

The Factors of Time Convenience and Security that Influence Customer Satisfaction in Online Shopping During The Pandemic Covid-19

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Abstract

A lot of people enjoy online shopping over physical shopping since it is more attractive. Limited time consumption, especially during this pandemic, crowded people, and a diverse range of available products are all factors involved. In Malaysia, the Internet is still considered a new communication medium, especially in business transactions involving retailers and customers. Therefore, the research is conducted to study the factors influencing customer satisfaction in online shopping, specifically during the COVID-19 pandemic. Two factors contributed to this research, which are time convenience and security. This study's sample size is 150 respondents, and convenience sampling was used to select them. A set of questionnaires was distributed online through google forms by sharing links in WhatsApp and email. Then, the data is analyzed using Statistical Package for Social Science (SPSS). The result shows that both time convenience and security have a strong significant relationship with customer satisfaction on online shopping. In addition, this research study will benefit many people in general, particularly retailers, who will be able to improve their online marketing strategy to attract more customers to online shopping in the future.

Keywords: Online Shopping, Time Convenience, Security, Customer Satisfaction, Pandemic Covid-19.

Introduction

Internet usage has proliferated over the past years. It is a networking media and has become a common means for delivering and trading information, services, and goods. According to The Internet Users Survey 2018 (Commission, 2018) by Malaysian Communications and Multimedia Commission, 87.4% of Malaysians, representing 28.7 million people, use the internet daily in the year. People will surf the internet for many reasons.

This research paper is based on factors influencing customer satisfaction in online shopping during the COVID-19 pandemic. Everybody loves shopping, not even concerning gender. Nowadays, online shopping is one of the practical tools for purchasing products or services. Usually, people buy products or services from online websites because it is easier for them to buy the required products as it can save time, avoid traffic jams, and save energy. Shopping online and looking at catalogs saves time and less stress than shopping in reality (Nebojša, 2019). In Malaysia, online shopping is more popular among the Y and Z generation or youth because they are more exposed to this technology.

The youth's perception of online shopping is entirely different. The youth see this as a new trend that is timesaving, easily accessible, and with more exciting attractions. Previously, the perception of low security, inferior quality, and untrustworthy was captured when online shopping had just come into the picture. Nevertheless, the perception has gradually changed, and now, it is showing positive signs among youths. Experts have expressed concerns that children spend most of their waking hours in front of gadgets, exacerbated further by the MCO (Commission, Internet Users Survey, 2020). The number of youths aged five to seventeen who use the internet has grown by 155% from 2016 to 2020. Due to increasing internet and mobile penetration, the growing acceptability of online payments has provided a unique opportunity for sellers or companies to connect with their customers.

Digital technology and online shopping significantly impact customer attraction and satisfaction. The online shopping service has become successful due to the digitalisation of the business. The wide use of the internet and the rapid growth of technology have created a new market for customers and businesses. According to the Internet Survey SKMM (2016), in 2016, 35.3% of Malaysians purchased online (Commission, 2018). Nowadays, the internet is more than just another medium to contact customers. However, it is a crucial channel for finding potential customers and continuing a relationship with existing customers.

In early 2020, the world was facing the pandemic Covid 19 situation, which was getting worse, which required Malaysia to implement Movement Control Order (MCO) starting in March 2020. This situation required all citizens to be at home most of the time, even making it natural to work from home while at the same time spending most of the time surfing the internet and online shopping rather than doing virtual shopping. Online shopping has become a trend as the internet thus becomes increasingly common for consumer marketplace transactions worldwide. (Neger, M., & Uddin, B, 2020) Nevertheless, some people will agree with the satisfaction they get from online shopping, while some do not.

Satisfaction is the value of one's feelings, either fulfilling or dissatisfying resulting from comparing the availability of a desirable product to the expected values (Aimee, 2019). In a way, customers are individuals or businesses that purchase goods and services from another business. Customers become an asset for a business. Customer satisfaction is vital to upgrade customer-product and service relationships. In addition, the level of satisfaction depended on the extent to which the needs were met. Quality is defined as the perceived quality of the customer. So, the main factor in measuring product quality is customer satisfaction itself. In achieving high customer satisfaction, the company must create products that meet the requirements of its customers (Aimee, 2019).

Problem Statement

Marketing is an essential element that should be prioritised to improve the fulfillment of customers' needs. Goods and ongoing marketing from the seller or business will satisfy customers' needs in a better way from time to time. Sometimes the best services or goods

offered to customers come from how the seller puts in a reasonable marketing effort, and other times it comes from how sophisticated the technology is these days. Currently, online shopping has become a significant segment of the retail market.

According to the e-commerce consumer survey 2018, it is reported that the percentage of e-Commerce consumers at the national level in Malaysia stood at 51.2 percent. Adoption of e-Commerce is higher among adults in their 20s and 30s, including those with a high average monthly income of RM3000 and above. (Commission, E-commerce consumer survey, 2018). Online shopping is changing how customers buy goods and services and has quickly developed into a global fact and phenomenon. The number of consumers who visit a website and the number of actual purchases being made differs. In contrast, one of the significant concerns is security. For instance, recent statistics show about 48.8 per cent Malaysians do not commit to online shopping (Commission, E-commerce consumer survey, 2018).

In order to increase online shopping in Malaysia, understanding the factors that influence this behaviour when shopping online should be given priority. The statistic also indicates that almost half of Malaysians, especially young people, were using the internet for non-shopping activities such as seeking information, entertainment, playing games, and communicating with others. Many barriers have contributed to the unwillingness of Malaysians to shop online because they fear others will steal their personal information. Despite Malaysians' potential, the factors influencing customer satisfaction with online shopping in Malaysia requires further studies.

Research Objectives

Therefore, the objectives of this study will be to

1. Identify the satisfaction level of the customers on online shopping during the COVID-19 pandemic.
2. Analyse factors that influence customer satisfaction with online shopping.
3. Determine the most influential factor to customer satisfaction in online shopping.

Literature Review

Overview of Online Shopping in Malaysia

Online shopping has rapidly grown due to the unique benefits offered to retailers and customers. From retailers' point of view, online shopping provides the opportunity to deliver their marketing mix: product, price, place, and promotion in an effective manner. In terms of the right product, an online store can offer a wide array of products and services compared to traditional retailers. When it comes to the right price, online businesses can offer products at a lower price by incorporating all the cost savings. Online retailers can also eliminate location and time barriers. As a result, customers can connect and purchase from the Internet anytime, anywhere. Finally, regarding suitable promotion, many opportunities are available to businesses to undertake direct marketing, advertising, and other promotional campaigns (Barutçu, 2010).

Customer Satisfaction

Based on the study, customer satisfaction defines the role of expectation and expectancy confirmation or disconfirmation of satisfied customers (Abdul Kadir, 2019). It also means there is a connection between the accomplishment of the product and services with the expectation of customers that will encourage them to make re-purchases. Customer

satisfaction becomes the primary factor and pointer to having a victorious business (Aimee, 2019).

The Relationship between Time Convenience and Customer Satisfaction

Saving time by online shopping was to be the preferred factor. Customers will invest time when shopping online. According to Phuong (2020), customers are satisfied with online shopping because they receive products faster and without wasting time moving. Shopping online by looking at catalogs saves time and less stress than shopping in reality (Nebojša, 2019). The time-saving aspect of convenience is related to the consumer waiting experience, particularly concerning the effect of long waiting times (Paulo, 2018). Customer focus is on competently fulfilling the shopping experience and purchasing the product with minimum effort. It is all about time convenience. The Internet has made life easier, saving time and energy. According to (Gautam, 2018), customers are so busy with their professional life during job advancement that they start searching for easy shopping options. Consumers focus on the balanced of saving time and energy. Therefore, they obtain effectiveness by using the Internet to save time and energy during shopping experiences.

Table 1.1

Summary of Literature on Time Convenience

Author	Dependent variables	Independent variables	Findings
Phuong (2020)	Customer satisfaction	Access convenience, search convenience, evaluation convenience, attentiveness convenience, transaction convenience, possession convenience, post-possession convenience	Saving time influences customer satisfaction with online buying.
Nebojša et al (2019)	Customer satisfaction	security, information availability, shipping, quality, pricing, time,	Time has a positive impact on customer satisfaction.
Paulo et al (2018)	Customer satisfaction	Online convenience dimension	The findings show a positive relationship between perceived online convenience and customer satisfaction. The study points out that online convenience is a multidimensional construct of several dimensions.
Vikas (2018)	Customer satisfaction	relative effects of dimensions of shopping convenience	The study results confirmed that access convenience is the most important shopping convenience dimension to ascertain customer satisfaction.

The Relationship between Security and Customer Satisfaction

In dealing with the online environment, security is the main issue that needs to be concerned. A result of the study by Albert (2021) states that security has a significant relationship with customer satisfaction. If customers perceive that the website's security assurance meets their expectation levels, they will disclose financial or personal information and will intend to purchase with comfort. Deyalage and Kulathunga (2020) examined online customer satisfaction factors. The result showed that 87% of respondents agreed that security influences their satisfaction with online shopping. Security in this study has been defined in terms of the website's capability to protect customers' data during transactions from any threat or uncertified disclosure (Nebojša, 2019). Customers will buy products from the seller they trust and are familiar with because of the security concern.

Table 1.2
Summary of Literature on Security

Author	Dependent variables	Independent variables	Findings
Albert (2021)	Customer satisfaction	Information quality, privacy, security, product variety, delivery	Security influence customer satisfaction in online shopping
Deyalage and Kulathunga (2020)	Customer satisfaction	Key factors such as security, information quality, customer service, convenience, delivery, payment, service quality	Security is the one factor of customer satisfaction in online shopping
Nebojša et al (2019)	Customer satisfaction	security, information availability, shipping, quality, pricing, time,	Security has a positive impact on customer satisfaction.

Theoretical Framework

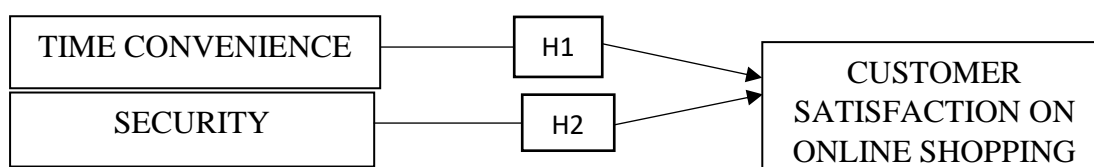


Figure 1.1 Theoretical Framework

Hypothesis

- H1: There is a significant relationship between time convenience and customer satisfaction.
- H2: There is a significant relationship between security and customer satisfaction.

Methodology

Population and Sampling Technique

The population of this study is consumers in Malaysia that purchase the products Online. Non-probability convenience sampling was used in this study due to simplicity and convenience. In marketing surveys, there is often an unknown target population to which the researcher wants to generalize the findings. Thus, convenience sampling is highly recommended (Hulland

et al., 2017). Theoretically, convenience sampling is a non-systematic recruit respondent that allows potential participants to self-select into the sample. There is neither restriction to participation nor control over multiple submissions by a single respondent. The questionnaire is posted on the Web site for anyone to fill out (Valerie, 2007). A sample size of 200 consumers was randomly selected for this study by distributing links through email, WhatsApp messenger, and telegram. Only 150 respondents answered the question, with a response rate of 75 percent.

Instruments

The quantitative approach will be used in the questionnaires because it is an efficient way to collect data. All the instrument items were carefully constructed to align with this study's research objectives. The survey items were reviewed to match the descriptive study. The questionnaire in this study is distributed to 200 respondents to interpret the quantitative data. All data is evaluated by the primary method of scoring the structural response using a 5-point Likert scale.

Table 1.3

Instrumentation

Element of a Research Question	Total Questions	Sources
Customer Satisfaction	6	<ol style="list-style-type: none"> 1. Smith, S. (2018) 2. Ghoti, V. M. (2016) 3. Yue, L. (2012) 4. Marketest. (2018) 5. Dr.Rachna Jain (2020)
Time Convenience	6	<ol style="list-style-type: none"> 1. Xiaoying Guo , Kwek Choon Ling, & Min Liu (2012) 2. Xen and Salim (2020) 3. Vijay, Prashar and Sahay (2019) 4. Dr.Rachna Jain (2020)
Security	7	<ol style="list-style-type: none"> 1. Xiaoying Guo , Kwek Choon Ling, & Min Liu 2012) 2. Surveymonkey (2018) 3. Yue, L. (2012) 4. Dr.Rachna Jain (2020)

Finding and Analysis

Normality Test

The main goal of a normality test is to determine if the predicted probability distribution is normal.

Table 1.5
Normality Test

	Time Convenience	Security	Customer Satisfaction
Mean	4.29	3.80	4.22
Median	4.33	3.71	4.17
Skewness	-0.43	-0.04	-0.45
Std. Error of Skewness	0.20	0.19	0.19
Kurtosis	-0.49	0.28	-0.06
Std. Error of Kurtosis	0.39	0.39	0.40

Table 1.5 shows the Mean and Median scores for each variable (time convenience: Mean= 4.29, median= 4.33; security: mean= 3.80, median= 3.71; customer satisfaction: mean= 4.22, median= 4.17) were nearly identical. Additionally, the skewness and kurtosis scores for each variable (time convenience: skewness= -0.43, kurtosis= -0.49; security: skewness= -0.04, kurtosis= 0.28; customer satisfaction: skewness= -0.45, kurtosis= -0.06) were also within the range of +/-3. Therefore, the sample was considered normal. The result indicates that the overall findings can be generalised for the entire population.

Reliability Test

Reliability is the degree to which a measurement of a phenomenon produces a stable and consistent result (Taherdoost, 2016). It also refers to the ability to repeat anything. A scale or test is reliable if it produces consistent results when repeated measurements are taken under the same conditions. It is crucial to test for reliability because it pertains to the consistency of a measuring instrument's component. When the items on a scale "hang together" and measure the same construct, it is said to have good internal consistency and dependability. Cronbach's Alpha coefficient is the most widely used internal consistency metric.

Table 1.6
Reliability Analysis Result

Variables	Number of Items	Cronbach's Alpha
Time Convenience	6	0.87
Security	7	0.85
Customer Satisfaction	6	0.85

Table 1.6 demonstrates that Cronbach's Alpha value for all four variables in this study is greater than 0.60, which means that the variables were measured with reliable and consistent items (Taherdoost, 2016). All variables are in the range of 0.840 – 0.872, considered excellent reliability. Time convenience is the highest Cronbach's Alpha value at 0.87, followed by security with Cronbach's Alpha value of 0.85 and customer satisfaction with Cronbach's Alpha value of 0.85.

The level of satisfaction by respondents toward online shopping

1. I am satisfied with my decision to buy online. / Saya berpuas hati dengan keputusan saya untuk beli belah di atas talian.

150 responses

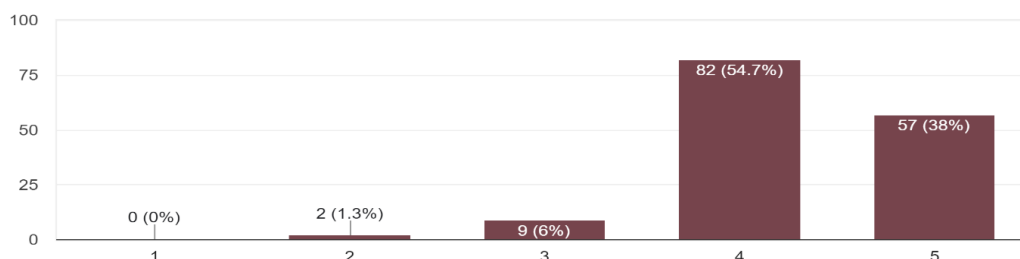


Figure 1.2: Chart of level of satisfaction

The chart above shows that most of the respondents were satisfied with the decision to buy online, contributing 54.7 percent.

Pearson Correlation

Relationship between factors influencing (Time convenience and Security) on Customer Satisfaction

Pearson correlation is applied to analyse the magnitude of association or direction of the relationship between the variables. It is also used to measure the multicollinearity problem in the regression. When the result of the correlation is below 0.8, it indicates that there is no multicollinearity problem. Whereas when the result of the correlation is above 0.8, it shows that a multicollinearity problem exists between the variables. From the result in Table 5.1, no multicollinearity problem exists between the variables, as the correlation value is below 0.8.

Table 1.7
Correlations

		TIMECONVENIENC E	SECURIT Y	CUSTOMER_SATISFACTION
TIMECONVENIENC E	Pearson	1	.509**	.668**
	Correlation			
	Sig. (2-tailed)		<.001	<.001
	N	150	150	150
SECURITY	Pearson	.509**	1	.609**
	Correlation			
	Sig. (2-tailed)	<.001		<.001
	N	150	150	150
CUSTOMER_SATISF ACTION	Pearson	.668**	.609**	1
	Correlation			
	Sig. (2-tailed)	<.001	<.001	
	N	150	150	150

Table 1.7 shows the relationship between the independent variables (Time convenience and Security) and the dependent (customer satisfaction) variable. Three independent variables and customer satisfaction show a strong relationship between time convenience ($r=0.668$) and Security ($r=0.609$). All relationships are significant with a p-value of 0.001 ($p<0.05$) at a 0.05 significant level. Thus, hypotheses 1 and 2 were supported where there is a relationship between the independent variable and dependent variable.

Multiple Regression Analysis

Table 1.8

Coefficients^a

Model		Unstandardized		Standardized		t	Sig.
		Coefficients		Coefficients			
		B	Std. Error	Beta			
1	(Constant)	.308	.282			1.092	.277
	TIMECONVENIENCE	.473	.078	.403		6.049	<.001
	SECURITY	.149	.077	.157		1.936	.049

a. Dependent Variable: CUSTOMER_SATISFACTION

The table also shows the Beta (B) value. Beta value shows a correlation coefficient that ranges from 0 to 1 or 0 to -1. The closer the value is to 1 or -1, the stronger the relationship. Therefore, the significance level of each independent variable is also shown in Table 5.4. The value for time convenience is 0.403, and for security (0.157). Time convenience substantially contributes to customer satisfaction at a p-value of 0.001 ($\beta = 0.403$). As a result, time convenience has been proven to be the most influential factor compared to the other independent variables.

Summary of Hypothesis Testing

Table 1.8

Summary of Hypothesis Testing

Research Objectives	Hypothesis Statement/ Research question	Decision
Identify the satisfaction level of the customers on online shopping during the covid19 pandemic time.	What is the level of customer satisfaction with online shopping?	Satisfied
Analyse factors that influence customer satisfaction with online shopping.	H1: There is a significant relationship between time convenience and customer satisfaction.	Supported
	H2: There is a significant relationship between security and customer satisfaction.	Supported
Determine the most influential factors to customer satisfaction in online shopping.	What are the most influential factors in customer satisfaction with online shopping?	Time convenience

Discussion and Conclusion

The study's result shows that most respondents are satisfied with online shopping. Most of them agree with online shopping websites that constantly meet their requirement, representing the highest mean value of 4.31. Sellers nowadays have produced various marketing efforts to attract customers to compete with other sellers. Hence, the information and product advertisement that meets customers' requirements will always be current. This study's result is consistent with previous studies (Abdul Kadir, 2019; Aimee, 2019; Nebojša, 2019) that found most customers were satisfied with online shopping. These researchers agree that customers who are satisfied with online shopping tend to stay connected with a business, which is important as the prerequisite for customer loyalty that will benefit the business owner more.

The result of the study shows that all of the factors have a significant relationship with customer satisfaction. Through Correlation Coefficient analysis, the findings revealed that the relationship between three independent variables and customer satisfaction shows a strong relationship between time convenience ($r=0.668$) and security ($r=0.609$). The analysis was based on the rule of thumb, which stated that the coefficient range between $+_0.61$ to $+_0.80$ means a strong relationship while the coefficient range between $+_0.41$ to $+_0.60$ means it has a moderate relationship.

The study's result is consistent with previous studies (Devalage & Kulatunga, 2020; Vasic, 2019; Gautam, 2018), particularly in the factor of time convenience. These researchers agreed that customers are satisfied with online shopping as they receive the products quickly without wasting time moving.

The result of this study is also consistent with the result of the previous study (Albert, 2021; Devalage & Kulatunga, 2020), particularly in the factor of security. These researchers agreed that security has a significant relationship with customer satisfaction. Customers will enjoy

buying and confidently disclose financial or personal information if they perceive that the website's security assurance meets their expectations and can be trusted. Trust is vital because customers will buy products from the seller they trust and are confident.

The result of the study shows that time convenience was the most influential factor compared to other variables. It defines as the closer the value is to 1 or -1, and it means that the stronger the relationship. Through multiple regression analysis, we look at the result of the Beta(B) value of time convenience (0.403) which is the highest compared to security. The result of this study is also consistent with the result of the previous study (Gautam, 2018). This researcher agreed that time convenience is the most crucial shopping convenience dimension to ascertain customer satisfaction. This factor is convincing as, during the Covid-19 pandemic, time outside of the home compound is minimal. People avoid spending time outside, especially when the work-from-home policy was implemented to curb the pandemic. Therefore, online shopping is the best option for everyone to spend time and money. It is reasonable that time convenience is the most influential factor for online shopping.

In conclusion, this study helps us realize that customer satisfaction is the most crucial factor every business organisation should prioritize to improve their positive reputation in the market. This study also helps understand the factors influencing customer satisfaction in online shopping, including time, convenience, and security. It shows that time convenience is the most significant and essential factor influencing customer satisfaction in online shopping, especially during the COVID-19 pandemic.

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