

Factors Effecting Online Shopping Consumer Buying Behavior A Model of China-Uzbekistan Consumer Buying Behavior

Shakhnoza Namazova, Gui Huangbao and Ahmed Nawaz Soomro
School of Management and Economics (MBA Education Center),
North China University of Water Resources and Electric Power, Zhengzhou, 450045, China

Abstract:

Purpose- This research paper examines the relationship between various factors that affect the consumer-buying behavior towards online shopping in China and Uzbekistan. Purpose of study is to use the technology acceptance model in both the countries to identify the effect of the six dimensions' risk including: convenience financial risk, product risk, the risk of non-delivery, the risk of buying back the underlying risk on customers' attitudes to that may affect the consumer buying behavior toward online shopping in both the countries and give a comprehensive comparative analysis. Adding to the purpose the study also highlight the factors need to improve by online shopping stores and portal in order to motivate more consumers to online shopping.

Design/methodology/approach- To achieve the purpose, study uses self made self explanatory questionnaire distributed with probability sampling in both the countries. 100 questionnaires were distributed to online consumers of both the countries. To analyze the data study uses SPSS as statistical tool in order to quantitatively explain the hypothesis.

Findings- Regression/Econometric analysis indicates positive impact of factors on consumer buying behavior in Uzbekistan and China, but comparatively satisfaction level of the Chinese consumers towards online shopping is high than Uzbekistani online consumers due to which a lot of improvement is required in many factors of Uzbekistani web stores for online shopping.

Originality/value- This study offers the first examination of effects on consumer buying behavior in both the countries and their satisfaction level as per the primary data collection from respondents of both the countries and gives a comparative analysis on online shopping consumer buying behavior.

Keywords: (Online Shopping, Consumer-Buying Behavior, Customer Easiness, Customer Satisfaction)

Date of Submission: 04-09-2020

Date of Acceptance: 19-09-2020

I. Introduction

“Business of e-commerce, consumer used internet for various purposes, such as: search for product features, prices, or review, the selection of products and services through internet, orders, payment, and or other thing that after products delivers through the internet is necessity and other means services final after of sale through internet and other aims (Siniha, 2010).“Over the past few decades, the Internet has a vast global market place for the exchange of goods and services have been developed. In many developed countries, the Internet is an important media to provide a wide assortment of products available within 24 hours and cover a large area adopted. In some other countries, including Uzbekistan, although business-to-consumer e-commerce is much lower than the forecast of total retail business, according to its limits have been” (Roger, 1971). “Also, e-commerce marketing channel has become irreplaceable in business transactions online stores and services, B2C transactions are important sales channels. Online shopping behavior of consumers is one of the most important research programs in e-commerce over the past decade” (Chen, 2009).

“This online behavior of consumers guided in various fields including information systems, marketing, management sciences, psychology and social psychology, etc”. (Hoffman, 1999) (Koufaris, 2002) (Bellman, 1999) (Pavlou, 2003) (Eastlick, 1993) (Zhou, 2007). Online shopping behavior (also online shopping behavior and buying behavior / called internet shopping) refers to the process of purchasing products or services through the Internet. This process involves five similar steps to those associated with traditional purchasing behavior (Rich, 1964). In the normal process of online shopping, when potential consumers identify the need for some goods or services, use the Internet and search about needed information. However in activity searching at the time potential consumer attract with information about products, or services associated to feel needed. Then they evaluated replacement and choose the best way appropriate your standards for dealing felt need finally a transaction is done and after sales services are provided. Attitude of online shopping consider buying on the Internet refers to the psychological state of consumers.

(Zhang, 2002) The purpose of this study was analyze the factors affecting online shopping behavior of consumers, who may be most essential issues related to the field of e-commerce and marketing. However, there is very limited knowledge about consumer behavior online. That's a social phenomenon and technically complex and involves many factors. One goal of this study covered the shortcomings of previous studies that are not checked the main factors affecting online shopping behavior. This goal used with experimental model that exist risk, infrastructural variables and process refers to online shopping behaviors and their subjective norms with identified controlling behaviors, behavior special innovation person and affecting motives on online shopping behaviors as research hypothesis. Although many studies have examined the factors affecting online shopping behavior investigated independently, many of them are major factors, usually between three to six factors were isolated (Chen, 2009).

This trend to shop online with the comfort of your own couch has recently been taken up in the Asian region as well, especially in Uzbekistan and China. China seems to have adopted the trend much faster as compared to Uzbekistan. For Uzbekistan, however, the adoption of such trends has been more difficult. People usually don't trust the products being displayed in front of them. As a result, we can't expect them to buy online and be satisfied with it. However, in china people mostly rely on online shopping due to shortage of time and cultural diversities, comparing to Uzbekistan and Chinese web portals are more reliable & well designed. This recent trends of online shopping led the researchers to believe that cultural diversity and trust are not the only factors determining the consumer-buying behavior when comparing to both countries but there are other factors affecting CBB. This research paper will try to reveal such factors to improve Uzbekistani online shopping market.

II. Literature Review

Determinants of customer behavior and customer satisfaction criterion are extensively documented in the marketing literature and most of the studies in the field have agreed on common criterion (Katircioglu, 2011a) (Katircioglu, 2011) (Katircioglu, 2011c) (Arasli, 2008) (Arasli, 2005a) (Arasli, 2005b). In the field of online shopping, various motivational factors of online shopping, various studies have been conducted. For example, (Garcia, 1999) concluded that internet shopping as a way has done save time shopping than traditional shopping. Others found that ease of understanding by customers on the Internet has a positive effect on the behavior of internet shopping.

In addition to the traditional problems of consumer researchers have concluded that the behavior of buying a product or service after the formation of beliefs and attitudes. Attitudes are more positive than the real. The possibility of buying behavior in the future will be more and more of one ways to create a positive attitude with which clients cannot form positive emotions are repeatedly exposed to a stimulus. In the same conditions and the usual enthusiasm person just because they repeatedly do see the increase, and to sell products via the internet can through television advertising, or advertising by word of mouth customers with the phenomenon of shopping on the Internet make frequent and familiar faces. One way for customers attracted confidence use of generalizations for promotion internet shopping method and providing news related to it, for thoughts and general mediums. Known models in this area can be **Technology Acceptance Model** and the model plans before online shopping. Much of the study related to consumer behavior in the West, this instigate the demand of such studies in Uzbekistan

The behavior of individuals should be justified in area internet Shopping for each specific culture should be studied and the results of a study cannot be generalized to other regions and cultures of the world (Chen, 2009). Thus, the behavior of people in online shopping in Asia area new studies should be conducted in these areas.

In fact, this looked done prediction for investor at electronic trade and markets growth has been in from liner increasing. After conducting some research it turned out that the most important factor that separates online buyers from those who do not shop online is risk factors and the protection of privacy. In a study conducted by Jupiter Communications found 64 percent of online consumers are reluctant to trust the Web sites, even if the strong claims about the security of your website is done (Zhou, 2007). Researchers have stated that the level of acceptance risk is a key factor that causes individuals or individuals attempting to purchase online. This forms the Consumer Buying behavior towards online shopping.

This factor is the most important factor in the growth of e-commerce in the world. The internet-based e-commerce environment, allows to the customers to search for and purchase of goods and services take action through direct connection with online stores. It should be noted that based on the actual experience of buying goods online purchase, but on aspects outstand such as image, shape, quality of information and advertising of goods (Koufaris, 2002). And it depends on consumer communications and how to interact with the computer. In addition, features such as providing information, guidance and orders by purchasing a two-way and interactive as an important factor in building confidence in e-commerce sales than has been traditional.

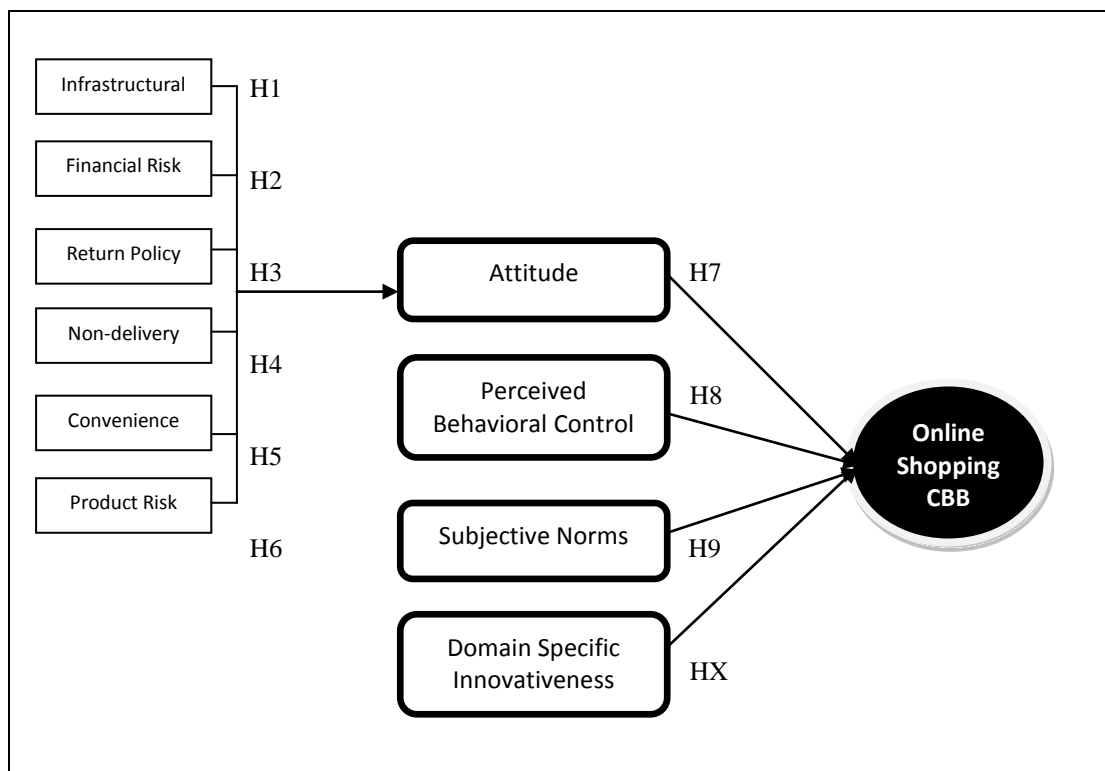
In books and articles about e-commerce, there are various research about internet shopping and evaluation of consumer some of the results justified an empirical validity of the factors on shopping behavior internet shopping. But the new research, the style of information processing customer purchase patterns, preferences of customers and related fields in order to create more attractive for the users of the online stores have put into consideration that beyond every shopping action covered a major decision process should be considered. The stage followed buyers even decided that what bought product kind called buying decision. There are lot models, shopping behaviors and conception methods by the consumers. Goals of these models merged and regularity spread parts of recognition since about the consumer behavior.

But mentioned one of the important factors that don't plays important role at individual behaviors shopping is internet stores characteristic. Since the mid 1970 is concerned the study of consumer attitudes and buying behavior of consumers. According to the model change attitudes and behavior, the attitude of consumers is influenced by intention. When the intended used at online purchase behavior, this research could examine the result of the purchase transaction. Attitude is a multi dimensional construct. One of these aspects is the acceptance of the Internet as a shopping channel. Previous research has shown that attitudes towards online shopping are a significant predictor of making a purchase online and purchase behavior (Yang, 2000). E-Commerce is fast growing industry and substituting the current economic scenario, but a sustainable growth and profitability model is required in accordance with Consumer Buying Behavior.

FRAMEWORK

The present model provides a model to explain the behavior of customers to internet shopping. Figure 1 show, online shopping behavior in four different attitudes, subjective norms and behavioral control areas of particular innovation is perceived classification. Attitudes variables are considered in six different categories such as: financial risk, product risk, the risk of the facility, the risk of non-delivery, return policy and service infrastructure variables statistic socially at this research have been groups from the residents of city of Zhengzhou City, China and Tashkent City, Uzbekistan at ages between 20 to 40.

Figure no: 1 Conceptual Model



Conceptual Model in Figure No.1 has been used in both the countries in China and Uzbekistan to identify the factors affecting the online shopping consumer's buying behavior CBB in accordance with the demographic characteristics of the responded. For the purpose of comparative studies two main cities from both the countries were sampled Tashkent from Uzbekistan and Zhengzhou from China. 100 questionnaire containing 50 variables were distributed to the online users. On the basis of conceptual model designed study

tends to follow the affects of domain specific innovativeness, attitude of consumer, subjective norms, and perceived behavioral controls on online shopping behavior. Further attitude is encompassed with six risk factors a consumer has in his mind when going online to purchase goods. Previously many authors have tried to use this behavioral model on different class and groups of people. This study has compared reasons in both the countries and compared the motivational factors for CBB to be improved. Uzbekistani Online stores seems more on back sides to the construct and need improvement in online markets.

HYPOTHESIS

On the basis of the conceptual model following hypothesis are generated that leads to the argument that these are the factors important to design online consumer’s buying behavior.

- H1: Sense of financial risk has negative effects on the attitude of consumers toward online shopping
- H2: sense of products risk has negative effects on the attitude of consumers towards online shopping.
- H3: sense of Convenience risk has negative effects on customer attitudes towards online shopping.
- H4: sense of non- deliver risk have negative effects on customer attitudes towards online shopping.
- H5: sense of return risk has negative effects to buy the attitude of consumers towards online shopping.
- H6: sense of the infrastructural risk has negative effects on customers' attitudes towards online shopping.
- H7: positive attitude towards online shopping behaviors enhanced online shopping.
- H8: subject norms will influence consumer online shopping behavior.

- H9: perceived behaviors control by customers influence on their online shopping behavior.
- HX: the tendency of customers to innovation influences their buying behavior online.

III. Methodology

This research in view of information collecting is descriptive (Harcourt, 2016), according to him a method of correlating variables through collection of data and analyzing it statistically. The research societies are people in the city of Zhengzhou and Tashkent who have done shopping on internet once. In this research, we use sampling probabilistic method. First we questioned people that so far they are shopping on internet or not, then distributed questionnaire amongst them to fill and return. The sample size of this study, according to the formula of unlimited size, with a maximum acceptable error of 0.06 and 0.95 confidence level was achieved as a result of a sample size of 200 cases from both the countries. 200 questionnaires were distributed and all were returned with completed data.

Questionnaire was designed to measure the affects of variables on consumer buying behavior on internet stores and ware-houses. Data was collected through questionnaires in three areas: the pleasant aspects of personal information, information about the use of the Internet and online shopping factors. Research variables were obtained through theories of previous authors and technology acceptance model (TAM) and theory of reasoned actions (TRA) given by (Devis, 1986). In this study, 200 questionnaires were distributed among the sample participants and all were used to analyze in SPSS and to present data. With the help cronbach's alpha method we calculated that the used questionnaire, has reliability, or in other words, has the necessary reliability. In this study variables are used to analyze data from samples of descriptive statistics and inferential statistics. In fact, the variables have been tested with the help of descriptive statistics.

RELIABILITY ANALYSIS

Cronbach (1951), the normal version of alpha is applicable when the items on a scale are summed to produce a single score for the scale. The standardized version of alpha is applicable when the items on the scale are standardized before they are summed up. According to Line (1999), the acceptable value of alpha is reliability analysis is 0.8 in the case of intelligence tests, and the acceptable value of alpha R.A is 0.7 in the case of ability tests. This explains that our R.A for the construct is perfect in both the countries China and Uzbekistan, as value of the construct for both is greater than 0.7.

Table No. 1. Cronbach's Alpha Coefficients

RESEARCH ITEMS		China		Uzbekistan	
		N	Cronbach's Alpha	N	Cronbach's Alpha
FR	Financial risk	3	0.795	3	0.712
PR	Product risk	3	0.790	3	0.777
CR	Convenience risk	6	0.843	6	0.784
ND	Non- delivery risk	2	0.734	2	0.657

RP	Return policy	3	0.833	3	0.823
IS	Infrastructural variable	3	0.887	3	0.623
ATT	Attitude toward online shopping	2	0.733	2	0.713
SN	Subjective norms	4	0.868	4	0.889
PC	Perceived behavioral control	4	0.923	4	0.892
DS	Domain specific innovativeness	4	0.816	4	0.786
OSB	Online shopping behavioral	17	0.897	17	0.765

IV. Results And Analysis

HYPOTHESES TESTING

Based on results (Table 2), the first hypothesis is confirmed and it can be claimed that the financial risk have negative effects on attitude toward online shopping. The correlation coefficient between the attitude towards online shopping and financial risk is significant and inverse relationship with about -0.31. The third hypothesis has shown that the convenience risk and attitudes to online shopping are significant and having inverse relationship with about -0.34.

Fourth test hypothesis has shown that between the non-delivery risk and attitude toward online shopping there are significant and inverse relationship with about -0.35. Testing fifth hypothesis has shown that between return risk and attitude toward shopping online there is a significant and inverse relationship with about -0.36. Sixth hypothesis showed that the risk of infrastructure and attitude toward online shopping there are significant and inverse relationship with about -0.43. The seventh hypothesis testing has shown that the attitude towards online shopping and online shopping behavior there are significant and direct relationship with about (66/0).

Table no. 2. Hypotheses testing

RESULT	VARIABLES		HYPOTHESE
	Dependent	Independent	
Negative and significant effect	Behavior towards online shopping	Financial risk	H1
Negative and significant effect	Behavior towards online shopping	Product risk	H2
Negative and significant effect	Behavior towards online shopping	Convenience risk	H3
Negative and significant effect	Behavior towards online shopping	Non-delivery risk	H4
Negative and significant effect	Behavior towards online shopping	Return policy	H5
Negative and significant effect	Behavior towards online shopping	Infra-structure	H6
Negative and significant effect	Behavior towards online shopping	Behavior towards online shopping	H7
Negative and significant effect	Behavior towards online shopping	Customer subjective norms	H8
Negative and significant effect	Behavior towards online shopping	Perceived behavioral control	H9
Negative and significant effect	Behavior towards online shopping	Attitude towards innovation	HX

Result of testing the eight hypotheses indicated that there is direct relationship between subjective norm and online shopping behavior. The ninth hypothesis test shows that between perceived behavior control and online shopping behavior there are significant and direct relationship. And also, the tenth hypothesis test shows that between attitude of customers toward innovation and online shopping there is significant and direct relationship. Eight of the total ten hypotheses are negative to behavior of consumer towards shopping that explains the theorem that all the risks have negative impacts on CBB. In order to attract more and more consumer these risk should be eliminated from the minds of consumers.

Uzbekistan and China are two interdependent countries and have ties in many grounds they should work together in order to improve their E-commerce trade market. This research has given the depth analysis of risk factors affecting the attitudes and behavior of both the countries. It should be eradicated from the minds of consumers and some provisions from both the countries should be taken to secure online shopping and make more convenient for the consumers.

Table no. 3 Relationships among the variables the conceptual model of China

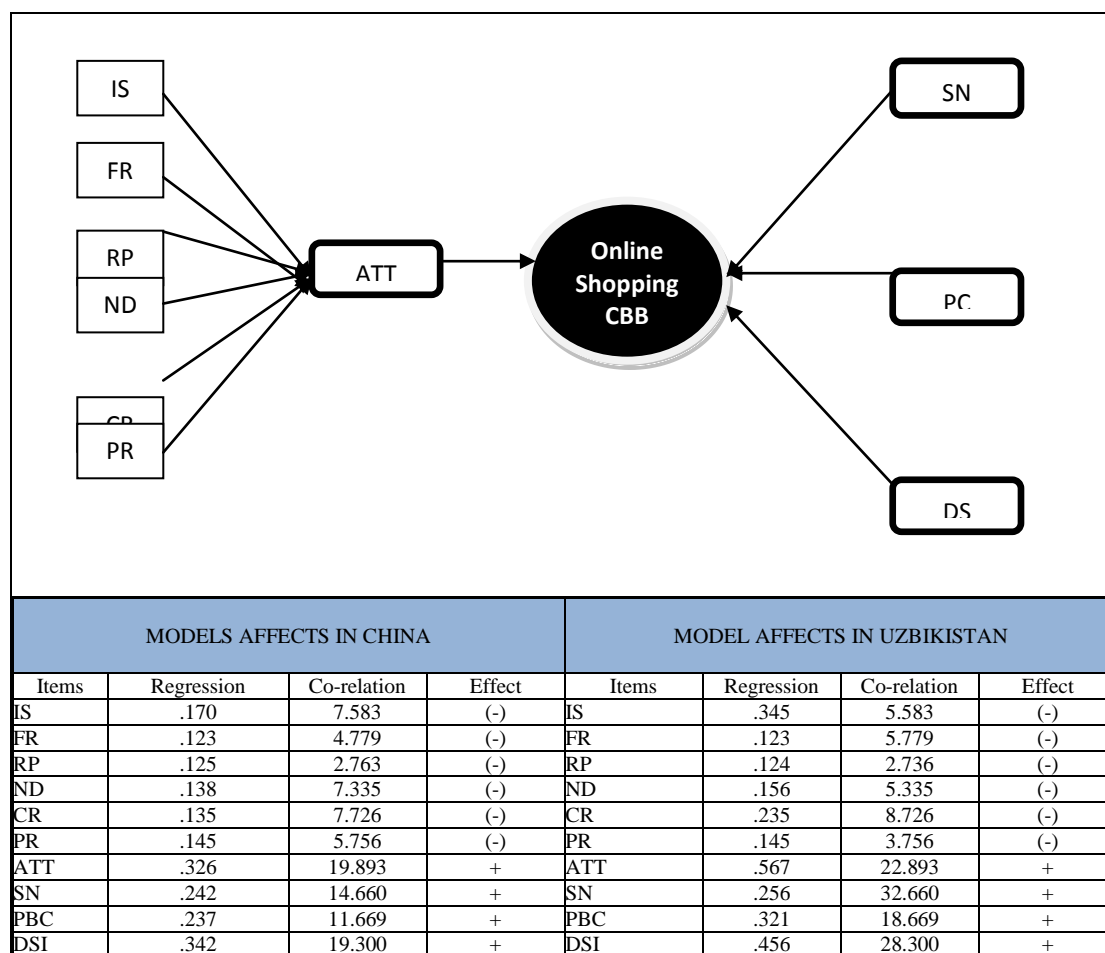
INFLUENCING VARIABLES		Influenced variable	Test of Co-efficient			Indices of Importance		Test of Recognized Coefficients		
			Beta	St: Deviation	t-value	Importance	Increased	Coefficient of equation	Statistic of critical	Coefficient of structure
First Equation	Financial risk	Attitude towards online shopping	-.123	.026	-4.779	.878	.236	.295	4.297	.038
	Product risk		-.145	.025	-5.756	1.032				.039
	Convenience risk		-.135	.018	-7.726	.965				.046
	Non-delivery risk		-.138	.019	-7.335	.988				.048
	Return policy		-.125	.045	-2.736	.889				.052
	Infra-structure		-.170	.022	-7.583	1.211				.072
Second equation	Attitude	Online shopping behavior	.326	.016	19.893	1.120	.617	.684	25.129	.214
	Customer subjective norms		.242	.017	14.660	.833				.119
	Perceived behavioral control		.237	.020	11.669	.815				.114
	Innovativeness		.342	.018	19.300	1.177				.237

Table no.4 Relationship among the variables the conceptual model of Uzbekistan

INFLUENCING VARIABLES		Influenced variable	Test of Co-efficient			Indices of Importance		Test of Recognized Coefficients		
			Beta	St: Deviation	t-value	Importance	Increased	Coefficient of equation	Statistic of critical	Coefficient of structure
First Equation	Financial risk	Attitude towards online shopping	-.123	.055	-5.779	.834	.325	.213	3.257	.022
	Product risk		-.145	.034	-3.756	1.111				.038
	Convenience risk		-.235	.024	-8.726	2.135				.043
	Non-delivery risk		-.156	.011	-5.335	.678				.032
	Return policy		-.124	.048	-2.736	.999				.042
	Infra-structure		-.345	.034	-5.583	1.432				.067
Second Equation	Attitude	Online shopping behavior	.567	.012	22.893	1.567	.762	.546	21.129	.312
	Customer subjective norms		.256	.026	32.660	.976				.141
	Perceived behavioral control		.321	.049	18.669	.812				.165
	Innovativeness		.456	.019	28.300	1.324				.258

Table No. 4 and Table No.5 explains the relationship of all the variables taken in this study affecting the consumer behavior and attitude towards online from both the countries. First equation of variables in comprised of Financial Risks, Product Risk, Convenience Risk, Non Delivery Risk and Infrastructure of services that build attitude of a consumer intents to shop online. Second Equation is of the variables that are attitude of a consumer to go online, Customer subjective norms, perceived behavioral controls and innovativeness of portals. Both the equation from both the countries shows the relationship of factors. First equation in both the countries has negative relationship in both the countries though extent of negativity level is different and high in Uzbekistan. Variables form commutation of attitude need more improvement in Uzbekistan. Econometric analysis shows that there does have a relationship of presented variables in Uzbekistan and China though effects of factors are slightly different. Indices of importance are a composite statistic , measure of changes in a representative group of individual data points, or in other words, a compound measure that aggregates multiple indicators. Study also tried to explain the statistic of indices and its change impact on both the countries. Further linear regression of variables is presented in tables above to form the research model explaining the effects of factors in both the countries China and Uzbekistan.

Figure no. 2 Regression Model



V. Discussion And Conclusion

The purpose of this study is to identify factors influencing the Consumer’s Buying Behavior in both the countries China and Uzbekistan toward shopping from internet stores. According to the results of the first until the sixth hypotheses, increasing the perception of customers of the risk of causes negative attitude to buy online. Therefore, to marketers and managers of Internet stores and Internet service provider agencies it is recommended in the field of marketing activities to build confidence and decrease the risk of consumers. Since customers feel the risks from following factors: financial, product, convenience, non-delivery, infrastructure, and return, and affects the attitude and behavior on consumer on buying decisions from online stores, the risk is perceived.

It is recommended that efforts in this direction, such install systems designed to minimize errors and to create a center for support of consumers and financial risk control analysis. Security for customers, in non-delivery of products or services damaged claimed must be returned properly and without charges. Under any circumstances, one should establish ease of relations with consumers to decrease time of delivery of product and services purchased. Proper preventions must be taken to the security of consumers’ financial transaction on the web portal or stores for online shopping of purchasing either goods or services. Consumers should be provided with convenience of shopping and less over loaded marketing advertisements and extra pages. Some stores offer low prices and deliver damaged goods this act of cheating your consumers’ may diminish the probability of doing business online such acts should be stopped.

According to the results of the seventh hypothesis a positive relation is caught in the attitude of consumers’ behavior marketers and stores keepers of online business meet the cognitive needs of business. Behavioral needs of consumer are perceived in innovativeness and his subjective norms. Positive idea and some creation may attract many customers’ to your online stores and motivate the conversion of their buying needs to their buying decisions. So it is highly recommended to marketers and others who intend to motivate their customers, not to only adopt cut price formula to attract consumers’ but an innovative idea can sell your product at high price. Once customer become trusting you and becomes loyal customer to you than sustaining that

consumer base is harder than making new customers. More expectations will be made towards your stores from loyal customers than new ones so keep changing your business strategy is a good strategy.

According to the results of the eighth hypothesis, subjective norms increase to want online shopping. Therefore suggested to, marketers and managers of stores, Internet service providers and institutions accurate marketing strategies in the field customer subjective norms. In order to strengthen the customers' subjective norms one should build a proper communication channel with them. Proper feedback to their issues and proper listening can improve subjective norms of a customer and it will directly affect the CBB. Many consumers today buy as per their control behavior there for hypothesis has turned positive. It will directly affect the CBB. Your portal of online store should be categorized demographically and concerning the age groups, genders and brands also. Information on your online stores train your customer and aware them to your stores so it should be clear and direct it should be controlling the behavior of you consumers.

Based on the results of tenth hypothesis the willingness of customers to innovation, increases customer intention to buy online, Therefore, it is recommended to marketers and managers of Internet stores and Internet service provider agencies to provide suitable marketing strategies for customers willing to provide innovation.

Bibliography

- [1]. Alzola, L. M. (2012). Cost in E-commerce B2C model: Customers Perspective. *Reviews on Internet Shopping* , pp-12.
- [2]. Al-Zubi, D. Z. (2015). The Effect of New Technological Changes In Improving.
- [3]. Andrew, L. (2018). *E-commerce in China*. Newyork: Journal of E-commerce & Communication System.
- [4]. Arasli, H. S. (2005a). Customer Service Quality in the Greek Cypriot Banking Industry, *Managing Service Quality*. 15 (1).
- [5]. Cheng, M. (2017). E-commerce in China, Future is Already Here. *E-commerce Reviews* , pp-23.
- [6]. Clarke, R. (1986). *E-Commerce*. Australia.
- [7]. Davies, P. (2014). *China's business culture bound with gifts*. Retrieved from J. FT.com; London.
- [8]. Denesse, M. (2017). E-commerce Buying and selling. *Transformation in B2B Ecommerce* , pp-12.
- [9]. Donthu, N. &. (2009). The Internet Shoppe. *Journal of Asian Business Studies* , 39 (2), pp-23.
- [10]. Easterly, W. (2013). Economists, Dictators, and the Forgotten Rights of the Poor. *Population and Development Review* , pp. 21-22.
- [11]. Eid, M. I. (2011). Determinants of E-commerce, Trust and Consumer Satisfaction in Saudi Arabia. *International Journal of Internet shopping and communication* , Vol. 12, (Iss. 1.), pp-12.
- [12]. Esha, B. H. (2016). Consumer Buying Behavior towards Online Shopping: An Empirical Study on Dhaka City, Bangladesh. *Cogent Business and Management* , pp-23.
- [13]. Fauzi, I. S. (2018). E-commerce Adoption and Analysis of the Popular E-commerce Business Sites in Malaysia. *Journal of Malaysian E-commerce Trends* , pp-23.
- [14]. Guming, J. (2012). China's B2C E-Commerce and its Future., *International Journal of Intelegance Mangement and systems* , pp-54.
- [15]. Han, W. (2018). The Analysis on Chinese E-Commerce Tax Losses Based on the Perspective of Information Asymmetry. *Electronic Commerce Research Journal* , pp-27.
- [16]. hulin, z. (2013). An E-Commerce Key Successful Factors for Chinese SME., *International Journal of Business Online* , VOL. 6, pp-23.
- [17]. Hutchinson, J. R. (2011). A Computational Analysis E-coommerce impacts on Entrepreneurship. *PLOS/ONE* , pp. 25-29.
- [18]. Intan, F. (2018). E-coommerce adoption and analysis of popular E-commerce site in Malaysia .
- [19]. J Kim, B. J. (2009). The Role of E-Tail Quality, E-Satisfaction and E-Trust in Online Loyalty Development Process., *Journal of Retailing and Consumer Services* , , pp-20.
- [20]. Jahongir, A., & Shin, H. K. (2014). Factors Influencing e-Commerce Adoption in Uzbekistan SMEs. 9 (2).
- [21]. jayakod, i. b. (2015). B2C E-commerce of China : A test Validation of revised Conpetual model .
- [22]. Jayakody, I. B. (2015). B2C e-Commerce Success: a Test and Validation of a Revised of conceptual model.
- [23]. Jin, G. (2012). China B2C E-commerce Development and its Future., *Journal of E-Commerce and Consumer Satisfacion Theories* , pp-29.
- [24]. Joseph-Vaidyan, K. (2008). Factors that enhance customer trust in e -commerce Web sites: An examination of e -commerce success metrics using Internet audience rating.
- [25]. Li, N. &. (2002). Consumer online shopping attitudes and behavior: An assessment of research . *Information Systems proceedings of Eighth Americas Conference*.
- [26]. Li, N. &. (2002). Consumer Online Shopping Attitudes and Behavior: An Assessment of Research. . *Journal of Asian Commerce* , pp-23.
- [27]. Liu, G. &. (2012). Evaluating Factors Influencing Consumer Satisfaction towards Online Shopping in China. *Asian Social Science* , pp 21.
- [28]. MacGregor, R. C., & Vrazalic, L. (Apr-Jun 2006). E-Commerce Adoption Barriers in Small Businesses and the Differential Effects of Gender. Vol. 4, (Iss. 2).
- [29]. Maharjan, K. K. (2017). Customer Satisfaction and Cusotmer Loyalty . *Journal of Applied Sciences and Business Management* , pp-27.
- [30]. MENA. (2018). *China : In 2018, Zhengzhou Airport Harbor Experimental Food Safety Promotion Week started in Central E-commerce Industrial Park*. MENA Report; London.
- [31]. Miller. (2018). *E-commerce in China*. virgina: VEDP.
- [32]. Minkara, O. (February, 2015). THE CONVERGENCE OF B2B & B2C ECOMMERCE: its here .
- [33]. Mustafa. (2016). Determinants of E-commerce Satisfaction, Trust and Loyalty in Saudia Arabia . *Journal of Electronic Commerce Research* , pp-32.
- [34]. R, J. (2003). Economic determinants of net international migration in Western Europe. *European Journal of Population* , 171-198.
- [35]. Ranganathan, C. (16 march 2001). key dimension of B2C websits.
- [36]. Roger, S. (1971). Communication of Innovations.
- [37]. Rupali R. (2018). Evalulating the Factors Affecting the Online Shopping Consumer Satisfaction Level . *International Journal of Social Sciences* , pp-23.
- [38]. Shi, Y. (October 28, 2016). Analysis on the B2C E-Commerce Pattern in China. Vol. no. 1.

- [39]. Shi, Y. (2016). Analysis on the B2C E-Commerce Pattern in China. *E-commerce Review* , pp-23.
- [40]. Siniha, J. (2010). Factors affecting online shopping behavior of Indian consumers,
- [41]. T. Ahn, S. R. (2005). The impact of the online and offline features on the user acceptance of Internet shopping malls, . *Electronic Commerce Research and Applications* , pp-45.
- [42]. Taweerat Jiradilok, S. M. (2014). The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand . *Journal of Economics, Business and Management* , pp-15.
- [43]. Toister, J. (2014). Customer Satisfaction Theory. *International Journal of Online Satisfaction Models* , pp 12.
- [44]. Vadivu, T. S. (2015). A Study on Consumer Satisfaction Towards Online Shopping. *Sumedha Journal of Management* , pp-28.
- [45]. Vasic, K. &. (2019). The Influence of Online Shopping Determinants on Customer satisfaction in serbian market . *Journal of Theoretical and Applied Electronic Commerce Research* , pp 14.
- [46]. Wen, G. (2013). Factors influencing consumers' online shopping in China. *Journal of Asia Business Studies* , 14.
- [47]. Wong, X., Yen, D. C., & Fang, X. (2004). E-Commerce Development in China and its Implication for Business. *Asia Pacific Journal of Marketing and Logistics* , 68-83.
- [48]. Yingyao, S. (2016). Analysis of B2C pattern In china .
- [49]. Zhang, H. (2013). An E-Commerce Key Success Factors Framework for Chinese SME. *Vol. 6*.
- [50]. Zhang, X., Li, Q., & Lin, Z. (2007). E-Commerce Education in China: Driving Forces, Status, and Strategies. *Journal of Electronic Commerce in Organizations* .

Shakhnoza Namazova, et. al. "Factors Effecting Online Shopping Consumer Buying Behavior A Model of China-Uzbekistan Consumer Buying Behavior" *IOSR Journal of Business and Management (IOSR-JBM)*, 22(9), 2020, pp. 01-09.