

عنوان مقاله:

Comparison of e-commerce on selling online products with direct supply products

محل انتشار:

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خلاصه مقاله:

Nowadays, retailers are interested in how customer preferences regarding service quality are changing due to the Mobile service quality adoption of different devices for shopping purposes in both the desktop and mobile contexts. To answer this Mobile commerce question, this paper first replicates, in the mobile commerce (m-commerce) context, the results from Blut et al. Replication Electronic Propensity service score matching quality (2015) robustness, who and conducted generalizability a meta-analytic of the conceptualization review of electronic in the service mobile quality. service quality Replication context. results Thereby, question practice - Contextual factors tioners and academics are encouraged to adapt a customer-centric approach in organizing marketing practices. The replication extends the conceptualization of electronic service quality by considering a unique dimension named ubiquity of services, defined as the retailer's ability to provide offers based on location and time. To reveal psychological mechanisms explaining the results of the replication study, a follow-up study draws on these contextual factors. In this context, this study uses a quasi-experimental approach by utilizing propensity score matching to account for self-selection effects to examine differences between desktop and mobile device users. As a result, this research contributes to the literature by identifying contextual boundary conditions regarding the shopping trip intentions and risk perceptions of mobile device .users and desktop device users. Based on the results, major implications for retailers and further research are given

کلمات کلیدی:

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