

# A Study On Consumers Attitude Towards Online Shopping On

THIS IS LIKEWISE ONE OF THE FACTORS BY OBTAINING THE SOFT DOCUMENTS OF THIS **A STUDY ON CONSUMERS ATTITUDE TOWARDS ONLINE SHOPPING ON** BY ONLINE. YOU MIGHT NOT REQUIRE MORE MATURE TO SPEND TO GO TO THE BOOK INAUGURATION AS WELL AS SEARCH FOR THEM. IN SOME CASES, YOU LIKEWISE DO NOT DISCOVER THE BROADCAST **A STUDY ON CONSUMERS ATTITUDE TOWARDS ONLINE SHOPPING ON** THAT YOU ARE LOOKING FOR. IT WILL VERY SQUANDER THE TIME.

HOWEVER BELOW, WHEN YOU VISIT THIS WEB PAGE, IT WILL BE APPROPRIATELY TOTALLY EASY TO ACQUIRE AS CAPABLY AS DOWNLOAD GUIDE **A STUDY ON CONSUMERS ATTITUDE TOWARDS ONLINE SHOPPING ON**

IT WILL NOT AGREE TO MANY TIME AS WE NOTIFY BEFORE. YOU CAN ATTAIN IT EVEN THOUGH ACT OUT SOMETHING ELSE AT HOME AND EVEN IN YOUR WORKPLACE. SO EASY! SO, ARE YOU QUESTION? JUST EXERCISE JUST WHAT WE MEET THE EXPENSE OF BELOW AS COMPETENTLY AS EVALUATION **A STUDY ON CONSUMERS ATTITUDE TOWARDS ONLINE SHOPPING ON** WHAT YOU GONE TO READ!

## **EFFECTS OF AD PLACEMENT AND AD TYPE ON CONSUMER RESPONSES TO PODCAST ADS - ERIC A. RITTER 2007**

**ABSTRACT:** ONLINE ADVERTISING HAS BEEN AROUND SINCE THE INCEPTION OF THE INTERNET IN 1994 AS A COMMERCIAL MEDIUM AND MARKETPLACE. A LARGE BODY OF WORK LOOKING AT THE INTERNET AS AN ADVERTISING MEDIUM IS AVAILABLE TO MARKETERS AND ADVERTISERS. MY WORK FOCUSES PRIMARILY ON TECHNOLOGY THAT, DUE TO CHANGED CONSUMER BEHAVIOR, IS LOOKED AT DIFFERENTLY TODAY THAN JUST A FEW YEARS AGO. FOR EXAMPLE, BANNER ADS CAN NO LONGER BE MEASURED BY CLICK-THROUGH RATES, BUT CAN ONLY BE SOLD AS BRAND EXPOSURE. THE OBJECTIVE OF MY STUDY WAS TO ADD TO THE BODY OF WORK LOOKING AT ONLINE ADVERTISING, WHILE FOCUSING SPECIFICALLY ON PODCASTING AS AN ADVERTISING MEDIUM. DUE TO THE QUICK-CHANGING NATURE OF ONLINE CONTENT AND TECHNOLOGY MY STUDY SHOULD NOT BE LOOKED AS ONLY APPLICABLE TO PODCASTING, BUT RATHER TO ANY ONLINE MEDIUM THAT IS DEVELOPED AND CONSISTS OF CONSUMERS ACTIVELY CHOOSING TO LISTEN TO AUDIO CONTENT. MY STUDY MANIPULATED ADVERTISING PLACEMENT AND ADVERTISING TYPE TO ASSESS HOW TO MINIMIZE THE NEGATIVE EFFECTS OF PERCEIVED INTRUSIVENESS AND PERCEIVED IRRITATION BY CONSUMERS. IN ADDITION, MY STUDY MEASURED CONSUMERS ATTITUDE TOWARDS THE AD AND AD AVOIDANCE BEHAVIORS. FOUR DIFFERENT PODCASTS WERE CREATED. TWO FEATURED A TRADITIONAL ADVERTISEMENT AND TWO FEATURED A SPONSORSHIP MESSAGE. TWO OF THE PODCASTS HAD ADVERTISING PLACED AT THE BEGINNING OF THE PODCAST WHILE TWO HAD ADVERTISING PLACED IN THE MIDDLE. RESULTS ARE PRESENTED AND IMPLICATIONS FOR MARKETERS AND ADVERTISERS ARE DISCUSSED. MY STUDY ALSO PRESENTS LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH.

*BELIEF, ATTITUDE, INTENTION, AND BEHAVIOR - MARTIN FISHBEIN 1975*

## **MASS CUSTOMIZATION AND CONSUMER BEHAVIOR - A CASE STUDY FROM A GERMAN CONSUMER PERSPECTIVE - JOSCHA KÄLLNER 2008-05-06**

MASTER'S THESIS FROM THE YEAR 2007 IN THE SUBJECT BUSINESS ECONOMICS - OFFLINE MARKETING AND ONLINE MARKETING, GRADE: 1,3, MID SWEDEN UNIVERSITY, LANGUAGE: ENGLISH, **ABSTRACT:** MASS CUSTOMIZATION IS A RESEARCH FIELD WHICH IS ALREADY WELL ESTABLISHED FROM A MANUFACTURER VIEWPOINT. CURIOUSLY, THERE IS A MARGINAL AMOUNT OF RESEARCH STUDIES COVERING THE CONSUMERS' VIEWPOINT AND RESEARCHERS ARGUE THAT MUCH MORE RESEARCH IS NEEDED TO UNDERSTAND THE CONSUMER BEHAVIOR IN TERMS OF MASS CUSTOMIZATION. FROM A CONSUMERS' VIEWPOINT MASS CUSTOMIZATION CAN BE SEEN AS THE PRODUCTION OF GOODS FOR A RELATIVELY LARGE MARKET, WHICH MEETS EXACTLY THE NEEDS OF EACH INDIVIDUAL CUSTOMER WITH REGARD TO CERTAIN PRODUCT CHARACTERISTICS (DIFFERENTIATION OPTION), AT COSTS ROUGHLY CORRESPONDING TO THOSE OF STANDARD MASS-PRODUCED GOODS (COST OPTION). THE MAIN PURPOSE OF THIS STUDY WAS AN INVESTIGATION OF RELATIONSHIPS BETWEEN THE PURCHASE OF MASS CUSTOMIZED PRODUCTS AND DEMOGRAPHIC AND PSYCHOLOGICAL INFLUENCE FACTORS. THEREFORE, THE STUDY GAVE AN ANSWER ON THE QUESTION WHETHER GERMAN CONSUMERS HAD AN INTEREST IN PURCHASING MASS CUSTOMIZED PRODUCTS AND WHAT DEMOGRAPHIC AND PSYCHOLOGICAL FACTORS INFLUENCE THE TENDENCY TO PURCHASE MASS CUSTOMIZED PRODUCTS. THE READER SHOULD HAVE GOT AN IMPRESSION OF THE TOPIC OF MASS CUSTOMIZATION FROM A CONSUMER PERSPECTIVE. THEREFORE THE AUTHOR SURVEYED 519 GERMAN CONSUMERS WITH THE HELP OF A SELF-ADMINISTERED ONLINE SURVEY IN ORDER TO INVESTIGATE THEIR ATTITUDES TOWARD MASS CUSTOMIZED PRODUCTS, THEIR WILLINGNESS TO INVEST ADDITIONAL TIME AND MONEY FOR MCP AND THEIR PERCEIVED RISK ON CUSTOMIZED PRODUCTS. THE STUDY WAS CONDUCTED ON GERMAN RESPONDENTS TO DISCUSS SIMILARITIES AND DIFFERENCES TO PREVIOUS STUDIES ON THE US MARKET AS WELL AS A COMPARISON OF THE UK AND TURKISH MARKET REGARDING CONSUMER ATTITUDES AND READINESS. THIS STUDY OFFERS PRACTICAL INSIGHTS FOR COMPANIES THAT WANT TO ADDRESS POTENTIAL CONSUMERS OF CUSTOMIZED PRODUCTS AND GIVES USEFUL HINTS FOR DETERMINING SUITABLE TARGET GROUPS FOR MASS CUSTOMIZED PRODUCTS.

*ACCORDING TO KOTLER - PHILIP KOTLER 2005*

ACCORDING TO KOTLER DISTILLS THE ESSENCE OF MARKETING GURU PHILIP KOTLER'S WISDOM AND YEARS OF EXPERIENCE INTO QUESTION AND ANSWER FORMAT. BASED ON THE THOUSANDS OF QUESTIONS KOTLER HAS BEEN ASKED OVER THE YEARS BY CLIENTS, STUDENTS, BUSINESS AUDIENCES, AND JOURNALISTS, THE BOOK REVEALS THE REVOLUTIONARY THINKING OF ONE OF THE PROFESSION'S MOST REVERED EXPERTS.

## **THE LAST WILL AND TESTAMENT OF ANTHONY KING OF POLAND; A SATIRE IN VERSE UPON ANTHONY ASHLEY-COOPER, EARL OF SHAFTESBURY - 1682**

## **STUDY ON CONSUMERS' ATTITUDES TOWARDS TERMS AND CONDITIONS (T&Cs) - 2016**

PREVIOUS RESEARCH HAS SHOWN THAT WHEN BUYING PRODUCTS AND SERVICES ONLINE, THE VAST MAJORITY OF CONSUMERS ACCEPT TERMS AND CONDITIONS (T&Cs) WITHOUT EVEN READING THEM. THE CURRENT RESEARCH EXAMINED EFFECTS OF INTERVENTIONS AIMED AT MAKING CONSUMERS AWARE OF THE QUALITY OF SUCH T&Cs. THIS WAS DONE BY 1) SHORTENING AND SIMPLIFYING THE T&Cs AND 2) ADDING A QUALITY CUE TO AN ONLINE STORE, SUCH AS THE PRESENCE OF A LOGO OF A NATIONAL CONSUMER ORGANISATION ACCOMPANIED BY THE STATEMENT "THESE TERMS AND CONDITIONS ARE FAIR". THE MAIN

STUDY CONSISTED OF THREE EXPERIMENTS AND WAS CONDUCTED IN 12 MEMBER STATES WITH 1000 RESPONDENTS IN EACH MEMBER STATE. IN EACH EXPERIMENT, CONSUMERS VISITED AN ONLINE STORE AND WENT THROUGH ALL THE STEPS OF AN ORDERING PROCESS. ONE OF THESE STEPS WAS ACCEPTING THE T&Cs. KEY FINDINGS ARE THAT SHORTENING AND SIMPLIFYING THE TERMS AND CONDITIONS RESULTS IN IMPROVED READERSHIP OF THE T&Cs, A SLIGHTLY BETTER UNDERSTANDING OF THE T&Cs, AND A MORE POSITIVE ATTITUDE TOWARDS THE T&Cs. MOREOVER, ADDING A QUALITY CUE TO AN ONLINE STORE INCREASES TRUST AND PURCHASE INTENTIONS. WHICH QUALITY CUE IS TRUSTED THE MOST DEPENDS ON WHAT TYPE OF ONLINE STORE CONSUMERS ARE VISITING. FOR DOMESTIC ONLINE STORES, A QUALITY CUE BY A NATIONAL CONSUMER ORGANISATION IS TRUSTED MOST; FOR FOREIGN ONLINE STORES, A QUALITY CUE BY A EUROPEAN CONSUMER ORGANISATION IS TRUSTED MOST. THE PATTERNS WERE SIMILAR ACROSS MEMBER STATES.

## **FACTORS WITH STRONGEST CONTRIBUTION TO EXPLAINING CONSUMERS' SEARCH INTENTION AS A DEPENDENT VARIABLE - IBRAHIM HAJI 2014-09-10**

SEMINAR PAPER FROM THE YEAR 2013 IN THE SUBJECT BUSINESS ECONOMICS - MARKETING, CORPORATE COMMUNICATION, CRM, MARKET RESEARCH, SOCIAL MEDIA, GRADE: B, THE UNIVERSITY OF CHICAGO, LANGUAGE: ENGLISH, **ABSTRACT:** THE FINDINGS OF THE STUDY ARE WELL CONSISTENT WITH CLOSE-CUT STUDIES OF OTHER COMPANIES OFFERING HOSPITALITY SERVICES ONLINE. ACCORDING TO HARCAR AND YUCELT (2012), PERCEIVED CONVENIENCE RANKED HIGHEST IN EXPLAINING THE CONSUMERS' SEARCH INTENTION AS A DEPENDENT VARIABLE AND AS IF THAT IS NOT ENOUGH, THE SAME RESEARCH FINDINGS DID HOLD GROUND FOR ANOTHER RATHER DISTANCED ONLINE TRAVEL COMPANY AS CAN BE JUSTIFIED BY THE FACT THAT PERCEIVED CONVENIENCE BY THE CONSUMER MADE THE HIGHEST CONTRIBUTION IN AFFECTING CONSUMERS' SEARCH INTENTION WHILE THEIR WERE SEARCHING FOR THEIR SERVICES (PENG ET AL, 2013). THESE FINDINGS WERE AGAIN CONSISTENT WITH OF ANOTHER SCHOLAR WHO IN HIS STUDIES, DISCOVERED THAT PERCEIVED CONVENIENCE HAD MUCH CONTRIBUTION TO MAKE ON THE CUSTOMERS' SEARCH INTENTION (CONYETTE, 2012). ON THE OTHER HAND, THE ATTITUDE OF THE CONSUMER AS FAR AS HIS/HER SEARCH INTENTION IS CONCERNED ALSO GAVE RELATIVELY CONSIDERABLE CONTRIBUTION. THE FINDINGS OF THE STUDY PLACE THE ATTITUDE OF THE CONSUMER AS THE SECOND STRONGEST FACTOR LIKELY TO AFFECT THE SEARCH INTENTION OF CONSUMERS AND ACCORDING TO ANOTHER RESEARCH, THE ATTITUDE OF THE CONSUMER PLAYED A GREAT ROLE IN AFFECTING THE CONSUMER IN HIS/HER SEARCH INTENTION AS FAR AS ONLINE TRAVEL IS CONCERNED (KHANDELWAL ET AL, 2012). IT IS EXPLAINED THAT THE CONSUMER'S ATTITUDE HAS A GREAT EFFECT ON THE CONSEQUENTIAL BEARING OF HIS SEARCH WITH REGARDS TO MAKING RESERVATIONS ONLINE OF BUYING HOSPITALITY SERVICES ONLINE. THIS STUDY FINDING IS CONSISTENT WITH OTHER STUDIES AND MUCH MORE MATCHES THE EXPECTATIONS OF STAKEHOLDERS IN THIS INDUSTRY WHO WITHOUT PRIOR KNOWLEDGE OF CUSTOMERS' PREFERENCES AND INTENTIONS, CAN NOT REALLY COMPETE IN THE INDUSTRY (PARK ET AL). KNOWING THE ATTITUDE OF THE CONSUMER AND UNDERSTANDING THAT THIS ATTITUDE WOULD AFFECT HIS/HER SEARCH INTENTIONS IS KEY TO MAKING ANY ONLINE TRAVEL BUSINESS SUCCESSES (JHA, 2014). INTENSIVE RESEARCH PLACED SUBJECTIVE NORM ON THE LOWER END OF AFFECTING CONSUMERS' SEARCH INTENTION WHEN COMPARED WITH PERCEIVED CONVENIENCE AND CONSUMERS' ATTITUDE ALL THROUGH THE STUDY. [...]

## **MOBILE COMMERCE: CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS - MANAGEMENT ASSOCIATION, INFORMATION RESOURCES 2017-06-19**

IN THE ERA OF DIGITAL TECHNOLOGY, BUSINESS TRANSACTIONS AND PARTNERSHIPS ACROSS BORDERS HAVE BECOME EASIER THAN EVER. AS PART OF THIS SHIFT IN THE CORPORATE SPHERE, MANAGERS, EXECUTIVES, AND STRATEGISTS ACROSS INDUSTRIES MUST ACCLIMATE THEMSELVES WITH THE CHALLENGES AND OPPORTUNITIES FOR CONDUCTING BUSINESS. **MOBILE COMMERCE: CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS** PROVIDES A COMPREHENSIVE SOURCE OF ADVANCED ACADEMIC EXAMINATIONS ON THE LATEST INNOVATIONS AND TECHNOLOGIES FOR BUSINESSES. INCLUDING INNOVATIVE STUDIES ON MARKETING, MOBILE COMMERCE SECURITY, AND WIRELESS HANDHELD DEVICES, THIS MULTI-VOLUME BOOK IS AN IDEAL SOURCE FOR RESEARCHERS, SCHOLARS, BUSINESS EXECUTIVES, PROFESSIONALS, AND GRADUATE-LEVEL STUDENTS.

## **CHAOS, COMPLEXITY AND LEADERSHIP 2020 - [?] EFIKA [?] ULE ER[?] ETIN 2021-07-30**

THIS BOOK ANALYZES A RANGE OF NEW DEVELOPMENTS IN VARIOUS FIELDS CONCERNING THE CONCEPTS OF CHAOS AND COMPLEXITY THEORY. THE PROCEEDINGS OF THE 7TH INTERNATIONAL SYMPOSIUM ON CHAOS, COMPLEXITY AND LEADERSHIP FEATURE NEWLY DEVELOPED CONCEPTS INVOLVING VARIOUS RESEARCH METHODOLOGIES FOR IDENTIFYING CHAOS AND COMPLEXITY IN DIFFERENT FIELDS OF THE SCIENCES AND LEADERSHIP. IN ADDITION, IT EXPLORES CHAOTIC AND COMPLEX SYSTEMS FROM ALL FIELDS OF KNOWLEDGE IN ORDER TO STAKE A CLAIM OF PREVALENCE OF COMPATIBILITY BETWEEN KNOWLEDGE FIELDS. PARTICULAR EMPHASIS IS PLACED ON EXPLORING NON-LINEARITY IN ORDER TO OPEN A DISCUSSION ON NEW APPROACHES TO AND PERSPECTIVES ON CHAOS, COMPLEXITY AND LEADERSHIP. READERS WILL FIND COVERAGE OF IMPORTANT EVENTS THAT HAVE RECENTLY TAKEN PLACE IN OUR WORLD, REGARDLESS OF WHETHER THEY WERE SOCIAL, POLITICAL, ECONOMIC OR SCIENTIFIC IN NATURE. THE BOOK EXPLORES DIVERSE ASPECTS OF AND ISSUES RELATED TO THE EFFECTS OF CHAOS AND COMPLEXITY IN THE WORLD; DISCUSSES THE APPLICATION OF NONLINEAR DYNAMICS IN ORDER TO ARRIVE AT TRANSFORMATIONAL

POLICIES; AND OFFERS PROJECTIONS OF TOMORROW'S WORLD USING AN INTERDISCIPLINARY APPROACH. THOUGH PRIMARILY INTENDED FOR READERS WITH AN INTEREST IN NONLINEAR SCIENCE, THANKS TO ITS FOCUS ON THE APPLICATION OF CHAOS AND COMPLEXITY TO OTHER DISCIPLINES, THE BOOK APPEALS TO A BROAD READERSHIP.

MANIPULATING SOCIAL PRESENCE THROUGH THE WEB INTERFACE AND ITS IMPACT ON CONSUMER ATTITUDE TOWARDS ONLINE SHOPPING - HASSANEIN, KHALED 2004

ONLINE IMPULSE BUYING AND COGNITIVE DISSONANCE - GIOVANNI MATTIA 2021-02-12

CONSUMERS' BELIEFS AND ATTITUDES TOWARDS ONLINE SALES SIGNIFICANTLY INFLUENCE BUYING BEHAVIOR ON THE INTERNET. HOWEVER, THE IMPACT OF THESE THOUGHTS AND BELIEFS ON THE DECISION TO MAKE AN ONLINE PURCHASE IS NOT DIRECT. IT CAN BE MODERATED BY THE EMOTIONS EXPERIENCED WHILE BROWSING AN E-COMMERCE WEBSITE. IMPULSE BUYING IN PARTICULAR IS INFLUENCED BY A NUMBER OF FACTORS, FOR EXAMPLE HOW STIMULATING THE E-SHOPPING PLATFORM IS, AND HOW EASY IT IS TO CLICK ON THE CART A CERTAIN PRODUCT, FOR INSTANCE A SMARTPHONE. BUT WHAT HAPPENS AFTER AN ONLINE IMPULSE BUY IS MADE? OFTEN THE CUSTOMER CAN REGRET THE PURCHASE AND IN THE THROES OF ANXIETY, LOOK FOR REASONS TO JUSTIFY THE CHOICES MADE. CONSUMER BEHAVIOUR SCHOLARS AND PSYCHOLOGISTS CALL THIS PHENOMENON COGNITIVE DISSONANCE, AND CERTAIN INDIVIDUALS ARE MORE SENSITIVE THAN OTHERS IN DEVELOPING THIS THAN OTHERS. THIS BOOK OFFERS A DEEP INVESTIGATION AROUND ONLINE IMPULSE BUYING AND SUBSEQUENT COGNITIVE DISSONANCE. SPECIFICALLY, THE AUTHORS PRESENT A RESEARCH CASE STUDY OF A GROUP OF MILLENNIALS WHO ARE SHOPPING FOR SMARTPHONES TO STUDY WHETHER AN INITIAL POSITIVE STATE CAN REDUCE THE ONSET OF COGNITIVE DISSONANCE IN CONSUMERS. BASED ON SUBSTANTIAL RESEARCH AND A SAMPLE OF 212 IMPULSIVE MILLENNIAL BUYERS, THE BOOK PROVIDES A COMPREHENSIVE, BUT SIMPLE AND SYNTHETIC FRAMEWORK OF IMPULSE BUYING, COGNITIVE DISSONANCE AND POSITIVE AFFECT STATE, HIGHLIGHTING THEIR RELATIONSHIPS.

CONSUMER ATTITUDE AND PERCEPTION TOWARDS ONLINE TRANSACTIONS - DR ROHIT P SHABRAN AND MR KISHAN TIWARI 2022-02-17

THIS IS A ACADEMIC GENERAL BOOK BY AUTHOR DR. ROHIT P SHABRAN AND MR. KISHAN TIWARI

*CUSTOMER SATISFACTION IN ONLINE SHOPPING* - SAUMITRA SUSHIL SAWANT

*HOW E-WOM INFLUENCES CONSUMER BEHAVIOR IN AN OMNI-CHANNEL RETAILER ENVIRONMENT* - XIAO JIA 2016

THE PURPOSE OF THIS STUDY WILL BE TO EXAMINE HOW E-WOM INFLUENCES CONSUMER BEHAVIOR IN OCR AND HOW RETAIL BRAND ATTITUDE PLAYS AN IMPORTANT ROLE IN THIS MODEL. AT THIS STAGE IN THE RESEARCH, THE E-WOM GENERALLY WILL BE DEFINED AS THE IMPROVEMENT PROCESS WITHIN THE OCR. OCR REFERS TO THE RETAIL CHANNEL. TO EXAMINE THE RELATIONSHIPS AMONG THESE VARIABLES, THE INTEGRATED INFORMATION THEORY (IIT) AND THE THEORY OF REASONED ACTION (TRA) (ANDERSON, 2014; FISHBEIN & AJZEN, 1975) WAS ADOPTED. THE MODEL WAS EXPANDED TO FIT THE E-WOM INFLUENCES CONSUMER BEHAVIOR IN OCR AND BRAND ATTITUDE AS A MODERATING VARIABLE IN THIS MODEL. THIS STUDY EMPLOYED 2 x 2 EXPERIMENTAL DESIGN TO EXAMINE THE RELATIONSHIP AMONG E-WOM, BRAND ATTITUDE, AND CONSUMER BEHAVIOR TOWARD OCR. FOR THE MODEL TESTING, AN EXPERIMENTAL DESIGN WITH FOUR TREATMENT GROUPS OF E-WOM WAS EMPLOYED. AN ONLINE QUESTIONNAIRE WAS CONDUCTED USING FEMALE CONSUMERS. THIS STUDY DEVELOPED IIT WITH TRA TO CREATE A PROMISING NEW AREA OF INVESTIGATION, CONSIDERING THE FINDINGS FROM THE CURRENT STUDY IN WHICH ONLINE CONSUMER RATINGS INFLUENCE CONSUMERS' ATTITUDE AND BEHAVIORAL INTENTIONS, AND FURTHER, BRAND ATTITUDE INTERACTED IN THE RELATIONSHIP BETWEEN E-WOM AND CONSUMER ATTITUDE AND BEHAVIORAL INTENTIONS.

THE PSYCHOLOGY OF ATTITUDES - ALICE HENDRICKSON EAGLY 1993

THIS IS THE ONLY TRULY COMPREHENSIVE ADVANCED LEVEL TEXTBOOK IN THE PAST 20 YEARS DESIGNED FOR COURSES IN THE PSYCHOLOGY OF ATTITUDES AND RELATED STUDIES IN ATTITUDE MEASUREMENT, SOCIAL COGNITION. WRITTEN BY TWO OF THE MOST DISTINGUISHED SCHOLARS IN THE FIELD, ITS COMPREHENSIVE COVERAGE OF CLASSIC AND MODERN RESEARCH AND THEORY IS UNSURPASSED.

DRIVERS AND BARRIERS FOR ONLINE CONSUMER BEHAVIOR - DR. ANITA MAHESHWARI 2023-02-12

WHO DOESN'T LOVE SHOPPING? OF COURSE, MOST OF US. EVOLUTION OF INTERNET AND DIGITALIZATION IN ALL WALKS OF LIFE HAVE CREATED A PARADIGM SHIFT IN SHOPPING PATTERNS FROM BRICKS AND MORTAR TO ONLINE SHOPPING. THOUGH CONSUMERS HAVE STARTED WELCOMING AND ADOPTING THIS NEW PHENOMENON BUT STILL THE MOVE IS NOT IN ITS FULL SWING. CONSUMERS ARE SOMEWHAT RELUCTANT TO USE IT AS THEY ARE FACING VARIOUS KINDS OF OBSTACLES. SINCE CONSUMERS ARE CENTRAL POINT OF ANY BUSINESS TO ACHIEVE SUCCESS, IT IS IMPERATIVE TO ANALYZE AND UNDERSTAND CONSUMERS BEHAVIOR AND ATTITUDES TO MAKE THEM SATISFIED. THE BOOK MAKES AN ATTEMPT TO ASSESS THE WEB-BASED SHOPPING BEHAVIOR OF CONSUMERS IN INDIA. SPECIFICALLY IT PRESENTS A CLEAR PICTURE OF CONCERNS AND ISSUES THAT EXIST IN THE ADOPTION OF ONLINE SHOPPING. THE MAIN OBJECTIVE OF THIS STUDY IS TO EXPLORE MAJOR FACTORS WHICH CONSUMERS CONSIDER WHILE MAKING ONLINE PURCHASES AND TO EXPOSE THE FACTORS WHICH CREATE HINDRANCE TO ONLINE SHOPPING. THE PRESENT WORK IS A MODIFIED VERSION OF AUTHOR'S RESEARCH WORK FOR WHICH SHE HAS BEEN AWARDED A DOCTORATE DEGREE BY DEPARTMENT OF BUSINESS ADMINISTRATION, UNIVERSITY OF KOTA.

FACTORS INFLUENCING CONSUMERS' INTENTION TO PURCHASE CLOTHING ONLINE - NATALIE BLUSCHKE 2011-04-06

MASTER'S THESIS FROM THE YEAR 2011 IN THE SUBJECT BUSINESS ECONOMICS - MARKETING, CORPORATE COMMUNICATION, CRM, MARKET RESEARCH, SOCIAL MEDIA, GRADE: 1.0, , COURSE: MARKETING, LANGUAGE: ENGLISH, ABSTRACT: THIS DISSERTATION IS A STUDY IN THE AREA OF E-COMMERCE. THE AIM OF THIS STUDY WAS TO EXAMINE THE ADOPTION OF ONLINE SHOPPING AND ONLINE SHOPPING FOR CLOTHING IN PARTICULAR AND FACTORS INFLUENCING THE INTENTION TO PURCHASE CLOTHING ONLINE. A QUANTITATIVE RESEARCH METHOD WAS USED AND A QUESTIONNAIRE DESIGNED ON THE WEBSITE WWW.SURVEYMONKEY.COM AND THEN DISTRIBUTED BY SENDING OUT THE LINK LEADING TO THE SURVEY VIA FACEBOOK AND EMAILS. 94 USEFUL QUESTIONNAIRES WERE GATHERED FROM FEMALE AND MALE UK STUDENTS. SPSS 17 WAS USED TO ANALYSE THE COLLECTED DATA

BY CONDUCTING CHI-SQUARE TESTS AND SPEARMAN'S RHO CORRELATION TESTS TO EXAMINE THE RELATION BETWEEN DIFFERENT VARIABLES. THE CONSTRUCTS OF THE TECHNOLOGY ACCEPTANCE MODEL (TAM) WERE USED AS A FRAMEWORK AND BASIS FOR THIS RESEARCH AND WERE EXTENDED BY FURTHER CONSTRUCTS. THEREFORE, THE IMPACT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, PRIOR ONLINE SHOPPING EXPERIENCE, PERCEIVED RISK AND PRODUCT INVOLVEMENT ON THE INTENTION TO PURCHASE CLOTHING ONLINE WAS ANALYSED. PERCEIVED USEFULNESS, PERCEIVED EASE OF USE AND PRIOR ONLINE SHOPPING EXPERIENCE HAD POSITIVE EFFECTS ON THE INTENTION TO PURCHASE CLOTHING ONLINE. PERCEIVED RISK HAD A NEGATIVE EFFECT ON THE INTENTION TO PURCHASE CLOTHING ONLINE. THESE FINDINGS SUPPORTED THE HYPOTHESES. OTHER THAN HYPOTHESISED, CLOTHING PRODUCT INVOLVEMENT DID NOT HAVE A SIGNIFICANT POSITIVE EFFECT ON THE INTENTION TO PURCHASE CLOTHING ONLINE.

LEGAL-ECONOMIC INSTITUTIONS, ENTREPRENEURSHIP, AND MANAGEMENT - NEZAMEDDIN FAGHIH 2021-04-07

THE STUDY OF DYNAMICS OF INSTITUTIONAL CHANGE IN EMERGING MARKETS ARE SUBJECTS OF GREAT INTEREST IN CONTEMPORARY POLITICAL ECONOMY. THE DYNAMICS AND QUALITY OF INSTITUTIONAL CHANGE CAN HAVE SIGNIFICANT IMPACTS ON THE LONG-RUN PERFORMANCE OF ECONOMIES, ECONOMIC GROWTH AND DEVELOPMENT OF NATIONS, AND PLAY A FUNDAMENTAL ROLE IN SOCIETIES. IT PROVIDES A COMPREHENSIVE UNDERSTANDING OF LEGAL-ECONOMIC INSTITUTIONS, AND SHEDS LIGHT ON THE WAY TO GLOBAL PEACE BY PRODUCING A BETTER UNDERSTANDING OF THE DYNAMICS OF HISTORICAL CHANGE. TOPICS RANGE FROM INSTITUTIONAL UNCERTAINTY, HYBRID MARKET ORDER AND LABOR MARKET INSTITUTIONS, TO GOOD GOVERNANCE OF INSTITUTIONS AND WTO RULES AS TRADE INSTITUTIONS, AS WELL AS ENTREPRENEURSHIP AND INSTITUTIONAL CHANGE IN EMERGING MARKETS, AND THE ROLE OF MODERN TECHNOLOGIES. THIS EDITED VOLUME EMPHASIZES LEGAL-ECONOMIC INSTITUTIONS, AND THE ROLE OF MANAGEMENT AND ENTREPRENEURSHIP ON DYNAMICS, TRENDS, AND IMPLICATIONS OF INSTITUTIONAL CHANGE IN EMERGING MARKETS. PRESENTING RESEARCH ARTICLES BY EMINENT SCHOLARS AND EXPERTS ENGAGED IN EDUCATION AND RESEARCH, WHO ADDRESS AND DISCUSS THE MOST RECENT ISSUES IN THE FIELD, THEY REVEAL NEW INSIGHTS INTO THE DYNAMICS OF INSTITUTIONAL CHANGE FOR RESEARCHERS INTERESTED IN DEVELOPMENT OF NEW THEORIES AND COMPARATIVE STUDIES, ESPECIALLY IN THE ERA OF EMERGING MARKETS. THE BOOK IS APPEALING TO A WIDE RANGE OF GLOBAL AUDIENCE, CAN SERVE AS A USEFUL REFERENCE WORK IN EDUCATION AND RESEARCH, OFFERS INNOVATIVE AND PRODUCTIVE DISCUSSIONS, AND CAN SATISFY SCHOLARLY AND INTELLECTUAL INTERESTS, REGARDING INSTITUTIONAL DEVELOPMENT AND A BROAD SPECTRUM OF ITS INTERACTIONS WITH FUNCTIONING OF MARKETS AND ECONOMIES.

CONSUMERS' ATTITUDES TOWARDS ONLINE SHOPPING FOR AIRLINE TICKETS - 2019

THE AIM OF THIS RESEARCH IS TO INVESTIGATE CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING FOR AIRLINE TICKETS. IT ALSO LOOKS AT THE EASE OF USE OF ONLINE SHOPPING WEBSITES.

A COMPARISON OF ONLINE SHOPPING BEHAVIOR OF AMERICAN AND GERMAN CONSUMERS - SILKE KHN 2010-01-13

DIPLOMA THESIS FROM THE YEAR 2004 IN THE SUBJECT BUSINESS ECONOMICS - MARKETING, CORPORATE COMMUNICATION, CRM, MARKET RESEARCH, SOCIAL MEDIA, GRADE: 2,7, UNIVERSITY OF DUISBURG-ESSEN, LANGUAGE: ENGLISH, ABSTRACT: "A PROFOUND SHIFT IN THE ECONOMY IS UNDERWAY - THE INDUSTRIAL AGE ECONOMY IS RAPIDLY GIVING WAY TO THE INTERNET AGE ECONOMY."1 FOUR YEARS AFTER THE NEW ECONOMY CRASH THE INTERNET ECONOMY IS BOOMING AND HOPES THAT MOBILE OFFERS WILL FURTHER INCREASE THE SPEED.2 WITH THE NUMBER OF ONLINE SALES FOR GOODS AND SERVICES INCREASING EVERY DAY3, ONLINE SHOPPING - WITH SALES GROWTH RATES OUTPACING TRADITIONAL RETAILING PURCHASES - HAS BECOME ONE OF THE FASTEST GROWING FORMS OF SHOPPING4. THE STATEMENT ABOVE EXPLAINS THE REASON WHY THE TERM ELECTRONIC COMMERCE HAS KEPT BOTH BUSINESS RESEARCH AND BUSINESS PRACTICE AS OCCUPIED AS BARELY ANY OTHER TERM, IN THE LAST YEARS.5 WARREN D. RAISCH WRITES ABOUT THIS SHIFT IN THE ECONOMY THAT "THE GLOBAL DEVELOPMENT AND ACCEPTANCE OF THE INTERNET AS THE NEW STANDARD FOR COMMUNICATION AND COMMERCE PROVIDES US WITH A POWERFUL NEW GLOBAL INTERNET-BASED E-BUSINESS NETWORK (...)."6 REALIZING THAT WE LIVE IN A GLOBAL MARKETPLACE WITH INTERNATIONAL TRADE7 ADDITIONALLY PUSHED BY THE INTERNET, COMPANIES FACE A STRONGER COMPETITION AND THE NEED TO CREATE MORE VALUE FOR CUSTOMERS THAN THEIR COMPETITORS. IN THIS CONTEXT, IT IS IMPORTANT FOR COMPANIES TO REALIZE THAT, THROUGH THE INTERNET, THERE IS A POWER SHIFT TO THE CUSTOMER. FURTHERMORE, AS CUSTOMERS WILL DEMAND AND TOLERATE ONLY DELIGHTENING BUYING EXPERIENCES, IT IS A NECESSITY TO CAPTURE AND ANALYZE INFORMATION ABOUT BUYING BEHAVIOR IN THE 21ST CENTURY BUSINESS.8 WHEN TALKING ABOUT E-COMMERCE, WHICH IS A PART OF ELECTRONIC BUSINESS (E-BUSINESS), DESCRIBING THE SALE OF GOODS AND SERVICES VIA THE INTERNET TARGETING A MASS MARKET9, THE FOLLOWING TWO AREAS HAVE TO BE DIFFERENTIATED: BUSINESS-TO-CUS- TOMER (B2C) E-COMMERCE, MEANING THE SETTLEMENT OF BUYING CONTRACTS BETWEEN A COMMERCIAL SELLER AND AN END-CONSUMER VIA ELECTRONIC MEDIA, AND BUSINESS-TO-BUSINESS (B2B) E-COMMERCE, DESCRIBING THE SAME ACTION BUT BETWEEN TWO COMMERCIAL BUSINESS PARTNERS. 10 11 IN THIS PAPER, THE FOCUS LIES ON B2C E-COMMERCE AS THIS IS THE MOST INTERESTING AREA REGARDING MARKETING.12 13 THEREFORE, TO BETTER UNDERSTAND THE ONLINE PURCHASE BEHAVIOR OF PRIVATE CONSUMERS, IN THE FRAME OF THE FOLLOWING ANALYSIS THE INFLUENCING FACTORS OF SHOPPING OVER THE INTERNET ARE EXAMINED. SINCE DETERMINING THE FACTORS INFLUENCING ONLINE SHOPPING BEHAVIOR ALSO DISCOVERS THOSE FACTORS HINDERING THE USAGE OF THE INTERNET AS A SHOPPING PLATFORM, SUGGESTIONS TO IMPROVE AND ADJUST ONLINE OFFERS APPROPRIATELY CAN BE MADE.14

THE DARK SIDE OF PERSONALIZATION: ONLINE PRIVACY CONCERNS INFLUENCE CUSTOMER BEHAVIOR - JRG ZIESAK 2013-06-01

"ONLINE PRIVACY FEARS STOKED BY GOOGLE, TWITTER, FACEBOOK DATA COLLECTION ARMS RACE", "YOUR E-BOOK IS READING YOU", "INSTANT PERSONALIZATION' BRINGS MORE PRIVACY ISSUES TO FACEBOOK". THESE ARE ONLY A FEW RECENT EXAMPLES OF MEDIA HEADLINES THAT DEAL WITH THE ISSUE OF ONLINE PRIVACY AND PERSONALIZATION. SCHOLARS AND MANAGERS HAVE REPEATEDLY STATED THE BENEFITS OF PERSONALIZATION WHICH IS TARGETING PRODUCTS AND SERVICES TO INDIVIDUAL CUSTOMERS, AND CONSTITUTES A KEY ELEMENT OF AN INTERACTIVE MARKETING STRATEGY. IN ORDER TO ACCURATELY ESTIMATE THE NEEDS AND WANTS OF CUSTOMERS, IT IS NECESSARY TO GATHER

A SIGNIFICANT AMOUNT OF INFORMATION. PRIVACY CONCERNS MAY ARISE WHEN PERSONAL INFORMATION ABOUT CUSTOMERS IS GATHERED. IF THIS ARISES, PERSONALIZATION CAN BACKFIRE BY MAKING CLIENTS RELUCTANT TO USE THE SERVICE OR - EVEN WORSE - DEVELOPING A NEGATIVE ATTITUDE TOWARDS THE COMPANY. A RECENT SURVEY BY OPERA SOFTWARE (2011) FOUND THAT AMERICANS FEAR ONLINE PRIVACY VIOLATIONS MORE THAN JOB LOSSES OR DECLARING PERSONAL BANKRUPTCY. THIS HAD INDUCED POLITICIANS TO INTRODUCE REGULATIONS AND LAWS THAT ADDRESS ONLINE PRIVACY THAT SAFEGUARDS CONSUMERS AGAINST ONLINE MONITORING, AND INTRUSION INTO CONFIDENTIAL USER INFORMATION. HOWEVER, PRIVACY ONLINE REMAINS A COMPLICATED ISSUE FOR BOTH, MANAGERS AND POLITICIANS FOR NEW PERSONALIZATION TECHNOLOGY EMERGES AT A MUCH FASTER PACE THAN POLITICAL REGULATIONS AND GUIDELINES. THIS IS THE FIRST STUDY THAT ESTABLISHES A LINK BETWEEN DIFFERENT TYPES OF DATA COLLECTION, DATA USAGE, AND CONCERNS FOR INFORMATION PRIVACY. IT ALSO ANALYSES THE IMPACT OF PRIVACY CONCERNS ON VALUE, RISK AND USABILITY PERCEPTION OF PERSONALIZATION, AND THE USERS' WILLINGNESS TO TRANSACT WITH THE WEBSITE. FURTHER, IT DEVELOPS A CONCEPTUAL FRAMEWORK, AND TESTS IT BY COLLECTING RESPONSES TO A QUESTIONNAIRE FROM AN ONLINE-CROWDSOURCING SAMPLE OF AMAZON MECHANICAL TURK.

A CROSS-CULTURAL STUDY OF CONSUMER ATTITUDES AND EMOTIONAL RESPONSES OF APPAREL PURCHASE BEHAVIOR - 2007-04-01

THE PURPOSE OF THIS BOOK WAS TO EXAMINE THE EMOTIONAL RESPONSES WHILE CONSUMERS ARE SHOPPING, CONSUMER ATTITUDES TOWARD APPAREL SHOPPING, SUBJECTIVE NORMS, INDIVIDUAL DIFFERENCES, AND DEMOGRAPHIC FACTORS FOR U.S. AND TAIWAN CONSUMERS' APPAREL PURCHASE INTENTIONS AND PURCHASE BEHAVIOR. INTERACTION EFFECTS AMONG ATTITUDE FUNCTION (AS MEASURED BY THE ATSCI SCALE), ATTITUDE FUNCTION-BASED WEBSITE APPEALS AND CORPORATE CREDIBILITY ON THE COMBINATION OF THE DEPENDENT VARIABLES. DISCUSSION OF RESULTS PROVIDED THEORETICAL EXPLANATIONS FOR INCONSISTENT FINDINGS FROM THE EXPERIMENTS. LIMITATIONS OF THIS STUDY ARE DISCUSSED, AND SEVERAL SUGGESTIONS FOR FUTURE RESEARCH ARE PROVIDED.

ONLINE CONSUMER BEHAVIOR - ANGELINE CLOSE 2012

FIRST PUBLISHED IN 2012. ROUTLEDGE IS AN IMPRINT OF TAYLOR & FRANCIS, AN INFORMATION COMPANY.

FACTORS INFLUENCING CUSTOMERS' PERCEPTION TOWARDS ONLINE SHOPPING - KUNAL GAURAV 2017-10-19

RESEARCH PAPER (POSTGRADUATE) FROM THE YEAR 2017 IN THE SUBJECT BUSINESS ECONOMICS - MARKETING, CORPORATE COMMUNICATION, CRM, MARKET RESEARCH, SOCIAL MEDIA, GRADE: A, LANGUAGE: ENGLISH, ABSTRACT: ONLINE SHOPPING IS HAVING VERY BRIGHT FUTURE. PERCEPTION TOWARDS ONLINE SHOPPING IS GETTING BETTER IN INDIA. WITH THE USE OF INTERNET, CONSUMERS CAN SHOP ANYWHERE, ANYTHING AND ANYTIME WITH EASY AND SAFE PAYMENT OPTIONS. CONSUMERS CAN DO COMPARISON SHOPPING BETWEEN PRODUCTS, AS WELL AS, ONLINE STORES. IN PRESENT SCENARIO CUSTOMERS ARE BUSY THAT THEY DON'T HAVE ENOUGH CHANCE AND TIME TO GO TO SHOPPING CENTERS AND PURCHASE THE THINGS THEY NEED, EVERYBODY LIKES TO DO ONLINE SHOPPING. IN ONLINE, PRODUCT ASSORTMENT IS VERY HUGE TO CHOOSE, AND MAKE IMMEDIATE COMPARISON IN PRICE, QUALITY, VARIETY, COLOUR AND ALSO GET PRODUCT BASED INFORMATION LIKE CUSTOMER FEEDBACK. THE MAIN PURPOSE OF THIS PAPER IS TO DETERMINE THE "FACTORS INFLUENCING CONSUMER PERCEPTION TOWARDS ONLINE SHOPPING". THE OBJECTIVE FOR THIS RESEARCH IS TO KNOW THE CUSTOMER PERCEPTION AND IDENTIFY THE FACTORS WHICH INFLUENCE THE ONLINE CUSTOMERS. A QUANTITATIVE RESEARCH DESIGN WHICH IS DESCRIPTIVE AND EXPLORATORY IN NATURE WAS SELECTED TO GAIN INSIGHTS ABOUT CUSTOMER PERCEPTION TOWARDS ONLINE SHOPPING. THE QUESTIONNAIRE PREPARED BY USING LIKERT'S FIVE-POINT SCALE RANGING FROM (1-5) WHERE 1 MEANS 'NOT AT ALL IMPORTANT AND 5 MEANS 'MOST IMPORTANT'. THE RESEARCH HAS TAKEN USE OF CLOSED ENDED QUESTIONS. THE DATA COLLECTION WAS DONE OVER A PERIOD OF 8 WEEKS THIS WAS DONE BY GOING DIRECTLY TO THE RESPONDENTS OR THROUGH EMAILS. A TOTAL NUMBER OF RESPONDENTS TAKEN FOR THIS STUDY ARE 154. THE COLLECTED DATA IS ANALYZED IN STATISTICAL METHOD OF FACTOR ANALYSIS IN THE IBM SPSS 20.0 SOFTWARE. THE DATA COLLECTED ON 30 VARIABLES WAS DEDUCTED INTO FIVE FACTORS IN THE SOFTWARE AND ANALYZED ACCORDINGLY. THE SURVEY REVEALED THAT DIFFERENT CUSTOMERS HAVE DIFFERENT PERCEPTION TOWARDS ONLINE SHOPPING; MOST OF THEM HAVING A VERY GOOD ATTITUDE TOWARDS ONLINE SHOPPING BUT THERE ARE CERTAIN CUSTOMER WHO STILL FIND DIFFICULTIES OR WE CAN SAY APART FROM SEVERAL BENEFITS HAS SOME DISADVANTAGE IN MIND OF CUSTOMER. CUSTOMER PERCEPTION KEEPS ON CHANGING WITH TIME TO TIME WHICH IS TO BE TAKEN IN THE CONSIDERATION. THE MOST IMPORTANT FACTORS THAT CAN BE TAKEN INTO ACCOUNT TO UNDERSTAND THE INTERNET SHOPPING (CUSTOMER SERVICE, CONVENIENCE, EXPERIENCE, VALUE ADDED SERVICE AND PRODUCT RELATED INFORMATION).

AN EXPERIMENTAL STUDY OF PERSUASION ON THE INTERNET: A FUNCTIONAL APPROACH TO ATTITUDES TOWARD INTERNET ADVERTISING - CHAN-PYO HONG 2006

CONSUMERS' SEARCH FOR INFORMATION ON THE INTERNET IS PREDICTED TO BECOME THE MOST POPULAR ACTIVITY ASSOCIATED WITH COMMERCE ON THE INTERNET. RECENT STUDIES HAVE REVEALED A GROWING NUMBER OF CAR BUYERS WHO RESEARCH THEIR AUTOMOTIVE PURCHASES ON THE INTERNET. HOWEVER, LITTLE KNOWLEDGE ABOUT INTERNET ADVERTISING RELATED TO ONLINE CONSUMER INFORMATION SEARCH HAS BEEN ACCUMULATED IN THE AREA OF INTERNET ADVERTISING RESEARCH. TO DATE, WE HAVE RARELY SEEN STUDIES, SPECIFICALLY EXPERIMENTAL ONES, OF ATTITUDES TOWARD INTERNET ADVERTISING USING ATTITUDE FUNCTION THEORY, ALTHOUGH THIS IS A RECENTLY RE-HIGHLIGHTED RESEARCH APPROACH TO PERSUASIVE COMMUNICATION. HENCE, THE MAIN PURPOSE OF THIS DISSERTATION STUDY WAS TO ADVANCE THE UNDERSTANDING OF CONSUMERS' ATTITUDES TOWARD INTERNET ADVERTISING AS PERSUASIVE COMMUNICATION BY THE EXTENSION AND THE APPLICATION OF ATTITUDE FUNCTION THEORY TO THE NEW MEDIUM. ON THE BASIS OF A COMPREHENSIVE LITERATURE REVIEW, THE ANALYSIS OF RECENT RESEARCH ON INTERNET ADVERTISING AS PERSUASIVE COMMUNICATION IDENTIFIED A KNOWLEDGE GAP IN INTERNET ADVERTISING RESEARCH: PREVIOUS STUDIES HAVE VIRTUALLY IGNORED THE EFFECTS OF ADVERTISING MESSAGES IN TERMS OF CONSUMERS' PSYCHOLOGICAL NEEDS AND ASSOCIATED ATTITUDES IN ORDER TO UNDERSTAND PERSUASIVE COMMUNICATION EFFECTS ON THE INTERNET. ATTITUDE FUNCTION THEORISTS PREDICT THAT THE EFFECTIVENESS OF PERSUASIVE COMMUNICATION MESSAGES WILL BE GREATER WHEN THE MESSAGES MATCH ATTITUDE FUNCTIONS OF MESSAGE RECIPIENTS THAN WHEN THE MESSAGES DO NOT MATCH SUCH ATTITUDE FUNCTIONS. THUS, APPLYING ATTITUDE FUNCTION THEORY TO INTERNET ADVERTISING RESEARCH AREA, THIS STUDY TESTED FUNCTIONAL MATCHING HYPOTHESES IN RELATION TO A NEW MEDIA CONTEXT SUCH AS THE INTERNET. FOLLOWING A GROWING,

ALTERNATIVE APPROACH TO THE STUDY OF INTERNET ADVERTISING, THIS DISSERTATION EXAMINED THE PERSUASIVE COMMUNICATION EFFECTS OF COMMERCIAL WEBSITES AS A FORMAT OF INTERNET ADVERTISING. A FOCUS GROUP DISCUSSION AND TWO PILOT STUDIES WERE CONDUCTED AS THE PRELIMINARY RESEARCH FOR THIS DISSERTATION. TWO MAIN EXPERIMENTS WERE PERFORMED TO TEST RESEARCH HYPOTHESES AND ANSWER THE RESEARCH QUESTION FOR THIS STUDY. ATTITUDE FUNCTION-BASED WEBSITES RELATED TO CAR INFORMATION SEARCH WERE CONSTRUCTED AS THE STIMULUS MATERIALS FOR THE MAIN EXPERIMENTS. EXPERIMENT 1 TESTED FUNCTIONAL MATCHING HYPOTHESES. EXPERIMENT 2 REPLICATED EXPERIMENT 1 AND ALSO MANIPULATED CORPORATE CREDIBILITY AS A SPECIAL CASE OF SOURCE CREDIBILITY IN A FORM OF PUBLICITY. ATTITUDE FUNCTION WAS MEASURED VIA THE ATTENTION-TO-SOCIAL-COMPARISON-INFORMATION (ATSCI) SCALE AS THE REVISED SELF-MONITORING SCALE IN BOTH EXPERIMENTS. MULTIVARIATE ANALYSIS OF VARIANCE (MANOVA) TESTS WERE CONDUCTED FOR THE STATISTICAL ANALYSIS OF DATA, MAINLY BECAUSE PREVIOUS TRADITIONAL AND INTERNET ADVERTISING RESEARCH SUGGESTED EMPIRICAL EVIDENCE THAT ATTITUDE TOWARD THE SITE, ATTITUDE TOWARD THE BRAND, AND BEHAVIORAL INTENTION TO REVISIT THE SITE AS THE DEPENDENT VARIABLES IN THIS STUDY ARE SIGNIFICANTLY CORRELATED. THE RESULTS OF THE MANOVA TEST FOR EXPERIMENT 1 DID NOT FIND EMPIRICAL EVIDENCE SUGGESTING A SIGNIFICANT FUNCTIONAL MATCHING EFFECT ON THE COMBINATION OF THREE DEPENDENT VARIABLES. ON THE OTHER HAND, THE MANOVA RESULTS FOR EXPERIMENT 2 FOUND EMPIRICAL EVIDENCE THAT THERE WAS A SIGNIFICANT MULTIVARIATE MAIN EFFECT OF CORPORATE CREDIBILITY ON THE COMBINATION OF THREE DEPENDENT VARIABLES EVEN THOUGH THERE WERE NO SIGNIFICANT INTERACTION EFFECTS AMONG ATTITUDE FUNCTION (AS MEASURED BY THE ATSCI SCALE), ATTITUDE FUNCTION-BASED WEBSITE APPEALS AND CORPORATE CREDIBILITY ON THE COMBINATION OF THE DEPENDENT VARIABLES. DISCUSSION OF RESULTS PROVIDED THEORETICAL EXPLANATIONS FOR INCONSISTENT FINDINGS FROM THE EXPERIMENTS. LIMITATIONS OF THIS STUDY ARE DISCUSSED, AND SEVERAL SUGGESTIONS FOR FUTURE RESEARCH ARE PROVIDED.

CONSUMERS' ATTITUDE TOWARDS ONLINE SHOPPING - DIBAS GAUDEL 2019

THE CURRENT STUDY INVESTIGATES POSSIBLE FACTORS THAT INFLUENCE CONSUMER ATTITUDES TOWARDS ONLINE SHOPPING BEHAVIOR IN NEPAL. THE STUDY IS BASED ON AN EMPIRICAL RESEARCH WORK. THE POPULATION SELECTED FOR THE RESEARCH IS KATHMANDU VALLEY OF NEPAL, THE SAMPLE SIZE SELECTED FOR THIS RESEARCH IS 200 AND RESEARCHER HAVE USED CONVENIENT SAMPLING METHOD. THE FINDING OF THE STUDY INDICATED THAT AMONG THE FOUR FACTORS SELECTED FOR THIS RESEARCH THE MOST ATTRACTIVE AND INFLUENCING FACTOR FOR ONLINE SHOPPERS IN KATHMANDU VALLEY IS CONVENIENCE, FOLLOWING SECURITY THE SECOND MOST INFLUENCING AND THIRDLY TIME SAVING. RESULTS HAVE ALSO SHOWED THAT WEBSITE DESIGN/FEATURES IS OF IMPORTANT CONCERN AMONG ONLINE SHOPPERS IN NEPAL.

DIGITAL AND SOCIAL MEDIA MARKETING - NIRPENDRA P. RANA 2019-11-11

THIS BOOK EXAMINES ISSUES AND IMPLICATIONS OF DIGITAL AND SOCIAL MEDIA MARKETING FOR EMERGING MARKETS. THESE MARKETS NECESSITATE SUBSTANTIAL ADAPTATIONS OF DEVELOPED THEORIES AND APPROACHES EMPLOYED IN THE WESTERN WORLD. THE BOOK INVESTIGATES PROBLEMS SPECIFIC TO EMERGING MARKETS, WHILE IDENTIFYING NEW THEORETICAL CONSTRUCTS AND PRACTICAL APPLICATIONS OF DIGITAL MARKETING. IT ADDRESSES TOPICS SUCH AS ELECTRONIC WORD OF MOUTH (eWOM), DEMOGRAPHIC DIFFERENCES IN DIGITAL MARKETING, MOBILE MARKETING, SEARCH ENGINE ADVERTISING, AMONG OTHERS. A RADICAL INCREASE IN BOTH TEMPORAL AND GEOGRAPHICAL REACH IS EMPOWERING CONSUMERS TO EXERT INFLUENCE ON BRANDS, PRODUCTS, AND SERVICES. INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTs) AND DIGITAL MEDIA ARE HAVING A SIGNIFICANT IMPACT ON THE WAY PEOPLE COMMUNICATE AND FULFIL THEIR SOCIO-ECONOMIC, EMOTIONAL AND MATERIAL NEEDS. THESE TECHNOLOGIES ARE ALSO BEING HARNESSSED BY BUSINESSES FOR VARIOUS PURPOSES INCLUDING DISTRIBUTION AND SELLING OF GOODS, RETAILING OF CONSUMER SERVICES, CUSTOMER RELATIONSHIP MANAGEMENT, AND INFLUENCING CONSUMER BEHAVIOUR BY EMPLOYING DIGITAL MARKETING PRACTICES. THIS BOOK CONSIDERS THIS, AS IT EXAMINES THE PRACTICE AND RESEARCH RELATED TO DIGITAL AND SOCIAL MEDIA MARKETING.

FACTORS WITH STRONGEST CONTRIBUTION TO EXPLAINING CONSUMERS' SEARCH INTENTION AS A DEPENDENT VARIABLE - IBRAHIM HAJI 2014-09-17

SEMINAR PAPER FROM THE YEAR 2013 IN THE SUBJECT BUSINESS ECONOMICS - MARKETING, CORPORATE COMMUNICATION, CRM, MARKET RESEARCH, SOCIAL MEDIA, GRADE: B, THE UNIVERSITY OF CHICAGO, LANGUAGE: ENGLISH, ABSTRACT: THE FINDINGS OF THE STUDY ARE WELL CONSISTENT WITH CLOSE-CUT STUDIES OF OTHER COMPANIES OFFERING HOSPITALITY SERVICES ONLINE. ACCORDING TO HARCAR AND YUCELT (2012), PERCEIVED CONVENIENCE RANKED HIGHEST IN EXPLAINING THE CONSUMERS' SEARCH INTENTION AS A DEPENDENT VARIABLE AND AS IF THAT IS NOT ENOUGH, THE SAME RESEARCH FINDINGS DID HOLD GROUND FOR ANOTHER RATHER DISTANCED ONLINE TRAVEL COMPANY AS CAN BE JUSTIFIED BY THE FACT THAT PERCEIVED CONVENIENCE BY THE CONSUMER MADE THE HIGHEST CONTRIBUTION IN AFFECTING CONSUMERS' SEARCH INTENTION WHILE THEIR WERE SEARCHING FOR THEIR SERVICES (PENG ET AL, 2013). THESE FINDINGS WERE AGAIN CONSISTENT WITH ANOTHER SCHOLAR WHO IN HIS STUDIES, DISCOVERED THAT PERCEIVED CONVENIENCE HAD MUCH CONTRIBUTION TO MAKE ON THE CUSTOMERS' SEARCH INTENTION (CONYETTE, 2012). ON THE OTHER HAND, THE ATTITUDE OF THE CONSUMER AS FAR AS HIS/HER SEARCH INTENTION IS CONCERNED ALSO GAVE RELATIVELY CONSIDERABLE CONTRIBUTION. THE FINDINGS OF THE STUDY PLACE THE ATTITUDE OF THE CONSUMER AS THE SECOND STRONGEST FACTOR LIKELY TO AFFECT THE SEARCH INTENTION OF CONSUMERS AND ACCORDING TO ANOTHER RESEARCH, THE ATTITUDE OF THE CONSUMER PLAYED A GREAT ROLE IN AFFECTING THE CONSUMER IN HIS/HER SEARCH INTENTION AS FAR AS ONLINE TRAVEL IS CONCERNED (KHANDELWAL ET AL, 2012). IT IS EXPLAINED THAT THE CONSUMER'S ATTITUDE HAS A GREAT EFFECT ON THE CONSEQUENTIAL BEARING OF HIS SEARCH WITH REGARDS TO MAKING RESERVATIONS ONLINE OF BUYING HOSPITALITY SERVICES ONLINE. THIS STUDY FINDING IS CONSISTENT WITH OTHER STUDIES AND MUCH MORE MATCHES THE EXPECTATIONS OF STAKEHOLDERS IN THIS INDUSTRY WHO WITHOUT PRIOR KNOWLEDGE OF CUSTOMERS' PREFERENCES AND INTENTIONS, CAN NOT REALLY COMPETE IN THE INDUSTRY (PARK ET AL). KNOWING THE ATTITUDE OF THE CONSUMER AND UNDERSTANDING THE

THE EFFECT OF ONLINE CONSUMER REVIEWS ON ATTITUDE AND PURCHASE INTENTION - SAI WANG 2014

THE OBJECTIVE OF THE STUDY IS TO EXTEND THE EMERGING BODY AND SCOPE OF RESEARCH

ON CONSUMER'S ATTITUDINAL AND BEHAVIORAL RESPONSES TO ONLINE CONSUMER REVIEWS BY EXAMINING THE ROLE OF BOTH MESSAGE CONTENT AND SOURCE CHARACTERISTICS. THAT IS, THIS STUDY INVESTIGATES HOW CONSUMERS PROCESS ONLINE CONSUMER REVIEWS WITHIN THE CONTEXT OF MESSAGE AND SOURCE CHARACTERISTICS, AND HOW THESE TWO FACTORS INFLUENCE CONSUMER'S ATTITUDES TOWARD THE REVIEW, ATTITUDES TOWARD THE PRODUCT, PERCEIVED CREDIBILITY OF THE REVIEWERS, AND PURCHASE INTENTION. FROM THIS PERCEPTIVE, THE STUDY BROADENS THE UNDERSTANDING AND IMPORTANCE OF MESSAGE AND SOURCE FACTORS TO THE PERSUASIVENESS OF ONLINE CONSUMER REVIEWS.

#### **EFFECTS OF ONLINE CONSUMER REVIEWS ON ATTITUDES AND BEHAVIORAL INTENTIONS TOWARD PRODUCTS AND RETAILERS** - JEE SUN PARK 2012

THE PURPOSE OF THIS DISSERTATION IS TO EXAMINE THE ROLE OF CONSUMER REVIEWS IN CONSUMERS' DECISION MAKING PROCESS. THE CURRENT STUDY AIMS TO HELP RESEARCHERS AND PRACTITIONERS UNDERSTAND HOW CONSUMERS PROCESS DIFFERENT TYPE OF INFORMATION IN ONLINE CONSUMER REVIEWS. THE SPECIFIC RESEARCH OBJECTIVES ARE TO EXAMINE (1) HOW DIFFERENT TYPE OF ONLINE CONSUMER REVIEWS INFLUENCE CONSUMERS' RESPONSES TOWARD THE REVIEWS (2) HOW DIFFERENT TYPES OF INDIVIDUAL CHARACTERISTICS INFLUENCE CONSUMER PROCESSING OF THE CONTENT OF THE REVIEWS, AND (3) HOW CONSUMERS' RESPONSES EVOKED BY REVIEW CONTENT AFFECT CONSUMER ATTITUDES AND BEHAVIORAL INTENTIONS TOWARD THE REVIEWED PRODUCTS AND RETAILERS. THIS STUDY ADDRESSED TWO ASPECTS OF REVIEW-TYPE: (1) TYPE OF PRODUCT INFORMATION IN ONLINE CONSUMER REVIEWS (ATTRIBUTE-AND-BENEFITS REVIEWS VS. BENEFITS-ONLY REVIEWS), AND (2) TYPE OF PERSONAL INFORMATION DISCLOSED BY THE REVIEWERS (REVIEWERS' PERSONAL INFORMATION VS. REVIEWER STORIES). THE LITERATURE REVIEWS GUIDED THE DEVELOPMENT OF HYPOTHESES AND THE MODEL OF THE STUDY IN AN ONLINE APPAREL STORE CONTEXT. TO TEST THE HYPOTHESES, THIS STUDY EMPLOYS AN ONLINE EXPERIMENT WITH A MOCK WEBSITE. A TOTAL OF 425 PARTICIPANTS COLLECTED FROM CONSUMER PANELS OF MARKETING RESEARCH FIRM WERE USED FOR THE ANALYSES. THE ANALYSES REVEALED THAT REVIEWS CONTAINING REVIEWERS' CONSUMPTION STORIES, COMPARED TO THOSE CONTAINING REVIEWER INFORMATION, PRODUCE MORE POSITIVE THOUGHTS, GREATER PERCEPTIONS OF REVIEWS' INFORMATIVENESS, AND MORE FAVORABLE ATTITUDES TOWARD THE REVIEWS. CONTRADICTING THE PREDICTIONS, THERE WAS NO MODERATING EFFECT OF INDIVIDUAL DIFFERENCES IN CHRONIC TENDENCY TO ENJOY THINKING AND ENGAGE IN THINKING. PARTICIPANTS' RESPONSES EVOKED BY THE REVIEWS SHOWED POSITIVE RELATIONSHIPS WITH THEIR ATTITUDES AND BEHAVIORAL INTENTIONS TOWARD THE REVIEWED PRODUCT AND THE RETAILER. FURTHER DISCUSSION ABOUT THE RESULTS, IMPLICATIONS, AND SUGGESTIONS FOR FUTURE RESEARCH ARE PROVIDED.

#### *A FOCUS ON CONSUMER BEHAVIOURS AND EXPERIENCES IN AN ONLINE SHOPPING ENVIRONMENT* - EMERALD GROUP PUBLISHING LIMITED 2015-11-02

A FOCUS ON CONSUMER BEHAVIOURS AND EXPERIENCES IN AN ONLINE SHOPPING ENVIRONMENT IS A COLLECTION OF KEY ARTICLES OFFERING INSIGHTS ACROSS A RANGE OF SECTORS. SOME OF THE TOPICS THE BOOK LOOKS AT INCLUDE: - INFLUENCES OF SOCIOECONOMIC CHARACTERISTICS IN ONLINE SHOPPING BEHAVIOUR - THE ROLE TRUST PLAYS IN AN ONLINE SHOPPING ENVIRONMENT

#### **SOCIAL RESEARCH METHODS: QUALITATIVE AND QUANTITATIVE APPROACHES: PEARSON NEW INTERNATIONAL EDITION** - W. LAWRENCE NEUMAN 2014

#### *THE ECONOMICS OF THE INTERNET AND E-COMMERCE* - MICHAEL R. BAYE 2002-10-31

THE FIRST SIX CHAPTERS OF THE TEXT EXAMINE FOUR BROAD ISSUES: THE ROLE OF THE INTERNET IN FOSTERING COMPETITION, ITS IMPACT ON PRICE DISPERSION AND ON BUSINESS-TO-BUSINESS TRANSACTIONS, AND THE IMPORTANCE OF REPUTATION AND TRUST IN THE NEW ECONOMY. THE LAST FOUR CHAPTERS EXAMINE THE IMPACT OF THE INTERNET ON THE ORGANIZATION OF FIRMS, THE EFFICIENCY OF AUCTIONS IN THE INTERNET AGE, HOW CONSUMERS CHOOSE WEBSITES AND ACQUIRE PRODUCT INFORMATION, AND THE GROWING PROBLEM OF CONGESTION ON THE INTERNET.

#### *HANDBOOK OF CONSUMER PSYCHOLOGY* - CURTIS P. HAUGTVEDT 2018-12-07

THIS HANDBOOK CONTAINS A UNIQUE COLLECTION OF CHAPTERS WRITTEN BY THE WORLD'S LEADING RESEARCHERS IN THE DYNAMIC FIELD OF CONSUMER PSYCHOLOGY. ALTHOUGH THESE RESEARCHERS ARE HOUSED IN DIFFERENT ACADEMIC DEPARTMENTS (IE. MARKETING, PSYCHOLOGY, ADVERTISING, COMMUNICATIONS) ALL HAVE THE COMMON GOAL OF ATTAINING A BETTER SCIENTIFIC UNDERSTANDING OF COGNITIVE, AFFECTIVE, AND BEHAVIORAL RESPONSES TO PRODUCTS AND SERVICES, THE MARKETING OF THESE PRODUCTS AND SERVICES, AND SOCIETAL AND ETHICAL CONCERNS ASSOCIATED WITH MARKETING PROCESSES. CONSUMER PSYCHOLOGY IS A DISCIPLINE AT THE INTERFACE OF MARKETING, ADVERTISING AND PSYCHOLOGY. THE RESEARCH IN THIS AREA FOCUSES ON FUNDAMENTAL PSYCHOLOGICAL PROCESSES AS WELL AS ON ISSUES ASSOCIATED WITH THE USE OF THEORETICAL PRINCIPLES IN APPLIED CONTEXTS. THE HANDBOOK PRESENTS STATE-OF-THE-ART RESEARCH AS WELL AS PROVIDING A PLACE FOR AUTHORS TO PUT FORWARD SUGGESTIONS FOR FUTURE RESEARCH AND PRACTICE. THE HANDBOOK IS MOST APPROPRIATE FOR GRADUATE LEVEL COURSES IN MARKETING, PSYCHOLOGY, COMMUNICATIONS, CONSUMER BEHAVIOR AND ADVERTISING.

#### **CONSUMERS PERCEPTIONS TOWARDS BUYING EVALUATION AND PERCEIVED RISKS OF E-COMMERCE PRODUCTS** - AMPON DHAMACHAROEN 2019

ONLINE SHOPPING HAS BECOMING THE WORLD'S BESTSELLING PLATFORM FOR THE WIDE VARIETY OF PRODUCTS. ONLINE SELLERS NEED TO UNDERSTAND THE ATTITUDES, PERCEPTION OF THE CUSTOMERS. THIS STUDY AIMED TO IDENTIFY THE FACTORS THAT INFLUENCE THE CONSUMERS ATTITUDE TOWARDS ONLINE SHOPPING. QUESTIONNAIRE WAS USED AS A TOOL FOR THE GATHERING THE DATA, TABULATED, ANALYZED AND DISTRIBUTED ACCORDINGLY. ONLINE SHOPPING BEHAVIOR OF THE CUSTOMERS OF THE POPULATION. SUBJECTS WERE SELECTED BY GENERAL RANDOM SAMPLING METHOD. 50 SUBJECTS WERE SELECTED FOR THE SAMPLING. SINCE THE EMERGING E-COMMERCE AS BUSINESS MEDIUM, ONE OF ITS PRIMARY USES HAS BEEN FOR MARKETING. SOON, THE ONLINE SHOPPING WILL BECOME A CRITICAL DISTRIBUTION CHANNEL FOR THE MAJORITY OF SUCCESSFUL ENTERPRISES. THE CONSUMER MARKETERS, MASS MEDIA, AND ADVERTISING AGENCIES SEEM TO BE IN THE MIDST OF E-COMMERCE BUSINESS. BEFORE A COMPANY CAN ENVISION WHAT MIGHT SELL ONLINE IN THE COMING YEARS, IT MUST FIRST UNDERSTAND THE ATTITUDES AND BEHAVIOUR OF ITS POTENTIAL CUSTOMERS. HENCE, THIS STUDY ELUCIDATES ATTITUDES TOWARD VARIOUS ASPECTS OF ONLINE SHOPPING AND PROVIDES A BETTER UNDERSTANDING OF THE POTENTIAL OF E-COMMERCE FOR BOTH PRODUCERS AND RESEARCHERS. THE RESULTS OF THE STUDY HAVE

SHOWN A STATISTICALLY SIGNIFICANT ON EVALUATION, BUYING AND PERCEIVED RISK OF CUSTOMERS ATTITUDES.

#### **WHEN MORE IS LESS** - TSUN-YIN TUNG 2016

THIS STUDY PROPOSED A THEORETICAL MODEL OF CHOICE OVERLOAD AND EMPIRICALLY EXAMINED THE MODEL IN THE CONTEXT OF ONLINE APPAREL SHOPPING. THE PURPOSE OF THE STUDY WAS TO INVESTIGATE HOW THE NUMBER OF CHOICES AND PRODUCT PRESENTATION FORMATS INFLUENCED CONSUMERS' ONLINE APPAREL SHOPPING EXPERIENCE AS WELL AS HOW THE FORMED ATTITUDE SUBSEQUENTLY INFLUENCED CONSUMERS' BEHAVIORAL DECISION OF SUBSCRIBING TO AN EMAIL MAILING LIST. TO DATE, PREVIOUS STUDIES ON CHOICE OVERLOAD HAVE BEEN CONDUCTED USING EXPERIMENTAL RESEARCH DESIGNS, BUT FINDINGS FROM THESE EXPERIMENTS ONLY PROVIDE FRAGMENTARY EXPLANATIONS ABOUT THE PHENOMENON. THE ABSENCE OF A COMPREHENSIVE FRAMEWORK TO EXPLAIN THIS PHENOMENON MOTIVATED THE RESEARCHER TO DEVELOP A THEORETICAL MODEL THAT TREATS CONSUMER DECISION MAKING IN CHOICE OVERLOAD CONDITIONS AS A CONTINUOUS PROCESS. THE PROPOSED THEORETICAL MODEL IS SUPERIORLY EXPLAINING UNDER WHAT CIRCUMSTANCES THE "TOO-MUCH-CHOICE EFFECT" IS MORE LIKELY TO OCCUR, WHAT EVALUATION MECHANISM CONSUMERS GO THROUGH TO FORM THEIR ATTITUDE, AND WHAT CONSEQUENCES MAY RESULT.

ADDITIONALLY, THE RESEARCHER EXAMINED THE EFFECT OF A MODERATOR, PRODUCT PRESENTATION FORMAT, ON THE RELATIONSHIPS BETWEEN THE NUMBERS OF CHOICES AND THE INTERNAL RESPONSES (ATTITUDE FORMATION) IN THE CONTEXT OF APPAREL E-COMMERCE. BOTH FOCUS GROUP AND QUESTIONNAIRE DATA COLLECTION METHODS WERE CONDUCTED. FIRST, BECAUSE OF THE LIMITED LITERATURE ON CHOICE OVERLOAD IN E-COMMERCE, THE RESEARCHER CONDUCTED AN EXPLORATORY STUDY CONSISTING OF TWO FOCUS GROUPS WITH FEMALE COLLEGE STUDENTS. THE PURPOSE OF THE FOCUS GROUPS WAS TO UNDERSTAND THE RELATIONSHIP BETWEEN CHOICE OVERLOAD AND CONSUMERS' APPAREL ONLINE SHOPPING EXPERIENCE, SUCH AS FAVORABLE AND UNFAVORABLE SHOPPING EXPERIENCES AS WELL AS WEBSITE DESIGNS/NAVIGATIONS. NEXT, QUESTIONS WERE DEVELOPED THAT MEASURED CONSUMERS' AFFECTIVE, BEHAVIORAL, AND COGNITIVE EVALUATIVE RESPONSES (THREE COMPONENTS OF ATTITUDE) WHEN FACING CHOICE OVERLOAD. IN THIS STAGE OF DATA COLLECTION, AN ONLINE QUESTIONNAIRE WITH NINE CONDITIONS (MOCK WEBSITES) WAS DEVELOPED. THE EXPERIMENTAL DESIGN WAS A 3 X 3 FACTORIAL DESIGN WITH THREE LEVELS OF NUMBER OF CHOICES (24 VS. 60 VS. 120) AND THREE LEVELS OF PRODUCT PRESENTATION FORMATS (MODEL VS. FLAT VS. HYBRID). TO EXAMINE THE MAIN AND INTERACTION EFFECTS, TWO-WAY ANALYSIS OF COVARIANCE (TWO-WAY ANCOVA) WAS CONDUCTED. THE STRUCTURAL EQUATION MODELING (SEM) AND LOGISTIC SEM WERE APPLIED TO EXAMINE THE HYPOTHESIZED RELATIONSHIPS AMONG THE NUMBER OF CHOICES, COMPONENTS OF INTERNAL RESPONSES/ATTITUDE FORMATION, AND THE BEHAVIORAL DECISION VARIABLE (SUBSCRIBING TO A MAILING LIST) IN THE PROPOSED MODEL. THE FINDINGS REVEALED THAT CONSUMERS WENT THROUGH A SERIES OF STAGES TO GENERATE THEIR BEHAVIORAL DECISION WHEN FACING CHOICE OVERLOAD. THEIR INTERNAL RESPONSES FOLLOWED THE EXPERIENTIAL HIERARCHY IN THE ABC MODEL OF ATTITUDES TO FORM THEIR ATTITUDE (AFFECTIVE → BEHAVIORAL → COGNITIVE RESPONSES). THE ATTITUDE FORMED HAD A SUBSTANTIAL IMPACT ON THEIR BEHAVIORAL DECISION OF SIGNING UP FOR THE RETAILER'S EMAIL MAILING LIST. HOWEVER, PRODUCT PRESENTATION HAD NO EFFECT ON ATTITUDE FORMATION (INTERNAL RESPONSES). THE FINDINGS OF THIS RESEARCH STUDY PROVIDE INSIGHTS TO THE ATTITUDE FORMATION PROCESS IN CONSUMERS' EVALUATION STAGE OF DECISION-MAKING. RESEARCHERS ARE ENCOURAGED TO APPLY THE MODEL IN DIFFERENT CONTEXTS TO EXAMINE THE GENERALIZABILITY OF THE MODEL. THESE FINDINGS ALSO PROVIDE FURTHER UNDERSTANDING OF THE INTERRELATIONSHIP OF FACTORS UNDERLYING CONSUMERS' NEGATIVE RESPONSES IN THEIR ONLINE SHOPPING EXPERIENCES WHEN FACING CHOICE OVERLOAD. IN ADDITION, THE PRESENT RESEARCH STUDY PROVIDED FURTHER INFORMATION ON CONSUMER ATTITUDE FORMATION AND BEHAVIORAL DECISION WHEN FACED WITH MULTIPLE PRODUCT CHOICES.

#### FACTORS INFLUENCING THE FEMALE CONSUMERS' ATTITUDE AND PURCHASING BEHAVIOUR OF FUNCTIONAL FOODS IN UK - MUHAMMAD KHURRAM 2019-06-26

RESEARCH PAPER (UNDERGRADUATE) FROM THE YEAR 2017 IN THE SUBJECT BUSINESS ECONOMICS - MARKETING, CORPORATE COMMUNICATION, CRM, MARKET RESEARCH, SOCIAL MEDIA, GRADE: A, MIDDLESEX UNIVERSITY IN LONDON, LANGUAGE: ENGLISH, ABSTRACT: FUNCTIONAL FOOD PRODUCTS OR DIETS ARE CLASSIFIED ON THE BASIS OF THE ONE OR MORE UNIQUE ASPECT OR BENEFIT TO THE BODY FUNCTIONS FURTHER THAN THE NORMAL NUTRITIONAL BENEFITS OF THE FOOD TO THE HUMAN BODY (KHAN, ET AL 2013). THOUGH THE GROWTH RATE OF THE GLOBAL FOOD INDUSTRY DECLINED IN RECENT DECADES THE GROWTH RATE OF FUNCTIONAL FOOD RECORDED AT 10% TO 15% PER ANNUM IN THE UK. MOREOVER, THE FUNCTIONAL FOODS ANNUAL TURNOVER FORECASTED TO REACH £1.4BN IN THE UK IN 2012. ADDITIONALLY, THE RATE OF INCREASE IN THE CONSUMPTION OF DIETARY FUNCTIONAL PRODUCTS IS SIGNIFICANT IN THE UK IN RECENT YEARS. IN VIEW OF THIS SIGNIFICANT VALUE OF FUNCTIONAL FOODS IN THE UK MARKET, IT IS IMPORTANT TO UNDERSTAND THE IMPLICATION OF EXTERNAL AND INTERNAL INFLUENCES OF THE CONSUMERS PURCHASING BEHAVIOUR. HENCE, THIS PROPOSAL ADDRESSES IMPORTANT ISSUES TO BE DISCUSSED IN THE PROPOSED RESEARCH.

#### A STUDY ON CONSUMERS PERCEPTION ABOUT ONLINE SHOPPING IN INDIA - SEEMA GOPICHAND HARIRAMANI

#### AN EXPERIMENTAL STUDY OF CONSUMER'S ATTITUDES TOWARD THE WEB - MIRI YOON 2007

THE DEVELOPMENT OF THE INTERNET HAS GENERATED AN IMPACT ON THE ONLINE MARKETING WORLD WIDELY. TO BE AWARE AND SENSITIVE ABOUT THE CULTURAL DIFFERENCES AND CONSUMER'S WEB BEHAVIOR ARE MAJOR PREMISES FOR SUCCESS IN THE GLOBAL ONLINE MARKETPLACE. THIS STUDY IS AN EXAMINATION OF ATTITUDES TOWARD THE WEB IN TERMS OF HOFSTEDÉ'S FIVE CULTURAL DIMENSIONS AND CONSUMERS' GOAL-ORIENTED VS. EXPERIENTIAL USE OF THE WEB. THIS STUDY EXAMINES THE ATTITUDES TOWARD THE WEB OF 108 KOREAN STUDENTS AND 88 AMERICAN STUDENTS WHILE THEY ARE DOING SURVEY BROWSING EITHER NIKE.COM WEBSITE OR NIKETOWN.COM WEBSITE. THE RESULTS OF MULTIVARIATE ANALYSIS OF COVARIANCE SHOW THE DIFFERENCES BETWEEN ETHNICITY AND CULTURAL DIMENSIONS AND BETWEEN ETHNICITY AND ATTITUDES TOWARD THE WEB. THE RESULTS OF MULTIPLE REGRESSION ANALYSIS INDICATE THAT CULTURAL DIMENSIONS AND CONSUMERS' WEB BEHAVIOR CREATE POSITIVE OR NEGATIVE ATTITUDES TOWARD THE WEB

WHEN ENGAGING IN ONLINE SHOPPING. FOR INSTANCE, WHEN CONSUMERS HAVE A HIGH EXPERIENTIAL USE OF THE WEB OR A HIGH LONG-TERM ORIENTATION DIMENSION, ATTITUDES ARE MORE POSITIVE TOWARDS CERTAIN WEBSITES. IT IS HOPED THAT THE FINDINGS OF THIS STUDY NOT ONLY CONTRIBUTE TO CURRENT LITERATURE, BUT ALSO SERVE THE PRACTICAL PURPOSE OF INFLUENCING E-COMMERCE WEBSITE DESIGN FOR THE APPAREL BUSINESS.  
A STUDY OF THE ATTITUDE TOWARDS ONLINE SHOPPING - DR. VINAY KUMAR 2013  
RESEARCHERS TYPICALLY STUDY HOW LEVELS OF RISK PERCEPTION ABOUT ONLINE SHOPPING

AFFECT AND HOW CONSUMERS USE THE CHANNEL TO BUY PRODUCTS. IN THIS PAPER, RESEARCHERS ARE ATTEMPTING TO STUDY HOW DIFFERENT TYPES OF ATTITUDES TOWARDS ONLINE SHOPPING ARE FORMED, CONSIDERS BOTH THE BENEFIT AND THE RISK OF USING THE INTERNET TO DO THEIR SHOPPING. RESEARCHERS PAY PARTICULAR ATTENTION TO THE CONCEPT OF ONLINE SHOPPING SKEPTICISM WHERE CONSUMERS MAY FULLY REALIZE THE BENEFIT OF USING THE INTERNET TO DO THEIR SHOPPING, BUT ALSO EXPRESS A CERTAIN LEVEL OF CONCERN ABOUT THE RISK OF USING THAT CHANNEL.