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Promotional Strategies Adopted by E Commerce Companies and Its Impact on Consumer Psychology

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Abstract

The primary aim of this study is to collect quantitative data that provides an accurate portrayal of internet shopping in India. This data will be used to elucidate its evolution and its impact on consumer behavior. The report leverages existing literature and employs surveys to investigate customer behavior. Additionally, it will closely monitor the growth of online shopping and conduct thorough cross-national comparisons of consumer behavior. This paper addresses research questions pertaining to current trends, challenges in online shopping, and key factors influencing consumer behavior. The study's results also highlight the significant influence of risk perception and trust on online shoppers' purchasing decisions. . 510 individuals of Pune were utilized for this stody. Key drivers for choosing the internet as a shopping platform include customer trust, privacy concerns, and security considerations. Consumers' confidence in websites plays a pivotal role in shaping their purchasing choices. Furthermore, the empirical findings demonstrate how e-commerce businesses tailor their marketing strategies based on the insights gained from the analysis. This study explores topics such as e-commerce, online shopping, the World Wide Web, consumer behavior, privacy and security, and customer trust.

Keywords: E-Commerce, Online Shopping, Immersiveness, Scarcity, Impulse Buying.

INTRODUCTION

Due to India's rapid economic growth, advancements in communication technologies, and the convergence of digital platforms, the Internet is increasingly becoming a prominent aspect of our lives. The Internet has evolved significantly and now wields a substantial influence on consumers' decision-making processes. Company executives and customers worldwide now frequently employ terms like "Electronic Commerce," "Internet Marketing," and "Online Shopping" as businesses adapt to the changing landscape.

Over the past couple of decades, the Internet has undergone rapid expansion, giving rise to a global digital economy driven by information technology. Consequently, an increasing number of individuals have transitioned from traditional shopping methods to a more internet-centric approach, benefiting from enhanced services and comprehensive product information.

Recent studies demonstrate a marked increase in online shopping, particularly in business-to-consumer (B2C) transactions, highlighting the internet's pivotal role in this growth. The advantages of online

shopping are multifaceted. Internet users can enjoy various conveniences, such as easily accessing product information, comparing prices from different sources, and obtaining comprehensive details through a combination of visuals, audio, and thorough text descriptions. Nonetheless, concerns like payment security and customer support remain pertinent for online shoppers, as virtual transactions introduce both efficiency and security considerations.

The vast expanse of the internet provides an infinite repository of information that is accessible to anyone, without any oversight, editing, regulation, or approval of websites. This has led to a noticeable proliferation of e-commerce websites in recent years.

Increasingly, people are living, working, and engaging in leisure activities online. The internet empowers consumers in a world of rapid e-commerce development, where businesses must strive to exceed customer expectations in a fiercely competitive environment. Consumers utilize mobile and interactive technologies to quickly become well-informed about product and service offerings and make informed decisions in this digital marketplace.

REVIEW OF LITERATURE

Rosário and Raimundo (2021) conducted a study to explore the recent growth of e-commerce literature and its interaction with consumer marketing strategy. The research focused on the evolving landscape of human connections driven by the expansion of social networks, primarily in the realms of online marketing and social media marketing. Additionally, the study considered factors such as cost-effectiveness, information quality, and the development of trust in online commerce. However, it identified a gap in existing research regarding the comprehensive exploration of various research streams, their interactions, and their potential for knowledge creation. Therefore, the study aimed to analyze the literature on consumer marketing strategies in e-commerce over the past decade. Through a Systematic Bibliometric Literature Review (LRSB), the report aimed to uncover emerging research trends in this domain. By merging the LRSB findings with recent research subthemes, the following conclusions were drawn: In the fiercely competitive global business environment of today, enterprises often respond with e-commerce and online business strategies centered on social networking and e-commerce platforms. These strategies are deployed to gain a better understanding of consumer needs, facilitate consumer marketing efforts, and disseminate cutting-edge information. The novelty of this publication stems from its use of the LRSB approach, along with an evaluation of previously uncategorized papers.

Mishra et al. (2021) delved into the subject of consumer purchase behavior, emphasizing that modern marketing extends beyond basic advertising tools and tactics. It involves deep insight into clients' preferences and accurate anticipation of their future actions. Businesses capable of foreseeing events with precision are leading global market trends and even creating new ones. E-marketing is a prime domain to observe the impact of these tactics. The research explored various e-marketing tools and strategies, examining how customer purchasing patterns influence them. The study underwent rigorous testing, including factor analysis and correlation analysis, and utilized both primary and secondary data sources. Its unique contribution lies in enhancing business strategies, particularly those designed for micro, small, and medium-sized enterprises, taking into account the pandemic scenario. Hence, this research proves valuable for analyzing customer behavior in the realm of online marketing.

Francis, D., and Kumar, N., along with Ambily, A. S. (2017), aimed to investigate significant customer behavior within an e-marketing context and its connection to other consumer behaviors. The study was conducted in the Ernakulam district, with a sample size of 200, providing insights on improving the delivery and promotion of web-based products and services, aligning with the long-term goals of e-marketing and e-commerce.

N. Gupta and Jain, R. (2017) focused on the impacts of electronic commerce (e-commerce) on various aspects of customer services, business collaboration, procurement, shopping, and the provision of unique services. It conducted studies to assess customer satisfaction among online shoppers and identify

obstacles to online shopping. The study highlighted the importance of understanding consumer behavior in electronic commerce, particularly online purchasing, as online shopping continued to gain popularity.

Selevaramu, K., and Karthikeyan, P. (2016) explored new approaches and techniques influencing consumer behavior during online purchases. They examined how technology facilitated changes in consumer purchasing behavior, employing G3 software for responder evaluation and visual PLSS software for modeling cause-and-effect relationships. The study revealed that factors like convenience, time-saving, perceived risk, product characteristics, and attributes significantly influenced consumers' propensity to make online purchases.

According to Rahman et al. (2018), their study in Dhaka City, Bangladesh, explored how consumer behavior was influenced during online purchases. Using a sample of 160 individuals and a self-designed questionnaire, the study found that customers purchased online for a wide range of goods and services, primarily for time-saving purposes. The research also indicated that gender had no significant impact on consumer preferences and dislikes.

K. Chopra (2016) provided a positive perspective on the changes in consumer behavior resulting from various online initiatives. The study emphasized the role of sponsored media in initially capturing consumer attention and subsequently shaping their thoughts to enhance online user engagement, website traffic, and conversions. The research aimed to analyze brand initiatives and content that influenced consumer behavior in online purchasing decisions, highlighting the increasing importance of social media in this context.

Prabhu, J. (2020) delved into the existing literature to explore consumer theories and the inadvertent factors influencing marketing, examining recent shifts in consumer behavior. The article also discussed various themes such as advertising, psychology, decision-making, and social influences on consumer choice, asserting that advertising psychology aims to influence competitors.

Swadia and Bhavik (2018) investigated customer behavior in e-marketing, particularly in Jaipur, analyzing its impact on purchasing decisions. Their findings highlighted the prevalence of internet use, a gap between online trading and age, security concerns, and preferences for online shopping and credit card payments. They provided insights into improving e-marketing and e-commerce success.

Stimac et al. (2021) conducted a study on e-customers, focusing on post-purchase and post-consumption behavior on the Mlinar website's cake store. Their research utilized descriptive statistics, multivariate analysis, and ANOVA, revealing online shopping benefits, impulsive buying tendencies, and factors influencing e-loyalty, including company reputation and e-satisfaction.

Marvan Nour et al. (2021) examined the impact of e-marketing on customer purchasing decisions in Jordan, involving all accessory e-marketing businesses and 100 managers. Their research emphasized the negative influence of e-marketing, significant effects of social media and websites, and differences related to firm age, recommending support for local businesses.

Al Hamli et al. (2023) investigated the effects of Saudi Arabian COVID-19 on online shopping, focusing on product variety, ease of use, payment options, trust, and psychological considerations. Their findings indicated that only product variety, payment mode, and psychological factors significantly affected online buying during the pandemic. They suggested adapting marketing strategies to meet customer expectations during crises.

Forghani et al. (2021) studied the impact of tactics on Tehran-based internet retailers' customers' purchasing decisions, using a fuzzy linguistic representation model for data collection and rough set theory for analysis. They identified five key rules influencing online commerce behavior, with search engine optimization, social media marketing, and recommender systems being crucial aspects.

Fu Zhi (2021) examined the influence of e-commerce platforms on consumer behavior, focusing on how marketing on these platforms can drive buying desire, shopping duration, and shopping status.

Using examples like China's Double 11 and the US Black Friday, the study highlighted the impact of promotions and pre-shopping activities on stimulating customer shopping experiences.

OBJECTIVES

- To analyze the characteristics of the participants' demographics.
- To investigate the variables influencing the components of Promotional Strategies.
- To assess the importance of Promotional Strategy elements in relation to Impulse Buying Behavior.

E-Commerce Anchor Attribute, Impulse Buying Behaviour. Perceived Scarcity, Immersion

HYPOTHESIS

Ha1. There is a significant effect of E-Commerce Anchor Attribute over Impulse Buying Behaviour.

Ha2. There is a significant effect of Immersion over Impulse Buying Behaviour.

Ha3. There is a significant effect of Perceived Scarcity over Impulse Buying Behaviour.

RESEARCH METHODOLOGY

The research performed a comprehensive and precise analysis of primary and secondary data related to different facets of consumer behavior within the realm of e-marketing. The primary dataset consisted of firsthand feedback from consumers obtained through well-designed online surveys, enabling a thorough grasp of their behavioral trends. A carefully constructed questionnaire was given to survey participants, and data was collected from both primary and secondary resources.

• Primary Data: Primary data was collected through intricately designed online surveys.

• Secondary Data: Secondary data was sourced from published journals and websites. The selection of entities within the sample was carried out through a sampling technique, which defines the specific process by which sample entities were chosen. 510 individuals of Pune were utilized for this study. To streamline data collection, a simple random probability sampling method was employed, and respondents were drawn from diverse descriptive profiles.

ANALYSIS AND DISCUSSION

RELIABILITY ANALYSIS

Reliability Statistic

Table 1 shows the reliability analysis using Cronbach's Alpha of the data for further analysis.

Table 1
Reliability Analysis

Reliability Statistics	
Cronbach's Alpha	**No of Items**
0.776	16

Source:
The reliability value is 0.776 which is above the recommended value of 0.50 (Nunnally (1978); Hair et al. (2006)).

Table 2
Item-Total Statistics

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
EAA1	56.55	57.989	.438	.760
EAA2	56.58	56.543	.461	.757
EAA3	56.60	56.587	.499	.755
EAA4	56.72	56.201	.488	.755
EAA5	56.72	57.382	.426	.760
IBB1	56.60	59.023	.336	.768
IBB2	56.68	57.877	.374	.765
IBB3	56.55	59.104	.285	.772
IBB4	56.58	58.696	.299	.771
PS1	56.52	57.735	.433	.760
PS2	56.60	57.734	.403	.762
PS3	56.50	57.099	.441	.759
IMM1	56.66	58.099	.349	.767
IMM2	56.42	60.071	.231	.776
IMM3	56.22	60.126	.256	.774
IMM4	56.37	59.793	.241	.776

In this study the coding **EAA, IBB, PS,IMM** indicates E-Commerce Anchor Attribute, Impulse Buying Behaviour. Perceived Scarcity, Immersion

PERCENTAGE ANALYSIS

Table 3
Percentage Analysis for Demographic Variables

Age	**No. of. respondents**	**Total Percentage**
20 – 25 Years	76	14.9
26 – 30 Years	179	35.1
31 – 35 Years	171	33.5
Above 35 Years	84	16.5
Total	***510***	***100%***
Gender	**No. of. respondents**	**Total Percentage**
Male	127	24.9
Female	247	48.4
Transgender	136	26.7
Total	***510***	***100%***

Marital Status	No. of. respondents	Total Percentage
Unmarried	57	11.2
Married	123	24.1
Widowed	127	24.9
Divorced	127	24.9
Single	76	14.9
Total	***510***	***100%***
Nature Of Family	**No. of. respondents**	**Total Percentage**
Joint	245	48
Nuclear	265	52
Total	***510***	***100%***
Annual Income	**No. of. respondents**	**Total Percentage**
Below 50000	92	18
50001-100000	156	30.6
100001-150000	174	34.1
Above 150000	88	17.3
Total	***510***	***100%***

Inference

The table provides demographic information from a survey of 510 respondents. In terms of age, the largest age group among the respondents is 26-30 years old, comprising 35.1% of the total, followed by 31-35 years old at 33.5%. The smallest age group is "Above 35 Years" with 16.5% of the respondents, and "20-25 Years" accounts for 14.9% of the total.

Regarding gender, females represent the majority, constituting 48.4% of the respondents, while males make up 24.9%. Transgender individuals account for 26.7% of the total. Looking at marital status, "Married," "Widowed," and "Divorced" categories each have an equal share of 24.9%, followed by "Unmarried" at 11.2%, and "Single" at 14.9% of the respondents. Concerning family structure, slightly more respondents come from "Nuclear" families, making up 52% of the total, while "Joint" families account for 48% of the respondents.

Finally, in terms of annual income, "50001-100000" is the most common category, representing 30.6% of the respondents, followed closely by "100001-150000" at 34.1%. "Below 50000" and "Above 150000" each make up approximately 18% of the total.

DESCRIPTIVE STATISTICS

Table 4

Statements	Mean	Median	Mode	SD	Var	Skew	SE	Kur	SE	Min	Max
EAA1	3.78	4	4	0.942	0.888	-1.115	0.108	1.539	0.216	1	5
EAA2	3.75	4	4	1.077	1.16	-0.971	0.108	0.565	0.216	1	5
EAA3	3.73	4	4	1.008	1.016	-0.832	0.108	0.555	0.216	1	5
EAA4	3.6	4	4	1.069	1.144	-0.886	0.108	0.486	0.216	1	5
EAA5	3.61	4	4	1.039	1.08	-0.832	0.108	0.488	0.216	1	5

IBB1	3.73	4	4	0.997	0.993	-0.815	0.108	0.382	0.216	1	5
IBB2	3.65	4	4	1.077	1.161	-0.876	0.108	0.276	0.216	1	5
IBB3	3.77	4	4	1.106	1.222	-0.938	0.108	0.279	0.216	1	5
IBB4	3.74	4	4	1.133	1.284	-0.891	0.108	0.171	0.216	1	5
PS1	3.8	4	4	0.982	0.965	-0.869	0.108	0.862	0.216	1	5
PS2	3.73	4	4	1.037	1.075	-0.901	0.108	0.78	0.216	1	5
PS	3.82	4	4	1.046	1.094	-0.859	0.108	0.436	0.216	1	5
IMM1	3.66	4	4	1.1	1.21	-0.668	0.108	-0.187	0.216	1	5
IMM2	3.9	4	4	1.09	1.187	-1.236	0.108	1.112	0.216	1	5
IMM3	4.1	4	4	1.011	1.023	-1.635	0.108	2.756	0.216	1	5
IMM4	3.96	4	4	1.11	1.232	-1.317	0.108	1.267	0.216	1	5

In this study the coding **EAA,IBB, PS,IMM** indicates E-Commerce Anchor Attribute, Impulse Buying Behaviour. Perceived Scarcity, Immersion

Inference:
The table presents statistical data related to the e-commerce anchor and live streaming shopping experiences. Respondents generally view the e-commerce anchor favorably, with mean ratings around 3.6 to 3.96 out of 5, and central tendency indicators like median and mode clustered around 4. Although there is some variability (SD ranging from 0.942 to 1.232), the skewness values are mostly negative, indicating a slight leftward skew toward positive ratings.

Regarding live streaming shopping, participants report positive experiences with mean ratings ranging from 3.65 to 4.1. Median and mode values again center around 4, and the data shows variability (SD from 0.982 to 1.133). The skewness values are generally negative, suggesting a tendency toward positive sentiment. In summary, respondents generally have positive perceptions of the e-commerce anchor and enjoy live streaming shopping, with a tendency toward positive ratings and slightly left-skewed distributions.

EXPLORATORY FACTOR ANALYSIS

KMO and Bartlett test of Sphericity check the sample adequacy and it quantifies the inter-correlation between the variables.
The value of KMO varies between 0 to 1. According to Hair et al. (2006) the value of KMO should be greater than 0.50 and Bartlett test of Sphericity should be above 0.000 i.e, significant.

Table 5
KMO and Bartlett's test

KMO and Bartlett's test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.799
Bartlett's Test of Sphericity	Approx. Chi-Square	4518.842
	Df	120
	Sig.	.000

Table 5.

Based on the above Table 6, it is evident that the KMO and Bartlett test of Sphericity check the sample adequacy is valid as KMO value is 0.799 which is above 0.50 it quantifies the inter-correlation between the variables.

Table 6
Communalities

	Extraction
EAA1	.597
EAA2	.711
EAA3	.767
EAA4	.768
EAA5	.722
IBB1	.549
IBB2	.714
IBB3	.671
IBB4	.606
PS1	.795
PS2	.723
PS	.799
IMM1	.610
IMM2	.846
IMM3	.854
IMM4	.855

From the communalities it is evident that out of 16 variables, all 16 are having an extraction value of above .7. Thus 16 variables are selected for the purpose of continuing the study's factor analysis. With these overall indicators, factor analysis is conducted with all 16 items. Communalities indicate how much one variable is accounted for by the underlying factors taken together.

The EFA conducted with all variables in the study has yielded three distinct factors with an Eigen value above 1 as shown in Table 6. A Maximum Likelihood with Varimax rotation has been conducted to investigate the distinctions among data obtained from the questionnaire.

From the factor analysis, 4 constructs namely E-Commerce Anchor Attribute, Immersion, Perceived Scarcity and Impulsive Buying Behaviour were explored.

Table 7

Rotated Component Matrix[a]				
	Component			
	1	2	3	4
EAA1	.872			
EAA2	.870			

EAA3	.850			
EAA4	.835			
EAA5	.760			
IBB1		.886		
IBB2		.885		
IBB3		.843		
IBB4		.777		
PS1			.924	
PS2			.923	
PS			.920	
IMM1				.837
IMM2				.819
IMM3				.772
IMM4				.724
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.				
a. Rotation converged in 5 iterations.				

In this study the coding **EAA,IBB, PS,IMM** indicates E-Commerce Anchor Attribute, Impulse Buying Behaviour. Perceived Scarcity, Immersion

CONFIRMATORY FACTOR ANALYSIS

Confirmatory Factor Analysis (Initial Model)

In the present study, to further confirm the factors obtained after Principal Component Analysis (PCA), confirmatory factor analysis was carried out using Amos 22 software. Confirmatory factor analysis is a distinct form of factor analysis, primarily used in social research (Kline, 2011).

In the measurement model all the construct are treated as same and there is exogenous or endogenous variable. The present model yielded poor fit indices. Therefore, the model requires modification in order to get better fit. The results of present model are shown below.

Table 8

Fit indices for initial model

Model	Values	Cutoff values
χ^2/df	3.118	< 5
GFI	0.924	> 0.70
AGFI	0.895	> 0.70
CFI	0.953	> 0.80
TLI	0.943	> 0.80
NFI	0.933	> 0.80
IFI	0.954	> 0.80
RMSEA	0.065	< 0.10
RMR	0.042	< 0.05

Table 9

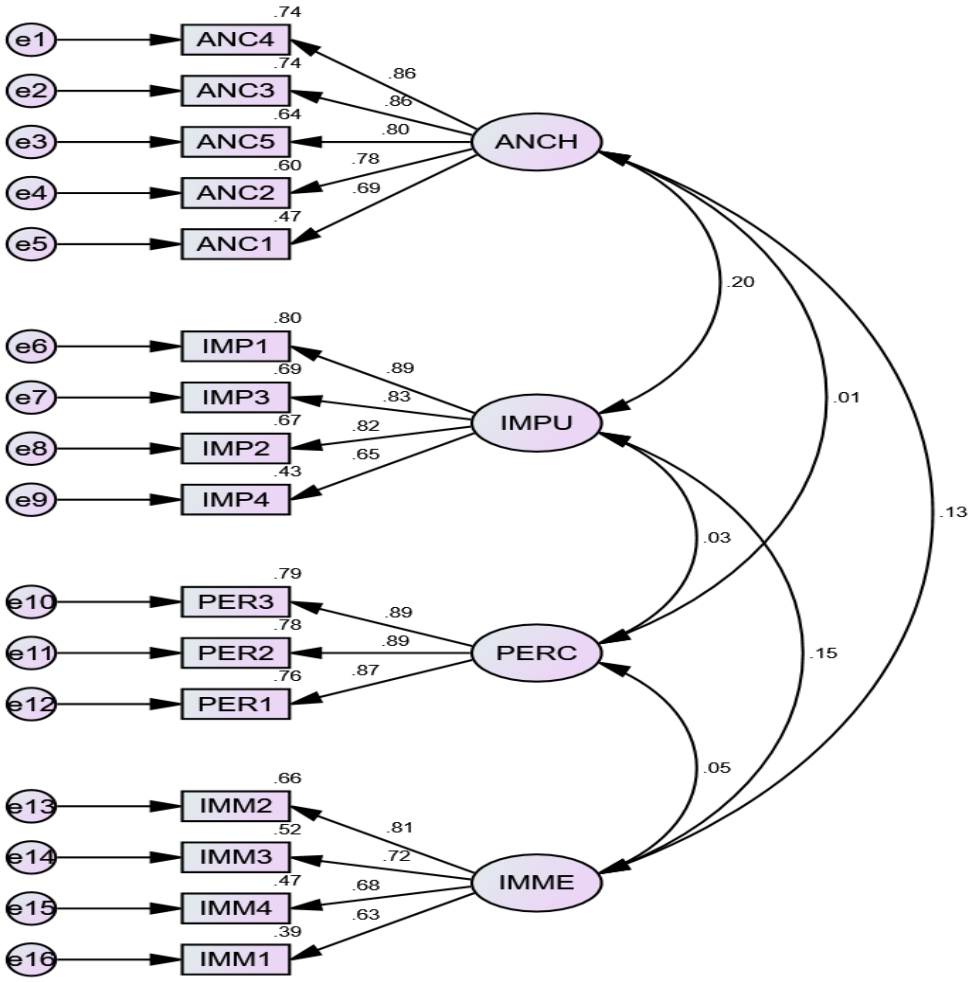

Chart 1

Confirmatory Factor Analysis (Modified Model)

In the revised model, a problematic item was removed to improve measurement fit. This modification was based on the recommendations from Modification Indices (MI). The MI suggested that it would be statistically acceptable and conceptually meaningful to allow the error terms of item 4 and item 5, item 7 and item 9, and item 15 and item 16 to be correlated, as all these observed variables are related to the same construct, individual consideration. After implementing these modifications, the initial model showed improved fit indices and achieved a satisfactory level of acceptance.

Table 9

Fit indices for modified model

Model	Values	Cutoff values
χ^2/df	1.898	< 5
GFI	0.956	> 0.70
AGFI	0.938	> 0.70
CFI	0.981	> 0.80
TLI	0.976	> 0.80

NFI	0.961	> 0.80
IFI	0.981	> 0.80
RMSEA	0.042	< 0.10
RMR	0.038	< 0.05

Table 10

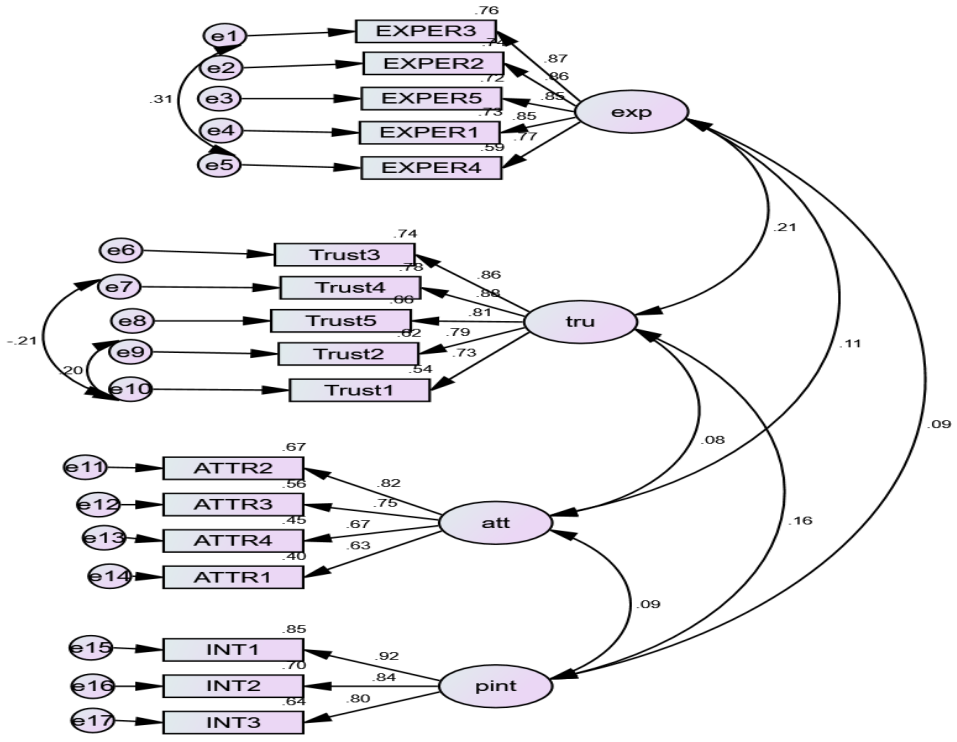

Chart 2

Table 10
Fit Statistic Change as a Result of Error Correlation

Model	χ^2/df	GFI	AGFI	CFI	TLI	NFI	IFI	RMSEA	RMR
Before Error Correction	3.118	0.924	0.895	0.953	0.943	0.933	0.954	0.065	0.042
After Error Correction	1.898	0.956	0.938	0.981	0.976	0.961	0.981	0.042	0.038

Source: The proposed model in this study is a well-validated model with ample degrees of freedom, as indicated in Table 11 sourced from the AMOS output.

The Goodness of Fit Index (GFI) achieved a value of 0.956, surpassing the recommended threshold of 0.70. Similarly, the Adjusted Goodness of Fit Index (AGFI) registered a value of 0.938, exceeding the recommended threshold of 0.70. Additionally, the Comparative Fit Index (CFI), Normed Fit Index (NFI), Incremental Fit Index (IFI), and Tucker Lewis Index (TLI) scored 0.981, 0.961, 0.981, and 0.976, respectively, all surpassing the recommended level of 0.80.

The RMSEA stands at 0.042, which is below the recommended limit of 0.05, and the Root Mean Square Residual (RMR) is 0.038, also below the recommended limit of 0.05. Consequently, the model demonstrates an overall satisfactory fit and can be classified as an over-identified model.

STRUCTURAL EQUATIONAL MODELLING

Table 11
Suggested Values of Model Fit

P-Value	CMIN/DF	GFI	AGFI	CFI	RMR	RMSEA
<0.05	<5.00	>0.90	>0.90	>0.90	<0.08	<0.08

Source: Hair et.al., 1998

The Table 12 displays that the model which is suitable for all the constructs used in the study. The table demonstrates that the computed p-values for all the constructs are below 0.05, and the CMIN/DF is less than 5.00, indicating that the model fits well. Moreover, both the Goodness of Fit Index (GFI) and the Adjusted Goodness of Fit Index (AGFI) exceed 0.9, confirming that the model is a good fit. The Comparative Fit Index (CFI) also surpasses 0.9, indicating a strong fit. Additionally, the values for the Root Mean Square Residual (RMR) and the Root Mean Square Error of Approximation (RMSEA) are less than 0.08, further confirming the model's excellent fit (Hair et al., 1998).

Testing Significance of Dimensions of Promotional Strategies over Purchase Intention

Table 12

			Estimate	S.E.	C.R.	P
IMPU	<---	ANCH	.174	.048	3.664	***
IMPU	<---	PERC	.017	.044	.394	.693
IMPU	<---	IMME	.118	.055	2.150	.032

From the Table 13, it is evident that E-Commerce Anchor Attribute with P = 0.000 and Immersion with P = 0.032 are having a significant effect over Impulse Purchase Behaviour while Perceived Scarcity is not having any significant effect.

Hypotheses Testing:

Ha1. There is a significant effect of E-Commerce Anchor Attribute over Impulse Buying Behaviour. **-Accepted**

Ha 2.There is a significant effect of Immersion over Impulse Buying Behaviour-**Rejected.**

Ha 3. There is a significant effect of Perceived Scarcity over Impulse Buying Behaviour- **Accepted**

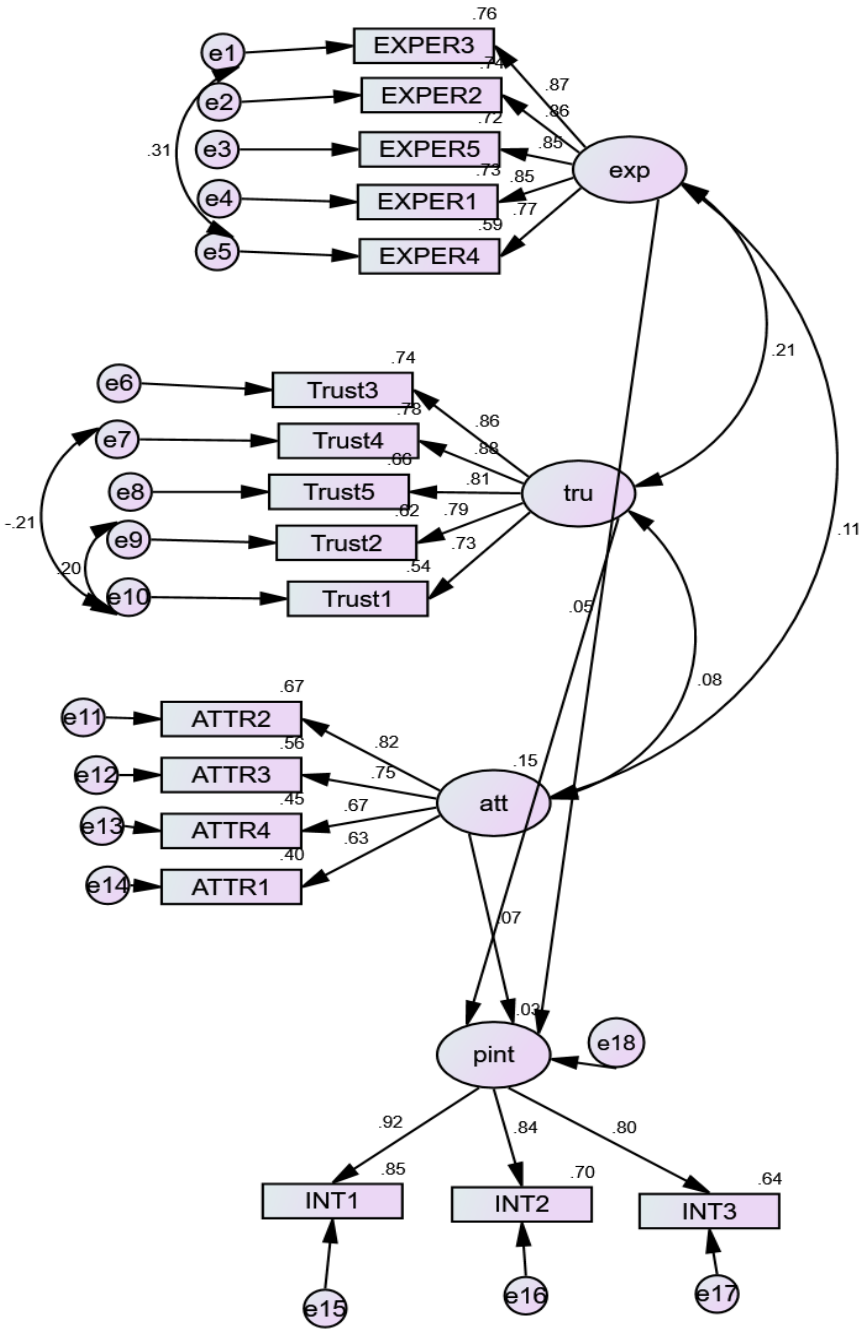

Chart 3

Table 13

Overall Model Fit value for measurement model

CMIN/DF	GFI	AGFI	NFI	CFI	RMR	RMSEA
<5.000	>0.90	>0.90	>0.90	>0.90	<0.08	<0.08
1.898	0.956	0.938	0.961	0.981	0.038	0.042

CONCLUSIONS

This research primarily centers on examining the impact of internet-related elements on consumers' online shopping habits. It commences by discussing the current state of internet development and delves into the marketing background, emphasizing the differences between online and brick-and-mortar retail to illustrate how internet shopping has evolved since the advent of e-commerce. The literature review section comprises three main segments: conventional shopping behavior, online shopping, and the behaviors of online consumers. Each segment begins by introducing the concept and then explores various perspectives. The study focuses on two primary areas: internet shopping (encompassing the characteristics of online shopping, e-commerce websites, as well as online security, privacy, trust, and reliability) and the behaviors of online consumers (encompassing backgrounds, shopping motivations, and decision-making processes). These elements are thoroughly investigated to uncover their impact on online consumer behaviors, drawing insights from previous research to achieve a comprehensive understanding.

Additionally, the study delves into the decision-making process of customers, with a particular emphasis on the crucial role of information search. It underscores the significance of online retailers enhancing information support by providing comprehensive product details and utilizing internal search engines to improve the efficiency of information retrieval. During the evaluation phase, consumers prioritize the reputation of e-commerce websites and the security of payment, while post-purchase concerns revolve around after-sales services. In conclusion, online retailers must closely consider internet-related factors that either facilitate or obstruct online consumer behaviors. They can employ suitable marketing strategies to aid customers in their decision-making journey and enhance their overall performance.

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