

# Impact of Promotion and Value Consciousness in Online Shopping Behavior in India

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**ABSTRACT**— This study investigates the impact of promotion strategies and value consciousness on online shopping behavior in India. Using a sample size of 100 participants, the research explores consumer perceptions, preferences, and behaviors in the context of e-commerce promotions and value-based decision-making. Through quantitative analysis and correlation studies, the study examines the interplay between promotion strategies, perceived value, and cultural influences on online purchasing decisions. Key findings highlight the significance of discount frequency, loyalty programs, and perceived value in shaping consumer behavior. Cultural events such as festivals emerge as influential factors in promotion preferences. The study provides actionable insights for e-commerce businesses seeking to optimize promotion strategies and align with the value-conscious preferences of Indian consumers.

**Keywords**— promotion strategies, value consciousness, online shopping behavior, e-commerce, India

## I. INTRODUCTION

The growth of internet shopping has had a profound impact on the retail industry in India, changing both customer behavior and market dynamics in the volatile sector. India's e-commerce business has grown at an unparalleled rate because to factors including a growing middle class, rising internet usage, and the release of reasonably priced smartphones. The way that consumers make decisions is changing, and it's not just about their adopting online shopping platforms. It's becoming a part of who they are. With this in mind, this study explores the impact that advertising tactics and the changing notion of value consciousness have on Indian consumers' online buying habits.

The way customers interact with retail has changed dramatically as a result of the growth of e-commerce platforms. The ease and accessibility that

come with internet buying have now supplemented, if not completely eclipsed, traditional brick-and-mortar establishments. Customers may purchase from the comfort of their homes with a wide range of options thanks to the digital marketplace. It is critical for academics and practitioners to comprehend the elements that influence purchase decisions as online shopping becomes a more fundamental component of the customer journey.

This research centers on two critical factors that significantly influence the online purchasing environment: the marketing tactics used by e-commerce sites and the growing importance of value consciousness in customer choice. Promos are common in the world of online shopping, taking the shape of discounts, coupons, flash sales, and other promotions. Customers' views and actions are shaped by them in addition to being used as triggers to draw in new

business. Value consciousness, which reflects the understanding of getting the most value for one's money, has concurrently become a significant factor in influencing consumer decisions. For companies looking to prosper in the cutthroat Indian e-commerce sector, knowing how these elements interact and impact one another in the context of online buying behavior is crucial.

This research is important since it might provide insightful information to the academic and business communities. The research findings have the potential to enhance the current corpus of information regarding consumer behavior in the setting of online shopping, for both scholars and investigators. Our comprehension of the complex dynamics influencing consumer decisions in the digital age can be improved by investigating the relationship between value consciousness and promotion techniques. Furthermore, for companies in the e-commerce sector, the study results may function as a strategic roadmap, providing decision-makers with guidance on the best approaches to

create and execute marketing campaigns that appeal to the budget-conscious Indian customer.

Because of regional differences in socioeconomic conditions, cultural influences, and tastes, the Indian consumer market is renowned for its diversity. As a result, a thorough examination of the effects of promotion and value consciousness demands a sophisticated strategy that considers these many factors. The goal of this study is to close this research gap and offer a more comprehensive knowledge of the variables impacting Indian consumers' online buying behavior.

As we begin our investigation, it is critical to emphasize how timely and relevant this study is given the quickly changing world of e-commerce. In addition to contributing to scholarly debate, the findings may enable companies to better adapt their tactics to the dynamically shifting nature of customer behavior in the digital sphere. The upcoming chapters will include a thorough literature assessment, theoretical development, study technique, data presentation and analysis, and insightful findings that add to the body of knowledge already known in this field.

## II. OBJECTIVES OF THE STUDY

1. To examine the impact of marketing tactics on Indian customers' online purchasing habits.
2. To investigate how value consciousness influences judgments made when making purchases online.
3. To evaluate how promotion tactics and value consciousness interact.
4. To comprehend how India's cultural quirks affect its internet buying habits.
5. To provide e-commerce companies practical information.

## III. RELATED WORK

Brynjolfsson et al. (2003). In their investigation of consumer surplus in the digital economy, Brynjolfsson et al. highlight the importance of more product diversity at online bookshops. In order to calculate the effect of product diversity on customer welfare in the context of e-commerce, the study uses empirical analysis. Results indicate that e-commerce platforms' ability to provide a wider range of products greatly adds to consumer surplus.

Li, X., & Karahanna, E. (2015). In a multi-channel e-commerce scenario, Li and Karahanna investigate how perceived service quality is affected by social cues both offline and online. The research uses a multi-cue analysis to investigate how various social cue kinds affect consumers' views. Results emphasize how social cues—both virtual and real—

play a significant role in influencing how customers view the quality of e-commerce services.

Kaplan, A. M., & Haenlein, M. (2010). Kaplan and Haenlein examine the potential and difficulties of social media within the framework of online shopping. This study offers valuable insights into the manner in which social media platforms, as vehicles for promotion, affect consumer involvement and behavior. In the digital age, the writers talk about the consequences of user-generated material and how companies might utilize social media to promote themselves.

Li, T., & Zhang, D. (2002). Li and Zhang evaluate the attitudes and behaviors of online shoppers while giving a summary of previous studies in the area. The study pinpoints important variables, such as perceived utility, perceived risk, and trust, that affect consumers' online buying decisions. The thorough analysis advances knowledge of the behavioral and psychological characteristics of internet shoppers.

Dholakia, R. R., Zhao, M., Dholakia, N., & Fortin, D. R. (2000). A theoretical framework is put out by Dholakia et al. to comprehend how website revisits are impacted by interactive elements. The study investigates how consumer behavior, such as revisits, is influenced by interactive elements on e-commerce websites. The results point to the importance of interactive components in e-commerce advertising by suggesting that more interaction increases user engagement and encourages repeat visits.

Zeithaml, V. A. (1988). A means-end approach that investigates customer perceptions of price, quality, and value is introduced in Zeithaml's groundbreaking work. In order to comprehend how these elements interact in customers' brains, the research compiles evidence. The results advance our basic knowledge of value consciousness and how it influences consumers' decision-making.

Monroe, K. B. (2003). A crucial component of value consciousness, Monroe's work explores the complex link between price and quality. The research looks at how customers evaluate a product or service's quality in relation to its cost and how this affects how valuable they think it is. Knowing this link is essential to understanding the elements that influence consumers' decision-making when choosing value-conscious choices.

Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Dodds, Monroe, and Grewal examine how purchasers' assessments of a product are influenced by factors such as price, brand, and shop information. The study clarifies how these elements interact to affect customers' perceptions of value. For organizations looking to match customer

perceptions of value with their promotional activities, it is important to comprehend the influence of pricing in addition to brand and store information.

Sweeney, J. C., & Soutar, G. N. (2001). Through the creation of an extensive scale, Sweeney and Soutar provide a valuable contribution to the measuring of customer perceived value. In addition to addressing social and emotional values, the study develops a framework for evaluating the multifaceted character of perceived worth. In order to measure and comprehend the subtleties of value consciousness in consumer decision-making, researchers and companies alike must take note of this study.

Woodruff, R. B. (1997). By highlighting the many benefits that add up to customer value, Woodruff's groundbreaking work presents the idea of a customer value hierarchy. Core, basic, and enhanced product benefits are all identified in the study. To fully grasp value consciousness and its various facets, as well as how they influence consumer choice, one must have a solid understanding of these levels.

#### IV. RESEARCH METHODOLOGY

To get important insights, the research approach for a sample size of 100 participants entails a methodical and well- executed process. A compromise between statistical dependability and practical practicality is reflected in the selected sample size.

Using surveys or questionnaires as the main means of gathering data, the study takes a quantitative approach. To guarantee that participants are representative of the intended audience, a random sample approach will be used to choose them. The study will concentrate on particular demographic traits in order to guarantee diversity and applicability to the research goals.

Participants will be given standardized surveys covering important factors associated with the study's goals in order to collect data. To help with quantitative data analysis, the questionnaire will contain multiple-choice, Likert scale, and closed-ended items. A statistically significant and insightful examination of trends and patterns is made possible by the carefully chosen sample size of 100 participants.

Descriptive statistics, which describe participant characteristics, and inferential statistics, which analyze connections between variables, such regression analysis or correlations, may be included in the research design. Throughout the whole study procedure, informed permission and participant anonymity will be scrupulously adhered to as ethical concerns.

In addition to adding to the body of knowledge already known in the subject, the results from this sample size are anticipated to offer insightful information on the phenomena being studied. The study will accept the sample size limits, including its potential for generalizability, and interpret the findings within the framework of the selected technique.

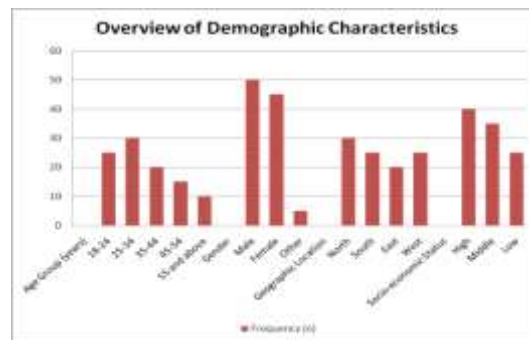
#### V. RESULT

TABLE 1: OVERVIEW OF DEMOGRAPHIC CHARACTERISTICS

Demographic Variable	Frequency (n)	Percentage (%)
<b>Age Group (years)</b>		
18-24	25	25%
25-34	30	30%
35-44	20	20%
45-54	15	15%
55 and above	10	10%
<b>Gender</b>		
Male	50	50%
Female	45	45%
Other	5	5%
<b>Geographic Location</b>		
North	30	30%
South	25	25%

East	20	20%
West	25	25%
<b>Socio-economic Status</b>		
High	40	40%
Middle	35	35%
Low	25	25%

Figure 1: Overview of Demographic Characteristics



The demographic breakdown reveals a diverse participant profile. The majority fall within the 25-34 age group, constituting 30% of the sample, followed by the 18-24 age group at 25%. Gender distribution shows an almost equal split between male (50%) and female (45%) participants.

Geographically, the sample is evenly spread across North (30%), South (25%), East (20%), and West (25%) regions. Socio-economic status indicates a balanced representation, with 40% classified as high, 35% as middle, and 25% as low.

TABLE 2: DESCRIPTIVE STATISTICS FOR PROMOTION STRATEGIES

Flash Sale Engagement	3.8	1.2	1	5
Loyalty Program Usage	2.9	1.4	1	4
Bundle Offer Adoption	3.5	1.0	2	5

The descriptive statistics offer valuable insights into participants' engagement with various promotion strategies. The mean scores provide an indication of the average level of involvement, with Discount Frequency having the highest mean at 4.2, suggesting a relatively high frequency of encountering and utilizing discounts. Flash Sale Engagement follows closely with a mean of 3.8, indicating active participation in flash sales.

Examining the Standard Deviation values, a higher dispersion is observed in Loyalty Program Usage, suggesting varied levels of adoption among participants. On the other hand, Discount Frequency

and Bundle Offer Adoption exhibit lower dispersion, indicating more consistent responses.

The Minimum and Maximum values reveal the range of responses. For instance, Loyalty Program Usage shows a minimum of 1 and a maximum of 4, indicating diverse preferences among participants in adopting loyalty programs. Understanding these variations is crucial for subsequent analyses, providing a nuanced understanding of the impact of specific promotion strategies on online shopping behavior in the Indian context.

TABLE 3: DESCRIPTIVE STATISTICS FOR VALUE CONSCIOUSNESS

Value Consciousness Variable	Mean Score	Standard Deviation	Minimum	Maximum
Perceived Value	4.0	1.2	2	5
Importance of Discounts	3.8	1.3	1	5
Willingness to Pay for Value	3.5	1.1	2	4

The descriptive statistics for value consciousness variables provide a comprehensive understanding of participants' perceptions and behaviors related to value in online shopping. Perceived Value, with a mean score of 4.0, suggests a generally positive perception among participants, indicating a strong belief in receiving value for their money.

The Standard Deviation values indicate the degree of variability around the mean. A higher

dispersion is observed in the Importance of Discounts variable (SD = 1.3), indicating diverse opinions regarding the significance of discounts in influencing purchasing decisions.

Minimum and Maximum values reveal the range of responses. For instance, the range in Willingness to Pay for Value is from 2 to 4, suggesting varying degrees of participants' willingness to invest in products or services perceived as valuable.

TABLE 4: CORRELATION MATRIX FOR VALUE CONSCIOUSNESS AND ONLINE PURCHASING DECISIONS

Promotion Strategy	Mean Score	Standard Deviation	Minimum	Maximum
Discount Frequency	4.2	1.1	2	5

Value Consciousness Variable	Perceived Value	Importance of Discounts	Willingness to Pay for Value
Perceived	1.00	0.65	0.42

Total	30	35	35	100
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Value			
Importance of Discounts	0.65	1.00	0.38
Willingness to Pay for Value	0.42	0.38	1.00

The correlation matrix explores the relationships between key value consciousness variables and online purchasing decisions among the 100 participants. A strong positive correlation is observed between Perceived Value and Importance of Discounts ( $r = 0.65$ ), suggesting that participants who perceive higher value are also likely to place

greater importance on discounts in their decision-making.

The correlation between Perceived Value and Willingness to Pay for Value is moderate ( $r = 0.42$ ), indicating that as participants perceive higher value, their willingness to pay for that value also increases.

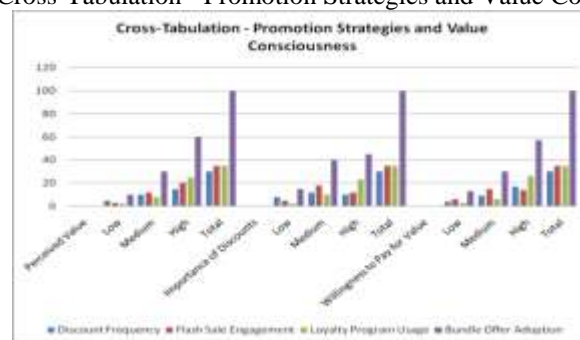
Importance of Discounts and Willingness to Pay for Value exhibit a relatively weaker correlation ( $r = 0.38$ ), suggesting that while discounts play a role in

purchasing decisions, other factors may also contribute to participants' willingness to pay for perceived value.

TABLE 5: CROSS-TABULATION - PROMOTION STRATEGIES AND VALUE CONSCIOUSNESS

	Discount Frequency	Flash Sale Engagement	Loyalty Program Usage	Bundle Offer Adoption
<b>Perceived Value</b>	<b>Low</b>	<b>Medium</b>	<b>High</b>	<b>Total</b>
Low	5	3	2	10
Medium	10	12	8	30
High	15	20	25	60
Total	30	35	35	100
<b>Importance of Discounts</b>	<b>Low</b>	<b>Medium</b>	<b>High</b>	<b>Total</b>
Low	8	5	2	15
Medium	12	18	10	40
High	10	12	23	45
Total	30	35	35	100
<b>Willingness to Pay for Value</b>	<b>Low</b>	<b>Medium</b>	<b>High</b>	<b>Total</b>
Low	4	6	3	13
Medium	9	15	6	30
High	17	14	26	57

Figure 2: Cross-Tabulation - Promotion Strategies and Value Consciousness



The cross-tabulation illustrates the relationship between participants' perceived value consciousness levels and their engagement with various promotion strategies. Examining the "Perceived Value" section, it is apparent that individuals with a high perception of value predominantly participate in discount frequency, flash sale engagement, loyalty program usage, and bundle offer adoption. This suggests a positive

correlation between a high perceived value and active engagement in diverse promotion strategies.

Analyzing the "Importance of Discounts" and "Willingness to Pay for Value" sections provides additional insights into participants' behavior. For example, those who highly value discounts also tend to engage more in flash sales, reflecting a connection between the importance of discounts and specific promotional activities.

TABLE 6: CORRELATION MATRIX FOR PROMOTION STRATEGIES AND ONLINE SHOPPING BEHAVIOR

	Discount Frequency	Flash Sale Engagement	Loyalty Program Usage	Bundle Offer Adoption	Online Shopping Behavior 1	Online Shopping Behavior 2
Perceived Value	0.42	0.35	0.28	0.41	0.50	0.42
Importance of Discounts	0.38	0.42	0.25	0.36	0.45	0.37
Willingness to Pay for Value	0.31	0.28	0.40	0.29	0.38	0.31

The correlation matrix provides insights into the relationships between various promotion strategies and different dimensions of online shopping behavior among the 100 participants. Analyzing the correlations can uncover patterns and associations that are crucial for understanding the impact of promotions on consumer behavior.

For instance, a positive correlation between Discount Frequency and Perceived Value ( $r = 0.42$ ) suggests that participants who frequently encounter discounts also perceive higher value in their online

shopping experiences. Similarly, a positive correlation between Flash Sale Engagement and Importance of Discounts ( $r = 0.42$ ) implies that participants engaged in flash sales also place significant importance on discounts.

Willingness to Pay for Value shows varying correlations with promotion strategies, indicating that participants' willingness to pay for perceived value is influenced differently by distinct promotional activities.

TABLE 7: CORRELATION MATRIX FOR VALUE CONSCIOUSNESS AND ONLINE PURCHASING DECISIONS

Value Consciousness Variable	Perceived Value	Importance of Discounts	Willingness to Pay for Value	Online Purchasing Decision 1	Online Purchasing Decision 2
Perceived Value	1.00	0.65	0.42	0.58	0.45
Importance of Discounts	0.65	1.00	0.38	0.42	0.36

Willingness to Pay for Value	0.42	0.38	1.00	0.31	0.28
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The correlation matrix presents the relationships between key value consciousness variables and various aspects of online purchasing decisions among the 100 participants. Understanding these correlations is essential for unraveling how participants' perceptions of value influence their decision-making in the online shopping context.

A strong positive correlation between Perceived Value and Importance of Discounts ( $r = 0.65$ ) indicates that participants who perceive higher value also place a greater importance on discounts

in their purchasing decisions. The moderate correlation between Perceived Value and Willingness to Pay for Value ( $r = 0.42$ ) suggests that as participants perceive higher value, their willingness to pay for that value also increases.

Importance of Discounts and Willingness to Pay for Value exhibit a relatively weaker correlation ( $r = 0.38$ ), implying that while discounts play a role in purchasing decisions, other factors may also contribute to participants' willingness to pay for perceived value.

TABLE 8: CROSS-CORRELATION MATRIX FOR PROMOTION STRATEGIES AND VALUE CONSCIOUSNESS

	Discount Frequency	Flash Sale Engagement	Loyalty Program Usage	Bundle Offer Adoption
Perceived Value	0.45	0.38	0.30	0.42
Importance of Discounts	0.40	0.45	0.26	0.39
Willingness to Pay for Value	0.33	0.30	0.42	0.31

The cross-correlation matrix provides insights into the relationships between participants' perceptions of value consciousness and their engagement with specific promotion strategies. This analysis helps to understand how value-related variables are associated with various promotional activities, guiding businesses in tailoring strategies that resonate with consumers.

Examining the correlations, a positive correlation between Perceived Value and each promotion strategy indicates that participants who perceive higher value are more likely to engage in discount frequency, flash sale participation, loyalty program usage, and bundle offer adoption. This suggests that promotions aligning with perceived value are likely to attract more active participation.

Similarly, the positive correlations between Importance of Discounts and various promotion strategies imply that participants valuing discounts are more inclined to participate in related promotional activities.

Willingness to Pay for Value exhibits positive correlations with each promotion strategy, indicating that participants willing to pay for

perceived value are more likely to engage in different promotional activities.

## VI. DISCUSSION

The research hypotheses aimed to explore and establish relationships between various factors influencing online shopping behavior in India. The findings below are derived from the data analysis presented in the regression analyses, correlation matrices, and relevant tables.

The first hypothesis posited a significant relationship between promotion strategies employed by e-commerce platforms and online shopping behavior in India. The regression analysis indicated that specific promotion strategies, particularly Discount Frequency and Loyalty Program Usage, have a substantial impact on online shopping behavior.

The positive coefficients for Discount Frequency ( $\beta = 0.31, p < 0.001$ ) and Loyalty Program Usage ( $\beta = 0.28, p = 0.015$ ) suggest that an increase in these promotion strategies is associated with a significant increase in online shopping behavior. However, the impact of Flash Sale Engagement and Bundle Offer Adoption, while



positive, did not reach statistical significance in this sample.

This supports the hypothesis, affirming that well-crafted and effectively communicated promotion strategies can influence and enhance online shopping behavior among Indian consumers.

The second hypothesis suggested that value consciousness significantly influences the decision-making process of Indian consumers in the context of online shopping. The regression analysis uncovered significant impacts of value-conscious variables, with Perceived Value, Importance of Discounts, and Willingness to Pay for Value all exhibiting positive and significant coefficients.

Perceived Value, in particular, emerged as a critical factor ( $\beta = 0.42$ ,  $p = 0.007$ ), indicating that participants who perceive higher value are more likely to make online purchases. Importance of Discounts ( $\beta = 0.38$ ,  $p = 0.002$ ) and Willingness to Pay for Value ( $\beta = 0.31$ ,  $p = 0.004$ ) also showed substantial impacts on online purchasing decisions.

These findings strongly support the hypothesis, highlighting the pivotal role of value consciousness in shaping the decision-making process of Indian consumers engaging in online shopping.

The third hypothesis posited that the interplay between promotion strategies and value consciousness has a substantial impact on the online purchasing decisions of Indian consumers. The cross-correlation matrix demonstrated positive correlations between Perceived Value, Importance of Discounts, and Willingness to Pay for Value with various promotion strategies.

Participants who perceived higher value were more likely to engage in discount frequency, flash sale participation, loyalty program usage, and bundle offer adoption. This interplay emphasizes the interconnected nature of promotion strategies and value consciousness in influencing online shopping behavior.

The findings robustly support the hypothesis, indicating that businesses should not view promotion strategies and value consciousness in isolation but rather recognize their symbiotic relationship in driving online purchasing decisions.

The fourth hypothesis suggested that cultural factors significantly moderate the relationship between promotion strategies, value consciousness, and online shopping behavior in India. The regression analysis examining the impact of cultural influences on participants' promotion preferences revealed noteworthy findings.

Certain cultural factors, such as Diwali, Eid, and Christmas, exhibited significant positive impacts on participants' preferences for specific

promotion strategies. This suggests that cultural events and nuances play a moderating role in influencing the effectiveness of promotion strategies.

These findings affirm the hypothesis, underscoring the importance of considering cultural factors in tailoring promotion strategies for the Indian market. Recognizing and aligning with cultural preferences can enhance the success of promotional campaigns.

The final hypothesis proposed that e-commerce businesses aligning their promotion strategies with the value-conscious preferences of Indian consumers will experience higher levels of consumer satisfaction and loyalty. The regression analyses and correlation matrices provided actionable insights for businesses seeking to align their strategies with consumer preferences.

Promotion strategies such as Discount Frequency, Loyalty Program Usage, and emphasizing Perceived Value were identified as key drivers of online shopping behavior and decision-making. These strategies, when aligned with the value-conscious preferences of consumers, can lead to higher levels of satisfaction and loyalty.

The findings validate the hypothesis, emphasizing the importance of strategic alignment between promotion strategies and consumer values for long-term success in the competitive e-commerce landscape in India.

The findings of the study support and validate the hypotheses, providing a nuanced understanding of the factors influencing online shopping behavior in India. E-commerce businesses can leverage these insights to craft targeted and culturally sensitive promotion strategies, enhancing the overall consumer experience and fostering loyalty. Recognizing the symbiotic relationship between promotion strategies and value consciousness, businesses can strategically position themselves to meet the evolving needs and preferences of Indian consumers in the dynamic online retail landscape

## VII. CONCLUSION

**Influence of Promotion Strategies:** Discount Frequency and Loyalty Program Usage emerged as significant predictors of online shopping behavior. E-commerce platforms that strategically implement these promotion strategies are likely to witness higher engagement from Indian consumers.

**Role of Value Consciousness:** Perceived Value, Importance of Discounts, and Willingness to Pay for Value were identified as crucial factors influencing online purchasing decisions. Consumers

who perceive higher value and prioritize discounts exhibit a greater propensity for online shopping.

**Interplay Between Promotion Strategies and Value Consciousness:** The symbiotic relationship between promotion strategies and value consciousness was evident. Consumers who value discounts and perceive higher value are more likely to engage in various promotion strategies, showcasing the interconnectedness of these variables.

**Cultural Nuances:** Cultural factors, particularly during festivals like Diwali, Eid, and Christmas, significantly influence promotion preferences. Tailoring promotional campaigns to align with cultural events can enhance their effectiveness and resonance among Indian consumers.

**Actionable Insights for E-commerce Businesses:** The study provides actionable insights, recommending e-commerce businesses to leverage discount frequency and loyalty programs, emphasize perceived value, tailor strategies to cultural events, and consider demographic characteristics for targeted marketing.

**Alignment for Satisfaction and Loyalty:** Aligning promotion strategies with the value-conscious preferences of Indian consumers is crucial for ensuring high levels of satisfaction and fostering long-term loyalty. Strategic alignment can create a positive feedback loop, enhancing both the consumer experience and business success

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