful on a user's adoption of a less risky technology than a risky one. Risk association with e-commerce has a great effect on online consumers' behavior (Darley et al., 2010). Pavlou and Gefen pointed out that the risk considered negatively impacts the consumers' intent to place an order through an online platform. Gupta and Kim found that the perceived risk of online shopping has a negative effect on the consumer's purchase decision through the perceived value of the online platform in the subject. Quite the reverse, other marketing researchers proposed that an online service's characteristics have substantial influences on its perceived risk levels (Money et al.,1988). Therefore, the service characteristics should be manipulated to stabilize the impact of perceived risk with the service's usefulness to enhance consumers' intention in either agreeing to take the risk or eliminate the risk thought.

## 11.7 Customer Services

People are not only an important asset in physical and offline business, but they are also an essential factor in e-commerce. The people factor in e-commerce is present throughout the purchasing process in the picture of live customer service, at the delivery phase, the delivery person, and post purchasing in the form of after-sales assistance. The main focus here is the importance of the customer services factor. It has been discussed earlier that the e-commerce world is associated with perceived risk. It is important to manipulate the process to minimize this risk in the mind of the consumer to enhance the idea of e-shopping without any question

marks. One of the factors that could help minimize the perceived risk is the efficiency of customer services. If anything goes wrong, there should be a go-to person to solve that issue, whether the problem is payment-related, product-related, delivery-related, or whatsoever. Prior researchers have supposed that enhanced human-web interactivity should guide the technological development of the online platforms (Ha and James 1998). Ghose and Dou (1998) pointed out that the higher the online platform's interactivity level, the more appealing it is to the consumer. Nevertheless, it is important that the level of interactivity reflects the users' skills (Hoffman and Novak 1996).

## 11.8 Privacy Policies

It is agreed that online purchasing is risky, and as discussed earlier, it is associated with anxiety. One of the reasons such feelings are triggered is the privacy aspect. Privacy of personal information or payment information is considered risky for so many reasons. This risk even differs in size based on the type of product purchased and the amount of money paid. That is where the importance of the privacy aspects appears. Privacy and security are considered the most sensitive aspects of e-commerce and on which the completion of a transaction is mainly dependent; how much the platform is trustworthy. As we speak of privacy, it is important to understand what privacy really means in the e-commerce context. Privacy has been defined as users' motivation to share information over the Internet to finalize a transaction. Researchers have contexed privacy as an individual's ability to control, administer, and carefully reveal personal information (Eastlick et al., 2006). They have also signified how the privacy aspect is hindering the expansion of the e-commerce industry, stating that to enlarge this industry, a solution should be addressed to release the consumer's concern with privacy. The example of the Business Week/Harris poll of 999 consumers in 1998 showed that privacy was the main hindrance to the prevention of Website usage (Green et al., 1998). In a survey about the context

of privacy that was held by an IBM Multi-National Consumer in 1999, it was found that 80% of the U.S. respondents felt that they had "lost all control over how personal information is collected and used by companies". 78% refused to provide the information as they believed it was unsuitable in that situation, and 54% decided not to buy an online product due to their fear of how the information they provide during the transaction would be used. Also, 72% of the respondents were anxious about their information collection over the internet.

Privacy is complemented by another important aspect, the security factor. Information security indicates the reliability, honesty, confidentiality, validation, and non-repudiation of an online transaction and any data collected for this transaction (Turban et al., 2006). A security threat has been defined as a "circumstance, condition, or event with the potential to cause economic hardship to data or network resources in the form of destruction, disclosure, modification of data, denial of service, and/or fraud, waste, and abuse" (Kalakota and Whinston, 1996). Incorporated with this definition, threats could be made either through data transaction attacks or through unlicensed access utilizing unreliable validation.

It is important that the consumers are clearly notified of the privacy policy from their perspective. They should be given faith in the platform, not in the universe as a whole. The platform should clearly state that the responsibility of any fraud comes back to the platform from which the purchase is made and not left for the shoppers' luck. Security concerns of consumers may be addressed by many of the same technology protections as those of businesses, such as encryption and authentication. Prior studies have suggested different means to protect e-transactions. A study by Ranganathan and Ganapathy (2002) proposed that consumers' ability to create a personal account with a secret ID and password for their own can loosen their fears of theft of online provided personal information. Transaction summary and completion confirmation messages were also found to ensure accuracy and reduce the

consumers' anxiety (Schaupp and Belanger (2005). A study by Glass (1998) advised on tightening the security options in e-commerce through encryption, for example, to fight the scarcity of confidence in the safety in e-commerce. Liu et al. (2004) claimed that the presence of privacy signs for the integrity of the process affects the consumer's decision to finish a transaction. An online vendor's trustworthiness is hugely impacted by its privacy statement (Belanger et al., 2002). The elevation and optimal use of security, privacy, and trustworthiness are important aspects for supporting the development of e-commerce. There are various factors that influence the perception of trustworthiness in e-commerce. Marketers may enhance the acuity of trustworthiness to the consumer by leveraging different strategies. For example, the use of the TRUST e-symbol, the CPA WebTrust, and the activities of the Online Better Business Bureau are all private activities intended to enhance the trustworthy picture in e-commerce. The shoppers' buying decisions are partially dependent on their perceived trust in the subjected product, salesman, or the company itself (Hosmer, 1995). The trustworthiness is even much complicated in e-commerce, as the trust is not only limited to it being between the consumer and the platform, but it is also affected by the technological schema that enhances this trust when the transaction is safely fulfilled (Lee and Turban, 2001). Technical competence, a factor that has been identified by Singh and Sirdeshmukh (2000) to be measured by the technical capability of a website in conducting an e-transaction successfully (Cheung and Lee, 2001, Ratnasingham and Kumar, 2000). It is advised that e-retailers build trustworthiness insight by creating efficient shopper interfaces. Like in offline stores, consumers want to feel the continuity and availability of the service provided. Likewise, e-retailers can deliver their warrant to continuous service by offering customer service links, interactive email, and a help button on their online platform (Lohse and Spiller, 1998). Relatedly, integrity in e-commerce could be deduced from precise information about shipping and handling costs, guarantee offers, and product quality information.

**11.9 Shipping and Handling**

A critical aspect of e-commerce; the offline background process that completes the online one. The shipping and handling process is the flow of the placed order from the origin (stocking location) to the consumer. Physical distribution service also referred to as PDS, is a wide logistics service, which scopes from customer service to delivering goods. The measurement of the efficacy of the shipping and handling process is done with three tangible evidences (1) inventory availability, (2) timeliness in the duration of the order delivery cycle, and (3) reliability in order fulfillment (Kautish & Sharma, 2019, p. 1191). This process is vital for the success of any online platform. E-retailers generally give more importance to other aspects like platform design and sophisticated technology, yet they forget that the shoppers' priority is always the product or service they shop for and not the platform itself (Daugherty et al., 2019, p. 20). Various e-commerce retailers failed in maintaining their customers as they allocated their budgets in building attractive websites and ignored the premise of shipping and handling. Consumers must receive their orders within the expected frame of time and quality; if the expectations are not fulfilled, it is hard for the platform to maintain its customers or even recruit new ones (Gulc, 2020).

**11.10 Delivery**

The biggest portion on which consumers' satisfaction depends. Delivery encompasses many aspects; when the consumer comes in physical contact with the product, they have ordered, paid for, and waited for it to come. It is the moment the consumer tests for the accuracy of the order, quality of the product, and ensuring the product has been safely delivered. Delivery is defined as the total time spent shipping and handling the order from the time it is ordered. Delivery is simply the final checkpoint of the whole process.

Western literature highlighted that trustworthiness and well-timed delivery are the two main necessities for shoppers' satisfaction (Schaupp, Belanger, 2005). Anxiety is one of the feelings that is mostly associated with online shopping, as discussed earlier. Shoppers are anxious about their placed order, whether it will be delivered or not, delivered on time or delayed, delivered safely or harmed…etc. To reduce this negative feeling, it was suggested that online shopping platforms should not only work on shortening delivery time span but also offer a tracking tool to ease the consumers' worry until their order is delivered. The delivery fundamentals are summarized in three factors: 1) Short delivery time (Anand, 2007, Schaupp and Belanger, 2005); (2) Notification of any potential delays in shipping (Schaupp and Belanger, 2005); (3) Notification of a delay in shipping (Schaupp and Belanger, 2005).

## 12. The Four Types of Consumer Products

It is very important that we understand what a product is to be able to design its promoting features. In simple words, a consumer product is defined as: a product bought by a consumer for personal consumption. But not every consumer product is the same. Marketers usually classify consumer products into four different types:

- Convenience products
- Shopping products
- Specialty products
- Unsought products.

These four types of consumer products all have different characteristics and involve a different consumer purchasing behavior. Thus, the types of consumer products differ in the way consumers buy them and, for that reason, in the way they should be marketed.

**Convenience products**

A convenience product is a consumer product or service that customers normally buy frequently, immediately and without great comparison or buying effort. They are usually low-priced and placed in many locations to make them readily available when consumers need or want them.

**Shopping products**

The second type is the shopping product. Shopping products are consumer products that the customer usually compares on attributes such as quality, price and style in the process of selecting and purchasing. Thus, a difference between the two types of consumer products presented so far is that the shopping product is usually less frequently purchased and more carefully compared. Therefore, consumers spend much more time and effort in gathering information and comparing alternatives.

**Specialty products**

Specialty products are consumer products and services with unique characteristics or brand identification for which a significant group of consumers is willing to make a special purchase effort.

**Unsought products**

The fourth product type is Unsought products. Those are consumer products that a consumer either does not know about or knows about but does not consider buying under normal conditions. Thus, these types of consumer products consumers do not think about normally, at least not until they need them. Most new innovations are unsought until consumers become aware of them.

Each of these product types has different characteristics and is perceived differently by the consumer, thus entail different consumer behavior at the purchasing stage. That's why, in

e-commerce, it is important to consider the essential characteristics per category for better business performance.

## 13. Leading Product Categories in E-commerce

Early research has focused on the fact that consumers' preferences in online shopping differ across product types. Many studies discussed that the products consumers feel the need to touch smell or try on, referred to as "high touch" products, intend to be much popular in offline shopping vs. online (Chiang and Dholskia 2003; Lynch, Kent, and Srinivasan 2001). The special need to inspect a specific product before purchasing goes back to the traditional brick-and-mortar shopping methods for products like clothing, sporting goods, and health and grooming products (Levin et al.,2003). On the other hand, products referred to as "low touch" products such as airline tickets and computer software are preferred to be purchased online given the importance of the online process's speed factor. We cannot generalize, though, as other attributes like the wide selection of products online and discounts affect the preferences for the goods to be purchased, like in books and CDs.

Similar to the high touch-low touch differentiation, Girard, Silverblatt, and Korgaonkar (2002) implemented the Ford, Smith, and Swasy (1988) typology of search, experience, and credence products to test the effect of product type on online shoppers' preferences. Girard et al. discovered that online shopping for search products like books was strong as most shoppers' needs and attributes are better provided online. Oppositely, Alba et al. (1997) pointed out that experiential information's greater trustworthiness comes from in-store visits. However, Klein (1998) discusses that the Web's technological and visualization capabilities can turn experience goods into search goods by substituting in-store visits with virtual confronts.

It is hard to generalize; that is why shoppers' priority attributes in online shopping are tested on the chosen four different categories discussed in the past literature and will further be discussed in the following section

## 14. Attributes by product category (Research Questions)

### 14.1 Fashion and Makeup

This consumer product category falls under the *shopping* product type. According to previous research, and with regards to fashion shopping, it has been highlighted that visual attributes like zoom-in features and 360 product presentation are factors that raise the shopper's enjoyment level and reduce the risk associated with online order placement (Lee, Kim, and Fiore 2010). Other features like color swapping and modeling featuring also were inspected to raise the enjoyment level of online fashion shopping (Kim and Lennon, 2010). Fashion products being heterogeneous by nature extends the shoppers' need for staff help, which requires online technological enhancement in live chat assistance (Kang, 2009, p. 1). As an outcome of a study by Ha, et al. (2007), it was suggested that most visual retailing characteristics of offline stores are executed in online platforms. These features are stated to be: (a) online help assistance (search engines, site maps, and categorization, live chat), (b) enjoyable ambiance including music, videos, display, and background colors, and (c) enhanced product presentation techniques. In a study by Citrin et al., 2003, it has been suggested that non-standardized goods that require sensory input prior to purchasing decisions, like clothes, are less likely to be bought online. Nonetheless, the need for assessment before buying was found to influence only the frequency of online purchasing, but not any other online shopping behavior (Forsythe & Shi, 2003)

Transaction completion in online fashion shopping is largely dependent on the attributes: price perception, the method of payment, ease of payment, giveaways, membership incentive,

ease of ordering, order tracking reputation, and trust. The After-Service attribute has also been pointed to be one of the influencing factors driving online shoppers to place an order. The after-service attributes' sub characteristics are customer support, on-time delivery, return policy, product met expectation and overall satisfaction.

It is obvious that past literature has entailed the importance of all ten attributes of the E-SERVPACK Model as influencers of the consumers' satisfaction in the category of Fashion & Cosmetics. To better understand the order of priority attributes, the study will answer the first RQ arouses from literature.

**RQ1:** What is the prioritization order of the E-SERVPACK Model attributes from the Egyptian consumer perspective in the Fashion and Cosmetics category?

## 14.2 Groceries

According to the classification of products and the marketing product typology, Grocery products fall under the *convenience* product type. In grocery online shopping, Lee & Tan (2003) proposed that consumers are more likely to shop online for goods associated with low purchase risk. Both price and associated risk variables were found to require a physical inspection before purchase (Citrin et al., 2003; Peterson et al., 1997). In prior studies, consumers' preference attributes for online shopping were inspected, and it has been realized that usefulness and perceived ease of use of online shopping have positive influences on consumers' attitudes towards online grocery shopping (Hansen, 2006). Another study conducted by Kian et al. (2019) found that trust, financial risk, time risk, privacy risk, security risk, and perceived benefit do not affect consumers' attitudes toward online grocery shopping. However, other attributes like perceived enjoyment, ease of use, and perceived usefulness

positively correlate with consumers' attitudes toward online grocery shopping. The study has found no correlation between trust and customers' attitudes toward online grocery shopping. The attribute of privacy risk was found to not affect consumer's decision-making in online grocery shopping.

**RQ2:** What is the prioritization order of the E-SERVPACK Model attributes from the Egyptian consumer perspective in the Groceries category?"

### 14.3 Travel

It is now hard to position the travel category; differs from one consumer to another and the purchasing purpose, it could be positioned under the *Shopping* product type, or under the *Unsought* product type. Travel is considered to be one of the most appropriate categories for online shopping, in which 'moderate contact, standardized services' like the booking of airline tickets are found to be absolutely suited to online delivery, given that in this kind of service speed, consistency, and low prices are the most appreciated attributes by the consumer in the online platform (Lovelock, 1984). Other attributes like useful information and user-friendliness are also considered important variables for online travel shopping (Jung and Butler, 2000). Ease of understanding and quality information was also found to be other important attributes for the same category (Lederer et al., 2000). Lu et al. (2007) found that while security concerns were often cited, structured equation modeling showed these concerns were secondary to perceived usefulness and ease of use.

A study by Wong and Law (2005) on hotel accommodation online booking found that almost 70% of the sample reported that security was either 'essential' or 'extremely essential' in their purchase decision making. The study also discovered that discounts and price savings are a major driver of online purchasing in online travel shopping (Wong and Law, 2005).

**RQ3:** What is the prioritization order of the E-SERVPACK Model attributes from the Egyptian consumer perspective in the Travel category?

**14.4 Personal Electronics**

With the flattering new technology and the specialty factor in the electronics sector, personal electronics products could now be positioned under the *Specialty* product type; depending on the type of product and price, it might also be positioned under the *Shopping* product type. Online shopping of electronic goods has been found to add great convenience to people's lives compared to other product categories. Wang & Yang (2010) claimed that electronic equipment's purchase contributes to a high percentage of individuals shopping. Online purchasing of electronic appliances has been found to allow customers to find an abundant variety of products, in which they can review the varieties and catch special offers and discounts. Nevertheless, electronic product online shopping is still associated with tangible and intangible issues, mainly because online retailers lack the knowledge of the customers' needs and priority attributes in that specific category. Not many studies have tackled this category in the context of e-commerce. A study by Kinker and Shukla (2016) found that time-saving, product quality, product price, convenience, accessibility are important attributes in influencing consumers' shopping behavior toward electronic product online shopping. Other attributes like technology-oriented factors, guaranteed quality, cash on delivery, discounts, and promotions are the principal factors that influence customers' attitudes toward online electronic product shopping.

This study intends to test the consumers' priority attributes via another research question due to the lack of literature in this category.

**RQ4:** What is the prioritization order of the E-SERVPACK Model attributes from the Egyptian consumer perspective in the Personal Electronics category?"

# Chapter Three

# Methodology

In this chapter, we will discuss the method used in this study to measure its findings. The chapter includes six main sections: the conceptual model, the development of the research questions, measurement of the variables, sampling design, questionnaire design and the descriptive statistics of the study. Below is the conceptual model of the paper.

## 1. The Conceptual Model
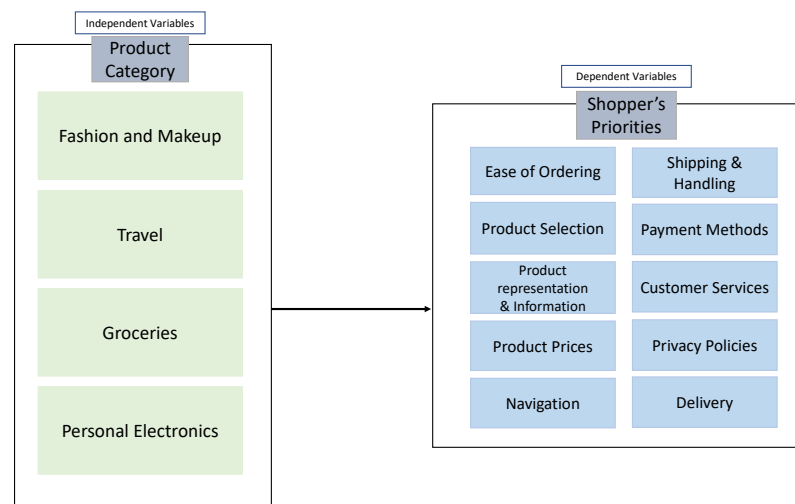


Fig 5. The Conceptual Model

In the application of the model, this study tests the consumers' priorities among the ten identified packaging attributes in four different categories. The four categories are chosen based on their importance in e-commerce and identified as the most categories shopped for online. According to Statista.com, worldwide online category shopping contribution for the year 2020 is: fashion 596.1 billion USD, Personal electronics 481.8 billion USD, groceries 413.2 billion USD, and 570.2 billion USD for Travel in 2017.

## 2. Development of the Research Questions

Based on the literature review, the below research questions were developed. RQ1, RQ2, RQ3, and RQ4 were developed to test the priority attributes in each of the four categories: Fashion & Makeup, Groceries, Travel and Personal Electronics. Separately, RQ5 was developed to test the priority differences of the attributes among the four categories.

**RQ1** What is the prioritization order of the E-SERVPACK Model attributes from the Egyptian consumer perspective in the Fashion and Cosmetics category?

**RQ2** What is the prioritization order of the E-SERVPACK Model attributes from the Egyptian consumer perspective in the Groceries category?

**RQ3** What is the prioritization order of the E-SERVPACK Model attributes from the Egyptian consumer perspective in the Travel category?

**RQ4** What is the order of the E-SERVPACK Model attributes from the Egyptian consumer priority perspective in the Personal Electronics category?

**RQ5** Are there any differences in the level of importance of the attributes among the categories?

Two variables were included (E-commerce Attributes) and (Consumer Priorities) to test all the four research questions. The variable of the attributes included the ten attributes of the E-SERVPACK Model, while the consumer satisfaction variable included the prioritization of each of the attributes.

# 3. Sampling Design

## 3.1 Sample

### 3.1.1 Data Collection

In this study, a self-selected sampling method was used by conducting a survey, as it primarily intends to investigate online shoppers' priority attributes, this method was chosen as it appears to be the quickest and most pertinent way to obtain the target group's opinion. A Facebook page was created, especially for the study, and a paid advertisement was promoted on Facebook to users in Egypt's geography from the age of 18 to 65 and above. The advertisement was basically an incentive to attract respondents to take the survey and get the chance to win the gift that was specified in the picture embedded in the ad "Apple Air Pods". The survey link, together with a brief of the instructions, were posted in the ad. Respondents were asked to take the survey in the link based on their preferred language, whether English or Arabic and reply in the comments section by "done" to get the chance to win the gift specified. At the end of the survey, a randomizer was used to pick the winner who was contacted and delivered the gift. The winner was also announced in the comments section of the ad for transparency.

## 3.1.2 Sampling unit

The target respondents sample size was 400 online shoppers; however, the actual sample size reached 479. Respondents' genders were both males and females, with 95% of them were Egyptians, and only 5% were non-Egyptians. The majority of respondents' age, 98%, was between 18 and 64.

## 3.2 Sampling procedures

Data of these respondents were collected by creating a Facebook page especially for the study, and a paid advertisement was promoted to users living in the geography of Egypt from the age of 18 to 65 and above on Facebook social media outlets. The advertisement was boosted on Facebook via the pay/click option, with a cost of $30 for 10 consecutive days.

## 3.3 Questionnaire Design

The survey was developed via Survey Monkey to disseminate an online questionnaire with 39 questions. The questionnaire consisted of three main sections: the participant consent form with the study's title, the questions section, and the submission section with the thanking phrase.

The survey questions were split into 4 sections; Demographics, Online shopping habits, Priority attributes and preferences, and Satisfaction characteristics. Each of these sections incorporated questions to best test the aim of that specific section. The questions were formatted as multiple-choice to be easy and fast to respond to and avoid fatigue of the participants, that is to guarantee a high survey completion rate. The questions were developed in simple wordings to ensure the questions are precisely understood by the respondents. Local examples were also provided to promote the understanding of the questions.

To ensure content and face validity of the measure, a pretest of the questionnaire was conducted. A pilot survey was done in which the questionnaire was forwarded by an e-mail attachment to 30 online heavy shoppers for their feedback. A total of 17 respondents replied with useful suggestions. Based on their feedback, the questionnaire was further revised and finalized.

The survey was originally created in English for the research purpose; then, it was translated by the author into Arabic to disseminate it to Egyptians as it is their mother tongue. Both Arabic and English versions of the questionnaire were approved by the Institutional Review Board (IRB). The questionnaire was anonymous as users had the freedom to quit the survey at any time without any penalties.

**3.4 Data analysis**

After the data was collected on Survey Monkey, descriptive statistics were created using SPSS version 24, with the research center's support in the university. A statistical analysis was applied to address the research questions. Analysis of variance (ANOVA) is a statistical technique that is used to check if the means of two or more groups are significantly different from each other. The method checks the impact of one or more factors by comparing the means of different samples. There are three types of ANOVA; One-way ANOVA, Two-way ANOVA and MANOVA. The One-Way ANOVA type is the method used in addressing RQ5 in this study. The one-way analysis of variance is used to determine whether there are any statistically significant differences between the means of two or more independent variables.

Post the ANOVA analysis, a post hoc test was applied. Post hoc test is an integral part of ANOVA. When ANOVA is used to test the equality of at least three group means, statistically significant results indicate that not all of the group means are equal. However, ANOVA results do not identify which particular differences between pairs of means are significant. The use of post hoc test to explore the differences between the multiple means while controlling the experiment-wise error rate is essential for much significant and accurate results and assumptions. Results will be reported in the next section.

# Descriptive statistics

Participants in the study are thus diverse in gender, age, and product category preference; we can assume to say that our sample is not specifically atypical. The findings presented here can thus be taken as an indicator of online shoppers' priority attributes in Egypt among different category types. Detailed sample characteristics are presented in the tables below.

**Table (1) Demographics' descriptive statistics**

| Variable | N | % |
|----------|-----|------|
| Gender | | |
| Male | 263 | 54.9 |
| Female | 216 | 45.1 |
| Total | 479 | 100 |
| Age | | |
| Under 18 | 6 | 1.3 |
| 18-24 | 85 | 17.7 |
| 25-34 | 210 | 43.8 |
| 35-44 | 91 | 19 |
| 45-54 | 56 | 11.7 |
| 55-64 | 24 | 5 |
| 65+ | 7 | 1.5 |
| Total | 479 | 100 |
| Nationality | | |
| Egyptian | 454 | 94.8 |
| Non-Egyptian | 25 | 5.2 |
| Total | 479 | 100 |

Table (1) reports on the demographics' percentage of the sample. As for the gender, 54.9% (n=263) of the sample were males, 45.1% (n=216) were females and 2.1%. As for the age in table (8), 1.3% (n=6) of the sample aged under 18 years, 17.7% (n=85) aged from 18-24 years, 43.8% (n=210) aged from 25-34 years, 19% (n=91) aged 35-44, 11.7% (n=56) of the sample aged 45-54, 5% (n=24) of the sample aged 55-64 and 1.5% (n=7) of the sample aged above 65. Addressing

the nationality, 94.8% (n=454) were Egyptians and 5.2% (n=25) were non-Egyptians with no specification of nationality.

**Table (2) Online Platform Preference**

| Platform | Frequency | % |
|---|---|---|
| Websites | 296 | 61.8 |
| Social Account Pages | 114 | 23.8 |
| Mobile Applications | 69 | 14.4 |
| Total | 479 | 100 |

In this study, survey participants were asked about their preferred online shopping platforms. Data showed in table (2) that 296 shoppers (61.8% of the sample) preferred Websites as their shopping platform, 114 (23.8%) preferred to online shop through Social Account Pages, and the shoppers who preferred Mobile applications were 14.4% (69 shoppers).

**Table (3) Online Shopping Category Preference**

| Product Category | Frequency | % |
|---|---|---|
| Fashion & Make-up | 95 | 19.8 |
| Groceries | 86 | 18 |
| Travel | 102 | 21.3 |
| Personal Electronics | 196 | 40.9 |
| Total | 479 | 100 |

The four categories in subject were presented and the responses for each of the categories were almost equal except for only one. According to table (3), 19.8% (n=95) of online shoppers mostly shopped for Fashion & Makeup products. While 18.0% (n=86) shopped for Grocery

products. Also 21.3% (n=102) shopped online for Travel.  The biggest portion of the sample, 40.9% (n=196), shopped online for Personal Electronics products.

**Table (4) Online Shopping Frequency**

| Online Shopping Frequency | Frequency | % |
|---|---|---|
| Extremely a heavy user | 242 | 50.5 |
| Heavy user | 134 | 28 |
| Moderate | 70 | 14.6 |
| Not a heavy user | 26 | 5.4 |
| Extremely not a heavy user | 7 | 1.5 |
| Total | 479 | 100 |

The respondents were asked about their habits of online shopping and how heavy they shop online. As showed in table (4), 50.5% (n=242) strongly agreed to be a heavy user of online shopping, which means that they buy most of their needs online, 28% (n=134) agreed to be heavy users as well, while 14.6% (n=70) of the respondents were moderate in their online shopping frequency. 5.4% (n=26) referred to being not heavy users, and only 1.5% (n=7) reported they are extremely not heavy users of online shopping. The cumulative percentage of extremely heavy users and heavy users is 78.5% (n=376), contributing to a huge portion of the full sample.

**Table (5) Online Shopping Preference**

| Online Shopping Preference | Frequency | % |
|---|---|---|
| Love to shop online | 218 | 45.5 |
| Like to shop online | 170 | 35.5 |
| Neutral | 60 | 12.5 |
| Dislike to shop online | 26 | 5.4 |
| Hate to shop online | 5 | 1 |
| Total | 479 | 100 |

As shown in table (5), the majority of the sample reported that they love to shop online. 45.5% (n=218) loved online shopping, 35.5% (n=170) liked to shop online, 12.5% (n=60) reported to have neutral feelings towards online shopping, low as 5.4% (n=26) disliked online shopping and only 1%(n=5) reported to hate shopping online.

# Chapter Four

# Results and Findings

In this chapter, we will report the results and findings of the five research questions.

**RQ1:** What is the prioritization order of the E-SERVPACK Model attributes from the Egyptian consumer perspective in the Fashion and Cosmetics category?

**Table (6) Fashion & Makeup Priority Attributes**

| E-SERVPACK Model Attributes | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Product Category | | Ease of ordering | | Product Selection | | Product Representation | | Product Prices | | Navigation | |
| | | N | % | N | % | N | % | N | % | N | % |
| Fashion & Makeup | 0 | 56 | 58.9 | 68 | 71.6 | 65 | 68.4 | 53 | 55.8 | 81 | 85.3 |
| | 1 | 39 | 41.1 | 27 | 28.4 | 30 | 31.6 | 42 | 44.2 | 14 | 14.7 |
| Total | | 95 | 100 | 95 | 100 | 95 | 100 | 95 | 100 | 95 | 100 |

| E-SERVPACK Model Attributes | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| Product Category | | Payment Methods | | Customer Services | | Privacy Policies | | Shipping & Handling | | Delivery | |
| | | N | % | N | % | N | % | N | % | N | % |
| Fashion & Makeup | 0 | 58 | 61.1 | 76 | 80 | 83 | 87.4 | 77 | 81.1 | 48 | 50.5 |
| | 1 | 37 | 38.9 | 19 | 20 | 12 | 12.6 | 18 | 18.9 | 47 | 49.5 |
| Total | | 95 | 100 | 95 | 100 | 95 | 100 | 95 | 100 | 95 | 100 |

In the questionnaire, a question was asked about the category the respondents mostly shop for online; another question about their online shopping priority attributes when shopping for that category was stated. Both questions were correlatedly analyzed through cross-tabulation, and the outcome is as follows.

From a total of 479 respondents, 95 respondents chose the Fashion & Makeup category, and their responses for the attributes were identified as: for the Ease of Ordering attribute, 58.9% (n=56) shoppers reported that this attribute was not of high importance for them; while 41.1% (n=39) of the sample reported that this attribute was among their priorities. For the Product Selection attribute, 71.6% (n=68) shoppers reported that this attribute was not of high importance, while 28.4% (n=27) of the sample reported that this attribute was among their priorities. For the Product Representation & Information attribute, 68.4% (n=65) shoppers reported that this attribute was not among their priorities, while 31.6% (n=30) of the sample reported that this attribute was among their priorities. For the Product Prices attribute, 55.8% (n=53) shoppers reported that this attribute was not among their priorities, while 44.2% (n=42) of the sample reported that this attribute was among their priorities. For the Navigation attribute, 85.3% (n=81) shoppers reported that this attribute was not among their priorities, while 14.7% (n=14) of the sample reported that this attribute was among their priorities. For the Payment Method attribute, 61.1% (n=58) of the sample reported that this attribute was not among their priorities, while 38.9% (n=37) of the sample reported that this attribute was among their priorities. For the Customer Services attribute, 80% (n=76) shoppers reported that this attribute was not among their priorities, while 20% (n=19) of the sample reported that this attribute was among their priorities. For the Privacy Policies attribute, 87.4% (n=83) shoppers reported that this attribute was not among their priorities, while 12.6% (n=12) of the sample reported that this attribute was among their priorities. For the Shipping & Handling attribute, 81.1% (n=77) shoppers reported that this attribute was not among their priorities, while 18.9%

(n=18) of the sample reported that this attribute was among their priorities. For the Delivery attribute, 50.5% (n=48) shoppers reported that this attribute was not among their priorities, while 49.5% (n=47) of the sample reported that this attribute was among their priorities.

By analyzing the numbers and in response to RQ1, the below pyramid is developed. The pyramid is a representation of the priority order of the attributes in which priority increases from bottom to top. As derived from the pyramid below, fig (4), and table above, it is obvious that the three attributes: Privacy policies, Navigation, and Shipping & Handling are the least important among the other E-SERVPACK Model tested attributes. Oppositely, Ease of Ordering, Product prices, and Delivery and were found to be consumers' priority attributes in the Fashion & Makeup category.

The findings reported that the attributes Ease of Ordering, Payment Methods, Product Representation, and Product Prices were found to be among the top priorities of the online shoppers and were also stated by literature to be the main attributes in increasing shoppers' satisfaction. However, the Shipping and Handling attribute was found to be among the least priorities for the online shoppers in the Fashion & Makeup category and not the main satisfaction driver as claimed in the literature.



Fig 6. Priority Attributes in Fashion & Makeup

**RQ2:** What is the prioritization order of the E-SERVPACK Model attributes from the Egyptian consumer perspective in the Groceries category?

**Table (7) Groceries Priority Attributes**

| E-SERVPACK Model Attributes | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Product Category** | **Ease of ordering** | | **Product Selection** | | **Product Representation** | | **Product Prices** | | **Navigation** | |
| | **N** | **%** | **N** | **%** | **N** | **%** | **N** | **%** | **N** | **%** |
| **Grocery** 0 | 64 | 74.4 | 67 | 77.9 | 51 | 59.3 | 44 | 51.2 | 65 | 75.6 |
| 1 | 22 | 25.6 | 19 | 22.1 | 35 | 40.7 | 42 | 48.8 | 21 | 24.4 |
| **Total** | 86 | 100 | 86 | 100 | 86 | 100 | 86 | 100 | 86 | 100 |

| E-SERVPACK Model Attributes | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| **Product Category** | **Payment Methods** | | **Customer Services** | | **Privacy Policies** | | **Shipping & Handling** | | **Delivery** | |
| | **N** | **%** | **N** | **%** | **N** | **%** | **N** | **%** | **N** | **%** |
| **Grocery** 0 | 50 | 58.1 | 69 | 80.2 | 76 | 88.4 | 78 | 90.7 | 38 | 44.2 |
| 1 | 38 | 41.9 | 17 | 19.8 | 10 | 11.6 | 8 | 9.3 | 48 | 55.8 |
| **Total** | 86 | 100 | 86 | 100 | 86 | 100 | 86 | 100 | 86 | 100 |

Similar to table (7), table (8) reports on the priority attributes of online shopping in the category of Groceries. The same criteria were followed for this category as well, and the cross-tabulation outcome is presented below.

From a total of 479 respondents, 86 respondents chose the Grocery category, and their response for the attributes was identified as: for the Ease of Ordering attribute, 74.4% (n=64) shoppers reported that this attribute was of low importance for them; while 25.6% (n=22) of the sample reported that this attribute was among their priorities. For the Product Selection attribute, 77.9% (n=67) reported that this attribute was not among their priorities, while 22.1% (n=19) of the sample reported that this attribute was among their priorities. For the Product Representation & Information attribute, 59.3% (n=51) shoppers reported that this attribute was not among their priorities, while 40.7% (n=35) of the sample reported that this attribute was

among their priorities. For the Product Prices attribute, 51.2% (n=44) shoppers reported that this attribute was not among their priorities, while 48.8% (n=42) of the sample reported that this attribute was among their priorities. For the Navigation attribute, 75.6% (n=65) shoppers reported that this attribute was not of high importance, while 24.4% (n=21) of the sample reported that this attribute was among their priorities. For the Payment Method attribute, 58.1% (n=50) shoppers reported that this attribute was not among their priorities, while 41.9% (n=38) of the sample reported that this attribute was among their priorities. For the Customer Services attribute, 80.2% (n=69) shoppers reported that this attribute was not among their priorities, while 19.8% (n=17) of the sample reported that this attribute was among their priorities. For the Privacy Policies attribute, 88.4% (n=76) shoppers reported that this attribute was not among their priorities, while 11.6% (n=10) of the sample stated that this attribute was of high importance. For the Shipping & Handling attribute, 90.7% (n=78) shoppers reported that this attribute was not among their priorities, while 9.3% (n=8) of the sample reported that this attribute was one of their priorities. For the Delivery attribute, 44.2% (n=38) shoppers reported that this attribute was of low importance, while 55.8% (n=48) of the sample reported that this attribute was among their priorities.

In the category of Groceries, the order of priority attributes was found to be slightly different from the Fashion & Makeup category. As an outcome of the table above and in response to RQ2, the data in the pyramid below shows the attributes' priority order. Shipping & Handling, Privacy policies, and Customer Services were found to be the least important attributes. In contrast, Payment methods, Product prices, and Delivery were found to be the consumers' priority attributes in this category.

In this category, it was concluded that the Ease of Ordering attribute is among the highest five priority attributes, as discussed in the literature to be correlated to consumers' satisfaction.

However, Privacy Policies and Product Selection attributes were not found to exist among the

top priority attributes in this category.
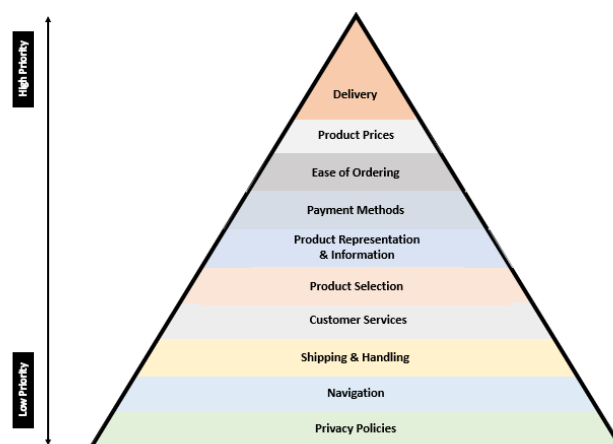


Fig 7. Priority Attributes in Groceries

**RQ3:** What is the prioritization order of the E-SERVPACK Model attributes from the Egyptian consumer perspective in the Travel category?

**Table (8) Travel Priority Attributes**

| E-SERVPACK Model Attributes | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Product Category | | Ease of ordering | | Product Selection | | Product Representation | | Product Prices | | Navigation |
| | | N | % | N | % | N | % | N | % | N | % |
| Travel | 0 | 75 | 73.5 | 77 | 75.6 | 63 | 61.8 | 54 | 52.9 | 76 | 74.5 |
| | 1 | 27 | 26.5 | 25 | 24.5 | 39 | 38.2 | 48 | 47.1 | 26 | 25.5 |
| Total | | 102 | 100 | 102 | 100 | 102 | 100 | 102 | 100 | 102 | 100 |

| E-SERVPACK Model Attributes | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|
| Product Category | | Payment Methods | | Customer Services | | Privacy Policies | | Shipping & Handling | | Delivery |
| | | N | % | N | % | N | % | N | % | N | % |
| Travel | 0 | 59 | 57.8 | 76 | 74.5 | 90 | 88.2 | 89 | 87.3 | 55 | 53.9 |
| | 1 | 43 | 42.2 | 26 | 25.5 | 12 | 11.8 | 13 | 12.7 | 47 | 46.1 |
| Total | | 102 | 100 | 102 | 100 | 102 | 100 | 102 | 100 | 102 | 100 |

Table (8) reports on the priority attributes of online shopping in the category of Travel category.

Slightly higher than other than previous categories, 102 respondents chose the Travel category, and their responses for the attributes were identified as: for the Ease of Ordering attribute, 73.5% (n=75) shoppers reported that this attribute was of low weight; while 26.5% (n=27) of the sample reported that this attribute was among their priorities. For the Product Selection attribute, 75.6% (n=77) shoppers reported that this attribute was not among their priorities, while 24.5% (n=25) of the sample reported that this attribute was among their priorities. For the Product Representation & Information attribute, 61.8% (n=63) shoppers reported that this attribute was not among their priorities, while 38.2% (n=39) of the sample reported that this attribute was among their priorities. For the Product Prices attribute, 52.9% (n=54) shoppers reported that this attribute was not among their priorities, while 47.1% (n=48) of the sample reported that this attribute was among their priorities. For the Navigation attribute, 74.5% (n=76) shoppers reported that this attribute was not among their priorities, while 25.5% (n=26) of the sample reported that this attribute was among their priorities. For the Payment Method attribute, 57.8% (n=59) shoppers reported that this attribute was not among their priorities, while 42.2% (n=43) of the sample reported that this attribute was among their priorities. For the Customer Services attribute, 74.5% (n=76) shoppers reported that this attribute was not among their priorities, while 25.5% (n=26) of the sample reported that this attribute was among their priorities. For the Privacy Policies attribute, 88.2% (n=90) shoppers reported that this attribute was not among their priorities, while 11.8% (n=12) of the sample reported that this attribute was among their priorities. For the Shipping & Handling attribute, 87.3% (n=89) shoppers reported that this attribute was not among their priorities, while 12.7% (n=13) of the sample reported that this attribute was among their priorities. For the Delivery

attribute, 53.9% (n=55) shoppers reported that this attribute was not among their priorities, while 46.1% (n=47) of the sample reported that this attribute was among their priorities.

More or less, the priorities and de-priorities in the category of Travel match with the previously discussed two categories. From the numbers presented above and in response to RQ3, the data in the pyramid below shows the order of the priority attributes in which, Shipping & Handling and Privacy policies were found to be the least important attributes. In contrast, Payment Methods, Delivery, and Product prices were found to be the consumers' priority attributes in this category. It was also found that Product Selection, Customer Services, and Navigation attributes hold the same level of importance from the consumer perspective in the Travel category, yet still among the low priority attributes.

The results showed that, given that the attributes Ease of Ordering, Product Representation & Information, and Product Prices were found to be among the consumers' priority attributes in online shopping. In contrast, Privacy Policy was found to be among the least important attributes from the shoppers' perspective.


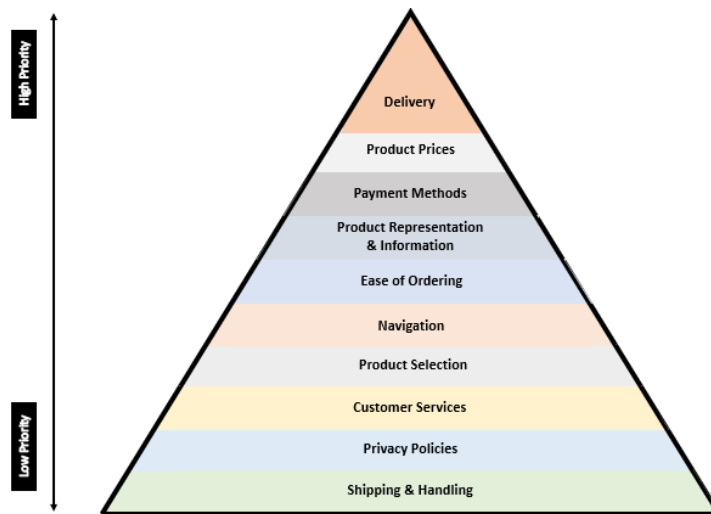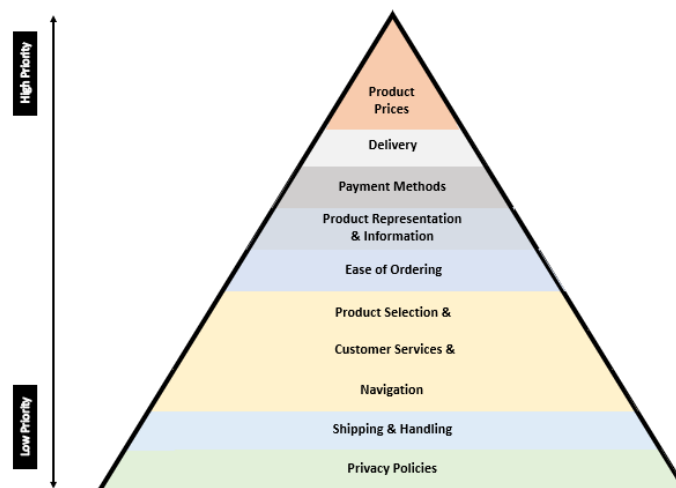
Fig 8. Priority Attributes in Travel

**RQ4:** What is the order of the E-SERVPACK Model attributes from the Egyptian consumer priority perspective in the Personal Electronics category?

**Table (9) Personal Electronics Priority Attributes**

| Product Category | | Ease of ordering | | Product Selection | | Product Representation | | Product Prices | | Navigation | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | **N** | **%** | **N** | **%** | **N** | **%** | **N** | **%** | **N** | **%** |
| Personal | 0 | 141 | 71.9 | 153 | 78.1 | 111 | 56.6 | 89 | 45.4 | 158 | 80.6 |
| Electronics | 1 | 55 | 28.1 | 43 | 21.9 | 85 | 43.4 | 107 | 54.6 | 38 | 19.4 |
| Total | | 196 | 100 | 196 | 100 | 196 | 100 | 196 | 100 | 196 | 100 |

*E-SERVPACK Model Attributes*

| Product Category | | Payment Methods | | Customer Services | | Privacy Policies | | Shipping & Handling | | Delivery | |
|---|---|---|---|---|---|---|---|---|---|---|---|
| | | **N** | **%** | **N** | **%** | **N** | **%** | **N** | **%** | **N** | **%** |
| Personal | 0 | 134 | 68.4 | 151 | 77 | 179 | 91.3 | 160 | 81.6 | 96 | 49 |
| Electronics | 1 | 62 | 31.6 | 45 | 23 | 17 | 8.7 | 36 | 18.4 | 100 | 51 |
| Total | | 196 | 100 | 196 | 100 | 196 | 100 | 196 | 100 | 196 | 100 |

Table (9) reports on the priority attributes of online shopping in the category of Personal Electronics category.

The highest among all categories, 196 respondents chose the Personal Electronics category, and their response for the attributes was analyzed as: for the Ease of Ordering attribute, 71.9% (n=141) shoppers reported that this attribute of high importance for them; while 28.1% (n=55) of the sample reported that this attribute was among their priorities. For the Product Selection attribute, 78.1% (n=153) shoppers reported that this attribute was not among their priorities, while 21.9% (n=43) of the sample reported that this attribute was among their priorities. For the Product Representation & Information attribute, 56.6% (n=111) shoppers reported that this attribute was not among their priorities, while 43.4% (n=85) of the

sample reported that this attribute was among their priorities. For the Product Prices attribute, 45.4% (n=89) shoppers reported that this attribute was not among their priorities, while 54.6% (n=107) of the sample reported that this attribute was among their priorities. For the Navigation attribute, 80.6% (n=158) shoppers reported that this attribute was not among their priorities, while 19.4% (n=38) of the sample reported that this attribute was among their priorities. For the Payment Method attribute, 68.4% (n=134) shoppers reported that this attribute was not among their priorities, while 31.6% (n=62) of the sample reported that this attribute was among their priorities. For the Customer Services attribute, 77% (n=151) shoppers reported that this attribute was not among their priorities, while 23% (n=45) of the sample reported that this attribute was among their priorities. For the Privacy Policies attribute, 91.3% (n=179) shoppers reported that this attribute was not among their priorities, while 8.7% (n=17) of the sample reported that this attribute was among their priorities. For the Shipping & Handling attribute, 81.6% (n=160) shoppers reported that this attribute was not among their priorities, while 18.4% (n=36) of the sample reported that this attribute was among their priorities. For the Delivery attribute, 49% (n=96) shoppers reported that this attribute was not among their priorities, while 51% (n=100) of the sample reported that this attribute was among their priorities.

It has been realized that the least and top consumer priorities are maintained almost the same among all four categories, yet the median attributes are the ones that differ in importance from one category to another. As per the collected data and in response to RQ4, the pyramid below shows the order of the priority attributes in which, Privacy policies, Shipping & Handling, and Navigation were found to be the least important attributes from the consumers' perspective. In contrast, Product Representation & Information, Delivery, and Product prices were found to be the consumers' priority attributes in the Personal Electronics category.

According to the findings, the attributes Product Prices and Payment Methods were found to be among the top priorities of the online shoppers and were also stated by literature to be the main attributes in increasing shoppers' satisfaction. However, H15 was not supported, as the product selection attribute was not among the highest priority attributes mentioned by literature to be a main satisfaction driver.
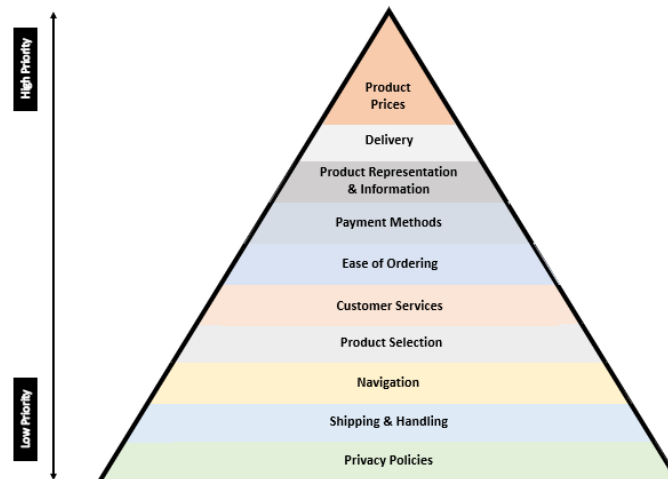


Fig 9. Priority Attributes in Personal Electronics

## Priorities Differ Across Categories

From the previous discussion in the section above, priority attributes within each category were identified, and in the section below, priority attributes are statistically analyzed across categories.

A one-way ANOVA was conducted to explore significant differences between the four categories concerning online shopping priority attributes – E-SERVPACK. Following on, a post-hoc Least Significant Difference (LSD) multiple comparisons of mean differences between all possible pairs produced some interesting realizations. The table presents both the one-way ANOVA and the LSD multiple comparisons.

**Table (10) One Way ANOVA X Post-hoc LSD MCOMD**

| One Way ANOVA | | | Post-hoc LSD Multiple Comparisons of Mean Difference (MD) | | | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | **F (3)** | **Sig.** | | **Fashion & Makeup - Groceries** | **Fashion & Makeup - Travel** | **Fashion & Makeup - Personal Electronics** | **Groceries - Travel** | **Groceries- Personal Electronics** | **Travel - Personal Electronics** |
| **Ease of Ordering** | 5.165 | .002 | MD | -.26138-* | -.14613 | -.01453- | .11525 | .24686 | .13160 |
| | | | p= | .002 | .064 | .833 | .154 | .001 | .051 |
| **Product Selection** | 1.384 | .247 | MD | -.17173- | -.10253- | -.00164- | .06920 | .17009 | .10089 |
| | | | p= | .117 | .329 | .986 | .521 | .074 | .262 |
| **Product Representation &Information** | 1.404 | .241 | MD | -.05260- | .01734 | .11870 | .06994 | .17130 | .10137 |
| | | | p= | .621 | .865 | .185 | .504 | .064 | .246 |
| **Product Prices** | 6.009 | .001 | MD | -.24667-* | -.20716-* | .07329 | .03952 | .31997* | .28045* |
| | | | p= | .020 | .041 | .408 | .703 | .001 | .001 |
| **Navigation** | 1.878 | .132 | MD | -.20251- | -.20217- | -.07086- | .00034 | .13164 | .13130 |
| | | | p= | .065 | .055 | .441 | .997 | .167 | .145 |
| **Payment Methods** | 4.724 | .003 | MD | -.24737-* | -.26371-* | .00943 | -.01634- | .25680* | .27314* |
| | | | p= | .026 | .014 | .919 | .881 | .008 | .003 |
| **Customer Services** | .673 | .569 | MD | -.14253- | -.06775- | .00003 | .07478 | .14256 | .06778 |
| | | | p= | .259 | .575 | 1.000 | .547 | .194 | .513 |
| **Privacy Policies** | 7.623 | .000 | MD | -.55337-* | -.48679-* | -.19527- | .06658 | .35809* | .29152* |
| | | | p= | .000 | .000 | .093 | .624 | .003 | .010 |
| **Shipping & Handling** | 8.307 | .000 | MD | -.50251-* | -.38942-* | -.15148- | .11309 | .35103* | .23795* |
| | | | p= | .000 | .001 | .121 | .323 | .001 | .013 |
| **Delivery** | 4.743 | .003 | MD | -.35447-* | -.30568-* | -.19138-* | .04879 | .16309 | .11430 |
| | | | p= | .001 | .002 | .029 | .634 | .072 | .182 |

** Significant at p < 0.05

The ANOVA showed significant differences are present for most of the variables; significance was observed in 6 out of the ten attributes.

 **Ease of Ordering (**at .002 significance)**.** Multiple comparisons showed that the Groceries category has significant importance of the *Ease of Ordering* attribute than in *Fashion & Makeup* .002 (< 0.05), *and Personal Electronics* .001 (< 0.05) categories. No other significant differences were observed for this attribute.

**Product Prices (**at .001 significance**).** Groceries category was found to have high importance for the ***Product Prices*** attribute than in the ***Fashion & Makeup*** .020 (< 0.05) and ***Personal Electronics*** .001 (< 0.05) categories. Similarly, the ***Travel*** category showed to have more importance to ***Product Prices*** than in ***Fashion & Makeup*** .041 (< 0.05) and ***Personal Electronics*** .001 (< 0.05) categories, but no other significant differences were observed.

**Payment Methods (**at .003 significance**).** Again, the ***Groceries*** category was found to have significantly high importance of the payment methods over Fashion & Makeup .026 (< 0.05) and ***Personal Electronics*** .008 (< 0.05) categories. It was also observed that the ***Travel*** category has similar results of significant importance for the payment methods over ***Fashion & Makeup*** .014 (< 0.05) and ***Personal Electronics*** .003 (< 0.05).

**Privacy Policies (**at .000 significance**).** Similarly, the ***Groceries*** category was observed to have significantly high importance of the ***privacy policies*** over ***Fashion & Makeup*** .000 (< 0.05) and ***Personal Electronics*** .003 (< 0.05) categories. It was also observed that the Travel category had similar results of significant importance for the **Privacy policies** over ***Fashion & Makeup*** .000 (< 0.05) and ***Personal Electronics***.010 (< 0.05).

**Shipping & handling (**at .000 significance**).** The ***Groceries*** category showed high importance of the ***Shipping & Handling*** over ***Fashion & Makeup*** .000 (< 0.05) and ***Personal Electronics*** categories .001 (< 0.05). It was also observed that the ***Travel*** category had similar results of significant importance for the ***Shipping & Handling*** over ***Fashion & Makeup*** .001 (< 0.05) and ***Personal Electronics*** .013 (< 0.05) categories.

**Delivery (**at .003 significance**).** The ***Groceries*** category showed high importance for the

***Delivery*** attribute over ***Fashion & Makeup*** .001 (< 0.05). It was also observed that the

Delivery attribute is also of high importance in the Travel category versus the Fashion &

Make up category .002 (< 0.05). Similarly, the Delivery attribute was found to be more

important in the Personal Electronics category versus its importance in the Fashion &

Makeup category .029 (< 0.05).

Unfortunately, no significant observations were found for **Product Selection,**

**Product Representation &Information, Navigation** and **Customer Services** attributes.

# Chapter Five

# Discussion

In this chapter, the author presents the findings, discusses their roots in the literature, and

draws the conclusion followed by the limitations and recommendations for future research.

As per the data discussed in chapter four, the findings show significant differences in

online shoppers' priority attributes among the different tested categories and support the

literature on the correlation between the consumers' priority attributes and consumers'

satisfaction level. Taking each attribute separately, the Ease of Ordering attribute was discussed

in the literature to encompass 4 main sub-factors: easy search for the target product, simple

consumer language, few steps to place an order, and speed. These factors were stated in

literature to significantly affect consumers' satisfaction (Jarvenpaa and Todd, 1997). In relation

to the studies' findings, this attribute was among the top priority attributes for all tested

categories. It was even found that Ease of Ordering is significantly an important factor in the

Groceries category versus other categories, where it has been referred to as a low-risk category

associated with its low prices (Lee and Tan, 2003). The findings ideally support the literature in the context of usefulness and perceived ease of use of online shopping have positive influences on consumers' attitudes towards online grocery shopping (Hansen, 2006).

The Product Selection attribute was discussed in the literature review to be associated with the consumers' satisfaction; the study's findings concluded in a slightly different direction, though. It was retrieved from the literature that online shoppers tend to have a high demand for product variety and even customized products (Burke, 1997, Syzmanski and Hise, 2000). The high importance of merchandising features of various product offerings was also discussed (Szymanski and Hise, 2000). The study's outcome showed that this attribute is important to the consumer, yet not among the top five priority attributes, among the E-SERVPACK Model attributes, in any of the categories. The data did not provide any significance of priority differences between the categories as well.

The third attribute, Product Representation & Information, was supported by the findings to be among the five priority attributes for all the categories. It was discussed in the literature that well-developed websites in terms of both content and functions tend to have more satisfied consumers vs. undeveloped platforms (Ranganathan and Ganapathy, 2002, Schaupp and Belanger, 2005, Hausman and Siekpe, 2009). Hausman and Siekpe (2009) also accentuated the vitality of informational content. Ease of understanding and quality information were also important attributes for the travel category (Lederer et al., 2000). Unfortunately, the data collected did not show any significance of priority difference of that attribute among the tested categories; yet, the simple cross-tabulation data that is presented and discussed above showed that this attribute was of high importance to the online shopper.

Considered one of the priority aspects of e-commerce, the Product Prices attribute was found to be a major priority aspect across all categories tested. Considering the study discussed in the literature section by Keaveney (1995) testing consumer's behavior in the service business, it was reported that more than half of the customers would switch to other competitor online platforms as a reason of poor price perception. Another study by Varki and Colgate (2001) focused on the banking industry concluded that price perception directly affects the shopper's satisfaction in both; the drive for purchase and recommending to others. This study supported previous literature, and as already mentioned, the price attribute was found to be highly important for online shoppers. It was also found that there is a significant difference in the priority level among categories; in which, the importance of Product Price in the Groceries category is much important than it is in the Fashion & Makeup category and Personal Electronics category. Similarly, Product Price was found to be more important in the Travel category than it being important in the Fashion & Makeup and Personal Electronics categories. It was highlighted by Lovelock (1984) low price strategy is one of the most appreciated attributes by the consumer in online platforms. In a study by Wong and Law (2005) on hotel accommodation online booking, it was discussed that discounts and price savings are a major driver of online purchasing in online travel shopping.

The findings towards the Navigation attribute were found to be in line with the literature. It was retrieved from previous research that search functions and navigation were "also" found to increase the online platform's usability, hence increasing consumer satisfaction (Zeithaml et al., 2002). Similarly, the data collected in this study showed that consumers give weight to the Navigation aspect, yet it was not found to be among the highest priority attributes for online shoppers, and that is why the word also above is put in quotation. This refers to the importance of the attribute yet being a support factor for other priority attributes and not a main driver of

satisfaction. The data collected in this study did not report any significance of importance level differences among the tested categories.

The sixth attribute, Payment Methods, was found to be among the five top priorities for online shoppers. It was discussed in the literature that the risk associated with e-shopping, like e-payment, reduces the agility of people to use e-commerce (Featherman & Wells, 2010, p. 121). This justifies the study's results and why online shoppers consider the payment methods a priority attribute. It was also detected that the priority level of this attribute differs among categories, as discussed earlier. The consumers tend to show more importance to the Payment Methods attribute in the Groceries category versus in Fashion & Makeup and Personal Electronics categories. It was also observed that the importance of this attribute is also high in the Travel category versus in Fashion & Makeup and Personal Electronics categories. It was highlighted in the literature that security and privacy attributes are of high importance to online shoppers, and since payment methods are also associated with the security of the provided information, we can link both attributes in that context.

Ghose and Dou (1998) pointed out that the higher the interactivity level of an online platform, the more appealing it is to the consumer, bringing us to the Customer Services attribute. The findings of this study, and as already shown in the attribute's priority pyramids, reported that the attribute of Customer Services is not among the top priority attributes for online shopping. In other words, the attribute is important, yet not a decision driver for the online shopper to complete a transaction or revisit a website for a second purchase. In previous literature, a study by Ha, et al. (2007) suggested that most offline stores' visual retailing characteristics are executed in online platforms to enhance the e-commerce business in general. Among these characteristics, online help assistance through live chat was suggested. The literature referred to the importance of that attribute; it was even highlighted that the After-

Service attribute is considered one of the influencing factors driving online shoppers to place an order, in which the customer support was among the sub characteristics of this attribute. This approach in the literature was not supported by the study's results, as this attribute was found to be less important compared to the other attributes. The data also did not show any significance of the attributes' priority between the four product categories.

Liu et al. (2004) claimed that the guardiancy of privacy signs for the integrity associated with the online purchasing process affects the consumer's decision to finish a transaction. The literature also discussed that an online platform's trustworthiness is hugely impacted by its privacy statement (Belanger et al., 2002). These strong assumptions in the literature were not found to be supported by the results of the study. It has been observed that the Privacy Policies attribute was among the least important attributes for online shoppers in Egypt in comparison to all other attributes. This means that the results derived from the study falsify the previous literature. Although the attribute was found to not be of high importance from the Egyptian consumer's perspective, significant differences in priority levels were found among the four categories. It was concluded that the Privacy Policies attribute is more important in the Groceries and Travel categories than in the Fashion & Makeup and Personal Electronics categories. The study's results are in line with the discussed literature. According to Lu et al. (2007), security concerns are considered secondary to the issues of perceived usefulness and ease of use in the travel category.

In the author's opinion, online shoppers are not of high awareness of the importance of the Shipping & Handling attribute. Given that the process runs offline, they do not count it among their priority drivers for purchasing. The findings showed that the Shipping and Handling attribute is among the least important attributes while deciding on an e-commerce platform to purchase from. The literature mainly focused on the importance of this attribute

from the e-vendors perspective. This is implied as, if looked from the shoppers' perspective, the Shipping and Handling process's inefficiency might reflect on other priority aspects they consider, like delivery. That said, the consumer's priority would not be directed to the Handling and Shipping attribute but towards the other attributes affected by that process. With such an assumption, it could be accepted that the results are in line with the literature. There were significant observations, though, in the priority level of the attribute between the categories. It was acquired from the results that the Shipping & Handling attribute is of high importance in the Groceries and Travel categories versus in the Fashion & Makeup and Personal Electronics categories.

Lastly, with the highest priority attribute among all categories, the Delivery attribute. As discussed in the literature section, trustworthiness and well-timed delivery are the two main necessities for shoppers' satisfaction (Schaupp, Belanger, 2005). Moreover, it has been similarly reported by the study's results. Delivery has been observed to be among the two top priority attributes in all four categories. Differences in priority level were also observed among the categories. The Delivery attribute was found to be of high importance in the Groceries, Travel and Personal Electronics categories versus in the Fashion & Makeup category respectively.

With results complementing the literature, this chapter is concluded. The next chapter entails the conclusion, limitations, and direction for future research.

# Chapter Six

## Conclusions

In summary, there are main outcomes and learnings that are to be considered for guidance in related topics. Among those, it has been concluded that online shoppers' priorities differ based on the product category type; however, there are main attributes maintained in the same level of priority among different categories. The level of risk associated with the purchase also does affect these priorities. In the context of the marketing orientation theory, it is advised that an e-commerce business should have a market orientation strategy, on which the focus should be on creating the service and developing it according to the customers' needs and wants. Consumers can now dictate the competition in a click of a button, which puts a burden on business owners and marketers as it requires them to put more effort in better understanding their consumers and coping with their needs to avoid losing their customers to other platforms. With the validation of the Uses and Gratifications theory, consumers are not any more easily convinced with the false advertising campaigns and attractive wordings and mottos; they are now search-capable for their needs, and online platforms are even much vulnerable for this practice as they are easier to be checked for on the internet versus offline businesses. It is also important to consider the recent trends in web technology that could be merged with e-business. The market is growing, new products and brands are appearing, and more personal interaction will help people choose exactly the products they want or receive the information they require to make a purchase. One to one interaction should be of great help with solving the problem via omnichannel experiences. E-commerce is no longer just desktop, it's a 'Browserless' experience. Mobile, app, AR and other technologies are merging and now have nebulous borders, where the shopper experience could not be defined by its type. Based on new experiences such as AR/VR, new content and ad types are appearing and evolving in the marketing world. They are offering people completely different types of interaction, which

gives birth to new marketing strategies and new sales channels. As e-commerce is growing and becoming more complicated, more and more activities are being passed to the technology – from chatbots talking to people to marketing automation software producing data- driven decisions, leaving merchants with more time and effort to deal with more important tasks which cannot be solved with technology yet.

Considering these outcomes and augmenting them with new Web technologies and trends, is the best route to take in progressing an e-commerce business for an ultimate goal of success.

## 1. Managerial Applications

This section should address the implications of this research for online platform owners, managers, and marketers.

It is advised to allocate and classify the advertising budget to enhance the attributes set to be prior for the consumers based on each category. It is not only how good an online platform looks like; the whole process must be in-line with the consumers' priority attributes. E-commerce platforms that sell different categories should pay greater attention to classifying the products and the process according to each category's consumers' needs separately. Managers and marketers should be close to their consumers, understand how their needs change, collect their satisfaction notes and recommendations to better develop and enhance the business. The managers should consider the E-SERVPACK Model when measuring their platforms' efficiency to avoid missing out on any of the essential attributes.

## 2. Limitations of the Study

The study focused mainly on Egypt's geography, in which the respondents were either Egyptians or non-Egyptians living in Egypt. The study also tested for only four categories,

where many other important categories were not considered. These two aspects make it impossible to generalize the results to other online shoppers of other peninsulas. The data collection method was also limited, as it was through one social platform, which was why other users were missed out. Testing for four categories in one questionnaire resulted in a different number of respondents per category, while having the same number of samples for each category would have made better accurate results.

## 3. Direction for Future Research

This study has grounded on the packaging elements of e-commerce by developing the E-SERVPACK Model to help practitioners measure their online platforms' efficiency and their process in correlation with consumers' preferences and priorities in different category types. It is suggested that the same model is applied to other product categories to expand the research in this area. Future research is also recommended to develop a sub-model of each of the E-SERPACK Model attributes as a detailed model for further guidance. Future research should also consider applying the E-SERVPACK Model with the analysis of demographics, including age, gender, education level, and monthly income. This would give practitioners another perspective in identifying the needs of their consumers based on their target groups.

The literature has not given enough attention to studying the attributes priorities in different product category types. The majority of previous research explained the attributes from the business owners' perspective, not from the consumers' perspective. For example, it is not covered what definitions of attributes like Delivery or Shipping & Handling are put by online shoppers. This causes confusion and some mixing in the attributes in the literature that needs to be better defined.

The area of innovations in future e-commerce attributes in relation to emerging technologies in e-commerce and web development could be tackled as it is considered of great interest for the practitioners.

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# Appendices

# Survey Questionnaire

1- **What is your gender?**
   - Male
   - Female

2- **What is your Nationality?**
   - Egyptian
   - Non-Egyptian

3- **What is your age?**
   - Below 20
   - 21- 26
   - 27-35
   - 36-42
   - 43-55
   - Above 55

4- **I am a heavy user of online shopping (buy most of my needs online).**
   Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

5- **I love to shop online**
   Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

6- **I mostly shop online for…….**
   Fashion & make-up
   Groceries
   Home textile/decorations
   Books/stationary
   Music/movies
   Travel (plane/train/bus tickets and hotel rooms)
   Personal electronics (mobile phones, laptops, ear phones etc…)
   Other. Please specify………………..

7- **I prefer to online shop through**
   1. Websites
   2. Social Account Pages
   3. Applications

8- **The more often I shop for a specific product the more I feel the need of downloading the application**
   Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

9- **Choose one of the categories below in which you mostly shop for online and consider it in answering all the following questions:**
   - **Category Options:**
       1- Fashion and make-up (ex: Zara.com, H&M.com, Farfetch.com …etc.)
       2- Groceries (ex: Carrefour.com, Gourmet.com, Fakahany.com …etc.)
       3- Travel (ex: Egyptair.com, Skyscanner.com, Marriot.com…etc.)
       4- Personal Electronics (ex: Jumia.com, Tradeline.com…etc.)

10- **Kindly specify the e-tailer/online platform you mostly use based on the category you chose …………………..**

11- **It is important that placing an order is fast and simple**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

12- **I must have an easy way to follow up anytime on my order**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

13- **I hate it when the platform doesn't clearly explain the conditions of sale**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

14- **I feel very comfortable when confirmation is required through email or phone**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

15- **I feel I must be offered to customize my order**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

16- **I feel frustrated when the product selection is endless**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

17- **I think that the platform must have a complete digital catalog I can download.**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

18- **I love it when the platform has 3-D presentation of products.**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

19- **I don't really care if the online platform has detailed description of the product.**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

20- **Online shopping platforms must offer frequently asked questions (FAQs).**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

21- **Online platforms must offer lower prices vs physical stores**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

22- **I love it when the online platform offers vouchers and discount campaigns**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

23- **Low priced products sold online are perceived as low-quality products**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

24- **I hate when online brands offer an application to browse and order through**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

25- **I love it when online platforms offer easy to browse and advanced filtering features for efficient navigation**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

26- **I belive that online platforms must offer free of charge delivery**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

27- **I believe that the same day order delivery is optimal**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

28- **I love it when I can pay to receive faster delivery**
    Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

29- **I feel appreciated when I receive free gifts/samples with the delivery of my order.**

Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

**30- I must be able to pay directly online with my credit card**
Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

**31- I must be able to pay online through a third party like PayPal**
Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

**32- I must have the option to pay cash/credit on delivery**
Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

**33- I do not see any value in offering live chatting support**
Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

**34- I hate it when I can only compare about the service by e-mail.**
Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

**35- I expect the privacy policy to be clear and accurate**
Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

**36- I expect to receive my orders tightly packed and delivered safely every time.**
Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

**37- Returns must be accepted and easily handled**
Strongly Agree      Agree      Neutral      Disagree      Strongly Disagree

**38- From the below, please choose your 3 priority attributes in online shopping**
     a. Ease of Ordering
     b. Product Selection
     c. Product Representation & Information
     d. Product Prices
     e. Navigation
     f. Delivery
     g. Payment Methods
     h. Customer Services
     i. Privacy Policies
     j. Shipping & Handling

**39- When would you give up shopping through an online platform? (Kindly choose 3 answers only)**
     a. Delivery of my placed order is delayed.
     b. Process of ordering was not fast and easy.
     c. Product selection is limited.
     d. Product presentation and information is not sufficient.
     e. Prices are high/higher in comparison with other platforms.
     f. Navigation is not easy and complicated.
     g. Payment methods are limited.
     h. Customer service is not efficient and hard to reach.
     i. Privacy policy is not clear and strict.
     **j.** Shipping and handling is not efficient that the products are harmed when arrived.

**Submit**

Thank you for your participation

# SPSS OUTPUT

## ONEWAY ANOVA

**ANOVA**

| | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| **w1 EASE OF ORDERING** | Between Groups | 4.716 | 3 | 1.572 | 5.165 | .002 |
| | Within Groups | 144.583 | 475 | .304 | | |
| | Total | 149.299 | 478 | | | |
| **w2 PRODUCT SELECTION** | Between Groups | 2.246 | 3 | .749 | 1.384 | .247 |
| | Within Groups | 256.913 | 475 | .541 | | |
| | Total | 259.160 | 478 | | | |
| **w3 PRODUCT PRESENTATION & INFORMATION** | Between Groups | 2.152 | 3 | .717 | 1.404 | .241 |
| | Within Groups | 242.637 | 475 | .511 | | |
| | Total | 244.789 | 478 | | | |
| **w4 PRODUCT PRICES** | Between Groups | 9.029 | 3 | 3.010 | 6.009 | .001 |
| | Within Groups | 237.890 | 475 | .501 | | |
| | Total | 246.919 | 478 | | | |
| **w5 NAVIGATION** | Between Groups | 3.051 | 3 | 1.017 | 1.878 | .132 |
| | Within Groups | 257.182 | 475 | .541 | | |
| | Total | 260.233 | 478 | | | |
| **w6 DELIVERY** | Between Groups | 6.982 | 3 | 2.327 | 4.743 | .003 |
| | Within Groups | 233.054 | 475 | .491 | | |
| | Total | 240.035 | 478 | | | |
| **w7 PAYMENT METHODS** | Between Groups | 7.893 | 3 | 2.631 | 4.724 | .003 |
| | Within Groups | 264.539 | 475 | .557 | | |
| | Total | 272.433 | 478 | | | |
| **w8 CUSTOMER SERVICES** | Between Groups | 1.449 | 3 | .483 | .673 | .569 |
| | Within Groups | 340.910 | 475 | .718 | | |
| | Total | 342.359 | 478 | | | |
| **w9 PRIVACY POLICIES** | Between Groups | 19.639 | 3 | 6.546 | 7.623 | .000 |
| | Within Groups | 407.943 | 475 | .859 | | |
| | Total | 427.582 | 478 | | | |
| **w10 SHIPPING & HANDLING** | Between Groups | 15.200 | 3 | 5.067 | 8.307 | .000 |
| | Within Groups | 289.704 | 475 | .610 | | |
| | Total | 304.904 | 478 | | | |

## Post Hoc Tests

**Multiple Comparisons**

| Dependent Variable | (I) Q9 Choose one of the categories below in which you mostly shop for online: | (J) Q9 Choose one of the categories below in which you mostly shop for online: | Mean Difference (I-J) | Std. Error | Sig. | 95% Confidence Interval | |
|---|---|---|---|---|---|---|---|
| | | | | | | Lower Bound | Upper Bound |
| w1 EASE OF ORDERING | 1 Fashion and make-up | 2 Groceries | -.26138-* | .08212 | .002 | -.4227- | -.1000- |
| | | 3 Travel | -.14613- | .07867 | .064 | -.3007- | .0084 |
| | | 4 Personal Electronics | -.01453- | .06897 | .833 | -.1501- | .1210 |
| | 2 Groceries | 1 Fashion and make-up | .26138* | .08212 | .002 | .1000 | .4227 |
| | | 3 Travel | .11525 | .08077 | .154 | -.0435- | .2740 |
| | | 4 Personal Electronics | .24686* | .07136 | .001 | .1066 | .3871 |
| | 3 Travel | 1 Fashion and make-up | .14613 | .07867 | .064 | -.0084- | .3007 |
| | | 2 Groceries | -.11525- | .08077 | .154 | -.2740- | .0435 |
| | | 4 Personal Electronics | .13160 | .06736 | .051 | -.0008- | .2640 |
| | 4 Personal Electronics | 1 Fashion and make-up | .01453 | .06897 | .833 | -.1210- | .1501 |
| | | 2 Groceries | -.24686-* | .07136 | .001 | -.3871- | -.1066- |
| | | 3 Travel | -.13160- | .06736 | .051 | -.2640- | .0008 |
| w2 PRODUCT SELECTION | 1 Fashion and make-up | 2 Groceries | -.17173- | .10946 | .117 | -.3868- | .0434 |
| | | 3 Travel | -.10253- | .10486 | .329 | -.3086- | .1035 |
| | | 4 Personal Electronics | -.00164- | .09194 | .986 | -.1823- | .1790 |
| | 2 Groceries | 1 Fashion and make-up | .17173 | .10946 | .117 | -.0434- | .3868 |
| | | 3 Travel | .06920 | .10767 | .521 | -.1424- | .2808 |
| | | 4 Personal Electronics | .17009 | .09512 | .074 | -.0168- | .3570 |
| | 3 Travel | 1 Fashion and make-up | .10253 | .10486 | .329 | -.1035- | .3086 |
| | | 2 Groceries | -.06920- | .10767 | .521 | -.2808- | .1424 |
| | | 4 Personal Electronics | .10089 | .08979 | .262 | -.0755- | .2773 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | 4 Personal Electronics | 1 Fashion and make-up | .00164 | .09194 | .986 | -.1790- | .1823 |
| | | 2 Groceries | -.17009- | .09512 | .074 | -.3570- | .0168 |
| | | 3 Travel | -.10089- | .08979 | .262 | -.2773- | .0755 |
| w3 PRODUCT PRESENTATION & INFORMATION | 1 Fashion and make-up | 2 Groceries | -.05260- | .10638 | .621 | -.2616- | .1564 |
| | | 3 Travel | .01734 | .10191 | .865 | -.1829- | .2176 |
| | | 4 Personal Electronics | .11870 | .08935 | .185 | -.0569- | .2943 |
| | 2 Groceries | 1 Fashion and make-up | .05260 | .10638 | .621 | -.1564- | .2616 |
| | | 3 Travel | .06994 | .10463 | .504 | -.1357- | .2755 |
| | | 4 Personal Electronics | .17130 | .09244 | .064 | -.0103- | .3530 |
| | 3 Travel | 1 Fashion and make-up | -.01734- | .10191 | .865 | -.2176- | .1829 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| w3 PRODUCT PRESENTATION & INFORMATION | 1 Fashion and make-up | 2 Groceries | -.05260- | .10638 | .621 | -.2616- | .1564 |
| | | 3 Travel | .01734 | .10191 | .865 | -.1829- | .2176 |
| | | 4 Personal Electronics | .11870 | .08935 | .185 | -.0569- | .2943 |
| | 2 Groceries | 1 Fashion and make-up | .05260 | .10638 | .621 | -.1564- | .2616 |
| | | 3 Travel | .06994 | .10463 | .504 | -.1357- | .2755 |
| | | 4 Personal Electronics | .17130 | .09244 | .064 | -.0103- | .3530 |
| | 3 Travel | 1 Fashion and make-up | -.01734- | .10191 | .865 | -.2176- | .1829 |
| | | 2 Groceries | -.06994- | .10463 | .504 | -.2755- | .1357 |
| | | 4 Personal Electronics | .10137 | .08726 | .246 | -.0701- | .2728 |
| | 4 Personal Electronics | 1 Fashion and make-up | -.11870- | .08935 | .185 | -.2943- | .0569 |
| | | 2 Groceries | -.17130- | .09244 | .064 | -.3530- | .0103 |
| | | 3 Travel | -.10137- | .08726 | .246 | -.2728- | .0701 |
| w4 PRODUCT PRICES | 1 Fashion and make-up | 2 Groceries | -.24667-* | .10533 | .020 | -.4537- | -.0397- |
| | | 3 Travel | -.20716-* | .10091 | .041 | -.4054- | -.0089- |
| | | 4 Personal Electronics | .07329 | .08847 | .408 | -.1006- | .2471 |
| | 2 Groceries | 1 Fashion and make-up | .24667* | .10533 | .020 | .0397 | .4537 |
| | | 3 Travel | .03952 | .10360 | .703 | -.1641- | .2431 |

| | | | Mean Difference (I-J) | Std. Error | Sig. | Lower Bound | Upper Bound |
|---|---|---|---|---|---|---|---|
| | | 4 Personal Electronics | .31997* | .09154 | .001 | .1401 | .4998 |
| | 3 Travel | 1 Fashion and make-up | .20716* | .10091 | .041 | .0089 | .4054 |
| | | 2 Groceries | -.03952- | .10360 | .703 | -.2431- | .1641 |
| | | 4 Personal Electronics | .28045* | .08640 | .001 | .1107 | .4502 |
| | 4 Personal Electronics | 1 Fashion and make-up | -.07329- | .08847 | .408 | -.2471- | .1006 |
| | | 2 Groceries | -.31997-* | .09154 | .001 | -.4998- | -.1401- |
| | | 3 Travel | -.28045-* | .08640 | .001 | -.4502- | -.1107- |
| w5 NAVIGATION | 1 Fashion and make-up | 2 Groceries | -.20251- | .10952 | .065 | -.4177- | .0127 |
| | | 3 Travel | -.20217- | .10492 | .055 | -.4083- | .0040 |
| | | 4 Personal Electronics | -.07086- | .09199 | .441 | -.2516- | .1099 |
| | 2 Groceries | 1 Fashion and make-up | .20251 | .10952 | .065 | -.0127- | .4177 |
| | | 3 Travel | .00034 | .10772 | .997 | -.2113- | .2120 |
| | | 4 Personal Electronics | .13164 | .09517 | .167 | -.0554- | .3187 |
| | 3 Travel | 1 Fashion and make-up | .20217 | .10492 | .055 | -.0040- | .4083 |
| | | 2 Groceries | -.00034- | .10772 | .997 | -.2120- | .2113 |
| | | 4 Personal Electronics | .13130 | .08984 | .145 | -.0452- | .3078 |
| | 4 Personal Electronics | 1 Fashion and make-up | .07086 | .09199 | .441 | -.1099- | .2516 |
| | | 2 Groceries | -.13164- | .09517 | .167 | -.3187- | .0554 |
| | | 3 Travel | -.13130- | .08984 | .145 | -.3078- | .0452 |
| w6 DELIVERY | 1 Fashion and make-up | 2 Groceries | -.35447-* | .10426 | .001 | -.5593- | -.1496- |
| | | 3 Travel | -.30568-* | .09987 | .002 | -.5019- | -.1094- |
| | | 4 Personal Electronics | -.19138-* | .08757 | .029 | -.3634- | -.0193- |
| | 2 Groceries | 1 Fashion and make-up | .35447* | .10426 | .001 | .1496 | .5593 |
| | | 3 Travel | .04879 | .10254 | .634 | -.1527- | .2503 |
| | | 4 Personal Electronics | .16309 | .09060 | .072 | -.0149- | .3411 |
| | 3 Travel | 1 Fashion and make-up | .30568* | .09987 | .002 | .1094 | .5019 |
| | | 2 Groceries | -.04879- | .10254 | .634 | -.2503- | .1527 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| | | 4 Personal Electronics | .11430 | .08552 | .182 | -.0537- | .2823 |
| | 4 Personal Electronics | 1 Fashion and make-up | .19138* | .08757 | .029 | .0193 | .3634 |
| | | 2 Groceries | -.16309- | .09060 | .072 | -.3411- | .0149 |

| | | | | | | | |
|---|---|---|---|---|---|---|---|
| w7 PAYMENT METHODS | 1 Fashion and make-up | 2 Groceries | -.24737-* | .11108 | .026 | -.4656- | -.0291- |
| | | 3 Travel | -.26371-* | .10641 | .014 | -.4728- | -.0546- |
| | | 4 Personal Electronics | .00943 | .09329 | .919 | -.1739- | .1928 |
| | 2 Groceries | 1 Fashion and make-up | .24737* | .11108 | .026 | .0291 | .4656 |
| | | 3 Travel | -.01634- | .10925 | .881 | -.2310- | .1983 |
| | | 4 Personal Electronics | .25680* | .09653 | .008 | .0671 | .4465 |
| | 3 Travel | 1 Fashion and make-up | .26371* | .10641 | .014 | .0546 | .4728 |
| | | 2 Groceries | .01634 | .10925 | .881 | -.1983- | .2310 |
| | | 4 Personal Electronics | .27314* | .09111 | .003 | .0941 | .4522 |
| | 4 Personal Electronics | 1 Fashion and make-up | -.00943- | .09329 | .919 | -.1928- | .1739 |
| | | 2 Groceries | -.25680-* | .09653 | .008 | -.4465- | -.0671- |
| | | 3 Travel | -.27314-* | .09111 | .003 | -.4522- | -.0941- |
| w8 CUSTOMER SERVICES | 1 Fashion and make-up | 2 Groceries | -.14253- | .12610 | .259 | -.3903- | .1052 |
| | | 3 Travel | -.06775- | .12079 | .575 | -.3051- | .1696 |
| | | 4 Personal Electronics | .00003 | .10591 | 1.000 | -.2081- | .2081 |
| | 2 Groceries | 1 Fashion and make-up | .14253 | .12610 | .259 | -.1052- | .3903 |
| | | 3 Travel | .07478 | .12402 | .547 | -.1689- | .3185 |
| | | 4 Personal Electronics | .14256 | .10958 | .194 | -.0728- | .3579 |
| | 3 Travel | 1 Fashion and make-up | .06775 | .12079 | .575 | -.1696- | .3051 |
| | | 2 Groceries | -.07478- | .12402 | .547 | -.3185- | .1689 |
| | | 4 Personal Electronics | .06778 | .10343 | .513 | -.1355- | .2710 |
| | 4 Personal Electronics | 1 Fashion and make-up | -.00003- | .10591 | 1.000 | -.2081- | .2081 |
| | | 2 Groceries | -.14256- | .10958 | .194 | -.3579- | .0728 |

| | | | Mean Difference | Std. Error | Sig. | Lower Bound | Upper Bound |
|---|---|---|---|---|---|---|---|
| | | 3 Travel | -.06778- | .10343 | .513 | -.2710- | .1355 |
| **w9 PRIVACY POLICIES** | **1 Fashion and make-up** | 2 Groceries | -.55337-* | .13794 | .000 | -.8244- | -.2823- |
| | | 3 Travel | -.48679-* | .13214 | .000 | -.7464- | -.2271- |
| | | 4 Personal Electronics | -.19527- | .11585 | .093 | -.4229- | .0324 |
| | **2 Groceries** | 1 Fashion and make-up | .55337* | .13794 | .000 | .2823 | .8244 |
| | | 3 Travel | .06658 | .13567 | .624 | -.2000- | .3332 |
| | | 4 Personal Electronics | .35809* | .11987 | .003 | .1226 | .5936 |
| | **3 Travel** | 1 Fashion and make-up | .48679* | .13214 | .000 | .2271 | .7464 |
| | | 2 Groceries | -.06658- | .13567 | .624 | -.3332- | .2000 |
| | | 4 Personal Electronics | .29152* | .11314 | .010 | .0692 | .5138 |
| | **4 Personal Electronics** | 1 Fashion and make-up | .19527 | .11585 | .093 | -.0324- | .4229 |
| | | 2 Groceries | -.35809-* | .11987 | .003 | -.5936- | -.1226- |
| | | 3 Travel | -.29152-* | .11314 | .010 | -.5138- | -.0692- |
| **w10 SHIPPING & HANDLING** | **1 Fashion and make-up** | 2 Groceries | -.50251-* | .11624 | .000 | -.7309- | -.2741- |
| | | 3 Travel | -.38942-* | .11135 | .001 | -.6082- | -.1706- |
| | | 4 Personal Electronics | -.15148- | .09763 | .121 | -.3433- | .0404 |
| | **2 Groceries** | 1 Fashion and make-up | .50251* | .11624 | .000 | .2741 | .7309 |
| | | 3 Travel | .11309 | .11433 | .323 | -.1116- | .3377 |
| | | 4 Personal Electronics | .35103* | .10101 | .001 | .1525 | .5495 |
| | **3 Travel** | 1 Fashion and make-up | .38942* | .11135 | .001 | .1706 | .6082 |
| | | 2 Groceries | -.11309- | .11433 | .323 | -.3377- | .1116 |
| | | 4 Personal Electronics | .23795* | .09535 | .013 | .0506 | .4253 |
| | **4 Personal Electronics** | 1 Fashion and make-up | .15148 | .09763 | .121 | -.0404- | .3433 |
| | | 2 Groceries | -.35103-* | .10101 | .001 | -.5495- | -.1525- |
| | | 3 Travel | -.23795-* | .09535 | .013 | -.4253- | -.0506- |

*. The mean difference is significant at the 0.05 level.