

Determining Importance Level of Factors Affecting Selection of Online Shopping Website with AHP: A Research on Young Consumers

Authors : Nurullah Ekmekci, Omer Akkaya, Vural Cagliyan

Abstract : Increased use of the Internet has resulted in the emergence of a new retail types called online shopping or electronic retail (e-retail). The rapid growth of the Internet has enabled customers to search information about the product and buy these products or services from e-retailers. Although this new form of shopping has grown in a remarkable way because of offering easiness to people, it is not an easy task to capture the success by distinguishing from competitors in this environment which millions of players takes place. For the success, e-retailers should determine the factors which the customers take notice while they are buying from e-retailers. This paper aims to identify the factors that provide preferability for the online shopping websites and the importance levels of these factors. These main criteria which have taken notice are Customer Service Performance (CSP), Website Performance (WSP), Criteria Related to Product (CRP), Ease of Payment (EP), Security/Privacy (SP), Ease of Return (ER), Delivery Service Performance (DSP) and Order Fulfillment Performance (OFP). It has benefited from Analytic Hierarchy Process to determine the priority of the criteria. Based on analysis, Security/Privacy (SP) criteria seems to be most important criterion with 22 % weight. Companies should attach importance to the security and privacy for making their online website more preferable among the online shoppers.

Keywords : AHP (analytical hierarchy process), multi-criteria decision making, online shopping, shopping

Conference Title : ICBEFR 2016 : International Conference on Business, Economics and Finance Research

Conference Location : Barcelona, Spain

Conference Dates : August 11-12, 2016