

## Consumer behaviour in an online shopping environment PDF - Descargar, Leer



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### Descripción

The overall goal of this book is focused on the analysis of the impact of online store design on consumer specifically, affective, cognitive and behavioural responses within a virtual environment. Based on these theoretical foundations, through the creation of a web tool as a methodological basis for the development of the empirical analysis of this research, an experimental study between subjects 2x2x2 was developed in order to discuss the impact of three web elements of online environment (navigational structure, music and animations of products) on consumer internal states (cognitive, affective and satisfaction) and behavioural responses (approach responses, web-duration visit, products and money-bought). In addition, we examined the mediator effect of three covariables (involvement, atmospheric responsiveness, and perceived risk) between analyzed webmospheric tools and consumer responses. As overall results, positive and significant differences between the groups object of experimentation were obtained with regard to the effects of independent variables mentioned on dependent variables of the model.



focused on the impact of Internet vendor attributes such as vendor type, website design, marketing strategies, site usability, and service quality on consumers' online shopping behavior. Still another stream of research has explored the impact of product category on consumer shopping behavior in this new environment.

products prior to purchase are regarded as the specific factor affecting the online buying decision. Therefore, several researchers proposed that consumers' shopping behaviour in online shops may be fundamentally different from that in the traditional environment [Alba et al., 1997; Winer et al., 1997]. More frequent online.

A Research of the Motivations, Behavior and Consumers . An important component of the hedonic online shopping experience is the placing of desired items in the shopping cart. This placing of items in the online . The study in this research shows that hedonic consumers have a different shopping search behavior.

1 Dec 2010 . This paper investigates the relationship between shopping experience and consumers' purchasing behaviour in a computer mediated shopping environment. To perform the experiment we signed up volunteers who performed actual purchases in a Web-based grocery shop. The participants used two.

This is to certify that Ms. Puja Guptahas carried out the research embodied in the present dissertation entitled “Comparative Study of Online and Offline Shopping: A Case Study of Rourkela in Odisha” under my supervision for the award of Master Degree in. Development Studies at the National Institute of Technology,.

Medwell Journals, 2016. A Comparison of Consumer Behavior Towards Luxury Goods: Online vs. In—Store. 1Pejman Khashayari and 2IViansoor Aminilari . online or in—store shopping experience. Therefore, the first item of the questionnaire asked participants to rate their tendency toward shopping luxury goods online.

Consumer Search Behavior in Online Shopping Environments. Nanda Kumar, Karl R. Lang and Qian Peng. Zicklin School of Business, Baruch College,. The City University of New York (CUNY). {nanda\_kumar, karl\_lang, qian\_peng} @ baruch.cuny.edu. Abstract. This paper explores search behavior of online shoppers.

Communication strategy affects consumer online purchase channel choice behavior. •.

Consumer fixate the channel which they inflow. •. Time invariant of mobile channel use is observed, while others not. •. Goods such as experience/credence goods tend to be purchased via mobile. •. Substitution (cannibalization) effects.

2 Jul 2016 . and behavior of online shoppers in Chittagong City, . Keyword: Online Shopping, Customer attitude, Consumer behavior, Website, Internet. . consumers. It created new business opportunities with new business practices in a new environment. Online business or online shopping has brought big changes.

For online shops, those retailers are successful who are able to induce behavioural reactions that make consumers return and explore the web site and not use it . 2005; Watson and Spence, 2007) and particularly to understanding consumer behaviour in service environments

such as retailing (Foxall and Greenley, 1999).

Keywords Fashion Shopping, Online Consumer Behaviour, Emotion, E-servicescape, Online Environment, S-O-R. Word count: 6,455 excluding front and abstract pages and references. Fatema Kawaf, is PhD researcher in Consumer Behaviour at Strathclyde Business School, Glasgow, UK. She received her MSc degree in.

Gentina, E., Butori, R., Rose, G. M. and Bakir, A. (2013) 'How national culture impacts teenage shopping behavior: Comparing French and American consumers', *Journal of Business Research*. doi: 10.1016/j.jbusres.2013.03.033. Haubl, G. and Trifts, V. (2000) 'Consumer Decision Making in Online Shopping Environments:.

internet (Korper and Ellis, 2001; 1). As a result individuals can buy or sell anything, 'at anytime, from anywhere through online shopping' (Ko, et al., 2004; 20). 3. ONLINE SHOPPING AND CONSUMER BEHAVIOR. With the emergence of the Internet, Internet-based electronic commerce developed and this environment.

31 Dec 2015 . Consumer experiences are considered to be a critical concept in consumer behaviour and marketing for understanding consumers and to create competitive advantage in online retailing (Schmitt, 2010). Building on existing online shopping environment research, the study conceptualises online.

8 Mar 2017 . Through the S–O–R model, an attempt has been made to describe the impact of a store's offline and online environment on consumers' shopping behaviour. With stimuli, mediating variables, and behavioural outcomes, the proposition of the S–O–R framework is that shoppers passionately respond to.

It's now more important than ever to provide a seamless experience between your eCommerce site and your brick-and-mortar.

He acts as the project manager of VRFlow2 e-commerce research project. His research interests lie in digital economy, e-commerce, Internet marketing, consumer behaviour and the economics of sport. Customer Satisfaction and Purchasing. Behaviour in a Web-based Shopping Environment. TIMO KOIVUMÄKI. C opyrigh.

The study investigated the cognitive opinions expressed by consumers in an online shopping environment in the sport supplementation industry as well as the influence certain factors identified through literature, had on the decision-making of these consumers. This was done in an attempt to better understand the online.

2 Aug 2015 . Online shopping and online consumer behavior depend on these factors such as Website visibility, online shops credibility, information comparison, payment security, privacy, website interface, convenient time, education level and experience of network. Culture, social, personal, psychological behavior.

This study seeks to adopt a holistic approach to consider how consumers perceive online shopping environments. The conceptual model proposes that consumers perceive these environments in terms of their sense-making and exploratory potential, and it considers the influence of these on user involvement with the web.

Consumer and Producer Behavior in a Multipurpose Shopping Environment . It is shown that all consumer choice variables are a function of consumer location relative to producer location. The consumer analysis is then utilized as an input into the profit-maximizing equation that determines optimal producer location.

on to identify three important variables impacting online consumer purchase intention; online trust, previous online purchase experience and social media interaction, and two important variables impacting online consumer loyalty; online shopping enjoyment and online satisfaction. Reviewing this paper could provide.

them with regard to their online shopping experience. Keywords (3-5): Online shopping,

Consumer behaviour, Internet, B2C e-commerce, Online shopping factors. Research type: Research paper. Introduction. The research problem is the lack of research in the field of e-commerce and consumer decision to purchase.

Based on the relevant literature, this paper study the impact of online shopping return policy on consumer purchase behavior from the dimension of return policy, consumer perception, consumer purchase behavior and so on. In the online shopping environment, the return problem between retailers and consumers is more.

30 Dec 2016 . The origination of the internet created an entire new experience for consumers regarding gathering information, comparing products or prices and the possibility of purchasing on the internet. Therefore consumer behaviour on the internet is an important factor for marketers. To predict consumer behaviour.

This paper is based on sales data Taobao, by analyzing the characteristics of online consumer behavior, the corresponding coping strategies of network . Growth in the size of China's Internet users made online shopping users in China to expand in scale; At the same time improving the online shopping environment,.

19 Nov 2013 . The emotions most affected included liking and joy, which were experienced intensively during the online shopping experience. Many factors can impact upon online consumer behaviour and this includes gender differences. Alreck and Settle (2002) found that male consumers purchase more online and.

15 Jan 2000 . Consumer Decision Making in Online Shopping Environments: The Effects of Interactive Decision Aids .. Gerald Häubl , Kyle B. Murray, Recommending or persuading?: the impact of a shopping agent's algorithm on user behavior, Proceedings of the 3rd ACM conference on Electronic Commerce,.

14 Jan 2008 . A study of consumer behaviour and consumer preferences in the purchase of high-involvement products. Bachelor .. The Internet explosion has shifted some of the traditional shopping to the online shopping environment. The Internet has also divided consumers into two distinctively characterised groups.

It is important to understand the behavior of consumers toward online shopping. Therefore, online shopping environments are playing an increasing role in the relationship between marketers and their consumers (Hsieh & Liao, 2011). IMPORTANCE OF ONLINE SHOPPING. Driven by technology and evolving consumer.

The purpose of this study is to analyze factors affecting on online shopping behavior of consumers that might be one of the most important issues of e-commerce and .. Research has revealed that online shopping innovativeness is a function of attitude towards the online environment and individual personal characteristics.

the factors influencing consumer's online buying behavior. A cluster analysis was developed to identify what kind of consumers have a higher preference of shopping online. And this analysis is based on consumer's lifestyle characteristics, which are assumed to be the determinants of their online shopping behavior.

8 Aug 2011 . 7.6. Benefits of shopping in the digital environment. 87. 8. THE CONSUMER PURCHASING PROCESS - COMPLAINTS AND REDRESS. MECHANISMS. 90. 8.1. Complaints and redress mechanisms- general considerations. 90. 8.2. Problems faced by consumers online. 91. 8.2.1. General problems with.

Research has identified two types of consumer value in purchasing, namely product value and shopping value. Product value is likely to be similar for both online and offline shoppers. However, the shopping experience will be substantially different for online shoppers. In an. Today the online shopping trend is gaining much popularity across the world especially in India. There is a drastic shift of customers from . Keywords: Consumer behaviour, online

retail, buying behaviour. I. INTRODUCTION . The online shopping experience will enable the customer to reduce their decision making time by.

3 Feb 2017 . Dave Parro, partner and vice president at Walker Sands, says retailers must now improve the end-to-end customer experience. "The priority for retailers no longer lies in increasing the number of consumers who shop online, but rather improving their experience —whether it be online, in store or across.

The study of the influence of store atmosphere on consumers' affective state and behavioural responses is of a great interest for retail industry. In fact, the number of retailers has increased and, consequently, shopping options available for consumer are also being amplified. Within this environment, creating a differential.

Buy Consumer Behaviour in an Online Shopping Environment at Walmart.com.

Online shopping has been becoming increasingly popular. The economics behind online shopping is almost similar to the traditional offline shopping. However, the risks involved in it vary to some extent. The marketing communication and the shopping environment present in online shopping are different.

shopping experience enhanced by technology such as augmented and virtual reality .. Are experience and trust enough to earn consumer loyalty? ....34 .. behavior. The digital age and rise of online shopping have driven an unprecedented business model shift for consumer product manufacturers and retailers.

DEPARTMENT OF BUSINESS STUDIES. Consumer. Behaviour in. Online Shopping. 2007-11-29. Authors: Tutors: Anders Hasslinger. Lisa Källström. Selma Hodzic. Christer ..

environment. Personality can be defined as a dynamic and organized set of characteristics possessed by a person that uniquely influences his or.

affecting consumer purchase behavior in an online shopping context. Chung-Hoon Park and. Young-Gul Kim. 1. Introduction. The Internet-based electronic commerce environment enables consumers to search for information and purchase products or services through direct interaction with the online store. That is.

Previous research has focused on examining the impact of the online medium on choice behavior and likelihood of shopping online, however scant research focuses on characteristics of customers that may influence their shopping behavior in the online environment. In other words, although researchers in the past have.

orientation' of the consumer, and (2) consumer experience distinguishing historical and non-historical locations. . The literature review also revealed that shoppers differ in terms of shopping behaviour and appreciation of shopping ... online shopping is the cause of the decreasing number of visitors in shopping areas.

Study of models INTERNET SHOPPING AND ITS IMPACT ON CONSUMER BEHAVIOUR. and control beliefs about the behavior. attitude. . security control) and external environment (third-party recognition and legal framework) have considerable impact on consumer trust in Internet shopping (see figure). the security must.

Many explanations have been advanced for this peculiarity: Japanese consumers love the physical shopping experience; mobile-phone screens are too small; the density of retail establishments means that . It's worth underscoring the tight relationship between online shopping and broader shifts in consumer behavior.

The research on consumer behavior in traditional shopping condition was on the base of consumers going to shop to buy, which influencing factors included social, cultural, personal, psychology etc. Likewise, consumers online were restrict with social cultural environment and psychological factors. Online shopping as.

types affect the relationship between consumer shopping orientation and purchase behavior.

Males have a higher convenience orientation than females. Customers who purchase specific socks online are recreationally oriented and not concerned about price. The results indicate that when people experience.

a very accurate model for purchase behavior. The results show that observed brand loyalty for high market share brands bought online is significantly greater than expected, with the reverse result for small share brands. In contrast, in the traditional shopping environment, the difference between observed and predicted.

Human Motivations. Self-affirmation; Symbolic meaning; Scripts for shopping; Experience; Social influences. Transaction efficiency or Information efficiency. Consumer Behavior Online. Oct. 24, 2002. 14. Describe Online Consumers. How ? Demographics: Age, Education, Income, Gender... Psychographics: Religious values.

more channel choices for consumers. Although the recent literature have studied the nature of online stores (Morganosky, 1997, Ha, et al. 2007), and the consumer behavior in online shopping environments (Wu, 2003), most literature have studied the consumers behavior in the online channels as single channels of.

6 Oct 2014 . Keywords: Brick-and-mortar retail, consumer behaviour, online shopping, rural settlements, urban settlements, Wales. ... Those aged between 40 to 49 will benefit most from their online shopping experience (Liu et al., 2011) as this group has an optimal combination of traditional retailing and online.

buying behavior from the traditional shopping to online shopping among. Indian Consumers. FINDINGS OF THE STUDY. 1. The consumer behavior of Indian . Online shopping provides the most satisfying experience and provides unique . Seeing the bold consumer behavior, more and more online shopping sites are.

25 Apr 2016 . When it comes to creating a high-converting physical retail store or pop-up shop, there's a lot that small businesses can learn from the big-name retail brands. Not only is every aspect of the consumer experience mapped out and created with a great deal of thought and attention, much of it is rigorously.

Consumer Online Shopping and Payment Experience. Shape In-store Expectations. Cisco Internet . This rapidly evolving environment raises many questions for retail banks about how to stay competitive. Understanding how consumer behavior impacts the payments industry is critical; U.S. payments volume is nearing.

The aim of this thesis is to explore the intersection of consumer behavior and the environmental impact of electronic commerce. The intention is to inform the reader of the current impacts of consumption and online shopping while contributing to the opportunity for more sustainable individual online shopping practices in the.

21 Jun 2017 . Less well understood is how Chinese shoppers use the internet—and how their buying experience differs from that of consumers in other markets. In the West . Because online shopping is often optimized for efficiency in the West, customer behavior in the prepurchase phase is mostly about searching.

atmospherics have on consumer behavior. They first suggest that the online atmosphere is classified into two distinct categories – a “high task relevant environment” and a “low task relevant environment” – that have differing stimulus-response effects on shoppers. The high task relevant environment is specifically related to.

23 Jan 2017 . Against this background, the orientation of the individuals towards the online environment, defined by specialized literature as “the second life”, comes to . Forsythe S.M. and Shi B., (2003) - “Consumer patronage and risk perceptions in Internet shopping”, Journal of Business Research 56, 867–875 2003.

Huang X. and Su D. 2011 Research on Online Shopping Intention of Undergraduate

Consumer in China-Based on the Theory of Planned Behavior International . Ling K.C., Chai L.T. and Piew T.H. 2010 The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience Toward Customers' Online.

Check out our new infographic titled, "Online Consumer Shopping Habits and Behavior" to know more about buying habits of online consumers and latest online.

regularities of buyer behavior, definition of the main motives of online shopping, and description of motives and experience of the respondents with online shopping. .. environment that is influenced by its trends, legislation and consumer trust. This environment is specified according to type and form of online retailing (P2P).

8 May 2014 . i. Convenience: What could be easier than shopping from your own home (or on the go with a smartphone) anytime you want? c. Online Consumer Lifestyle Segmentation. i. Click and Mortar— Only shop online for research, then go to the physical store to make purchases. ii. Hunter Gatherers— Enjoy going.

to consumer behavior in a e-retail environment, which is still lacking a lot of research and has to be studied more. . done by researching the effects of atmospherics in a traditional store environment and adapting those ... "The study of e-consumer behavior is gaining importance due to the proliferation of online shopping".

The purpose of this project is to study the consumer behavior online and create a well developed. E-commerce . Keywords: E-commerce, online shopping, electronic devices, consumer behavior, factors, barriers, digital .. Likewise, the characteristics of the environment strongly affect the consumer's online purchasing.

friends, shoppers' colleagues, the members of shoppers' family, online buying experience and . 2.4 Theoretical Framework use for online shopping consumers' ... behaviour. There needs to be research on what factors drive Thai consumers toward online shopping. Studying consumer behaviour is one of the important.

Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. The exploratory factor analysis shows that convenience, website features, security and time saving are the factors affecting online shopping behavior of consumers. The regression.

abstract = "This study adopts a holistic approach to consider how consumers perceive online shopping environments. The conceptual model proposes that consumers perceive these environments in terms of their sense-making potential and exploratory potential, and it considers the influence of these on user involvement.

This thesis attempts to estimate and compare the carbon footprint of the shopping process through ten consumer buying behaviors . leverage traditional brick-and-mortar alternatives to their online buying behaviors, some of the environmental savings quickly .. Carlo analysis has been applied to each consumer behavior,.

Research into retailing and how to attract consumers via better environments, service and policies is an important area of research to improve today's consumer experience to help better understand our . Online Consumer Behaviour: With the growth of online shopping there is much research to be conducted in this area.

explain the development of internet shopping and its impact on consumer behavior. The paper build on the relevant literature and at the same time examines .. External factors are come from the environmental conditions, and internal . traditional shopping could gives customers more comfortable shopping environment.

12 Sep 2017 . As a result many consumer research studies have been conducted in a bid to understand the effect of this adoption on consumer behaviour; . Whether the discussion is spontaneous or predetermined, consumer or business led, forums are ideal for ongoing online

shopping experience feedback. 2.

perception of shopping in virtual environments and the daily practices in . shopping activities and to discuss the future directions of technology development of shopping practices in virtual environments. The discussion is organized into three sections. First ... influence of avatars on online consumer shopping behavior,.

Abstract. Motivations to engage in retail online shopping can include both utilitarian and hedonic shopping dimensions. To cater to these consumers, online retailers can create a cognitively and esthetically rich shopping environment, through sophisticated levels of interactive web utilities and features, offering not only.

549) differentiate between “impulsive”, “compulsive” and “addictive” buying as different forms of “unregulated consumer behaviour”. Explanations of compulsive and addictive behaviour have been developed across a range of theoretical approaches including biological (compulsion).

24 May 2016 . The experience that consumers gain after the post-decision behaviour will influence the psychological factors, which again lead to the questions consumers would ask themselves. The process then continues on and on. 2.3 Motivation Factors of Online Shopping. There are various ways of consumer's.

There are thousands of online shopping options for consumers, and few shoppers are loyal to just one. Survey data revealed that 74% of Americans have shopped at large retailers, 54% on ecommerce marketplaces, 44% at webstores and 36% at category-specific online retailers. This modern consumer behavior has led to.

the customers' online shopping decision, specifically in China e-commerce market. The research designed on . Consequence verified the impact of factors on customer online shopping behavior and came up with two obstacles that ... between online consumer environment and traditional purchasing circumstance as the.

GERALD HÄUBL, BENEDICT G. C. DELLAERT, . KYLE B. MURRAY, AND VALERIE TRIFTS. BUYER BEHAVIOR IN PERSONALIZED SHOPPING. ENVIRONMENTS. Insights from the Institute for Online Consumer Studies. 1. INTRODUCTION. One of the most exciting aspects of electronic shopping environments (such as.

PhD Project - Characterisation of Consumer Behaviour in Online Fashion Retailing Through Eye Tracking Technology at University of Manchester, listed on . The number and variety of consumer interactions with retailers is increasing and the online shopping environment is becoming ever more important as the structure.

Hence, we have: P3: Need for affiliation (i.e., consumers' need to socialize) has a negative influence on the probability for online shopping. . Arousal induced by the store environment would intensify pleasure or displeasure such that time and spending behavior would be increased in pleasant environments and decreased.

Effect of Consumer Beliefs on Online Purchase Behavior: The Influence of Demographic Characteristics and Consumption Values. ☆. Girish Punj. \*. University of Connecticut, Storrs, USA. Available online 2 June 2011. Abstract. The three most common beliefs that consumers have about shopping online are that it saves.

1 Feb 2000 . Despite the explosive growth of electronic commerce and the rapidly increasing number of consumers who use interactive media (such as the World Wide Web) for prepurchase information search and online shopping, very little is known about how consumers make purchase decisions in such settings.

Around the world with Total Retail 2017. Click on a country name to learn about that nation's online shoppers. World; Australia; Belgium; Brazil; Canada; Chile; China; Denmark; France; Germany; Hong Kong; Hungary; Indonesia; Italy; Japan; Malaysia; Middle East; Philippines;

Poland; Republic of Ireland; Russia.

interactivity, engagement, and community development for fashion consumption online. (Dennis et al., 2010; Olbrich & Holsing, 2011). The literature on the social dimensions of online shopping environments is under-researched (Kawaf & Tagg, 2012). However, the impact of social cues on consumers' shopping behaviour.

Consumer behaviour in an online shopping environment (Spanish Edition) [Carlota Lorenzo, Alejandro Mollá, Miguel Ángel Gómez] on Amazon.com. \*FREE\* shipping on qualifying offers. The overall goal of this book is focused on the analysis of the impact of online store design on consumer specifically.

(e.g., Internet experience). (e.g., Perceived risk). 2.1 Type-I Consumer Factors – General.

Consumer demographics is among the most frequently studied factors in on online shopping research. The effects of gender, age, income, education, and culture of consumers on online shopping behavior have been examined since.

12 Jun 2013 . To ensure they get the results they desire, consumers have modified their behavior in five distinct ways: using more sophisticated search queries, relying on product images, reading recommendations, researching . Therefore, they introduced Google Shopping to improve the online shopping experience.

How Social Sharing Influences Consumer Behavior. A recent study by Sociable Labs which included 1088 online shoppers revealed that social sharing is as helpful as Google search in shopping. The major takeaways from the study are:

Online shopping environments ; Online consumer experiences ; E-retail ; Retail ; Marketing ; User-generated content ; Aesthetics ; Fashion ; Relational experience ; Emotions ; Exploratory behaviour ; Online retailing ; Experiential states ; Stimulus-Organism-Response (S-O-R) ; Shopping intentions.

7 Sep 1999 . Consumer Decision Making in Online Shopping Environments. 2 theorizing about the nature of these differences has been sparse. We propose that consumer behavior in an online shopping environment is determined largely by the degree and type of machine interactivity that is implemented in such a.

Understanding the effects of the shopping environment is therefore of great . psychology in relation to consumer behaviour in a brick-and-mortar retail environment. Gaps are identified and a possible avenue for further research suggested. ... A separate research stream has emerged identifying the effect on online store.

22 Sep 2015 . This shows that consumers are inclined to the idea of expanding their shopping behavior over the internet. . noted that there are only a few studies dedicated to online shopping in Saudi Arabia and identified business, consumers, government and environmental factors as hindering e-commerce adoption.

21 Sep 2017 . The functional motives relate to consumer needs and could include things like time, convenience of shopping online, price, the environment of shopping place (i.e. couch buying), selection of products etc. The non-functional motives relate more to the culture or social values like the brand of the store or.

\$80 billion by 2003 (Joines, Scherer and. Scheufele, 2003). Hence in this age where the. Internet plays a major role in business activities, it is imperative for marketers to gain a thorough understanding of consumer behaviour in this online environment. In studies conducted by. Forrester Research, online retailing in the USA.

Internet marketplace. Analyses the factors affecting the online consumer's behavior and examines how e-marketers can influence the outcome of the virtual interaction and buying process by focusing their .. online consumer's behavior; a good deal of research . the “online shopping experience” or “virtual experience” as a.

Internet marketing environment, product characteristics, familiarity and confidence, and promotional offers on consumer online shopping behavior. 200 questionnaires were distributed to the respondents, who are students and staff at a public university in the Federal Territory of Labuan, Malaysia, following simple random.

21 Dec 2010 . I would like to graciously thank my entire thesis committee – Dr. Nicholas Lurie, Dr. Ellen Do, and Professor James Budd. Thank you for taking the time to help me understand online consumer behavior, research design and analysis, and research presentation methodologies. I am especially thankful to Dr.

Essays on modeling consumer behavior in online shopping environments. Ying, Yuanping. Ying, Yuanping. 2006. Abstract: With the proliferation of online retailing, marketers are presented with both unprecedented challenges and opportunities. On the one hand, consumer behavior in the online environment is drastically.

6 Jun 2017 . Figure 4: Consumer category purchasing behaviour (Canada Post, Online Shoppers & Buyers, 2012). (Ipsos survey for Business Development Bank of Canada, 2013.) Being realistic, categories such as consumer electronics or motor accessories only lend themselves to cross-border eCommerce in very.

