Factors influencing customer purchase decision

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Abstract

Even though it seems enthusiastic for finding out the customer purchase decision but it is not an easy task. Since there is a huge amount of variation and updating in customer purchasing ways such as online purchasing so in order to evaluate and identify factors research has been started on identifying the factors that cause and grab attention for customer purchase. Some of the factors are customer reviews, privacy, social media, fast delivery, spare shipping, the cheapest price, merchandise and information quality, easy return and a wide option. The aim of this report is to look at the elements influencing the online shopping by the consumers. This is answered by researching the elements that promote consumers to browse online through analysis.

Keywords: Use about five key words or phrases in alphabetical order, Separated by Semicolon.

1. Introduction

The investigation problem is lack of research in the field of e-commerce and consumer decision to purchase online. If a client desires to buy five products he will search for the product in e-commerce sites and he will purchase some products in one website and some in other websites, our research is about what influences the customer to show this kind of behavior of buying different components in different sites. The ingredients that impress the consumer online shopping have been disclosed through quantitative research by examining information gathered via a web-based questionnaire study. Thus, here we have identified some genes which act upon e-commerce consumer’s purchasing decision they are customer reviews, reviews, privacy, social media, fast delivery, spare shipping, the cheapest prices, quality product information, easy return, and a fuller selection.

INDEX TERMS: Sentimental analysis and Opinion mining, web crawler.

2. Decisions and factors influencing

unbolting the puzzle of consumer behavior is an interesting aspect in finding What, influences a customer purchase decision, here are some of the elements and their description of how the effect the purchase decision.

2.1. Client reviews

The major factor contributing for customer purchase decision is reviews. Because the easy of finding of the product whether it is easily acceptable by people or not. The real usage and quality of the product come out. The online reviews help in great of assessing a product. Now-a-Days 90% of people use online reviews as a source for finding out the product importance and usage. It is considered as the best way because even though the specific details get provided on a product that does not confirm all the specifications and their usage of extent. So the people who use it will have a clear cut idea and experience about it so that genuine effects and defects could get figure out. Most of the websites are providing the ease of providing reviews in a different manner such as instead of writing a whole sentence about it they are providing rating pattern so that a maximum number of reviews get uploaded and help in customer purchase decision.

2.2. Sociable media

The one more factor that influences customer purchase decision is that the usage of social media.

Once, the customer tries to shop the things of his/her interest. The data gets collected and finds out the interest of the customer towards a particular product by applying mechanism and finding out the words that a particular most commonly search for. After grabbing that information whenever there is any offer regarding that product or any news and update regarding it the data gets generated and the information gets popped up on the particular customer’s social media account by particular kind of plug-ins. This helps in customer purchase decision because even though the customer is not searching for any product by opening particular website all the times. It reduces half of the work for the customer to check for various options which may take a certain amount of time. And sometimes even though the customer does not need to buy these pop-ups help in giving information and make them interested in buying which increases the sales of the product. It updates people about current trends and their usage so the customer will get interested to buy the product. In this way, social media is helpful in providing information and responsible for customer purchase decision.

2.3. Easy return

It is considered as the third best factor for influencing customer purchase decision. Because the flexibility for buying a product is made available by almost all websites but only a few websites maintain an easy refund or replace.
policy. Because if a customer is in need of a product which he
doesn’t buy before and wants to have a try regarding it. It may or
may not satisfy the customer’s satisfaction. If refund or return
policy is applicable then it helps in more chances of trying to buy
the product.
So that the customer gets benefited by our policies. And the mode
of return and refund should be so easy that it could help in more
products purchase process.

2.4. D. delivery facilities
The delivery facilities play a crucial role in customer purchase
decision because if he/her has a desire on some product and if
delivery place is not in list of the preferences set by that particular
website it may lead customer to navigate to other websites or may
lose interest in buying such product and the options provided by
website holders such as free delivery or minimal cost on delivery
charges would help in grabbing customers attention. This factor is
considered to be half proportion among all factors according to
statistics for customer purchase decision.

2.5. E. wider choice of all the new
By providing various options in selecting the product from a par-
ticular brand may help in customer purchase decision by providing
a wide range of collection he/her may show interest in advanced
features from which they wish to buy. By this mechanism, it
would lead to a great deal in an increase in profits and help in
customer purchase decision.

3. Sentimental analysis
As the notoriety of web-based social networking, web-based busi-
ness, discussions, web journals and so on is being expanded as of
late gives ascend in enormous capacity of client information on
the web as sentiments, audits, and remarks on various items, occa-
sions, and administrations and this is consistently advancing step
by step. The two makers and clients are advantage holders in this
specific circumstance, buyers can consider suppositions of various
individuals and experience that while taking choice about any item
or administrations and makers in this way knowing the assessment
of clients on the item, will expand their item or administration
quality. Be that as it may, extricating and breaking down the valu-
able information from this substance is a noteworthy undertaking.
The unstructured nature of the information and human (natural)
dialect being utilized by clients to compose this substance expands
the multifaceted nature and this outcome in new research territory
called Opinion Mining and Sentiment Analysis. Conclusion Analy-
sis is the examination of sentiments (i.e. feelings, conclusions
and mentalities) behind the words utilizing Common Language
Processing apparatuses. For instance: “I am extremely upbeat
today, great morning to everybody”, is a general positive content.
This conclusion examination expects to decide the state of mind of
a speaker or an author regarding a few points or the report. It is
otherwise called supposition mining. Fundamentally, Sentiment
Analysis is the undertaking of distinguishing regardless of whether
the supposition communicated in a content is Positive or Nega-
tive. Regular dialect handling (NLP) is a field of software engi-
neering which manages the real content component changes it into
a configuration that the machine can utilize. fake intelligence. It
utilizes the data given by the NLP and uses a ton of insights to
decide if something is negative or positive utilized for bunching.
Slant investigation is popular as a result of its proficiency. Ma-
chine learning helps for viably processing of estimation investiga-
tion. A huge number of content archives can be prepared for the
slant in seconds, where a group of individuals takes hours physi-
cally to finish. As it is proficient. This strategy for examination
looks past the quantity preferences, remarks, and shares you get on
an item discharge, blog entry, promotion battle or a video to know
how individuals are reacting to it. Was the audit positive? Neg-
ative? Ideologically one-sided? This has a few measurements, for
example, how does a machine characterize supposition? How does
machine dissect extremity (positive/negative)? Is this client email
fulfilled or disappointed? In view of a test of audits, how are indi-
viduals reacting to this promotion battle/item discharge/news
thing? How have bloggers states of mind about the motion pic-
ture? Related assignments, for example, data extricating, question-
noting and outline. Slant investigation can be performed in three
levels they are archive level, sentence level, and angle level. In
the report level, it takes numerous conclusions which are firmly relat-
ed. Here, the whole record is taken as a solitary conclusion score
best utilized as a part of overviews. Sentence level, in this each
sentence is computed and chooses whether the sentence is sure,
negative or unbiased. Perspective level, it ascertains what view-
point or highlight individuals like or detest and figure the wistful
score appropriately.

4. Execution
The data for the writing survey was accumulated by online pursuit
through stages like Scopus, Google Scholar and the online library
of our college. In addition, pertinent writing was looked in discon-
nected libraries.
The exact information vital for the overview were accumulated by
methods for an online study. The investigation was directed utiliz-
ing Qualtrics, a poll building on the web apparatus. The poll creat-
ed was a piece of an omnibus study, including four exclusive ex-
aminations. Since every one of the four examinations were focusing
on a similar target populace this type of overviews gave a
higher number of responders in a brief timeframe for every one of
the scientists selected a piece of the populace. The initial segment
of the study was a section regular for every one of the four exami-
nations concentrated on socioeconomics and clear information.
The first and also unitary of the four segments of this omnibus
review was the establishment of this work.
5. Information collection

An online study in the arrangement of a poll was taken in parliamentary method to study, customer obtaining conduct in connection to investigations. The creator separated the poll into three segments; the preeminent area of the study covers all inclusive community actualities about the example, whereby the second part gets some information about general online networking and audit conduct while the third segment, made exclusively for this examination, studies purchasers about surveys and survey design qualities. The examination got 422 reactions of which 211 were completely finished.

a) Population insights on turn around
Of the 200 responses, the respondents' normal age adds up to almost 20 years (23.4). The aggregate circulation lies in the middle of 13 and 62.3 In class, the age gathering of understudies from 14 to 27 years add up to 81% (n=165). 54.4% of the example estimate are female and 43.6% male, which gives an error of 0.25.

b) Demographics and statistics
Of the 200 reactions, the respondents' normal age adds up to almost 20 years (23.4). The aggregate circulation lies in the middle of 13 and 62.3 In class, the age gathering of understudies from 14 to 27 years add up to 81% (n=165). 54.4% of the example estimate are female and 43.6% male, which gives an error of 0.25.

Table 1: Format Characteristics of Reviews on Online Reviewing Platforms

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Another examples</th>
<th>Retail Platforms</th>
<th>Independent Platforms</th>
<th>Blogs</th>
<th>Video Platforms</th>
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<tbody>
<tr>
<td>Display of Review</td>
<td>Qualitative</td>
<td>Floh et al.(2013)</td>
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<td>Quantitative</td>
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<td>Summary Statistics</td>
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<td>reviews</td>
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<td>Average rating</td>
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<td>Chang &amp;Liwis  (2013)</td>
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<td>Sorting Options</td>
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<td>Dellarocas(2003)</td>
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<td>Chua &amp;Banerjee(2015)</td>
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<td>Review Helpfulness</td>
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<td>Lee J.(2013)</td>
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<td>Overall Aggregate rating</td>
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are divided into 3 categories (luxury, expensive and cheap). After applying customer data by doing reprocessing and cleaning the noisy data the mean, min, max log likelihood values are as follows for proposed model the values are - 9.7059, 93.0097, 2.0650e-20334 whereas existing model values are - 9.7059, 93.0097, 2.0650e-20334 the difference between two log likelihood values 0.68,-0.2402, 12.2369. By this, we can conclude that proposed model suits better than an existing model for analyzing customer purchase decision.

Paper -2
Empirical Study on the Impact of Social Commerce Website Design Principles on Customer Purchase Decision- Cadelina Cassandra School of Information Systems Bina Nusantara University Indonesia cassandra@binus.edu This paper depicts that design principles of the website also has a great impact on customer purchase decision. Earlier only the service quality was only the design principle for an e-commerce website. Later when web 2.0 came into existence, participation, conversation, community principles were added to be added. When social commerce was combined with web few more principals were added such as individual, conversation, community, commerce, general features were added. In this paper regression analysis was used to identify customer purchase decision. In-order identify whether the regression analysis can be applied to this data or not Pearson correlation was applied which will decide regression can be applied or not. For checking reliability the parameter alpha is used for testing if the alpha value is greater than 0.6 then the questionnaires are reliable. Then they applied multilinear regression analysis using SPSS AMOS and found out among all principles Purchase Decision Conversation Feature 0.2 Purchase Decision Community Feature, Purchase Decision f-Commerce Feature, Purchase Decision f-Information -System Quality will affect the system rather than all principles Paper -3 A Novel Approach for Sequential Pattern Mining By Using Genetic Algorithm Mr. M. Saravanan1, Dr. V.L. Jyothis2 Research Scholar1, Sathyabama University, Prof & Head2, Jeppiaar Engineering College mail2saravananme@gmail.com,jyothilv115@yahoo.com In this paper, sequence patterns are discovered using the genetic algorithm. By applying this the algorithm we can estimate the contemporary visitors for the page and we can know the trend which can be used to create web pages. By using this algorithm we can obtain a limited of web pages instead of the huge amount of pages in it. In this paper, the drawback of many algorithms, which cannot operate on a huge amount of data, gets solved. Firstly the huge

6. Literature survey

Patinas Norouzi Faculty of Computer Engineering and Information Technology Qazvin Islamic Azad University Qazvin, Iran 
Paper-1An Extension of Multinomial Choice Model for Customer Purchase Behavior Analysis.

A customer repurchasing factor also plays a vital role in influencing customer purchase decision.

Even though several models were built up For analyzing customer purchase decision. In this paper, a combination of models was done in order to calculate the log likelihood value for existing model (Multinomial distribution model) and proposed model. (Combination of HMM and multinomial distribution model). The log likelihood for which model is higher that is the best model to be considered. In -order to apply log likelihood first the products

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amount of data gets reprocessed and maintained in log files format and then cleaning them and were fed into an excel sheet. By arranging in the form of excel sheet we can know the user’s IP address and session time etc. A default session time also gets maintained which comprises 30 min. Since there will be session identification and user identification we can merge and can obtain sequential access pages. And if the pages were huge then the genetic algorithm can be applied for optimizing pages which comprises four steps.

Paper 4
www.ijsrp.org
A Study on factors influencing consumer buying behavior in Cosmetic Products
An H. Hemanth Kumar 1 S. Franklin John2, S. Senath 3 1Research Scholar, Karunya University, Coimbatore 2Principal, Nehru college of Management, Coimbatore 3Assistant Professor, (PhD Part-time), Nehru college of Management, Coimbatore, India

In this paper, the customer purchase decision was identified for buying cosmetic products. They examined how the income level of respondents effect the customer purchase decision. And found that various hypothesis has an impact on income level purchase such as social, personal, psychological. In this paper, a set of questionnaires were given to cosmetics usage people and The Statistical Package for the Social Science (SPSS) for Microsoft Windows 20.00 was used to complete the analysis of the collected data. The questionnaire pattern consists of two phases the first phase is of involuntary questions and the second phase of using variables for scaling purpose. There would be a parameter called internal consistency which can be estimated using Cronbach’s alpha coefficient. The limit of alpha value determines the reliability. Which depicts that customer purchase decision is influenced by positive reliability. To find out does any relationship present between respondents. To find out the statistical significance a level or point is considered which is kept as 0.5 for current studies. By calculating they observed that for particular two terms called Psychological dimension by Income level of respondents there is no statistically significant difference. Similarly, homogeneity of variance is also done called Leven test of Homogeneity of variance test is also done. Turkey’s W multiple comparison is done which depicted that the purchase is vastly pressurized by the social factor. This demonstrates wards were exceedingly impacted by the social components since youth move around wherever for instructive reason or Job.

Paper 5
The Key Factors Influence Customer Purchase Decision on Retail Web Site Embed Recognition Jing Ma, Qu ti Evaluation of Post + search -b Alternatives Choice -4 acquisition c Evaluation College of Economics and Management, Nanjing University of Aeronautics and Astronautics, Nanjing, 210016 China Mailing5525 @ 126.com, liq33 15@ 126.com

In this paper, we deal about customer satisfaction, a less information is present regarding calculation of customer satisfaction in an online purchase. The main factor that influences customers who by online products is a convenience rather than discounts. In this paper a model of the online. In this paper, they used survey questionnaires as a tool to collect data. The survey was done on 117 undergraduate and graduate students for a product purchase in the form of the rating process the questionnaires were processed using Structural equations model and test the hypothesis. The SPSS 13.0 was used to analyze. Linear structural equation Model (LISREL) is used for interrogating the hypothesis the output obtained after applying SEM/Structural equations model) is that the more concentration is to be maintained on navigation, easiness of finding disparaging information, the quality of characteristic features they display

Paper 6
Exploring Decision Making in Social Networking for Jewelry Items Paramin Chuangmenee1, Prattana Punnakkitakshem 1 1 College of Management, Mahidol University, Bangkok, Thailand (*prattana.pun@mahidol.ac.th)

In this paper, they observed and investigated and found some important factors that contributed the purchase of jewelry items, which consists of a list of values namely serviceable, spiritual and communal. In this paper, a questionnaire pattern was considered any and done survey on people. In order to increase customer purchase, decision customer attitude is to be identified so a measuring scale is considered to identify known as. Likert scale. The researcher developed a questionnaire and posted in various social networking site and data is collected and then the Exploratory Factor analysis (EFA) is performed which will be able to pinpoint the clusters. Unnecessary data and components and data may lead to disguise the information and change may occur in values so that is removed using principal component analysis by maintaining rotation of vary. By applying this various factors got extracted for purchase decision such as Social interaction, Aesthetic pleasure, Quality with information provided, Security risk, Brand, Price utility. And after performing the EFA the reliability test was also considered in order to measure if Cronbach’s Alpha value above 0.7 is considered. And the factors had led a good reliability and then KMO is also considered for checking purpose. Paper -7

Sustainable Internet Service Provider Selection: Affected by Internal and External Factors (Quality and Reputation) Nastaran Hajiheydari Faculty Member at University of Tehran Tehran, Iran nhheidari@ut.ac.ir
Babak Hazaveh Hesar Maskan Ph.D. Candidate at University of Tehran Tehran, Iran b.hazaveh@ut.ac.ir Mahdi Ashkali Ph.D. Candidate at University of Tehran Tehran, Iran ashkani-mahdi@ut.ac.ir

In this paper, they observed that not only the delivery, and quality factories effect the customer purchase decision. External and Internal factors also affect the decision. The current examine need clear clarification about the significance of online store notoriety on deciding SOR of the clients. Specifically, no investigations have inspected the connection between notoriety of online store and client feeling in a thorough model of client reaction in online retailers. In this they considered an external factor called reputation and examine the alliance between emotions and perceived risk. By examining the internal and external factors they derived hypothesis. The quantity variables intended to evaluate each inert variable and Cronbach’s alpha coefficient of the inquiries are given. And all the Cr values all good. Standard normal difference removed (AVE) is examined to evaluate joined legitimacy in PLS display. The Structural Equation model is also considered testing the hypothesis and fitness a particular reading value is considered and if it reaches it then it is accepted else the hypothesis gets rejected. It can be concluded that by focusing on increasing positive emotions of their customers through proper web design and by improving administrative process and reliability of services, online service providers can increase purchase intention of their customers.

Paper 8
Awareness of green marketing and its Influence on buying behavior of consumers: special reference to mahiya pradesh, india dr. Shruti P Maheshwari Assistant Professor, Shri Vaishnav Institute of Management, Indore, MP, India

In this paper, they discussed the usage of greener products and the usage of such kind of products in Indian market. The paper explains about the importance of greener products how it is eco-friendly. The topic called Environmental sustainability is also discussed. A questionnaire was conducted and data is collected and on that data mean, variance and coefficient of the variant are calculated. And then the relationship between Consumer Environmental behavior and Environmental benefits was identified and Regression analysis was performed and stated that even though there is a slight dependency between that Consumer buying behavior and environmental beliefs but it did not show much noteworthy bang on it. Similarly, Relationship between Consumer Environmental Behavior and Consumer Buying Behavior was also identified and regression analysis is performed and stated that
Similarly, Consumer buying behavior is not remarkably affected by environmental beliefs. And maintained a list of findings by analyzing about customer purchase decision such as Consumer’s Values/Beliefs, Attitudes towards Environmentally Friendly Products, Consumer Awareness, Trust and Product Performance etc. This finding proposes the thes there is the more prominent utilization of promoting brands to offer green items that are really earth well disposed.

7. Conclusions and recommendations

The overview affirms that audits are exceedingly well known among buyers thinking about a buy: 98 % of the example populace check surveys and 60% do this frequently or regularly. In any case, online surveys impact shopper buying choices just when customers’ dependence on online audits is adequately high when they advance to buy choices. Customers' dependence on surveys is subject to and affected by the configuration attributes of the revaluation and the online audit framework plan (Zhu and Zhang, 2010). To expand purchasers' dependence on surveys, the destinations of the diverse stages ought to be to manufacture trust of the shopper, advance the site and administration quality, encourage part coordinating and offer buyers adequate data and also an easy to use plan (Dellarocas, 2010; Huang and Benyoucef, 2012). Consequently, online survey stage configuration moderates audits and the shopper's dependence and buying choices. Two classifications of audit design attributes could be built up: convenience and believability qualities. Reach of administration moves and makes data control from organizations and gives it out to the buyer. However, the Web 2.0 makes it conceivable to follow and convention CGC and herewith recognizes focuses for development as in bettering the nature of products or administrations. Checking and examination in any case must be anticipated and centered deliberating and around the nose. On the opposite side, finding out about audit work qualities and their impact can lead organizations to put resources into crisp showcasing ideas. Participation with online audit stages can be settled, since stages can, for instance, impact. Facilitate buyer advancements energizing to survey the item in certain ways can impact the nearness on audit stages of organizations and with the survey work attributes connected accurately impact different shoppers. In this way, by examining these variables, we can discover every one of the downsides in different online business sites in the event that we can resolve each one of those imperfections we can enhance our deals. We can read the different fascinating actualities which we don’t know prior. By concentrate the intriguing examples we can draw out heaps of helpful data.

8. Future work

The problem in this paper is we cannot examine all the dimensions of various products in various websites so for we don’t have such kind of algorithms which can analyze this huge amount of data in all dimensions. Thusly, we limited our dimensions to a limited extent where we may lose valuable information. Hence, the insertion of this sort of powerful algorithms will aid a large trade in these settings.

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[5] The Key Factors Influence Customer Purchase Decision on Retail Web Site Fmblem RecognitionJing Ma, Qu t iEvaluation of Post- search -b Alternatives Choice -aacquisitonic EvaluationCollege of Economics and Management, Nanjing University of Aeronautics and Astronautics, Nanjing, 210016 ChinaMaling5525 @ 126.com, liq33 15@ 126.com.
[7] Sustainable Internet Service Provider Selection: Affected by Internal and External Factors (Quality and Reputation)Nastaran Hajheydari Faculty Member at University of TehranTehran, Iranhheimardi@ut.ac.irBabak Hazaveh Hesar MaskanPhD Candidate at University of TehranTehran, Iran hshahedi@ut.ac.irHemanth Kumar 1 S. Franklin John2 , S.Senth 3 IResearch Scholar, Karunya University, Combitatore 2Principal, Nehru college of Management, Combitatore, India 3Assistant Professor,PhD Part-time,Nehru college of Management, Combitatore, India.
[8] Awareness of Green Marketing And Its Influence On Buying Behavior of Consumers: Special Reference to Madhya Pradesh, India Dr. Shruti P Maheshwari Assistant Professor, Shri Vaishnav Institute Of Management, Indore, Mp, India.