



Studying and investigating the impact of marketing mix factors on e-purchase via smart phones (case study: Digikala corporation)

Estudio e investigación del impacto de los factores de la mezcla de marketing en la compra electrónica a través de teléfonos inteligentes (estudio de caso: corporación Digikala)

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(recibido/received: 28-septiembre-2022; aceptado/accepted: 17-noviembre-2022)

ABSTRACT

In today's world, electronic shopping through various hardware has been developed to a great extent. Cellphones can help in to provide knowledge, course contents, interact with others and remote purchase. One of the necessities that plays an important role in today's chaotic environment is the concept of e-commerce. Despite the newness of this concept, e-commerce has made tremendous progress and especially recently in Iran, there has been an increase in its tendency, but on the other hand, since the goods in e-commerce are not tangible like in traditional commerce, it needs to follow a different approach. The current research is an applied research that examines the concepts of e-commerce, e-shopping, marketing mix and the relationship between them. The results showed that among all factors (independent variables), Product had the highest impact on customers' purchase intentions.

Keywords: e-commerce, internet shopping, marketing, smart mobile phone

RESUMEN

En el mundo actual, las compras electrónicas a través de varios hardware se han desarrollado en gran medida. Los teléfonos móviles pueden ayudar a proporcionar conocimientos, contenidos de cursos, interactuar con otros y realizar compras remotas. Una de las necesidades que juega un papel importante en el entorno caótico de hoy es el concepto de comercio electrónico. A pesar de la novedad de este concepto, el comercio electrónico ha tenido un gran progreso y especialmente recientemente en Irán, ha habido un aumento en su tendencia, pero por otro lado, dado que los bienes en el comercio electrónico no son tangibles como en el comercio tradicional, necesita seguir un enfoque diferente. La presente investigación es una investigación aplicada que examina los conceptos de e-commerce, e-shopping, marketing mix y la relación entre ellos. Los resultados mostraron que, entre todos los factores (variables independientes), el Producto tuvo el mayor impacto en las intenciones de compra de los clientes.

Palabras clave: Comercio Electrónico, Compras Por Internet, Marketing, Teléfono Móvil Inteligente

1. INTRODUCTION

Currently, there are about 2 billion Internet users in the world, which has increased by 305% compared to the year 2000, with the expansion of information technology in the world and its rapid entry into daily life, new issues and needs. has come into being and e-commerce (online) has replaced traditional methods. Many studies show that in today's competitive world, the success of companies is in maintaining and communicating with customers (Hsiao, 2009: 86) and online business can meet the explicit and implicit needs of customers.

E-commerce could be useful for various reasons. For example, it provides easy access to products that may not be accessible without the Internet. In addition, e-commerce is a simple way to make transactions and although it is sometimes more vulnerable than its traditional form, it can largely satisfy the needs and demands of consumers (Svantesson & Clarke, 2010: 31). E-commerce is a new way of doing business electronically (through online platforms) using networks and the Internet. In this method, the process of purchasing, selling or exchanging products, services and information is done through computer and telecommunication networks, including the Internet (Turban et al, 2006).

As technology has great impact on life in the world, online group buying is growing rapidly and became popular in many countries. That's why some producers are thinking if factors affecting consumers purchase intention have changed as their way of purchasing did (Liew & Falahat, 2019). Mobile phones nowadays have become part and parcel of human's life. This is the device that allows people to express thoughts and opinions, to do their work, help others in their way of life and share joys and hurts with others (Estacio et.al, 2021).

Nowadays, the e-commerce landscape is characterized by competitions and the environment of a market is changing at a high and dynamic speed. E-shoppers have become increasingly more sophisticated and experienced in making timely purchases. They are looking for pleasure and excitement in their shopping experience. The sequence of researches that seeks to identify factors that affect the attitudes toward online customers, their mental state, the quality of timely services, timely satisfaction, willingness to buy and willingness to visit sites is increasing dramatically.

But on the other hand, in order to survive, companies must know this dynamic and changing environment and understand the changes that occur in it So that they can adapt to the situation of this environment. Understanding consumer behavior is one of the most important success factors for companies. Today's companies, especially firms that operate in the field of e-commerce, must recognize the changes in the environment and the changes that occur in consumer behavior. In this research, an attempt has been made to investigate the impact of marketing factors (marketing mix factors) on electronic purchases of customers via smart phones.

2. LITERATURE

Humans have experienced different business methods since the beginning of world. In the beginning, the barter system was common. The most important goal in today's business, whether it uses very advanced electronic methods or traditional and old methods, is to achieve more money and profit. When in 1994 the Internet demonstrated its commercial capabilities in addition to scientific and research aspects, commercial institutions and banks in developed countries were the first institutions to make serious efforts to use this flow as much as possible (Logeshwaran, 2021).

The product of their efforts is today's electronic banking. Then it quickly became clear that the Internet is considered a very suitable platform for all kinds of banking and economic activities. Iran, like other

countries, has many companies that depends on the Internet for the development of their market. The purpose of most of these companies from the bases they create on the Internet is to develop export activities (Ajzen, 2007: 179).

Internet and the technological revolution of communication of the last decade have enabled local markets (online and offline markets) of different countries to be closer to each other. Today, with the internet, a consumer who is looking for a given product can shift from one online market to another almost instantaneously (N'da & Jiao-ju, 2018).

The Communication and computing both for cellphones are in the changing process to bring them to work together and get advantages of these devices and proper functioning of the devices from each and every industry (Masood et.al, 2021). According to Fernández-Ardévol and Rosales (2017). The people and young generation are now investing their most of time in chatting or making live calls with each other rather than meeting with their friend and family members. This is because of smartphones because society is moving into the smartphone world (Masood et.al, 2021).

Satit et al presented a research in 2012 with the title "Relationship between marketing elements and the purchase decision of bank customers". The results of 215 questionnaires of this research in Indonesia showed that in banks, only product (services provided by them) and price were related to customers' purchase decision.

Beltran et al (2012) presented a research entitled "The effect of marketing elements on the intention to buy organic products in Mexico". This research's intention was to provide evidence from the market about customers' views on marketing mix factors and their impact on organic food purchases. The results of examining the assumptions of this research show that the hypothesis of price influence on the intention to buy the desired product has been rejected.

Unfortunately, selling on the Internet has a lot of expenses and is not affordable for many firms. Large companies in the world with large capitals and sufficient personnel have created specialized bases for things such as export and commercial sales. Many companies in Iran have started to utilize such facilities, but since there is still no custodian or center for this phenomenon, these organizations carry out measures in an isolated and self-centered manner that do not yet include the complete business process and Cross-sectional analysis is performed. Success in online shopping is related to the ability to adapt information to satisfy customer needs, and each customer has their own needs and characteristics (Clayton et al, 2008: 212). In the world of e-commerce, there are many factors that influence the decision and intention to buy online. Factors such as the lack of time to access the products, the large distance between the buyer and the seller, the level of customer trust in virtual shopping, the quality of the site, and on the other hand, internal factors such as people's attitudes, habits and understanding of the opportunities made possible by online shopping, the desire It draws people to online shopping. It can be said that, different models have been presented in this field and each of the marketing and consumer behavior thinkers have looked at this issue from their own perspective

E-commerce

E-commerce has changed the way of commercial activities. The possibility of conducting commercial operations through the Internet and computer networks has led to a change in the environment and behavior of consumers. Companies and enterprises active in the field of e-commerce obtain information that leads to their success in the market by analyzing consumer behavior. Therefore, investigating consumer behavior is very important for companies on the way to reach their goals. In order to continue their life, companies have to understand the changes in the environment and consumer behavior well so that they can adapt to the environment and ensure their success (Ajzen, 2007: 179).

With the increase in the number of Internet users, the way users use this interactive tool as an effective part in purchasing decisions and actions has attracted the attention of researchers and experts. Because nearly 72 percent of Internet users search for different products online at least once a month (Matthew et al, 2005: 61).

On the other hand, internal factors such as attitudes, habits and perceptions influence people's willingness to buy online. Therefore, the positive attitude of consumers regarding online shopping can provide the survival and profitability of online sellers in the competitive market (Soopramanien, 2007: 73). Considering the many advantages of e-commerce, many advertisements for its use, and taking into account the specific cultural, social and infrastructure characteristics of the country, it should be seen that moving towards its use can change consumer behavior and create satisfaction (Kędra. 2021). For this reason, this article is dedicated to identifying consumer behavior in electronic commerce and its influencing factors.

E-purchase

The digital environment is a network-based space that allows direct communication between consumers and producers as well as providers of information on goods and services. Mental structure is very important in the study of consumer behavior in the digital environment because the concept of mental structure includes people's cognitive tendencies

The digital environment can change these tendencies and as a result the mental structure of people and thus lead them to purchase. In this case, it is possible that a potential consumer, who visited the desired site only for entertainment, becomes an actual consumer and buys from the site. In other words, the hedonistic and experiential mental structure leads him to the pragmatic mental structure. In this way, it is possible to introduce the "model of formation and influence of mental structure". At present, the use of relevant behaviors to achieve greater effectiveness in decision-making, reducing information processing costs, achieving more knowledge in accordance with their decisions, and reducing the risk related to choice in digital environment.

After a few successful exchanges, consumers trust service providers and goods suppliers. When their trust is gained, they know that these virtual companies are able to satisfy their needs and desires and commit to them. Today, the behaviors related to achieve greater effectiveness in decisions and reduce information processing costs and achieve greater recognition in accordance with their decisions and reduce the risk related to choice, is one of the desires of customers.

After a few successful transactions, customers feel secure with service providers and suppliers. When a customer trusts an organization, they know that this company is able to meet their needs and demands and commit to this company. The online shopping environment helps customers and buyers to spend less time making decisions by providing wide selection, information evaluation, accuracy and product comparison. In business and marketing literature, online shopping is known as a type of electronic business. E-commerce is a business exchange without using paper in which innovations such as electronic data exchange, e-mail and other network-based technologies are used. From the point of view of the Economic Development and Cooperation Organization, electronic commerce is defined as the buying and selling of goods and services between companies, individuals, governments and other public and private sectors in such a way that this buying and selling is conducted through computer networks. (Clayton et al, 2008: 214).

In the exchange process, the Internet provides comparative and evaluated information and is able to reduce the cost of searching for information and trying to make a purchase decision. Although online customers mainly interact with computer systems and cannot physically touch and feel the actual product, they can make decisions electronically using information provided by online stores.

Marketing efforts in online world

Marketers have tried to understand the needs and demands of their target market. Consumer demand is defined as wanting specific products or services that depend on the ability to pay a certain amount of money. Marketers did not create the need, the need already exists, and marketers have the ability to influence concepts such as demand. It can be said that marketers must make various decisions in order to determine the best way to introduce goods and services to consumers, and for this they need many tools. The strategic toolbox of marketers is called the marketing mix, which includes the tools used to create a favorable response among consumers. A product is anything that can be offered to the market for attention, acquisition, use or consumption and can satisfy a need or desire (Kotler & Armstrong, 2013). The price is the amount that is charged to a person or organization for a product or service, the price is equal to the sum of all the values that the consumer loses in exchange for enjoying the benefits of having a product or a service. The whole mix of marketing communication is called the promotion mix, which includes a special combination of advertising, direct selling, the implementation of promotional policies (to create immediate demand) and the use of special methods in public relations that the company tries to achieve (Kotler & Armstrong, 2013). Place refers to the availability of the product at the time and place suitable for the consumer. The correct analysis of the four factors of marketing mix and its proper application can help organizations to create demand and attract customers, and as a result, gain more market share.

In the future, smart commerce will serve as a platform for smart cities. This method is fully automated, and billing may be completed without the assistance of a cashier. It is a mobile gadget that will be installed in the PICK and Drop basket (trolley) at department shops (Logeshwaran, 2021). Nowadays we also call cellphones as smart phones that are having advanced features and having better functions phone calls and sending or receiving text messages. They are having better qualities such as to show pictures, play videos, online trade, capture photos or record videos etc. (Masood et.al, 2021).

Online shopping via smartphone

A mobile communication system as one of the prominent gadgets nowadays is basically designed to communicate conventional voice between two people, send text messages and perform basic functions and trade from long distance (Masood et.al, 2021). but cell phones have undergone various changes, its functionalities exponentially over time as a result of evolving cellphone subscribers' needs (Estacio et.al, 2021).

The digital environment is a network-based space that provides the possibility of direct communication between consumers and producers as well as providers of information on goods and services. Mental structure is very important in the study of consumer behavior in the digital environment because the concept of mental structure includes people's cognitive tendencies. The digital environment can change these tendencies and as a result the mental structure of people and thus lead them to purchase. In this case, it is possible that a potential consumer, who visited the desired site only for entertainment, will become an actual consumer and buy from the site. In other words, the hedonistic and experiential mental structure leads him to the pragmatic mental structure. In this way, it is possible to introduce the "model of formation and influence of mental structure" (Crespo et al, 2008: 221). It can be said that different models have been presented in this field and each of the marketing and consumer behavior thinkers have looked at this issue from their own perspective.

Smartphone has become a trademark of the young and old age people because it has occupied them with its newer and latest technologies (Skierkowski & Wood, 2012). We can see all this clearly as the young generation is so dependable on this new touch screen technology that works to fast just like one touch they can b browse through apps or the can talk live through apps such as Skype or WhatsApp (Rosales and Fernández-Ardèvol, 2016). Smartphone had just ultimately changed the lifestyle and their interaction

with its advanced technology (Kędra, 2021). As the smartphones are used globally they also effect the people in various ways such as it is for working, learning communication. It is now easier to do our daily routine tasks or works just by one click as smartphones made our lives easier by its multitasking feature. By its online features it makes it easier to communicate easier and faster for its users and to obtain variety of information (Raudvere et al., 2019).

Because of the potential income and competitive framework that constitutes the online shopping for different products brands, online shopping has been studied from multiples perspectives (e.g., Strategic, prices, behavioral). Each study has shed light on specific elements [5] of the online shopping and has tried to expose its theory on the fundamental elements that constitute the online shopping. Such as the role of the brands as substitutes for the need for touch in online shopping (N'da & Jiao-ju, 2018).

Nowadays the trend is changed and now we are in a society where from many smart phone companies are providing a variety of functions and services on a small piece of thing (Masood et.al, 2021). There is a positive response to mobile phone adoption (Coelho, 2013). It contributes to the development of a mobile application economy (MacMillan, Burrows, & Ante, 2009), which is now the focus of various studies. In business perspective and people's preference using smartphones create opportunities for a vibrant economy. In the absence of face-to-face transactions on shopping websites, potential buyers rely only with provided information on the website. If they are not contented with the details provided by the seller, buyers may choose to turn to traditional channels. Moreover, there are different characteristics of products being sold online. Hence, the factors that can influence one's intention to buy smartphones could therefore differ from those of other products (Walia, 2015).

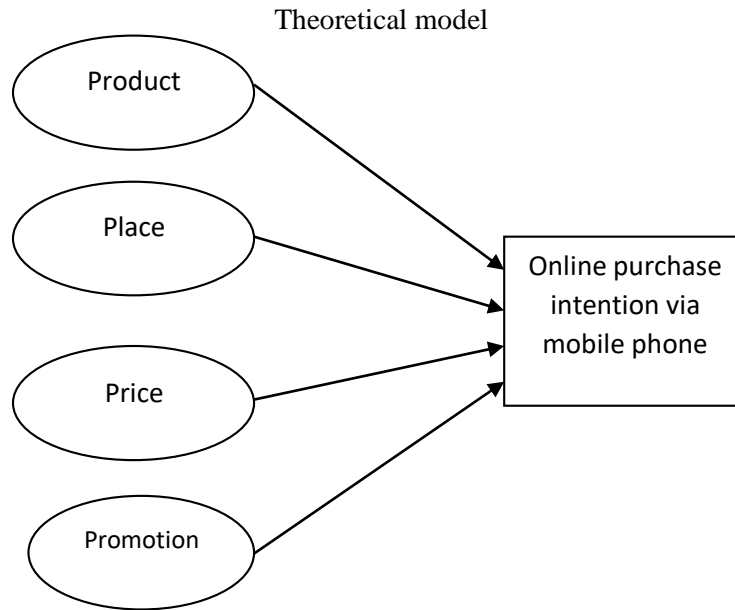
According to Botta et al. (2016). New Technologies are coming and they are now matching the human beings need that is why communication is also playing a vital role. This is the reason due to which communication is becoming easier with the advancement of the technology and it is changing the style of communication between each other. The unique and multiple application features of smartphones make it different from other communication and electronic devices (Li et al., 2020). Most of the models that have been presented to explain online shopping have been based on the technology acceptance model (TAM). The Davis model, which was completed by Pikarnin, includes components that affect an attitude such as: 1. Benefit 2. Convenience 3. Pleasure 4. Information 5. Safety 6. Communication quality. According to Guttington's studies, the decision to use new technology is influenced by three factors, which include: 1. The cognitive process that takes place, 2. Uncertainty or perceived risk, 3. The pattern of customer purchasing behavior (Clayton et al, 2008: 212). In completing this model, Davis added a fourth factor called the influence of other people on the purchase decision process. In general, it can be said that in the studies done in the past, there are differences between the models of planned behavior and the factors affecting it. For example, Azen consider four factors: 1. Behavioral intention, 2. Attitude, 3. Interpersonal effects, 4. Control of perceived behavior to be effective on pre-planned behavior (Ajzen, 2007) and some other researchers considers five factors: 1. Behavioral intention 2. Attitude 3. Features of circuit innovation 4. Perceived benefit 5. Perceived ease of use as effective on internet shopping behavior. According to the mentioned contents, the assumptions of this research can be stated as follows:

Hypothesis (1): product has a positive impact on internet shopping intention.

Hypothesis (2): place has a positive impact on internet shopping intention.

Hypothesis (3): the price has a positive impact on online purchase intention.

Hypothesis (4): promotion has a positive impact on online purchase intention.



3. METHODOLOGY

The current research is an applied research in terms of its purpose and is descriptive based on the method of data collection. To collect the research data, library documents and information obtained from the questionnaire have been used. It should be noted that the main questionnaire of this research was made by the researcher.

The questionnaires used in this research were designed according to a 5-point Likert scale, and previous similar researches and the opinions of experts were used in designing the questionnaire. Also, the primary questionnaire has been evaluated and scientifically approved in terms of validity and reliability, and after applying the final amendments, it has been distributed among the sample population (February 2022). Also, clustered random sampling method was used in this research. The statistical population of this research, which was sampled, included all students of computer sciences in Tehran Azad University (Science and Research branch) who had purchased at least once through Digikala website since the previous year. Also, to ensure the adequacy of the sample size, Cochran's formula was used for the unlimited sample population and it was calculated that for the total population of 340 people, the sample size should be 180 people. In this research, the investigated data has been analyzed by regression test and the reliability and validity of the research tool has been confirmed.

Data analysis

In this section, the obtained data, which are adjusted according to the various variables of the research, have been examined. The general purpose of analyzing tables and performing tests in this part is to confirm or reject research hypotheses. According to the results of the regression test, it can be said that the null hypothesis (H_0) is rejected for all hypotheses and the one hypothesis (H_1) is confirmed. Therefore, all research hypotheses are confirmed. The results of the regression analysis from the output of the SPSS software are shown in the tables below.

Regression analysis of the first hypothesis:

ANOVA

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.911	0.909	0.910	0/0.396
variable: product			

Coefficients

Model	Sum of Squares	Df	Mean Square	F	Sig
regression	2.587	1	2.587	18.902	0/000
Residuals	21.080	179	0.137		
Total	23.668	180			

Model	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig
	B	Std. Error	B		
Constant	1.336	0.102		13.066	0/000
Product	0.915	0.063	0.920	4.348	0.000

Regression analysis of the second hypothesis:

ANOVA

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.730	0.734	0.735	0.391
variable: place			

Coefficients

Model	Sum of Squares	Df	Mean Square	F	Sig
regression	0.114	1	0.114	115/0.748	0.03
Residuals	23.553	179	0.153		
Total	23.668	180			

Model	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig
	B	Std. Error	B		
Constant	1.885	0.146		12.902	0.000

Place	0.725	0.075	0.73	0.865	0.030
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Regression analysis of the third hypothesis

ANOVA

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.667	0.669	0.669	0.390
variable: price			

Coefficients

Model	Sum of Squares	Df	Mean Square	F	Sig
regression	0.221	1	0.221	1.452	0.023
Residuals	50/696	179	0/170		
Total	88/287	180			

Model	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig
	B	Std. Error	B		
Constant	1.619	0.122		13.267	0.000
Price	0.678	0.073	0.660	1.205	0.023

Regression analysis of the fourth hypothesis

ANOVA

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.552	0.554	0.554	0.391
variable: promotion			

Coefficients

Model	Sum of Squares	Df	Mean Square	F	Sig
regression	0.103	1	0.103	0.673	0/041
Residuals	10/054	179	0/040		
Total	100/417	180			

Model	Unstandardized Coefficients		Unstandardized Coefficients	T	Sig
	B	Std. Error	B		
Constant	1.672	0.113		14.848	0/000
Promotion	0.551	0.067	0.550	0.821	0.041

Final results

Significance	Beta coefficient	
0.000	0.92	First hypothesis
0.000	0.73	Second hypothesis
0.000	0.66	Third hypothesis
0.000	0.55	Fourth hypothesis

4. CONCLUSION

Understanding consumer behavior is the key to industrial development in developing countries. Until consumer behavior is known, we cannot create a logical and systematic relationship between the industry and the consumer, and organizations and companies are more successful that base their goals, methods and structure on knowledge. The more customers and consumers adjust. Meanwhile, the digital environment is challenging for many consumers, and consumers consider searching in it as a skill experience. In this environment, consumers experience uninterrupted search, and in addition, they receive feedback immediately from the environment for each action, which makes the search process more dynamic. The rapid growth and increasing use of electronic services and web-based technologies has made it possible for market sellers and buyers to communicate with each other in a much more effective way through the Internet and through electronic commerce, and the effectiveness of the exchange process. to increase The e-commerce environment, which is based on the Internet, allows customers to search for information and purchase goods and services through direct communication with online stores. Online shopping can be considered one of the major developments in retail sales in the business world.

Due to many reasons now cellphones have become a common choice for the society along with the business because it was initially invented for the use of businesses. At the start cellphones were for use of business due to less cost and more applications (Jolly, 2018). But nowadays the trend is changed and now we are in a society where from many smart phone companies are providing a variety of functions and services on a small piece of thing.

Processes such as the provision of information, guidance, and timely delivery of orders are considered as an important factor in establishing trust in e-commerce, instead of traditional sales. Marketing researchers believe that behind every purchase, there is an important decision-making process based on the specific attitude of each person, which requires special investigation and study. In this research, the impact of marketing factors on electronic purchases through smart phones has been investigated and the extent of the impact of the affecting factors has been confirmed.

The results showed that among the factors affecting the intention to buy online, the product mix had the highest impact. Crespo et.al (2008) also reached similar results in their research and stated that the product had the greatest impact on customers' purchase intentions. Finally, it can be said that due to the

high impact of product and place on internet shopping intention, special attention should be paid to the effect of factors such as ease of use and perceived usefulness of the product on people's attitude towards internet shopping. Also, considering the different effects of personal norms on different personalities, it is possible to use different methods to improve people's attitude towards online shopping, considering the introversion and extroversion of people.

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