

عنوان مقاله:

THE INFLUENCE OF E-COMMERCE ON DECREASING CUSTOMER'S STRESS WITH USING AHP METHOD

محل انتشار:

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خلاصه مقاله:

Purpose –The aim of this research is a scientific assessment of stress decrease in customers that is one of reasons for using E- commerce in developed countries. Design/methodology/approach – This study applies the Analytic Hierarchy Process (AHP) method to evaluate the effect of using e-commerce on stress decrease in Iran. Then, a sensitivity analysis is carried out to determine the critical factors that affected the priority of the alternatives. Findings – Overall, the study findings consider that the effect of stress decreasing factors in comparison to stress increasing factors in a scale with use of e-commerce is higher. That is, the amount of stress decrease with use of e-commerce is more than the amount of stress increase with use of e-commerce. It means 18.32 more than 4.924. As it was told in explanations above the use of e-commerce decreases stress 6 times more than unuse of e-commerce. Although, use of e-commerce in stressful factors causes stress increase 5 times more than unuse of e-commerce, the rate of stress increase in comparison to stress decrease is about 4 less. Originality/value – Through this survey and getting establish one of other advantage of E-commerce that is stress decrease and at the moment, is in shape of a hypothesis, we disclose the path for development of this technology in Iran

کلمات کلیدی:

Electronic Commerce, Customers, Stress, Information Technology, Analytic Hierarch process Method

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