

Consumers' Attitude towards Direct Marketing Study of Online Shopping Behavior in India

Majid Ghorbani

ناشر: ترخون

پاییز ۱۳۹۵



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بسم الله الرحمن الرحيم
"ن و القلم و ما يسطرون"

سخن ناشر:

انتشارات ترخون فعالیت خود را با هدف ارائه کتاب های نوین در زمینه های تخصصی، علمی و فلسفی آغاز نموده و در این راه کوشیده تا با همکاری مؤلفین صاحب سبک، گامی هر چند کوچک در جهت ارتقاء سطح علمی جامعه بردارد.

انتشارات ترخون با اتکاء به دانش و تجربیات متخصصین فعال در عرصه های مختلف و با هدف افزایش دانش فنی و مهارت گروه های فعال سعی در ارائه راهکارهای نو در تجلی علم و فرهنگ دارد. من تکرار از زحمات همکارانی که مسئولیت تألیف، ویرایش، تدوین و چاپ و نشر این اثر را بر عهده داشته اند، امید است انتشار این سری کتاب ها بتواند گامی مؤثر در جهت تحقق اهداف یاد شده حساس شده و برای کلیه گروه های فعال در عرصه شهرسازی مفید واقع شود. بی شک پیشنهادات و انتقادات سازنده تمامی عزیزان و صاحب نظران، ما را در اصلاح آثار تخصصی در این حوزه یاری خواهد نمود. از تمامی متخصصان خواهشمندم پیشنهادات و انتقادات را با ایمیل takhoon.pub@gmail.com در میان بگذارند

CHAPTER I.....	8
NEED FOR THE STUDY	8
OBJECTIVES OF THE STUDY	10
CONTRIBUTIONS OF THE STUDY	11
 CHAPTER II.....	 12
RESEARCH METHODOLOGY	12
INTRODUCTION.....	12
RESEARCH PHILOSOPHY	12
RESEARCH METHODOLOGY	13
THE PARADIGMS.....	14
(i) Phenomenological Paradigm:.....	15
(ii) Positivist Paradigm:	16
DEVELOPING THE HYPOTHESES	17
RESEARCH DESIGN	18
(i) Research Design Strategy:.....	19
(ii) Sources of Information:.....	20
(iii) Designing the Questionnaire	21
(a) Format and Contents of Questionnaire:.....	22
(b) Sample Population Characteristics:	22
(c) Identifying Research Themes:	23
(d) Identifying Components:	23
(e) Identifying Items:.....	24
(f) Response Scale Options:	27
(g) Pilot Test:	29
(h) Demographic Details:.....	31
(iv) Sample Selection:	31
(a) Research Population:	32
(b) Sampling Technique:	33
(c) Sample Population and Size:	34
(d) Locale of the Sample Population:	36
(v) Data Collection Method:	36

(a) Data Collection Format:	36
(b) Survey Instrument:	37
(c) Time Period for the Field Visits:	40
(vi) Data Analysis and Interpretation:	40
(vii) Statistical Tools Used:	42
(a) Descriptive Statistical Analysis:	42
(b) Inferential Statistical Analysis:	45
(viii) Validity and Reliability:	46
(ix) Software Package Used:	47
OPERATIONAL DEFINITIONS	47
LIMITATIONS OF THE STUDY	48
CONCLUSION	49
 CHAPTER III	51
ANALYSIS AND INTERPRETATION OF DATA	51
INTRODUCTION	51
SCOPE OF THE STUDY	51
PROFILE OF THE RESPONDENTS	52
POOLED SAMPLE ANALYSIS	53
(i) Technology Acceptance:	53
(a) Familiarity with Websites:	54
(b) Accessibility and Navigation Effectiveness:	54
(c) Information Quality:	56
(d) Summary Results:	56
(ii) Motives for Online Shopping:	57
(a) Hedonic Motives:	58
(b) Cognitive Motives:	59
(c) Summary Results:	60
(iii) Online Post-Purchase Attitude:	61
(a) Behavioral Intentions:	61
(b) Confirming the Expectations:	62
(c) Summary Results:	64
(iv) Trust in Online Shopping:	64

(a) Privacy Protection:.....	65
(b) Safety of Payment Modesto Vendors:	66
(c) Perceived Low Risks:	67
(d) Summary Results:	68
(v) Overview of Attitude:.....	69
RANKING OF PERCEPTIONS	71
(i) Ranking of Variables:.....	71
(ii) Ranking of Components:.....	75
DEMOGRAPHIC ANALYSIS	77
(i) Technology Acceptance:	78
(a) Familiarity with Websites:.....	78
(b) Accessibility and Navigation Effectiveness:.....	79
(c) Information Quality:	81
(d) Summary Results:	82
(ii) Motives for Online Shopping:.....	83
(a) Hedonic Motives:.....	83
(b) Cognitive Motives:.....	84
(c) Summary Results:.....	86
(iii) Online Post-Purchase Attitude:	86
(a) Behavioral Intentions:.....	87
(b) Confirming the Expectations:	88
(c) Summary Results:.....	89
(iv) Trust in Online Shopping:	90
(a) Privacy Protection:.....	90
(b) Safety of Payment Modes:	92
(c) Perceived Low Risks:	93
(d) Summary Results:	94
(v) Overview of Attitude:.....	95
(vi) Ranking Differences:.....	97
(a) Rankings of Variables:.....	97
(b) Rankings of Components:	100

(B) Gender-Based Perceptions:	101
(i) Technology Acceptance:	101
(a) Familiarity with Websites:	101
(b) Accessibility and Navigation Effectiveness:	102
(c) Information Quality:	104
(d) Summary Results:	105
(ii) Motives for Online Shopping:	106
(a) Hedonic Motives:	106
(b) Cognitive Motives:	108
(c) Summary Results:	109
(iii) Online Post-Purchase Attitude:	110
(a) Behavioral Intentions:	110
(b) Confirming the Expectations:	112
(c) Summary Results:	113
(iv) Trust in Online Shopping:	114
(a) Privacy Protection:	114
(b) Safety of Payment Modes:	116
(c) Perceived Low Risks:	117
(d) Summary Results:	118
(v) Overview of Attitudes:	119
(v) Ranking Differences:	121
(a) Ranking of Variables:	121
(b) Ranking of Components:	125
(C) Income-Based Perceptions:	127
(i) Technology Acceptance:	127
(a) Familiarity with Websites:	127
(b) Accessibility and Navigation Effectiveness:	128
(c) Information Quality:	130
(d) Summary Results:	131
(ii) Motives for Online Shopping:	132
(a) Hedonic Motives:	132

(b) Cognitive Motives:.....	133
(c) Summary Results:.....	135
(iii) Online Post-Purchase Attitude:	135
(a) Behavioral Intentions:.....	136
(b) Confirming the Expectations:	137
(c) Summary Results:.....	138
(iv) Trust in Online Shopping:	139
(a) Privacy Protection:.....	139
(b) Safety of Payment Modes:	140
(c) Perceived Low Risks:	142
(d) Summary Results:	143
(v) Overview of Attitude:.....	144
(v) Ranking Differences:.....	145
(a) Ranking of Variables:	145
(b) Ranking of Components:	149
(E) Purchase Method-Based Perceptions:.....	151
(i) Technology Acceptance:	151
(a) Familiarity with Website:	152
(b) Accessibility and Navigation Effectiveness:	153
(c) Information Quality:	155
(d) Summary Results:.....	156
(ii) Motives for Online Shopping:.....	157
(a) Hedonic Motives:.....	157
(b) Cognitive Motives:.....	158
(c) Summary Results:.....	160
(iii) Online Post-Purchase Attitude:	160
(a) Behavioral Intentions:.....	161
(b) Confirming the Expectations:	162
(c) Summary Results:.....	163
(iv) Trust in Online Shopping:	164
(a) Privacy Protection:.....	164

(b) Safety of Payment Modes:	166
(c) Perceived Low Risk:	168
(d) Summary Results:	169
(v) Overview of Attitude:	170
(v) Ranking of Perceptions:	171
(a) Ranking of Variables:	172
(b) Ranking of Components:	175
CONCLUSION.....	177
 CHAPTER IV.....	180
SUMMARY OF FINDINGS, CONCLUSIONS, AND SUGGESTIONS	180
INTRODUCTION.....	180
FOCUS OF RESEARCH	181
FINDINGS OF THE STUDY.....	181
(ii) Sample Population Findings:	182
(a) Technology Acceptance:	182
(b) Motives in Online Shopping:	184
(c) Post-Purchase Attitude:	186
(d) Trust in Online Shopping:	187
(e) Attitudinal Perceptions.....	189
(iii) Group Findings:	191
(A) Age-Based Findings:	191
(a) Technology Acceptance:	191
(b) Motives in Online Shopping:	193
(c) Post-Purchase Attitude:	195
(d) Trust in Online Shopping:	196
(B) Gender-Based Findings:	198
(a) Technology Acceptance:	198
(b) Motives in Online Shopping:	200
(c) Post-Purchase Attitude:	201
(d) Trust in Online Shopping:	202

(C) Income-Based Findings:	204
(a) Technology Acceptance:	205
(b) Motives in Online Shopping:	207
(c) Post-Purchase Attitude:	208
(d) Trust in Online Shopping:	209
(D) Purchase Method-Based Findings:	211
(a) Technology Acceptance:	211
(b) Motives in Online Shopping:	212
(c) Post-Purchase Attitude:	214
(d) Trust in Online Shopping:	215
(iv) Rating Differences:	216
(a) Differences in Variables:	217
(b) Differences in Components:	218
(c) Differences in Dimensions:	218
(v) Attitudinal Differences:	220
VERIFICATION OF HYPOTHESES	221
SUMMING UP	242
SUGGESTIONS	243
FUTURE COURSE OF RESEARCH	245
THE EPILOGUE	246
APENDIX	248
BIBILIIOGRAPHY	266