

The Era of e-Commerce & Online Marketing: Risks Associated with Online Shopping

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Online businesses offer numerous web-based advertising opportunities to organisations besides web-based shopping; the strategy to grow their market via online channels has intrigued and been implemented by retailers to boost products and services. The utilisation of innovation (i.e., PC, web) in online shopping or marketing is carried out for the execution of enhanced marketing. The trend of online shopping is speeding up at a quick pace. The perception of the general public towards E-Commerce is now adjusted and in such a manner is making consumers risk takers. In this study, ideas from different researchers are put forth. The investigation on the trend and status of women in the field of E-Commerce is studied. Women in this era are assumed to perform an overwhelming job with regards to shopping. The main risk or the factor that appears for the women which stops them from shopping online is the 'Trust' factor. They only prefer shopping when they hear positive word of mouth from their family or friends.

Key words: *Online shopping, E-Commerce, women, trust, risks, privacy, E-shopping.*



Introduction

Over recent periods of time, due to the internet there's a tremendous change in people's way of living (Usak, Kubiato, Shabbir, Dudnik, Jermstiparsert, & Rajabion, 2019). The 'Internet Business Development Report' executive summary of the United Nations (2002) reported that E-Commerce would help in improving trade efficacy as well as in empowering the worldwide economies of developing countries in creating wealth by providing employment (United Nations Conference on Trade and Development [UNCTAD], 2002). Among the ASEAN community, 'Thailand' stands at third in terms of having a major economy. In the Global Competitiveness Index 2017-18 Thailand is categorised under 'efficiency driven economies' as it scores (4.72/7), which sets the nation among 137 world economies in 32nd position (World Economic Forum, 2018). The nation has positioned itself among 139 nations in 62nd position. Also, its ranking in the networked Readiness Index of Thailand is 7th best which was 4.201 in 2016 (World Economic Forum, 2016).

Online business or Electronic Commerce is the new medium for doing business and digital marketing (Syazali, Putra, Rinaldi, Utami, Widayanti, Umam, & Jermstiparsert, 2019). This has brought online shopping and subsequently changed the customary methods of shopping. Previously, people used to physically visit the shop, touch the products they wanted to buy, asking for discounts from retailers, and in this manner buying the product. The new web-based shopping has transformed the conventional method of shopping for the clients to a simpler and more convenient method of picking and paying for their items. The companies want to empower themselves by remaining ahead, due to increased competition among competitors. Due to this, the previous decade's organisations are attempting to have both methods for shopping i.e. both Online and Offline, as it is a requisite to staying updated nowadays (Nazir and Haq, 2018).

Since the introduction of the Internet, privacy and security have been perceived among online businesses as basic components that are required to deliver and construct shoppers online trust, and they are the frequently referred to as forerunners of online trust. There is general understanding that shoppers' qualities (both demographic and personality) are assumed to have a significant job in promoting, since they give the chance to customise items, services, in addition to communications to more readily address buyer needs and wants (Riquelme and Román, 2014).

The results of the paper provide comprehension to online advertisers as to how they would viably impart their reliability to various buyers.



Literature Review

The technology of the internet has facilitated marketers' emphasis on electronic commerce. In various studies on online shopping, there are findings which express the influencing factors, such as website architecture, efficient, security, rebates, product quality, past clients' reviews (Sultan, and Nasir, 2011; Baubonienė and Gintarė, 2015).

In certain analyses, analysts have found that both security and privacy have a critical and positive impact on online trust, more often than not the impact of security being more robust than the effect of privacy (Riquelme and Román, 2014).

Risk is portrayed as a mix of the opportunity of a specific occasion, with the effect that the occasion would cause if it happened by chance. Risk implies vulnerability or negative outcome (Naovaratt and Juntongjinn 2015). Also, risk has been characterised as a trait decision that mirrors the difference in outcomes that may occur and incorporates all the negative outcomes of a buy for a shopper that can't be foreseen. It is stated that behaviour of customers involves risk in the sense that any activity of a customer will create outcomes which cannot be foreseen, also some outcomes will probably be undesirable. Risk plays a fundamental role in buying conduct, as the consumer may make a choice that involves risk, the result of which cannot be determined and may bring out obstacles for the purchaser (Maziriri and Chuchu, 2017).

It was pointed out by Laosethakul and Boulton in 2007 that the major influences that contribute to the E-commerce success in Thailand are: social behaviour and national culture. It was discovered in research on Thai customers that major impacting factors of online shopping from the strongest indicator to weakest are price, reimbursement, comfort, security, brand, web indexes, advancement, and online shopping centres (Akbar and James, 2015).

A study in Malaysia has shown that conduct of purchasers when shopping online would be unfavourably or favourably influenced because of the quality of manufactured goods, trust in online sellers, monetary, and non-conveyance risks - all were found to have a constructive outcome on shoppers' frames of mind (Ariff et al., 2014).

In different studies by different researchers, there are various factors described as influencing customers for online shopping. Sultan, and Nasir, in 2011, stated that the impacting factors for web shopping are web architecture/highlights, comfort to shop, efficiency, security, value, price reduction, input from past clients, and nature of items. The same factors were also identified by Baubonienė and Gintarė in 2015.

It was found in a European report that the value contrasts between European nations for items that are identical are enormous both in the customary channel and online. Additionally, the study states that shoppers profited proportionately more by the presentation of online deals, and this is completely because of the presence of an extra channel of dissemination and not due to expanded threats of competition of challenges (Duch-Brown et al., 2017).

There are several reasons, varying from country to country, compelling customers to do shopping online. These factors include time constraints, valued for money, high-tech advancements, cultural values and many more. However, as discussed and pointed out by John in 2018, the real impacts that help in accomplishing internet business are national culture and social conduct among the people of Thailand.

As E-business has massive potential for the current as well as future markets, reaching the potential customers is through the internet, as it's a brilliant way for the companies to reach more customers. The real income for the companies is through Business to Business trade i.e. B2B trade, as more revenue is generated through online exchanges, yet Business to Consumer (B2C) has provide an improved chance as great response can be received through it also, the increased business volume in the most recent decade has been observed (Raunaque et al., 2016).

Table 1: E-Market: Pros & Cons

Pros:	Cons:
Convenience	Fraud and trust concerns
Information and reviews Price and selection	Lack of full cost disclosure
Competitive market	Privacy concerns
Time saving	Time taken for refund against failed payment is more

Scope of the Study & Research Objectives

A purchase can be made or any service can be availed of whenever a customer wants, regardless of the geographical boundaries without the physical presence. The internet has evolved the shopping experience to a degree where a customer can discover items of need and see the products' details virtually and search the world's items while remaining in the comfort of home. Due to the large target population, the internet has a large potential in terms of increasing sales volume. The online marketing industry is using platforms like social media to increase customer base by offering diversified products, unique data and information which no sales rep can deliver. A large number of individuals can view the same items at once, also they can buy the same product at the same time. It decreases the cost, as



no middle person like a purchaser or vender is involved, and this diminishes the go-between expenses, making the item less expensive and simpler to purchase from this medium. It is therefore necessary for the E-commerce market to study the pros and cons of the E-market- what makes the customers shop online and why are some customers still hesitant to do online shopping?

Hence, below are the research objectives analysed in the study:

- How user-friendly is onlinemarketing?
- What are the main factors that make customers shop online?
- What are the factors that make customers hesitant to shop online?
- How much are customers satisfied with payment systems security?
- Which is the most common medium for obtaining information about online shopping? The relationship of privacy and security with online transactions.

Research Methodology

Sample Size

The research was conducted on women's online shopping experiences, belonging to the age group of 15 years or more. Respondents included students, business persons, employees and homemakers, as the exact population is unknown. Hence, a predicted population of 4000 is considered and a sample size of 316 respondents is used in the survey, resulting in a response rate of 90%.

Sampling Method

The developed questionnaire was administered to selected respondents using convenience sampling techniques.

Data Collection

The data was collected through direct questionnaire distribution to consumers having online experience of shopping. A semi-structured questionnaire was explicitly intended with the end goal for this examination. It comprised of closed, direct and indirect questions, comprising explanations concerning socio-statistic profiles of respondents; specifically: the sexual orientation, pay, age and so on; then followed by statements relating to social media, payment methods utilised, security concerns . The payment system security of online shopping is qualitative in nature. Therefore, the responses to these qualitative questions were recorded on a five point Likert scale ranging from strongly disagree to strongly agree. For measuring the

constructs (security, privacy), multiple items designed by the researcher is used for the study. After the review of literature, constructs are selected. The items were measured using a seven point Likert scale ranging from (1) strongly disagree to (7) strongly agree.

Analysis

The data was analysed through frequencies such as age, gender, designation, etc for understanding the respondent's profiles. The reasons for liking and not liking online shopping, and the most common source through which the consumers get information about products was also analysed, along with security of payment systems. For the relationship identification, correlation and regression analysis is used.

Result Findings

Demographics

The demographics of respondents were characterised into parts as described below :

Age

From Table 1, it is interpreted that the majority of the respondents were aged less than 36 years or more. Only 5% of the females were below 15, 15% falling in the age bracket of 15–20 years, 33% between 21–25 years, 42% falling in the age group of 25–30 years and finally only 5% were of 31 years or more.

Gender

The data was collected from only female online shoppers. Further research could be carried out by collecting data from males as well to obtain a better comparison analysis.

Marital Status

There were more singles among 319 of the total collected female online buyers, with 245 respondents (80%), and 74 married people with a percentage of 20.

Occupation of the respondents

In Table 2, most of the online buyers are shown as employed independent females, 108 with 34% followed by students, 96 with 27%, then the housewives 64 (19%), self-employed 38 (15%) and the least responses were from the 10 in the unemployed category i.e 6%.

Table 1: Female Respondents Age Groups

Age	Frequency
Below 15	5
15-20	15
21-25	33
25-30	42
31 and above	5

Table 2: Marital Status of Female Respondents

Marital Status	Frequency
Single	245
Married	74

Table 3: Occupation of the respondents

Occupation	Frequency
Students	27
Private or Public Employees	34
Entrepreneur/Self-Employed	15
Homemaker	19
Unemployed	6

Reasons for choosing Online shopping

Both male and female respondents stated specific reasons for choosing online shopping. It was pointed out by 39% of respondents that to save their time is the prime reason for choosing online shopping, and about 27% of them choose online shopping because of variability of products availability. Approximately, 22% of the respondents prefer online shopping because product comparison is much easier with online shopping and 13% select for the reason of comparison (see Table 4).

Timesaving and available varieties of products are the main grounds for shopping online. All these four factors motivate an online shopper to buy over the internet. The main reasons behind shopping online are timesaving and the variety of available items on the web. The above factors play a part in motivating buyers to buy online. Gong et. al., in 2013 and Hoque in 2015 also confirm these findings, in which the selected individuals were found to accept e-commerce for its effectiveness. The organisations should develop such strategies and also enhance product lines, and product bases to fascinate and maintain customers.

Table 4: Reasons for choosing Online shopping

Reasons	Frequency
Saves Time	39
Comfortable	22
Ease of product Availability	27
Product Comparison	13

Factors for liking online shopping

The female respondents are attracted towards online shopping due to the facility of home delivery availability (37%), 30% of them do online shopping because of the ease, and lack of hassle doing orders, while 22% responded that they prefer it because of attractive discount offers, vouchers and promotional offers .

As discussed above and as shown in Table 5, home delivery facility is the main factor promoting shopping online. Customers may also shop online just because of the discount packages marketed on social media. The research by Rahman et al., in 2018 also discussed the same analysis, where the preference is because of the variety of products and ease of use.

Table 5: Factors for liking online shopping

Factors	Frequency
Order easiness	30
Promotional Offers	22
Availability of item	11
Home Delivery Facility	37

Factors for disliking online shopping

It was inquired of respondents whether there are any variables that they don't like, which may discourage them from doing online shopping. Table 6 demonstrates that some despise the powerlessness with lack of contact and feel with online shopping, 39%, the increased cost of the products 29%, the risk of money theft when doing shopping via credit or debit card and the absence of after sales service with percentages of 21% and 11%. These are the main factors.

Failure to have contact with and feel the item, and lack of trust is the essential disapproving factor about shopping on the web , or we can say the essential obstruction to web-based shopping, which affirms the investigation of Chen and Barnes (2007), and Huseynov and Yıldırım (2014). The high cost of products, also, administration is another huge issue for the purchasers. There is a need that advertisers should implement better return strategies,

improve the items value and also implement good policies for after the selling of product and charge a sensible cost to support internet shopping.

Table 6: Factors for not liking online shopping

Factors	Frequency
Increased Price	29
Risk of money theft	21
Lack of after sales customer service	11
Product cannot be seen physically	39

Online Shopping: Modes of payment

Table 7 demonstrates the diverse payment choices for clients, which is a pivotal part of purchasing a product. 79% of the respondents are doing exchanges with money on delivery, though 15% of the applicants pay through a credit or debit card, but only 5% through mobile banking. The vast majority of the buyers favour cash on delivery as a method of payment for internet shopping. This finding affirms the investigation of Rastogi (2010), yet contrasts the discoveries of Liao et al. (2012), where the online customers for the most part wanted to pay through check or credit cards. The differentiation might be because of the lesser use of plastic money in Thailand, because of cultural values or security reasons.

Table 7: Online Shopping: Modes of payment

Modes of payment	Frequency
Mobile banking	6
Payment through plastic money	15
Cash on Delivery	79

Payment System Security

After analysis of the above chart, we can conclude about the payment system security that the respondents did not agree that online shopping payment systems are secure. The values of strongly agree and agree are 37% and 42%. Only 10% have neutral views about system security. The payment system security is a concern in Thailand and the marketers and industries should pay attention to making it reliable. As shoppers resist using their debit or credit cards while shopping, this may also cause a decline in sales. Maybe most consumers use only plastic money for shopping due to the unreliability of payment security, and therefore don't make the purchase. Hence, there is a need to develop strong strategies in this regard to gain the trust of customers, which should be very important in today's competitive market.

Table 8: Security of Payment System

Payment system security	Frequency
Strongly agree	6
Agreed	10
Strongly disagree/ Disagree	37
Neutral	42

Online Information about Products: Sources

For selling and advancing items on the web, it is fundamental to advise the buyer about internet shopping, the points of importance, issues and site addresses which are identified with it. About 59% of the respondents think about internet shopping from certain sites, particularly from various social networking sites like Facebook, Twitter, LinkedIn, Instagram, and so on. About 28% of them get data from the people they know. 8% of the respondents get data from TV ads and 5% of them from different sources like bulletins, billboards, papers, magazines, and so on.

For online customers, social media sites are the main window for getting information. This outcome affirms the discovery by Alsubagh (2015). Exposure through different sites (fundamentally Facebook) will be more gainful for associations to advance their internet shopping locales and items.

Table 9: Online Information About Products: Sources

Online Information About Products	Frequency
Others	5
Family/Friends	28
TV Ads	8
Social Media	59

User friendliness of Online-Marketing

When the respondents were asked whether online marketing is friendly or not, most of the responses were positive, in that they think that internet marketing is very user friendly and helps in making their final decision about the products they are going to buy.

The extensive access to web and smart phone technology, which provides easy access to mobile applications has given rise to online marketing. Due to the absence of awareness about online business, a bigger populace was not drawn in its initial days, but rather in the long run, with advancements and developments of the web-based business industry and

advancements in technology, mixed with current marketing procedures - individuals are thus intrigued enough to take an interest in webbased promoting.

It was a difficult mission for the clients to trust in this line of promotion in prior days, yet this industry has come a long way in gaining the trust of clients by giving them ease of shopping.

Table 10: User friendliness of OnlineMarketing

User friendliness of OnlineMarketing	Frequency
Not at all user-friendly	0.4
Moderately user-friendly	4
Extremely user-friendly	2.5
Very user-friendly	4.5

Safety: Personal Information

The respondents were asked when shopping online or making online purchases, do they feel secure entering their personal information which includes name, phone number, address, debit or credit card information. Most of the responses we got were negative, stating that they feel insecure sharing their information as they fear theft of information and money. It is analysed that respondents feel it's a risk to share their information with online marketing agencies or when shopping online.

Table 11: Safety/ Security: Personal Information

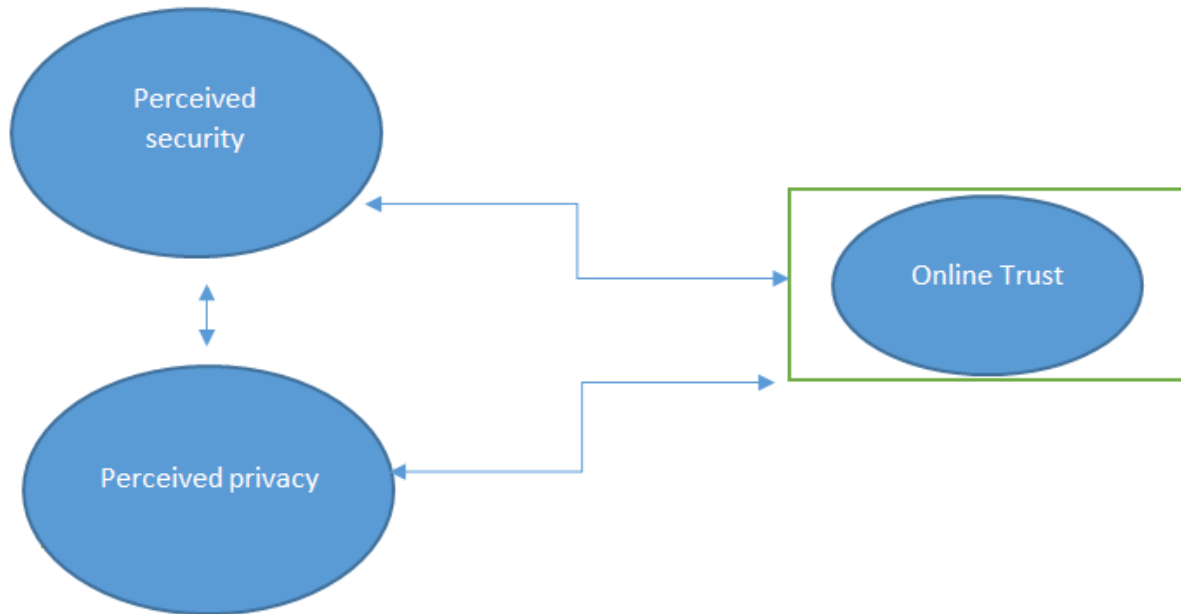
Safety: Personal Information	Frequency
Not at all secure	4
Moderately secure	1.7
Extremely secure	1
Very secure	0.5

Hypothesis Development

An extensive review of former studies in the area of E-commerce trust has prompted the development of constructs for the experimental investigation. Statistical assessment was used to evaluate the veracity and validity of the constructs used in the hypothesis development of specific factors that stimulate customer trust in B2C e-commerce. The hypothesis developed for this study is evaluated by bivariate correlation statistics. A hypothesised model (Figure 1) is also created for this study to show a superior understanding of the customer trust determinants in the e-commerce environment. Model components are shown in the model that adopts security and privacy, as specific factors that determine customer trust.

H1: The perceived security of online transactions will influence consumer online trust.
H2: The perceived privacy of online transactions will influence consumer online trust.

Figure 1: Research Model of the determinants in E-Commerce of consumer trust



Reliability Analysis

The research used SPSS Chronbach's Alpha, as it is a commonly used measure of internal consistency (reliability) associated with scores derived from a scale. A Cronbach's Alpha reliability score as shown in Table 12 for perceived security was (0.950), perceived privacy (0.869) and trust (0.939).

Table 12: Results of Reliability Test

Constructs	No. of items	Alpha
Perceived Security	3	0.950
Perceived Privacy	5	0.869
Perceived Trust	6	0.939

Research Results

The IBM Statistical Package for Social Science (SPSS) software version 24 was used to analyse the data. The relationship between the variables are analysed by several statistical techniques. Pearson correlation analysis is used to assess the magnitude of linear association

between two variables. Constructs are disperse and do not overlap with each other as shown by the value of correlation coefficient that all the constructs tested did not exceed 0.75.

Table 13: Correlation Summary of the determinants of B2C consumer online trust

Constructs	Statistics	Online Trust
Perceived Security	Correlation	0.744
	Sig. (2-tailed)	0.000
Perceived Privacy	Correlation	0.660
	Sig. (2-tailed)	0.000

A summary of the hypotheses shown in Table 14 is conducted to assess and evaluate the level of influence each construct has on the dependent variable of consumer online trust. The hypotheses were confirmed as all the constructs were statistically significant with p-value scores of less than 0.05.

Table 14: Summary of the result of Hypotheses Test

Hypotheses	Values Scored	Determination
H1: The perceived security of online transactions will influence consumer online trust.	r = 0.744 p = 0.000 (p < 0.05)	Supported
H2: The perceived privacy of online transactions will influence consumer online trust.	r = 0.660 p = 0.000	Supported

The objective of multiple regression analysis is to predict the single dependent variable by a set of independent variables. For testing hypothesis, multiple regression analysis and Pearson's correlation analysis was conducted. Table 15 and 16 shows the analysis results.

Table 15: Stepwise Multiple Regression Analysis

	Model	Unstandardised Coefficients B Std. Error	Standardised Coefficients Beta		t	Sig.
	(Constant)	0.395	0.269		1.471	0.145
1.	Perceived Security	0.784	0.060	0.745	13.335	0.000
	(Constant)	-0.072	0.240		-2.213	0.830
	Perceived Security	0.590	0.059	0.560	10.200	0.000
2.	Perceived Privacy	0.340	0.050	0.400	7.105	0.000

	(Constant)	-0.325	0.230		-1.406	0.163
	Perceived Security	0.482	0.060	0.460	8.365	0.000

Table 16: Stepwise Regression strength of the Relationship. Model Summary (Stepwise method)

Model	R	R Square	Adjusted Square	R	Std. Error of Estimate
1	0.748 ^a	0.557	0.554		0.920
2	0.819 ^b	0.674	0.669		0.792
3	0.850 ^c	0.719	0.711		0.734

The correlation analysis results showed a significant positive influence on online trust with a value of $\alpha=0.01$; $p<0.05$, which confirmed the hypothesis by its substantial statistical evidence. The highest value among the variables is of perceived security having a standardised regression coefficient β value of 0.460. This indicates that online consumers value perceived security of online transactions. After conducting a correlation test for the variable of perceived privacy, alpha (α) value of 0.01; $p<0.05$ was obtained. The results of the test indicate that perceived privacy has a significant positive influence on consumer online trust.

Discussion & Conclusion

The finding is consistent with previous findings where they stressed the significance of perceived privacy in inspiring consumer online trust (Bojang et al., 2017). It was noted that the reputation of the company, structural assurance, and trusting stance, and initial trust beliefs affect consumer attitude to shopping online. We can also say that consumer confidence in online shopping is affected by concerns like shipping costs, privacy, and the inability to touch products. However, those who believe that online transactions are not secure enough to protect the payment information from disclosure and who tend to buy in great haste when the purchase becomes necessary may ultimately be another group to become online shoppers (Suki & Suki, 2013).

It is analysed from the results that online shopping is quite common in students and the younger generation aged 20 to 30. Web-based shopping clients for the most part have confidence concerns on the websites which incorporate the dread of losing cash and anticipating a result of unacceptable quality. However, they think that online shopping is a convenient way of shopping, but there are some risks associated like money theft, they also don't feel comfortable sharing their personal information on the internet, they also almost give up the idea of online shopping if 'payment through card' is the only available option to



shop. That's why, Cash on Delivery is the most reliable and famous among online shopping consumers. To manage the cash and trust worries of the clients, a few guidelines have been executed to fulfil clients' needs, which help in increasing the trust of the clients of online based marketing.

Simple discount and merchandise exchanges and unconditional promise plans are a couple of significant elements which help in improving clients' affirmation and thus their opinions towards web-based promoting. The marketing systems of the web-based business sites are intended to pull in the clients in such a way that their first experience should be a positive one, it likewise helps in making a faithful client. E-market is additionally fruitful in building the certainty of the clients by means of giving the choice of CoD, which aides in limiting the installment dangers related with the buy request. The main source of getting information for consumers is through social sites, therefore marketers need to focus on their social websites to gain more consumer traffic from there. But, the harms associated with excessive social media usage and sharing of information there are to be considered.

Time saving, home delivery services, easiness to order are some main factors that attract consumers. However, privacy and lack of ability to see the product physically are the resistance factors. Experienced internet users and experienced online shoppers are more likely to be potential future online shoppers.

Future Perspective: Strategies for Marketers

The idea of trust is vital for the development of web-based businesses. In this way, securing the purchaser's trust is the key driver for e-organisations. Trust and impact are two very important factors that assemble the organisation into a stronger one. Where negative elements exist, there also exist positive ones, and negatives are considered as dangers for the e-shops. One hindrance factor that deters the purchaser from internet shopping is risk. E-shops ought to analyse and comprehend these negative variables, and furthermore, create systems to diminish the likelihood of risks. This can be achieved by adopting a few vital strategic measures that decrease the apparent risk: securing of trust, customers' information and the decrease of the apparent dangers for e-business.

Securing Personal Information

In this way, e-organisations ought to create procedures to secure their resources against potential dangers by giving security. Safety efforts are connected to control, validation frameworks, alternative and easy payment method systems. At the point when clients have control of their own data, they have a sense of security and storage of private information,



since when they infer that expanded security and protection measures have been taken, they feel secure while shopping.

Authentic Web Source

An organisation utilising validation and authorisation frameworks can protect its data resources from unapproved entree (i.e. cracking). In this manner, the customer's delicate data (for example debit or credit card numbers, IDs, passwords) is guaranteed and henceforth clients' confidence in such organisations protecting information is maintained.

Privacy & Security Measures

The main consideration that discourages clients from purchasing by means of the internet is the anxiety of obscurity. Because of the way that online trade is directed in a virtual domain, it is necessary for the supervisors of an e-organisation to apply protection and safety efforts so as to guarantee the organisation's advantages and protect customer's delicate data from unapproved assault, for example hacking, phishing. A powerful method of protecting a series of models from unauthorised contact is to ensure the site (e-shop juncture) from unapproved attacks (cracking). What's more, the use of an organisation with an outsider confirmation (third party) is critical, as it indicates that the e-organisation conforms to safety efforts guaranteeing the security of e-shoppers.

Securing Information on social sites and using them for marketing

One of the key advantages of social media is the wide reach i.e., a message on social media spreads to millions of people within just a couple of minutes. It is indicated in the results that consumers are getting information from social websites, therefore, there is a need to strengthen the content messages on sites to entertain more consumers. Marketers should also take care of the family values, privacy and rules preferred when sharing information on such social sites. If the personal information is used by hackers or people with cruel intentions, such people may use their information for the wrong purposes.

Researchers should deal with challenges identified with confidentiality, security, and consent when online life tools are utilised in related research. There are certain risks of extensive social networking like loss of privacy, sharing too much information etc.

Display of Policy on web

Moreover, a critical vital issue that confirms e-organisation's believability and lifts e-purchaser's confidence is the showcase of shopping policies with respect to security,



discounts, distribution and so forth, logos of installment strategies, and correspondence offices (for example email structure, mail address, phone) of e-retailers.

Easy order Tracking

An e-organisation should offer to the clients the chance to survey its validity. This point can be at first achieved by permitting requesting of samples. Thusly, clients can find out the nature of items, the presentation of conveyance, and the time of conveyance. In this way, the believability of an e-organisation is guaranteed by sending an email or sms that confirms dispatch after every checkout procedure. Clients could likewise feel that they have the control of their dispatched request, on the off chance that that they get messages or information about the order during the course of the transaction. Subsequently, these measures fortify the selection of web-based shopping, by ensuring that e-customers have a sense of security while buying (impalpable) e-items.

There is also a need in customer perspective to take individual safety steps and make some efforts, for example by the utilisation of against infection programming, the utilisation of a protected program, making buys through checked online stores, utilisation of complex passwords when signing up for a website. A fruitful data security program gets through a mix of specialised and nontechnical endeavors. It was indicated that the key methodology of online advertisers for expanding buyer trust in online trades is to show protection and security seals on their sites. A few specialised safety efforts, basically identified with security and protection, could be taken to shield delicate data of e-organisation's benefits, for example the sign-on security framework, and outsider check and internet seals (Vosa et al., 2015).



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