EE489: Seminar in Industrial Economics

Purchasing Factor Of Shock Absorber Online

By

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Abstract

Nowadays, we are becoming the new normal or we call it " Digital transformation" That involves innovations to improve the business platform. Since most industries such as Garment and Electronic have succeeded from online platforms. On the other hand, surprisingly Automotive and parts, especially Shock absorber, is the new entry for trading products online. Majority suppliers know little about the rationale behind the customers' willingness. Thus this research will illustrate the important factors that impact directly to customer purchase decisions of shock absorbers online. The factors are focusing on the controllable factors on the buying decision-making process. This conceptual paper consists of internal factors and external factors. In the process of collecting data, Primary data was collected through structure questionnaires, the result from 208 respondences. The analysis statistic is based on the Logit regression model. According to the result, all the demographic info such as gender, age, income and education are significant at 0.05 significance level. However, For external factors, 6 variables out of 13 variables are significant which contain convenience order, convenience payment, transaction security, network effect and communication.

INTRODUCTION

Recently, Automotive and parts have played an important role in Thailand's economy in terms of Intermediate goods in international trade. And in Thailand, the number of new registration of private cars is increasing every year. For example, the statistical data from Stata.com claims that even during a pandemic situation in 2020, the number of new cars is around 292,000. But actually Thais barely know about how to sustain or fix their own car.

As well as the supplier's side, they are stuck with traditional stores with the least development marketing plan. I have interviewed MR.Pornchai Eiamwattanasin who is the owner of Amada shock absorber which I asked about the strategy that they use recently. He said that he has middle men like a garage or parts shop to be his distributor for a long time. And he is afraid that if he enters the market by himself directly through the real customer, it may affect the middle man and much worry about how to begin to sell. Next about MR. Thongchai Eiamwattanasin who is the founder of Profender shock absorber, He said that he already sells through the online platform but it didn't work due to price intenly. So, he better off turn all the attention back to the traditional way that he used to.

I absorb all the problems from them and understand what they want to convey, since it is my family business. The crucial thing of being afraid to step into an online platform is they really don't know their customer behavior as well as the mechanism of the online platform. According to Mramba (2015), a consumer's purchase decisions are influenced by many factors, including personal, psychological, social and cultural factors, thus making it difficult for marketers to predict how consumers buy a particular product. Thus, the only strategy that most suppliers in this industry used is price strategy and product differentiation. For the individuals now the traditional way of shopping has become inadequate due to technological innovations. Customers now prefer the easiest way to reach the stores and brands, their notions of price, services, convenience fundamentally changed because of the Internet (Point, 2016).

So, I see the opportunity that this industry can go further and companies can gain more market share, as long as they understand who the targeted customers are and what is the important factor to encourage purchasing online.

Due to different industries, We are not able to understand our customer behavior from the other successful business models. Since, people have different perspectives about making decisions in each range of price and product. So, The purpose of this research, I would like to examine which factors related to customer decisions. And this will benefit companies for concerning and improving their process of entrance to online platforms. Otherwise, I would like to prove that price strategy is not the only way of effective selling.

First of all, the objective of this research is to hypothesize that Conveniences orders and payment and Marketingmix are the most powerful drivers of customers' purchase decisions. And the research questions of this research is 1. what the personality of customers are buying online 2. what is the factor influencing the customer purchase in shock absorber on online platform 3. What is the opportunity in the online market in this industry. The answer comes from analyzing the research result. Section2, illustrating the internal factor and external factor through relevant Literature Review. In Section3, supporting all the significant factors by Theoretical frameworks. In Section 4, showing the Methodology and collecting tool of this research. In Section5, Analysing the results and conclusion. In Section6, Discussed research questions. In section7, Providing the limitations of research.

LITERATURE REVIEW

Internal factor

Demographic factor

By definition, Demographic factors classify as individual different based on their characteristic such as Age, Sex, Family, life cycle or Income which is the most important variables to affect the purchasing intention.(Panisa,2000). In sapping the consumption pattern, income level of people is another factor that can employ influences (Ahuja, 2003). Thus, Many articles also claim that there are different sources of purchasing power, income is the most important one. For age, each life stage of an individual will have different preferences in order to make decisions.

External Factor

Usability

From the consumer’s perspective, they will know that there are many advantages of online shopping such as it will be more convenient shopping on the internet and there is no crowd of people when shopping online (Hassanein, 2007).

Interactivity

(Ming-Shen, 2007) stated that for an individual the family is possibly the most persuading factor. Family helps form opinions and develop attitudes on various subjects like an individual's desires, politics, social relations and society. Thus the Network effect is the crucial factor to influence the customer. On the other hand, Facilitate the exchange of goods, services, or social currency that create value and benefit all participants by the warm service (Parker, Choudary, & Van Alstyne, 2017). Also said from Cheung and Lee (2005), they found out that information quality, system quality, and service quality are the key dimensions of consumer satisfaction in online shopping.

Trust

Consumers expect their personal information shared on the seller's site to not be seen, stored or manipulated by other parties (Chellappa & Pavlou, 2002). Also said by Raman & Annamalai, security is a key factor that people are concerned about in using the internet to purchase because most transactions are carried out on the web where information about users is transferred through an insecure environment. Consumers will trust the seller when the consumer feels that the seller provides security.

Aesthetic

The result of website design or psychology having a positive impact on consumers' purchase decision is in line with the research conducted by Martin et al. (2012). Stating that exhaustive design of the web site containing: sufficient information available regarding the product, including complete descriptions of the functional characteristics and good visualizations of the products, are large incentives for encouraging consumers either to return to the web site or purchase immediately, maneuverable web site in order to create trust, satisfaction and loyalty. “For some products, such as apparel, increasing a firm's social presence through socially rich descriptions and pictures will have a positive impact on attitudinal antecedents to purchase” (Hassanein & Head, 2006).

Marketing mix

Producers may have the competitive advantage by meeting the consumers' demand economically with an effective communication (Kotler et al., 2009). Marketing mix is one of the main variables that often become the reason consumers make decisions of a product or service. By Deiner (2012), Nur (2014) with results explaining that there is a significant positive influence of marketing mix towards consumer decisions. Moreover, the online platform enhances interaction between producers or suppliers and consumers, which result in an exchange of value. This exchange is the single most important activity that takes place on a platform.

THEORETICAL FRAMEWORK

Consumer demographics (Internal factors)*				
External online factors*				
Functionality factors		**Psychological factors**	**Content factors**	
Usability* Convenience* Site navigation Information architecture Ordering/payment process Search facilities and process Site speed Findability/accessibility	**Interactivity*** Customer service/aftersales* Interaction with company* personnel* Customization Network effects*	**Trust*** Transaction security* Customer data misuse Customer data safety Uncertainty reducing elements* Guarantees/return policies*	**Aesthetics*** Design* Presentation quality* Design elements Style/atmosphere*	**Marketing Mix** Communication Product Fulfilment Price Promotion Characteristics

Theoretical framework for online purchasing decision, Constantinide

Constantinides (2004) conducted an extensive research based on 48 academic papers which this table focused on consumer behavior online, and especially on the controllable factors on the buying decision-making process. The factors found in the papers were grouped into three main categories (functionality, psychological, and content factors) and five sub-categories (usability, interactivity, trust, aesthetics, and marketing mix). All the factors are based on customer demographics or Internal Factor, in case of internal factor significant.

Purchasing decisions also depends on consumer attitudes, Since the factors influencing the attitudes toward buying online are important. Therefore, these different subset factors are suitable for varying online business as well due to customer benefit factors that basically affect to attitudes of consumers

4Ps.

Source : https://www.ventureharbour.com/marketing-mix/

4ps is the marketing plan or marketing mix that can help your business develop strengths, limit weaknesses, become more competitive and adapt to the market easily which consist of price, product, promotion and place. There are the marketing tools to encourage and attack customer's purchasing.

Of course, the visual difference between online platforms and Traditional stores is the Place factor. By definition, place refers to visibility of the product and service for targeted customers on a Digital platform using the internet which delivers much more convenience to the customer. But the factors that suppliers in this industry always concern are Price strategy and Product differentiation instead.

METHODOLOGY

In order to deeply understand the customer in a particular industry, Survey method is the appropriate method to use. In the process of collecting data, primary data was collected through structured questionnaires. And the period of collecting the data is on 2-26 April 2021. The result from 208 respondents, only 30% have bought shock absorbers online.

The questionnaire consists of 4 parts, 1. identify experienced purchase online product 2. Demographic characteristics or internal factors such as age, income and education and gender 3. Puting the rating in each multiple choice checkbox from totally agree to the least agree that asks about the opinion on customer benefit factors,as external factors, like convenience and Interactivity 4. Asking in the short answer about the advantages and disadvantages of purchasing online.

The objective of analyzing data is to find the probability of purchasing and non-purchasing of the shock absorber online, based on observed internal factors (age, income, education) and external factors (Usability, Interactivity, Trust, Aesthetic and Marketing mix). Therefore, the Logit regression model is the most suitable method for the binary dependent variable (Purchasing and non purchasing). I estimate two specifications of two models. First specification, I will run internal factors and external factors separately to confirm that Demographic exists to be a based explanation of the purchasing decision and get rid of the bias when gathering huge amounts of factors. Second, I will conclude all the factors, Internal and external factors, together in a model, if an internal factor exists.

Specification1, I separate to be 2 models, internal factor model and external factor model.

The internal model

$$Pr(Y=j) = X_{ji}\beta_j \qquad i = 1,\ldots,208,\ j = 1$$

Where

Pr(Y=j) is the probability of a customer purchasing shock absorber online, where $j=0$ Never purchase the shock absorber online and $j=1$ Experienced purchase shock absorber online. X_{ji} is the vector of internal factors including gender, age, income, and education. Depending on Data, some of the data is supposed to use dummy variables to clarify such as age, education and income. But for a gender variable, female is coded as 1, and otherwise as 0. Age control as a dummy variable: including 4 categories, Age under 30, 31-40 years old, 41-50years old and over 51 years old. Education variable also is controlled as a dummy variable: including 4 categories. Primary or Secondary school, Bachelor degree, Master or Doctoral degree and Technical or Others degree. For Income variable including 4 categories, less than 20,000 Baht, 20,001-30,000 Baht, 30,001-40,000 and over 40,001 baht.

The coefficient $\beta\ j$ shows the different probability of internal factors affecting purchasing factor. If coefficient estimate is significant, this means that Demographic or individual characters have the high probability of influencing purchasing factor.

The external model

$$Pr(Y=j) = U_{ji}\delta_j + I_{ji}\gamma_j + T_{ji}\eta_j + A_{ji}\Omega_j + M_{ji}\partial_j + \varepsilon_i \quad i = 1,...,208\ , j = 1$$

Where

Pr(Y=j) is the probability of a customer purchasing shock absorber online, where *j=0* Never purchase the shock absorber online and *j=1* Experienced purchase shock absorber online. All the variables of this part are the external factors that provide 5 main variables. U_{ji} is the vector of Usability variables including Convenience order and Convenience Payment. I_{ji} is the vector of Interactivity variables including Network effect and Customer service. T_{ji} is the vector of Trust variables including Transaction security and Guarantee. A_{ji} is the vector of Aesthetic variables including Design and Presentation quality. M_{ji} is the vector of Marketing mix variables including Price, Place, Promotion and Product. As external factors are ordinal variable rating, I categorize the rating into five levels: 1= Totally disagree, 2= Disagree, 3=Neutral, 4=Agree, 5=Totally Agree.

The coefficient δj shows the probability of Usability affecting purchasing factor. If the coefficient is significant and positive, It replies that convenience from online platforms encourages the high probability of purchasing decision.

The coefficient γj shows the probability of Interactivity affecting purchasing factor. If the coefficient is significant and positive, It replies that surrounded influencers and a great customer service impact the high probability of purchasing decision.

The coefficient ηj shows the probability of Trust affecting purchasing factor. If the coefficient is significant and positive, It replies that security payment and the guarantee is important to customers' decision.

The coefficient Ωj shows the probability of Aesthetic affecting purchasing factor. If the coefficient is significant and positive, It replies that a great design with the abundant information of the promote picture influence the high probability of purchasing decision

The coefficient ∂j shows the probability of Marketing mix affecting purchasing factor. If the coefficient is significant and positive, It replies that 4ps is the effective strategy to the high probability of purchasing decision.

Specification 2, In case of Internal factor is significant. It may be biased if the model does not gather all the significant variables. However, the significant variables that appear in the separate external model may be distorted because the certain variables are correlated to internal factors. Thus this model will conclude the external factors and internal factors together.

The internal and external factor model

$$P\,r(\,Y = k) = X\,ji\beta\,j + U\,ji\delta\,j + I\,ji\gamma\,j + T\,ji\eta\,j + Aji\Omega\,j + Mji\,\partial j + \varepsilon\,i$$

i = 1,...,208 , k = 0,1

Pr(Yk) is the probability of a customer purchasing a shock absorber online. The model consists of 6 variables which the purpose of the model is to find how each independent variable in the models explain their dependent variable, since the result may different in each case.

For both specifications, I compute the marginal effect to support and explain the meaning of the sign and unit of the independent variable's response to the dependent variable.

THE RESULT AND CONCLUSION

From Descriptive statistics of independent variables, overall 208 observations, there are 30.77% who experienced purchase Shock absorber online. The number of responses between genders is indifferent, 105 observations come from male. The majority age of observations is less than 30 years old, 155 out of 208. Furthermore, 119 out of 208 are on Bachelor degree. And the income range is between less than 20,000 and 20,001-30,000 is the top observation, 68 and67 consequently.

Table1. Descriptive statistics of Independent Variables

Variable	Obs	Mean	Std. Dev.	Min	Max
gender	208	.4951923	.5011831	0	1
age	208	1.860577	1.087826	1	6
edu	208	3.269231	.9348928	1	6
income	208	3.3125	1.422197	1	6
conorders	208	4.283654	.7871689	1	5
conpayment	208	4.177885	.805831	1	5
service	208	3.899038	.9032411	2	5
network	208	3.826923	.8158136	2	5
guaran	208	4.197115	.7642946	1	5
design	208	4.004808	.7708305	1	5
presentqua	208	4.346154	.7056601	1	5
commu	208	4.182692	.9300608	1	5
price	208	4.158654	.7978365	1	5
product	208	4.086538	.8353376	1	5
apromotion	208	4.240385	.8223355	1	5

Specification 1, Demographic data is supposed to use a dummy variable method to clarify. *Table2,* shows the marginal effect of an internal factor model including gender, age, education and income. The chi-square is 0.000 and all variables are significant at 95% of significant level. There is only gender that can be interpreted in this model, being a female is less buying around 19.73 percentage points.

To illustrate, age, education and income are dummy variables which show the value in *table3*. For Age, a1 represents the age less than 30 years old. a2 represents the range 31-40 years old. a3 represents the range 41-50 years old and a4 represents the age over 50 years old. I used a1 as a base of comparison. There is only a3 that is significant at 95% of significant value, p-value 0.005. This replies that at the age 41-50 years old are more likely to purchase shock absorbers online than customers who age under 30 years old. Therefore, Education: e1 denoted as Primary and Secondary school, e2 denoted as Bachelor degree, e3 denoted as Master and Doctoral degree and e4 denoted as Technological and Others. Primary and Secondary degree is based on this model. As a result, all education degrees tend to have a higher probability of being purchased when compared with Primary and Secondary degrees. Moreover, Income: i1 denoted as income less than 20,000baht, i2 denoted as income between 20,001-30,000baht, i3 denoted as income between 30,001-40,000 and i4 denoted as income over 40,001 baht. Conclusion, i2 is strongly significant at p-value 0.001. This means that the customers who earn around 20,001-30,000 baht are more likely to purchase products when compared with the customer who earns less than 20,000baht. All individual chi-square are significant at 5% significance level.

Table 2: The marginal effect of internal factor model

variable	dy/dx	Std. Err.	z	P>|z|	[95%	C.I.]	X
gender*	-.1973541	.06603	-2.99	0.003	-.326771	-.067937	.495192
age	.083549	.02928	2.85	0.004	.026158	.14094	2.77885
edu	.0793972	.03717	2.14	0.033	.006545	.15225	3.26923
income	-.052096	.02591	-2.01	0.044	-.10288	-.001312	3.3125

(*) dy/dx is for discrete change of dummy variable from 0 to 1

Table 3: The dummy variables of Age, Education and Income

BOUGHT	Coef.	Std. Err.	z	P>|z|	[95% Conf.	Interval]
a2	.5714604	.4297021	1.33	0.184	-.2707402	1.413661
a3	1.177461	.421187	2.80	0.005	.3519496	2.002972
a4	.2811144	.4324524	0.65	0.516	-.5664768	1.128706
_cons	-1.127667	.208629	-5.41	0.000	-1.536573	-.7187617

BOUGHT	Coef.	Std. Err.	z	P>|z|	[95% Conf.	Interval]
e2	.9053617	.3701167	2.45	0.014	.1799462	1.630777
e3	1.332806	.4694416	2.84	0.005	.412717	2.252894
e4	1.108182	.5146066	2.15	0.031	.0995714	2.116792
_cons	-1.475907	.2771024	-5.33	0.000	-2.019017	-.9327959

BOUGHT	Coef.	Std. Err.	z	P>|z|	[95% Conf.	Interval]
i2	1.320644	.383948	3.44	0.001	.5681194	2.073168
i3	.2537802	.5005744	0.51	0.612	-.7273275	1.234888
i4	.2537802	.4660916	0.54	0.586	-.6597425	1.167303
_cons	-1.352392	.2896688	-4.67	0.000	-1.920133	-.784652

About the External factor model, there are 5 main variables which consist of 12 variables: Convenience order, Convenience payment, Network effect, Customer service, Transaction security, Guarantee, Design, Presentation quality, Place, Price, Product and Promotion. *Table4,* 4 variables out of 12 variables are significant at 10 percent significance level which is Network effect, Transaction security, Design and Present quality and Chi-square is significant at 0.0031 which is less than 0.005.

Surprisingly, Network effect has negative significance. The more family or friends persuade the customer to purchase the product in one unit, The less customers are willing to purchase at 13.62 percentage points. Moreover, Transaction security is another factor that customers are concerned about on an online platform due to the coefficient negative sign. It is dramatically significant at 5% significance level, p-value 0.002. So, being an online payment gateway has a negative impact on purchase decisions. In contrast, the marginal effect of the aesthetic variable is significant at 90% significant of level with the positive sign. The design and abundance of information are crucial factors to influence customers' purchase , the increase in one unit increases the purchasing decision 9.7 percentage points and 11.48 percentage points sequentially.

But This result may be fluctuated because the model does not conclude all possible significant variables. This takes to the next step *Specification 2.*

Table 4: The marginal effect of external factors

variable	dy/dx	Std. Err.	z	P>|z|	[95% C.I.	]	X
conord~s	.0475551	.0606	0.78	0.433	-.071212	.166322	4.28365
conpay~t	-.0720907	.06156	-1.17	0.242	-.192743	.048562	4.17788
service	-.0323686	.04449	-0.73	0.467	-.119567	.05483	3.89904
network	-.1362299	.05112	-2.67	0.008	-.236419	-.036041	3.82692
guaran	.017162	.05574	0.31	0.758	-.092095	.126419	4.19712
transe~r	-.1685833	.05327	-3.16	0.002	-.272983	-.064184	4.11538
design	.0970141	.05804	1.67	0.095	-.016734	.210762	4.00481
presen~a	.1148237	.06514	1.76	0.078	-.012848	.242495	4.34615
commu	.0224161	.04663	0.48	0.631	-.068983	.113816	4.18269
price	-.0364812	.05902	-0.62	0.536	-.152148	.079186	4.15865
apromo~n	.0517363	.05585	0.93	0.354	-.057719	.161191	4.24038
product	.0549548	.05567	0.99	0.324	-.05416	.16407	4.08654

According to ***Specification2,*** all Internal factors are significant. Thus the combination of internal and external factors is significant. In *Table5*, From the marginal effect result, the chi-square is at 0.000. And all the internal factors still strongly exist which means that individual characteristics play an important role to purchase decision.

On the other hand, The external factors are switching the significant variables. Both Network effect and Transaction security do exist in negative impact to purchase decisions similar to *Table4.* Usability variable is significant at10 percent significance level. But 2 subset variables of Usability have opposite signs. This reflects that convenience is the advantage and disadvantage factor of an online platform. Since it is more convenient to order one unit, increasing the chance that $Yk = 1$ for 10.84 percentage points. For another, the convenience of payment online rise for one unit, decreasing the huge amount of chance that $Yk=1$ by 16.58 percentage points. Lastly, only Place variable in marketing mix is significant, communication through chat is increasing the probability to purchase 10.35 percentage points.

Table 5 : The marginal of Internal and External factors.

variable	dy/dx	Std. Err.	z	P>|z|	[95% C.I.	]	X
gender*	-.2381565	.07726	-3.08	0.002	-.389584	-.086729	.495192
age	.0895979	.03426	2.62	0.009	.022457	.156739	2.77885
edu	.1042809	.03954	2.64	0.008	.026789	.181773	3.26923
income	-.0634445	.02826	-2.25	0.025	-.118824	-.008065	3.3125
conord~s	.1084428	.0653	1.66	0.097	-.019541	.236427	4.28365
conpay~t	-.1657897	.0717	-2.31	0.021	-.30632	-.025259	4.17788
service	-.0349992	.0436	-0.80	0.422	-.120445	.050447	3.89904
network	-.1434061	.05288	-2.71	0.007	-.247039	-.039773	3.82692
guaran	-.0019979	.05611	-0.04	0.972	-.111976	.10798	4.19712
design	.0820141	.05814	1.41	0.158	-.031933	.195961	4.00481
transe~r	-.1025926	.05621	-1.83	0.068	-.212769	.007584	4.11538
presen~a	.0639432	.06597	0.97	0.332	-.065363	.19325	4.34615
commu	.1035785	.05083	2.04	0.042	.003948	.203209	4.18269
price	.0061583	.06833	0.09	0.928	-.12776	.140077	4.15865
product	.060284	.05559	1.08	0.278	-.048668	.169237	4.08654
apromo~n	.027283	.05803	0.47	0.638	-.086451	.141017	4.24038

(*) dy/dx is for discrete change of dummy variable from 0 to 1

DISCUSSED RESEARCH QUESTION

I analyse and discuss the answer from the result of the Logit regression model and also take in-depth interviews for 33 observations through online communication.

1. **What personality of customers are buying online?**

Actually the age of 20-30 at Bachelor degree are the majority of observations. Surprisingly, when I compare the same percentage of all ranks, the conclusion is different from I expected. The targeted customer purchasing shock absorbers online seems to be male between the age 51-60 years old, the level of education is technical degree and income around 20,001 - 30,000 baht. Moreover, the real targeted customer purchasing online is the one who has basic knowledge or experience about the shock absorber.

2.What is the factor influencing the customer purchase in Shock Absorber on online platforms?

From ***Specification2, Table5,*** There are 6 variables out of 13 variables that are significant, which are Demographic , Convenience order, Convenience payment, Network effect, Transaction security and Communication. The focus will be in the upper- level factors in Convenience and Marketing mix as in Hypothesis.

Starting with Usability which contains convenience order and convenience payment, Convenience orders are components that satisfy the customers. Most interviewees share the opinions that the least ordering process encourages them to purchase easier. On the other hand, If there are several processes like reservation, they may repeat thinking before purchase that they really need the product or not. In contrast, Even with Digital transformation, people still used to pay by cash and lack trust in online payment. The negative sign of convenience payment shows that customers are concerned about online payment. If an online store offers to make an online payment, customers are less willing to buy at 16.58%. In other words, online payment gateways are barely given the clear formal information and guarantee about the payment method.

Next about marketing mix, Place or communication through the chat is the place where customers feel comfortable to ask about all the information and flexible access whenever and wherever convenience. In an in-depth interview, many customers claim that they can take time to make a decision which is better than purchasing under pressure in a traditional store.

Price, Product and Place variables are insignificant. From my personal perspective, Shock absorber is becoming a competitive market, Thus all the brands have been competing with price strategy and product differentiation since first. Customers may be indifferent between online and traditional in these factors.

3. What is the opportunity in the online market in this industry?

From the survey, I found that Shock absorber online is quite new for many customers . Therefore, I have some suggestions to encourage the suppliers of shock absorber companies to understand the targeted customer and gain more market share. All of this is from my critical thinking from the result data.

Basically, a good reputation or image of the company is important on online platforms. But as we see in the model, Network effect is negative meaning that companies should intend to launch the marketing plan or campaign to attract the customers' intention and turn to positive well known . Furthermore, in terms of the trust, companies are able to show the significant documents of existing companies or about the quality of the product for people who want to get to know them more personally.

Building the process of payment gateway to be more safe and reliable will release the customer anxiety and panic of getting fraud. But It is difficult to create trust by their own ability. So, they can cooperate with reliable companies to be distributors such as Lazada or Shopee. Because the policies of those reliable companies help to guarantee the trustworthiness of supplier companies and also boost sales.

Actually, many companies try to collect big customer data. On the contrary, keeping the processes simple as much as they can is the better solution to influence people to buy online products. Online platforms take advantage in terms of Convenience. Thus, Finding how to decrease complicated orders and increase the abundant resources with good service is a good idea to satisfy the customers.

LIMITATIONS OF THIS RESEARCH

Since the period of collecting data is constrained, and the background of respondents are narrow. It may be insufficient data to analyse and conclude. Moreover, There are several significant variables that impact customer decisions on online platforms. I might lack some variables in the model.

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