عنوان مقاله:

E-commerce; powerd arm absorption and customer satisfaction in shoppingfrom the World Wide Web

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خلاصه مقاله:

The advancement of technology has a great impact on trade and business, so that nowadays, with advances in science and technology gadgets, a new kind of relationship between human beings in the business has come into existence, which makes people able to do big and small deals together without physical presence. Internet-based e-commerce environment allows customers to directly relate to the Internet shops to search for information and buy goods and services. It should be noted that internet shopping is not based on the actual experience of shopping goods, but is not based on some visual characteristics such as, image, form, quality data, and product advertising. The most important tool which has made business comfortable for human and has accelerated it is Computer communication networks, especially the Internet, in a way that, these days, businessmen and large commercial corporations, instead of establishing real, and physical stores , have attempted to launch websites which offer different types of consumer goods and services to the consumers, and consumers, by going to the website, face with a variety of goods and services, and can select and order everything that he likes. Internet shopping, and doing it, highly depends on the consumers' communications andhow they interact with computers. Attitude and beliefs of consumers about the security of Internet shops is an important factor in online shopping, and the success of online shopping relates with the ability to adapt information to satisfy customers' needs. Results Show that the behavior of the customers for the Internet shopping is unstable, because it depends on the experience gained from the past shopping.

کلمات کلیدی:

E-Commerce, Internet Shopping, Internet Shops, Information Security,Experience

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