

ROLE OF DELIVERY SYSTEM ON ONLINE PURCHASE DECISION

Dr. Ashamayee Mishra

Asst. Professor, Amity Global Business School, Bhubaneswar

ashamayee.mishra@gmail.com

Mr. Sourav Pattanaik

Student, Amity Global Business School, Bhubaneswar

srvpttnk@gmail.com

ABSTRACT

The augmented alteration in the business environment has formed an aggressive economic change. This refers to the proficiency for leading the businesses virtually. Opportunities for online transaction systems facilitate users to purchase and pay for the products and services on the E-commerce website. Hence, customer's importance in online purchasing has turned into an essential trend. However, as the market consists of a lot of different persons and community, with variety of perspective, online businesses are being demanded by the needs and wants by the consumers. Thus, it is critical to understand the reasons that affect the consumers' purchase decision through e-commerce. The objective of this study is to research the influence of Delivery system on the purchase decision of the individuals who order from the virtual stores. Trust, belief, satisfaction, return/exchange policy, business reputation, social approach, behaviour of delivery personnel are some of the factors which have been taken into consideration. Keeping in mind the factors mentioned above, we have tried to analyse the role of the delivery system and the purchasing decision from online stores,

Keywords: Delivery system, Purchase decision, E-commerce, Virtual store, Customer

INTRODUCTION

Online shopping can be defined as the web based commercial platform, also known as virtual stores. This gives access to the sellers to sell and customers to purchase the goods and services through internet. Due to advancement of technology and trust building factors of the virtual platform, retailing stores are eventually influencing the customers to increase shopping from websites. Thus, there are a lot of e-commerce websites developed in the recent years.

Nowadays online shopping has become a trend for not only younger generation but also for all age groups. People are becoming more technology oriented, focusing on more practical exposure towards the concept of online market. Technology has become a facilitator for the trend of online shopping. And through internet people are now becoming more informed. Due to the development of the technology, online shopping has been able to develop easier support for the people to create E-commerce website. Brick & mortar stores are also now successfully establish their e-commerce website so that they can gain the benefits of the virtual

shopping. Internet retailing is advancing as one of the booming sectors globally.

Some of the impactful e-commerce sites are Amazon, Flipkart, Myntra, Paytm, Snapdeal, Clubfactory, Limeroad etc. which are the leading websites in India. The major drawback of the online purchase is the delay in delivery of products and added delivery costs. This generally affects the product preference and may avert customers' decision, influencing customers to search for the substitute or comparable products in other online websites. Basically, there are 3 business models that are charted in e-commerce, namely; business to business, business to consumer and consumer to consumer. Most of the virtual stores are under the model of business to consumer.

When online shopping comes into existence, delivery system is one of the vital component. The role of supply chain can't be ignored as they play a major role in the delivery process. Supply chain activity plays a dynamic role in the delivery of products from the manufacturer to the suppliers and to the ultimate users. The virtual stores and supply chain management need to take the right strategic

decision by analysing its various aspects. They are very much focused on the best possible delivery system for the customers. Then warehouse management stocks the goods supplied by the manufacturer and stock it in the warehouse for the swift distribution. Arranging and controlling of the accepted orders followed by the selection process of products done by inventory management the next step of the packaging and specifying of the purchaser's address which includes the invoice and the packaged goods. Once products are ready for the shipment, the logistics arrangements are done with respect to their geographical distances. The mode of transportation completely depends on the distance. Online vendors plan the arrangements for the arrival or substitution of products and even prepare the return policies on the basis of their preference. When the aspect of return and replacement policy is highlighted, the concept of reverse logistics comes up. The overall process starts from the inventory management then goes to packers in warehouse management and finally to the distributors and at the end, forward/reverse logistics occurs. This is the whole mechanism included in the delivery process.

While evaluating the delivery process of the E-commerce website, detailed information needs to be provided to the delivery personnel and the recipient of the delivery. In this process, the delivery personnel needs to cooperate with the procedure and act courteously with the customer. In case the customer is not reachable, then it is the responsibility of that person to deliver the product within the estimated time and date. If issue persists then they need to inform accordingly and the tracking system should be enabled properly so that whenever the customer wants to track the order, they would be able to know the exact location of their product. This can result in making the customer feel delighted about the service provided. Thus, trust and satisfaction of customers are the main factors in e-commerce. The service provided will trigger the decision of the customer regarding choice and preference leading to maintaining a long term relationship with the online stores.

Every customer makes a pre-purchase decision while searching and evaluating for the same product from various e-commerce retailers. Thus it is the perceived benefit which the customer wants to get from the e-commerce website and the trust can be developed which will stimulate the process of decision making. Both, Individual attitude & social

attitude has an immense impact on the purchase decision. Most of the buyers refer the review, feedback, and ratings of the product provided by others influences the decision process by making them feel that they have chosen the right and the appropriate one. So, it totally depends upon the customer's personal preferences and priorities regarding the satisfaction of their needs. This satisfaction level can influence the purchase/repurchase decision from the specific website.

LITERATURE REVIEW

The study of the delivery system is one of the important factors of the online purchase decision. The attainment of success for any E-commerce business depends on its logistics. As the demand for online purchasing is increasing rapidly, supply chain management also tends to focus by giving better service by providing the products at the door step of the consumer. As the demand increases, the problem also increases which has led to review the process.

With the help of internet, one can conveniently purchase the goods and services online. And online shopping is very popular in the Internet community (Bourlakis et al., 2008). One of the benefits of online shopping is to provide the customers with in depth knowledge regarding the product along with numerous offers, so that they can compare products and price online. The more the choice and convenience, the easier it is to find the desired product or service online (Butler & Peppard, 1998). According to D. K. Gangeshwer, 2013; the recent development could be a precious accumulation for the academicians and the researcher being a useful concept for, the promoters, practitioners and entrepreneurs. But certain demerits of e-commerce can be reliability on technology, Security aspect, privacy concerns, Maintenance charges, more detailed pricing and increased price competition, along with worldwide competition highly impacts through globalization.

Customer/consumer buying behaviour was an emerging field during the mid & late 1960s. It has arose from other multidisciplinary concepts viz., economics, marketing, psychology and behavioural sciences (Engel, Blackwell and Miniard, 1995). Consumers access the information regarding a specific product/service for evaluating it and make an ultimate choice to satisfy their desire. Several

models have been developed in order to describe this behaviour. The purchase decision-making process is constructive and is shaped by the customers and the context of decision making (Bettman, Luce and Payne, 1998). It subsequently differs across the individuals, decisions, and contexts (Xia and Sudharshan, 2002). At the time of the online search, the customer's desired products that they expect to be available and if they find the accurate product they feel attached to the product and the website which influences them to take the purchase decision, and if the product is unavailable, this may affect the choice and preferences of the consumers to purchase online (Steinhart et al., 2013). According to the literatures reviewed, it has verified to be very useful in the execution of an understanding of the main objective of the research study & in confirming the methodology. Online shopping in India is at a promising stage and less studies have been conducted on e-consumer behaviour. Although there has been an insufficient study related to online shopping in India, internationally in other countries various studies have been carried out on consumer behaviour. In India, the virtual customer market is observing an exceptional consumption growth. At the same time, technology augmentation has increased capacity of e-retailers to collect, store, maintain, transfer & analyse huge amounts of data of their web visitors.

Supply chain service is one of the important facets of online purchase which required in-depth study (Ha & Stoel, 2012). Various innovation and development in the online commercial business is possible due to logistics service and the supply chain management practice provided with the best service output, transporting online products to the consumer's door steps. Previous study triggers the increase in the online purchases as there are more focus towards e-commerce business. This results in the demand rise due to the increase of online users side by side, which faces new problems and trying to provide the best solution to expand the business. In today's digital era, E-commerce has been one of the fast-growing industry. Individuals can never think of shopping without E-commerce. A day without E-commerce may tend to be complex, tiresomeness and unbearable. There are many mechanisms in the online shopping forum that plays a vital role to satisfy individual's choice and preferences. Logistics service is one of those aspects that can influence the satisfaction level of the online shoppers' (Shalini et al., 2018).

The supply chain management updates helps to scrutinise the data of massive deliveries handled by Logistics services (Hu et al., 2016). Enormous data analysis tends the supply chain to develop new models and techniques to rapidly address the wants of the customer through Logistics services. Expansion of the finest location of warehouse and optimise more efficiently supports to the store products. Supply chain management has been useful for every single science and technology required to develop the paramount logistics support by innovating new practices (Flint et al., 2014). Starting from the acceptance of the dispatched products, logistics helps to understand the multifaceted operations in vast spaces during standard check list such as by averting damage on-loading and off-loading, providing best material, avoid multiple bar code scanning, special handling equipment care products, categorical products are allotted for the supervision. Long distance logistics service adopts multimode transports, and plan accordingly to save time with focus on the expense reduction of logistics in the supply chain. The logistics service has been considered as one of the key aspects that can influence the online purchase through customer satisfaction. The logistics service is one of the crucial elements that encourages the online purchase decision with customer satisfaction (Xing et al., 2011). According to Anu Bask et al., 2010; Logistics is a critical section of e-commerce and not many e-commerce logistics solutions have been developed or studied in current research, and earlier logistics has often been treated as only a minor functional issue among other issues in e-commerce. Logistics sector has been elevated to a unique pinnacle with noticeable e-commerce service which can cater unexpected development opportunities (Deng et al., 2008).

Delivery of the ordered products on the estimated delivery time, boosts the trust of the customers which flags way for more online orders, ultimately helping to extend more regular customers (Monsuwé et al., 2004). The increase of purchases and further increase in profit of the business are directly proportional to the increase in the customer satisfaction and service maintenance. So, the satisfaction level of the online stores can be measured with the support of the logistics service. The on time delivery influences the repetitive purchases from the stores and supports in resource efficiency of the business (Iyer et al., 2004).

OBJECTIVE

- To understand the influence of the delivery system on purchase decision of the customers.
- To study the perception of the consumers towards the online services delivered online

HYPOTHESIS

- In online purchase decision, Age group has a vital role
- In purchase decision, the delivery time of online product has a significant role
- Behaviour of the delivery personnel of the particular E-commerce site has a significant role in decision making
- Return policy and pick up condition can influence the purchase decision in future

METHODOLOGY

Delivery mechanism of the goods ordered online plays a significant role in the course of decision Formula of Chi-Square Test,

$$\chi^2 = \sum [(O - E)^2 / E]$$

Where, O = Observed value

E = Expected value

$$E = \frac{\text{Row total for the row of that cell} \times \text{Column total for the column of that cell}}{\text{Grand Total}}$$

The distribution of the samples being studied, are recorded as per the three strata of the research. The distribution is as follows:

Table: Data Distribution Table

Variables		Percentage
Gender	Male	52
	Female	48
Age	Below 18 years	12
	18 – 30 years	35
	30 – 45 years	30
	45– 60 years	16
	Above 60 years	7
Monthly Income	< Rs.10,000	10
	Rs.10,000 – Rs.20,000	33
	Rs.20,000 – Rs.40,000	37
	Rs.40,000 – Rs.60,000	15
	>Rs.60,000	5

making. The focus of the study is to understand the influence of the delivery service on the decision of goods purchased online. The respondents for the study are cited from the population of Odisha specifically from one of the developing city of Odisha, i.e. Bhubaneswar. With the structured questionnaire, the responses have been collected. The responses include business personnel, professionals, students and other educated people of Bhubaneswar. The sample size for the research has been taken as 75 randomly. The data collected for the study is non-parametric in nature as it is not assumed of a particular distribution being applicable. The data collected has been analysed and interpreted by using a tool, namely, Chi-square test.

DATA ANALYSIS AND INTERPRETATION

As per the collected data, data analysis and interpretation has been done by using the Chi-square test at the significance level of 5%, i.e., $\alpha = 0.05$. Here the Null hypothesis has to be rejected with $\alpha \leq 0.05$ and accepted with $\alpha \geq 0.05$.

On the basis of the hypotheses framed, the data has been structured and analysed for each individual hypothesis. To assess the hypotheses, Chi-square test has been conducted. Respective tables have been drawn to represent the data collected and recorded

meant for the Hypothesis and the analysis has been done by applying of Chi-square test and interpreted accordingly.

Hypothesis 1: Age group plays a vital role in online purchase decision

Data Recorded for Hypothesis 1

Age-group	Regularly	Some times	Rarely	Not at all	Total
Below 18 yrs	4	3	2	2	11
18y-30y	10	8	2	1	21
30y-45y	6	4	4	2	16
45y-60y	3	4	3	3	13
Above 60yrs	2	2	5	5	14
	25	21	16	13	75

Data interpreted for Hypothesis 1

Sl. No.	Observed	Expected	(O-E)	(O-E) ²	(O-E) ² /E
1	4	3.666667	0.333333	0.111111	0.030
2	3	3.08	-0.08	0.0064	0.002
3	2	2.346667	-0.34667	0.120178	0.051
4	2	1.906667	0.093333	0.008711	0.005
5	10	7	3	9	1.286
6	8	5.88	2.12	4.4944	0.764
7	2	4.48	-2.48	6.1504	1.373
8	1	3.64	-2.64	6.9696	1.915
9	6	5.333333	0.666667	0.444444	0.083
10	4	4.48	-0.48	0.2304	0.051
11	4	3.413333	0.586667	0.344178	0.101
12	2	2.773333	-0.77333	0.598044	0.216
13	3	4.333333	-1.33333	1.777778	0.410
14	4	3.64	0.36	0.1296	0.036
15	3	2.773333	0.226667	0.051378	0.019
16	3	2.253333	0.746667	0.557511	0.247
17	2	4.666667	-2.66667	7.111111	1.524
18	2	3.92	-1.92	3.6864	0.940
19	5	2.986667	2.013333	4.053511	1.357
20	5	2.426667	2.573333	6.622044	2.729
Total					13.139

Thus, the calculated $\chi^2 = 13.139$ i.e., 13 as shown in Table. The tabulated $\chi^2 = 21.026$; with 12 as Degree of freedom and 5% level of significance. The degree of freedom = $(c-1) * (r-1) = (5-1) * (4-1) = 4*3 = 12$. Hence, the hypothesis determined can be accepted as the calculated value is less than the tabulated value. So, on the basis of the data collected and evaluated, it can be interpreted that in purchase

decision of online products age group of the individual plays a vital role.

Hypothesis 2: Duration of the online product delivery plays a significant role in purchase decision

Data Recorded for Hypothesis 2

Delivery time	Regularly	Some times	Rarely	Total
On time Delivery	9	9	5	23
Before due date	8	10	4	22
After due date	6	8	6	20
No fixed timing	3	4	3	10
	26	31	18	75

Data interpreted for Hypothesis 2

Sl. No.	Observed	Expected	(O-E)	(O-E) ²	(O-E) ² /E
1	9	7.973333	1.026667	1.054044	0.132
2	9	9.506667	-0.506667	0.256711	0.027
3	5	5.52	-0.52	0.2704	0.049
4	8	7.626667	0.373333	0.139378	0.018
5	10	9.093333	0.906667	0.822044	0.090
6	4	5.28	-1.28	1.6384	0.310
7	6	6.933333	-0.933333	0.871111	0.126
8	8	8.266667	-0.266667	0.071111	0.009
9	6	4.8	1.2	1.44	0.300
10	3	3.466667	-0.466667	0.217778	0.063
11	4	4.133333	-0.133333	0.017778	0.004
12	3	2.4	0.6	0.36	0.150
Total					1.279

Thus, the calculated $\chi^2 = 1.279$ i.e., 1.3 as shown in Table. The tabulated $\chi^2 = 12.592$; with 6 as Degree of freedom and 5% level of significance. Here the degree of freedom = (c-1) * (r-1) = (4-1) * (3-1) = 3*2 = 6.

Hence, the hypothesis determined can be accepted as the calculated value is less than the tabulated value. So, on the basis of the data collected and evaluated, it can be interpreted that the delivery time of the online store impact a lot on the purchase decision.

Hypothesis 3: Behaviour of the delivery personnel of the particular E-commerce site has a significant role in decision making

Data Recorded for Hypothesis 3

Delivery personnel Behaviour	Regularly	Some times	Rarely	Not at all	Total
Reliable	4	6	5	3	18
Responsive	8	4	3	1	16
Assured	4	6	5	2	17
Empathetic	2	4	3	2	11
Tangible	2	4	3	4	13
	20	24	19	12	75

Data interpreted for Hypothesis 3

Sl. No.	Observed	Expected	(O-E)	(O-E) ²	(O-E) ² /E
1	4	4.8	-0.8	0.64	0.133
2	6	5.76	0.24	0.0576	0.010
3	5	4.56	0.44	0.1936	0.042
4	3	2.88	0.12	0.0144	0.005
5	8	4.266667	3.733333	13.93778	3.267
6	4	5.12	-1.12	1.2544	0.245
7	3	4.053333	-1.05333	1.109511	0.274
8	1	2.56	-1.56	2.4336	0.951
9	4	4.533333	-0.53333	0.284444	0.063
10	6	5.44	0.56	0.3136	0.058
11	5	4.306667	0.693333	0.480711	0.112
12	2	2.72	-0.72	0.5184	0.191
13	2	2.933333	-0.93333	0.871111	0.297
14	4	3.52	0.48	0.2304	0.065
15	3	2.786667	0.213333	0.045511	0.016
16	2	1.76	0.24	0.0576	0.033
17	2	3.466667	-1.46667	2.151111	0.621
18	4	4.16	-0.16	0.0256	0.006
19	3	3.293333	-0.29333	0.086044	0.026
20	4	2.08	1.92	3.6864	1.772
Total					8.186

Thus, the calculated $\chi^2 = 8.186$ as shown in Table. The tabulated $\chi^2 = 21.026$; with 12 as Degree of freedom and 5% level of significance. Here the degree of freedom = $(c-1) * (r-1) = (5-1) * (4-1) = 4*3 = 12$.

Hence, the hypothesis assumed can be accepted as the calculated value is less than the tabulated value. As per the data collected and evaluated, it can be interpreted that the behavioural aspect of the delivery personnel plays a vital role in influencing the purchase decision.

Hypothesis 4: Return policy and pick up condition can influence the purchase decision in future

Data Recorded for Hypothesis 4

Return/Exchange Policy	Regularly	Some times	Rarely	Not at all	Total
Pick up Facility	6	5	4	0	15
Refund Criteria	8	6	2	1	17
Convinent to connect	10	5	3	2	20
Time taken	8	3	3	1	15
Process	4	3	1	0	8
	36	22	13	4	75

Data interpreted for Hypothesis 4

Sl. No.	Observed	Expected	(O-E)	(O-E) ²	(O-E) ² /E
1	6	7.2	-1.2	1.44	0.200
2	5	4.4	0.6	0.36	0.082
3	4	2.6	1.4	1.96	0.754
4	0	0.8	-0.8	0.64	0.800
5	8	8.16	-0.16	0.0256	0.003
6	6	4.986667	1.013333	1.026844	0.206
7	2	2.946667	-0.946667	0.896178	0.304
8	1	0.906667	0.093333	0.008711	0.010
9	10	9.6	0.4	0.16	0.017
10	5	5.866667	-0.866667	0.751111	0.128
11	3	3.466667	-0.466667	0.217778	0.063
12	2	1.066667	0.933333	0.871111	0.817
13	8	7.2	0.8	0.64	0.089
14	3	4.4	-1.4	1.96	0.445
15	3	2.6	0.4	0.16	0.062
16	1	0.8	0.2	0.04	0.050
17	4	3.84	0.16	0.0256	0.007
18	3	2.346667	0.653333	0.426844	0.182
19	1	1.386667	-0.386667	0.149511	0.108
20	0	0.426667	-0.426667	0.182044	0.427
Total					4.752

Thus, the calculated $\chi^2 = 4.752$ as shown in Table. The tabulated $\chi^2 = 21.026$; with 12 as Degree of freedom and 5% level of significance.

Here the degree of freedom = $(c-1) * (r-1) = (5-1) * (4-1) = 4*3 = 12$.

So, the hypothesis assumed can be accepted as the calculated value is less than the tabulated value. As per the data collected and evaluated, it can be interpreted that the decision of purchasing goods online is influenced by the terms and condition of the return policy.

FINDINGS

In the present scenario, the existence of the online store has been successful in creating an urge for ordering goods from the comfort of each individual. The age factor matters a lot while deciding about the purchasing of goods/services online. But again when the decision has to be taken to purchase from a suitable e-commerce site, it is the delivery time and

duration that impacts a lot. Along with the product delivery, it is the behaviour of the personnel associated has an influence on the purchase decision of any favourable product from the same virtual store again which may directly/indirectly hamper the loyalty status of the customer.

When the e-commerce sites are considered for purchasing, there is no physical evidences possible for the goods interested to purchase. So while purchasing, customers try to figure out the return/exchange policies. This has a potential to boost the purchasing decision.

The online stores providing appropriate service facility can influence the decision of the customers. The websites who focus on the customer engagement and desire along with the satisfaction factors are able establish a benchmark in the virtual market.

CONCLUSION

The impact of delivery system on online purchase decision is very high as the service quality, duration and even the behaviour of the delivery personnel plays a vital role. During return or replace the supply chain management of e-commerce websites needs to be cooperative for which the customers can stay connected for long.

The study has not focused on any specific E-commerce site/ Virtual store. Rather the study has been done to understand the delivery specifications that influences the customer to purchase online. As the online purchase is directly associated with the flow of goods from the store to the ultimate purchaser for which the order has been placed. Thus it can be highlighted that the further study on this content is possible by specifying the delivery system of the established E-commerce sites. Hence customers' importance in online purchasing has turned into an essential trend.

Thus it can be identified that the Delivery system of any virtual store highly influences the purchase decision of the goods and services available online.

REFERENCES

1. Bask, Anu, Lipponen Mervi & Tinnilä Markku; (2012); "E-Commerce Logistics: A Literature Research Review and Topics for Future Research"; International Journal of E-Services and Mobile Applications (IJESMA); 4(3); Pages: 22
2. Bettman, James. R, Luce, Mary Frances, and Payne John W., (1998); "Constructive Consumer Choice Process"; Journal of Consumer Research; 25(3):187-217
3. Bourlakis, M., Papagiannidis, S. & Fox Helen; (2008); "E-Consumer Behaviour: Past, Present and Future Trajectories of an Evolving Retail Revolution"; International Journal of E-Business Research, 4(3), 64-76, July-September 2008.
4. Butler, P. & Peppard J.; (1998); "Consumer purchasing on the Internet: Processes and prospects"; European Management Journal; Volume 16, Issue 5, October 1998, Pages 600-610
5. Deng, Y. S, Xiang X and Ma J S (2008), Logistics Management Cases and Implementation, eTsinghua University Press, Beijing
6. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995); "Consumer behaviour" (8th ed.). Chicago: Dryden Press.
7. Flint, John, D., Lusch, R. F., & Vargo., S. L. (2014). "The supply chain management of shopper marketing as viewed through a service ecosystem lens"; International Journal of Physical Distribution & Logistics Management; 44(1/2), 23-38
8. Gangeshwer, D. K.; (2013); "E-Commerce or Internet Marketing: A Business Review from Indian Context"; International Journal of u- and e- Service, Science and Technology; Vol.6, No.6 (2013), pp.187-194
<http://dx.doi.org/10.14257/ijunesst.2013.6.6.17>
9. Ha, Sejin & Stoel, Leslie; (2012); "Online apparel retailing: roles of e-shopping quality and experiential e-shopping motives"; Journal of Service Management; Vol. 23; Issue 2
10. Hu, M., Huang, F., Hou, H., Chen, Y., & Bulysheva, L. (2016). Customized logistics service and online shoppers' satisfaction: an empirical study. Internet, 26(2), 1-15
11. Iyer, K. N., Germain, R., & Frankwick, G. L. (2004); "Supply chain B2B e-commerce and time-based delivery performance"; International Journal of Physical Distribution & Logistics Management, 34(8), 645-661.
12. Monsuwé, P. y, Toñita, Dellaert, B. G., & Ruyter, K. De. (2004); "What drives consumers to shop online? A literature review"; International Journal of Service Industry Management, 15(1), 102-121.
13. Rajendran, Shalini. Wahab, Siti Norida. Ling, Yeow Way & Yun, Lim Shin; (2018); "The Impact of Logistics Services On the E-Shoppers' Satisfaction"; Int. J Sup. Chain. Mgt; Vol. 7, No. 5, October 2018; 461
14. Steinhart, Y., Mazursky, D., & Kamins, M. (2013). "The process by which product availability triggers purchase". Marketing Letters.
15. Xia, Lan & Sudharshan, D., (2002); "Effects of Interruptions on Consumer

- Online Decision Processes”; Journal of Consumer Psychology; 12(3), 265–280
16. Xing, Yuan, Grant, D. B., Alan, C. M., & Fernie, J. (2011); “The Interface between retailers and logistics service providers in the online market”; European Journal of Marketing; 45(3), 334–357.

Journal of Engineering Sciences