

A systematic review of e-commerce websites literature in 2010-2020 period

2010-2020 dönemi e-ticaret web siteleri literatürüne sistematik bir bakış

Kadir Özdemir¹ 

Ramazan Nacar² 

¹ Res. Assist., Bursa Technical University, Bursa, Turkey, kadir.ozdemir@btu.edu.tr

ORCID: 0000-0002-2034-4797

² Assoc. Prof. Dr., Bursa Technical University, Bursa, Turkey, ramazan.nacar@btu.edu.tr

ORCID: 0000-0002-4443-974X

Corresponding Author:

Kadir Özdemir,

Bursa Technical University, Bursa, Turkey, kadir.ozdemir@btu.edu.tr

Submitted: 15/10/2022

Revised: 19/11/2022

Accepted: 29/11/2022

Online Published: 25/12/2022

Citation: Özdemir, K., & Nacar, R., A systematic review of e-commerce websites literature in 2010-2020 period, bmij (2022) 10 (4): 1305-1323, doi: <https://doi.org/10.15295/bmij.v10i4.2144>

Abstract

In parallel with the increasing e-commerce usage rates worldwide, academic papers on e-commerce have increased in the last decade. In this regard, in this study, the papers on e-commerce indexed in the Web of Science (WOS) database between 2010 and 2020 are examined and discussed by journals, published years, countries, sample size, main purposes, theories, variables and main findings. Therefore, 70 selected research articles were examined. The selection criteria of these articles are to be research articles and to collect data from consumers using e-commerce websites. Therefore, 70 selected articles were examined and evaluated by using the content analysis method. As a result of the analysis, selected articles are summarised in Appendix 1. The selected articles have some common inferences: the reputation of websites, size of websites, familiarity, perceived ease of use, recommendations, design, convenience, perceived usefulness, system quality, service quality and information quality in e-commerce positively influence perceived trust and purchase intention of consumers. Also, the perceived trust of the consumers positively affects their purchase and repurchase intention. Besides that, perceived usefulness, perceived ease of use, perceived value and perceived risk are important determinants of consumers' purchase and repurchase intention in e-commerce. Finally, perceived risk negatively affects the perception and purchase intention of consumers.

Keywords: E-commerce, Websites, Literature Review, Web of Science (WOS)

JEL Codes: L81, M31, Y10

Öz

Dünya genelinde artan e-ticaret kullanımına paralel olarak e-ticaret ile ilgili akademik makalelerin sayısı da son yıllarda artış göstermiştir. Bu kapsamda, bu çalışmada 2010-2020 yılları arasında Web of Science (WOS) veri tabanında taranan e-ticaret ile ilgili makaleler yayımlandıkları dergi, yayınlanma yılı, verilerin toplandığı ülke, örneklem büyüklüğü, amaç, teoriler, değişkenler ve temel bulgular bazında incelenmiş ve tartışılmıştır. İncelenen makaleler e-ticaret web sitelerini kullanan tüketicilerden veri toplanan araştırma makaleleridir. Seçilen 70 makale içerik analizi yöntemi kullanılarak incelenmiş ve değerlendirilmiştir. Seçilen makaleler Ek 1'de özetlenmiştir. Seçilen makaleler analiz edildiğinde, makalelerin bazı ortak çıkarımlara ve bulgulara sahip olduğu görülmektedir. Örneğin, e-ticaret web sitelerinin itibarı, web sitelerinin büyüklüğü, bilinirlik, algılanan kullanım kolaylığı, algılanan fayda, öneriler, tasarım, sistem kalitesi, servis kalitesi ve bilgi kalitesi gibi faktörler müşterilerin algıladıkları güveni ve satın alma niyetlerini pozitif yönde etkilemektedir. Ayrıca müşterilerin e-ticaret web sitelerinden algıladıkları güven satın alma ve yeniden satın alma niyetlerini pozitif yönde etkilemektedir. Bununla birlikte, algılanan fayda, algılanan kullanım kolaylığı, algılanan değer ve algılanan risk müşterilerin satın alma ve yeniden satın alma kararlarında önemli belirleyicilerdir. Son olarak, algılanan risk müşterilerin algısını ve satın alma niyetlerini negatif yönde etkilemektedir.

Anahtar Kelimeler: E-ticaret, Web siteleri, Literatür Araştırması, Web of Science (WOS)

JEL Kodları: L81, M31, Y10

Introduction

Technological innovations have recently increased internet usage, and people's lives have become easier in many ways. In this regard, one of the most significant facilitating factors is e-commerce which allows companies to reach potential consumers simply and expeditiously (Shiau and Luo, 2012).

E-commerce refers to conducting sales and purchasing activities in an electronic environment. In this respect, e-commerce includes various systems like electronic data exchange (EDI) and electronic fund transfer (EFT) which have been used since the 1970s (Baourakis and Kourgiantakis, 2002). However, usage of e-commerce commenced increasing in the 1990s with the advancement of internet technologies and especially the discovery of the World Wide Web (www). In this context, conducting business and shopping over the internet has become easier and faster since the 1990s (Nanehkar, 2013).

The Internet has transformed many things worldwide, like communication, sharing information, conducting business, and people's shopping behaviour. Companies and consumers are quickly adapting to these transformations offered by the internet. Therefore, nowadays, there are millions of internet and e-commerce users worldwide (Statista, 2022).

In this perspective, a similar phenomenon is observed considering the academic papers within the internet and e-commerce advancements framework. With the widespread use of e-commerce, the subject of e-commerce has been discussed more over the years in academic papers. In this case, e-commerce has become a topic that has attracted more attention, especially since 2010. Thus, this study examines papers on e-commerce indexed in the Web of Science (WOS) between 2010 and 2020. Selected 70 research articles collecting data from consumers were examined in the context of journals, published years, countries, sample size, main purposes, theories, variables, and main findings.

Purpose and method

The main objective of this study is to examine research articles written about e-commerce on the Web of Science. For this purpose, 70 selected research articles published in 2010-2020 were examined. The most significant criteria in selecting these articles are research articles and collecting data from consumers using e-commerce websites. Therefore, content analysis is used to evaluate and examine articles in this context. Initially, selected articles were evaluated in the context of journals in which they were published (Table 2), publication years (Figure 2), sample size, and countries where the data was collected (Table 3). After that, the main purpose of the articles, theories, dependent and independent variables, and main findings was presented in (Appendix 1). From this perspective, the findings of the selected articles are summarised below.

Findings

With the scope of this study, a search was carried out by topic using the e-commerce keyword. In this regard, the distribution of e-commerce papers in Web of Science between 2010 and 2020 is shown in Table 1.

Table 1: Distribution of Papers

Types of Paper	Number of Papers	%
Articles	8,482	47,3
Proceeding Papers	8,356	46,6
Book Chapter	455	2,5
Review Article	345	1,9
Editorial Materials	135	0,7
Early Access	54	0,3
Meeting Abstracts	49	0,3
New Items	20	0,1
Others	49	0,3
Total	17.945	100

Source: Web of Science

As a topic searched on the Web of Science, E-commerce has 17.945 papers between 2010 and 2020. However, 8.482 (47,3%) of these papers are articles that constitute the sample of this study. Additionally, the distribution of articles according to publication years is shown in Figure 1.

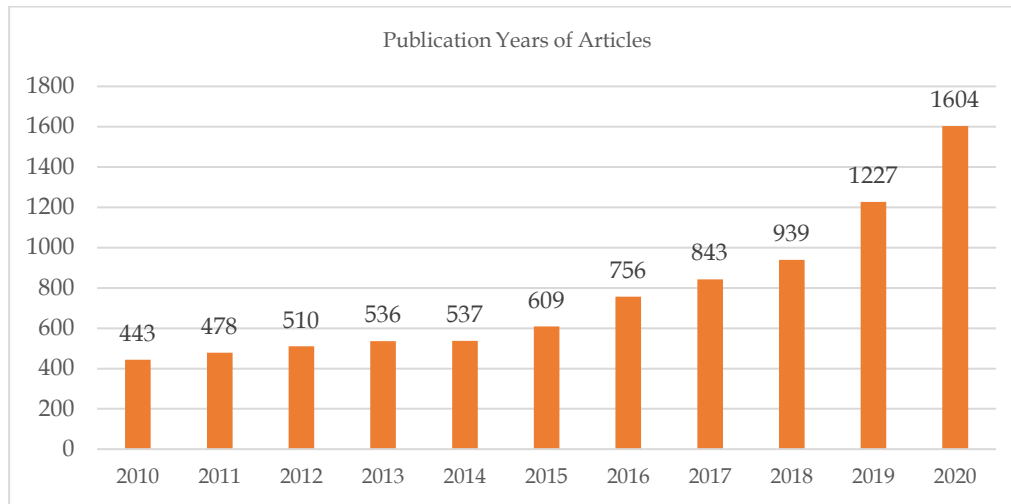


Figure 1: Distribution of Articles by Years

Source: Web of Science

According to Figure 1, the number of articles about e-commerce has increased over the years. While 443 articles related to e-commerce were published in 2010, 1.604 articles were published in 2020. Compared to 2010, the number of published articles approximately quadrupled in 2020. In this regard, it is estimated that the number of published articles on e-commerce will increase in the coming years because companies and consumers are being integrated with e-commerce more over the years, which leads to an increased usage of e-commerce.

In this study, 70 research articles are examined in detail. Articles were selected based on the criteria they had written on e-commerce and gathered and analysed consumer data. In this context, the distribution of journals in which selected articles are published is shown in Table 2.

Table 2: Distribution of Journals

Journals	Number of Articles
Computers In Human Behavior	9
Electronic Commerce Research and Applications	8
International Journal of Information Management	6
Journal of Retailing and Consumer Services	6
Tourism Management	3
Decision Support Systems	3
Online Information Review	3
Journal of Electronic Commerce Research	3
Internet Research	2
Journal of Business Research	2
Management Information System	2
International Journal of Electronic Commerce	2
Sustainability	2
Information and Management	2
Tourism Review	1
Telematics and Informatics	1
Journal of Service Management	1
Journal of Travel Research	1
Journal of the Association for Information System	1
Journal of Destination Marketing and Management	1
Information System Journal	1
British Food Journal	1
Service Business	1
Journal of Hospitality and Tourism Technology	1
Journal of Enterprise Information Management	1
Journal of Management Information System	1
Information Systems Journal	1
Nankai Business Review International	1
Journal of Global Information Management	1
Technological Forecasting and Social Change	1
Journal of Computer Information Systems	1
Total	70

According to Table 2, research articles from a total of 32 different journals were examined. Correspondingly, the highest number of articles are published in the Computers in Human Behaviour (12,8%), Electronic Commerce Research and Applications (11,4%), International Journal of Information Management (8,5%), Journal of Retailing and Consumer Services (8,5%), Tourism Management (4,2%), Decision Support Systems (4,2%), Online Information Review (4,2%), Journal of Electronic Commerce Research (4,2%). Other journals listed in the table constitute 41,4% of the articles.

There are two criteria for article selection. First, only research articles are selected for evaluation. Secondly, articles that have collected consumer data are considered for assessment. In addition, the publication years of the examined articles are shown in Figure 2.

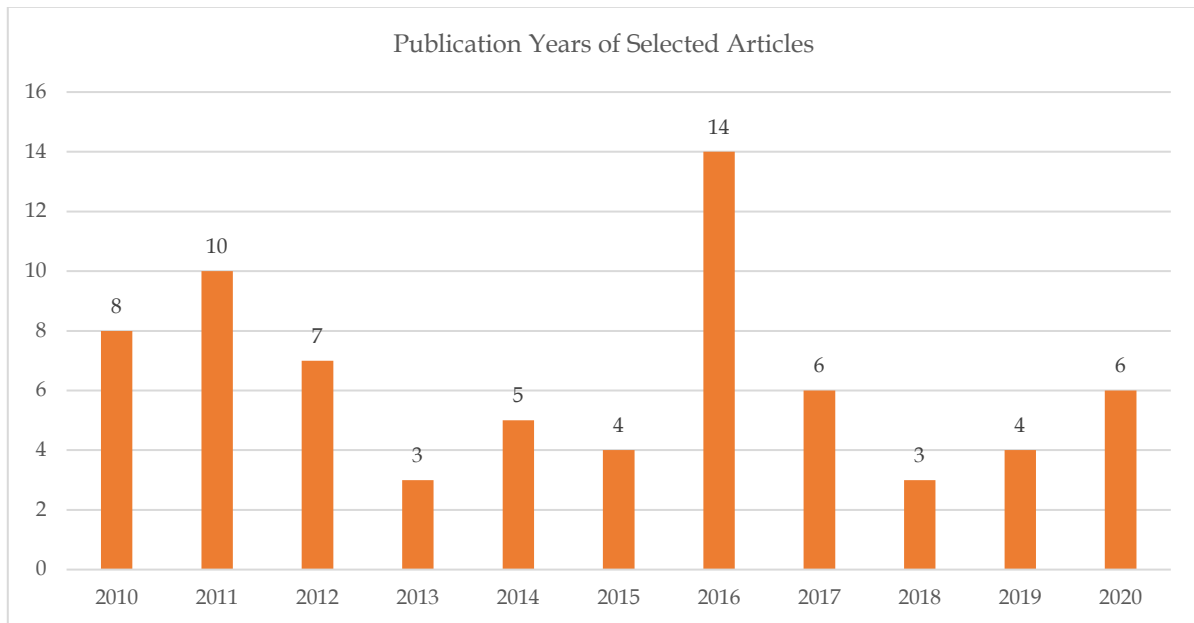


Figure 2: Distribution of Selected Articles by Years

According to Figure 2, 14 of the selected articles were published in 2016, 10 articles in 2011, 8 articles in 2010, 7 articles in 2012, 6 articles in 2017, 6 articles in 2020, 5 articles in 2014, 4 articles in 2015, 4 articles in 2019, 3 articles in 2013, and 3 articles were published in 2018.

Considering the sample size, the articles with the highest number of samples are respectively (Agag and El-Masry, 2017): 1.431, (Hsiao, Lin, Wang, Yu and Lu, 2010): 1.219 and (Rodríguez and Trujillo, 2014): 1.096. However, the articles with the least number of samples are (Weisberg, Te'eni and Arman, 2011): 115, (Yoon and Occena, 2015): 94, and (Hasan, 2016): 93. Additionally, the average sample size of 70 articles is 398. In addition, the data were collected by using the online survey in the selected articles.

The distribution of the countries where the data of articles were collected and applied is shown in Table 3.

Table 3: Distribution of Countries

Countries	Number of Articles	%
USA	15	21,4
China	14	20
Taiwan	8	11,4
South Korea	8	11,4
Spain	6	8,6
Egypt	3	4,3
Malaysia	2	2,8
Germany	2	2,8
India	2	2,8
North Ireland	1	1,4
England	1	1,4
Italy	1	1,4
Greece	1	1,4
Saudi Arabia	1	1,4
Portugal	1	1,4
United Arab Emirates	1	1,4
China/India/Malaysia	1	1,4
Israel	1	1,4
Australia	1	1,4
China/Finland	1	1,4
Total	70	100

In parallel with e-commerce statistics worldwide, USA and China are the most studied countries in the research sample. According to Table 3, 15 articles collected data in the USA, while 14 articles collected data in China. Other mostly studied countries listed in Table 3 are Taiwan, South Korea, Spain, and Egypt, from which 8, 8, 6, and 3 articles collected data from those countries, respectively. Other countries with the number of articles are shown in Table 3. Based on these statistics, the USA, China, Taiwan, and South Korea are largely researched countries on e-commerce compared to other countries.

The word cloud regarding the most frequently used variables in the selected articles is shown in Figure 3.

**Figure 3:** Word Cloud of Variables

According to the word cloud, the most used variables in the examined articles are purchase intention, perceived usefulness, perceived ease of use, trust, satisfaction, perceived web quality, e-loyalty, perceived web reputation, perceived risk, and E-WOM.

The articles were also investigated according to fundamental theories, and in this context, the commonly used theories in the selected articles are shown in Figure 4.

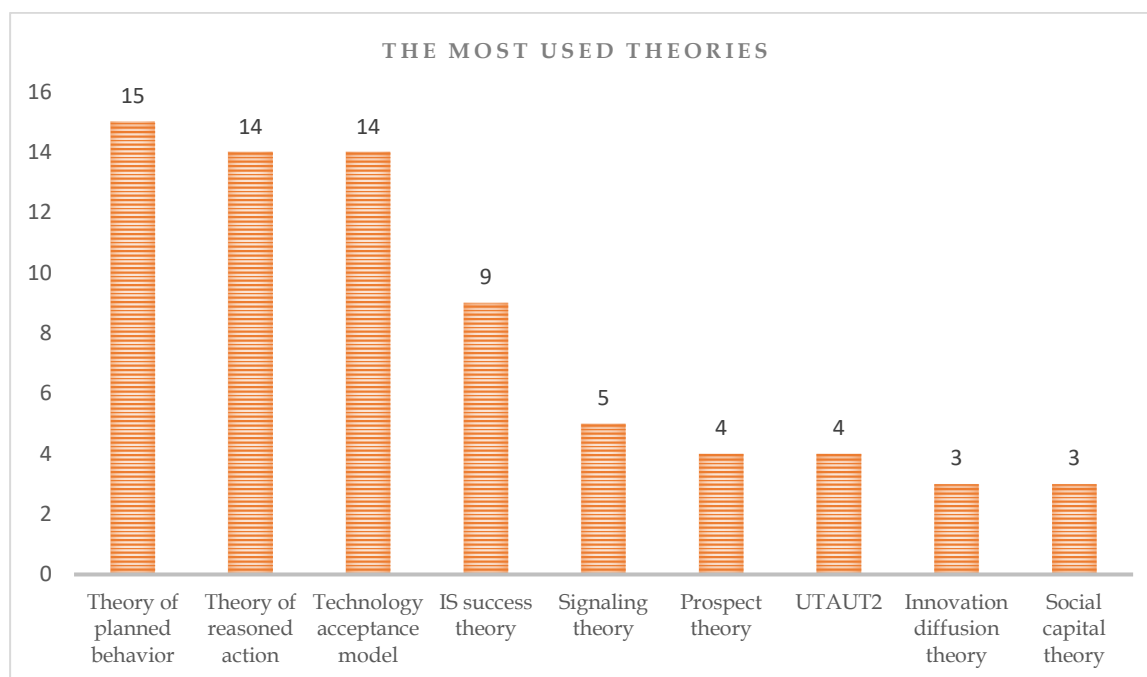


Figure 4: The Mostly Used Theories in Articles

According to Figure 4, the theory of planned behaviour, the theory of reasoned action, and the technology acceptance model are used in 15, 14, and 14 articles, respectively. These three theories are highly used in articles in the research sample to sketch a theoretical framework. Other theories used in the articles are exhibited in Figure 4. Apart from these theories, complexity theory, adaption level theory, Hofstede's cultural typology, social learning theory, configuration theory, cognitive cost theory, transaction cost theory and expectancy-value theory were used as the ground theories in the articles.

Results and discussions

Internet and e-commerce are increasing worldwide, expanding the number of academic papers. Especially after the years 2010, the subject of e-commerce has started to be discussed more than before. Therefore, interest in academic articles on e-commerce has been growing rapidly. For instance, the number of articles on the Web of Science has approximately quadrupled from 2010 to 2020. Therefore, the main goal of this study is to assess research articles about e-commerce in Web of Science. In this regard, 70 research articles, those that collected consumer data, were selected.

The selected articles are examined and evaluated with the content analysis method. Firstly, the selected articles were examined in journals, publication years, sample size, countries where the data was collected, main purposes, used theories, dependent and independent variables, and main findings. The analysis of previous studies on e-commerce offers some important insights for future studies. Therefore, this study is expected to guide future research about e-commerce.

Some common points were determined when considering the articles' main purposes. One of the most general-purpose is to identify the factors which affect consumers' purchase intention in e-commerce. Another major objective of the selected articles is how various features of e-commerce websites, such as system quality, service quality, information quality, design, size, content, etc., influence consumer perceptions and purchase intention. In addition, the selected articles aimed to investigate the factors affecting the consumers' perceived trust, perceived risk, satisfaction, and loyalty in e-commerce. Also, some articles investigated the effects of perceived usefulness, perceived ease of use, reputation, and quality of e-commerce websites on consumer perception, purchase, and repurchase intention. All these purposes are mostly discussed in the context of the theory of planned behaviour, theory of reasoned action, technology acceptance model, information system success theory, and signalling theory.

The main findings of selected articles were evaluated, and there are also common inferences. For instance, several articles found that trust in websites or e-commerce platforms positively influences consumers' purchase and repeat purchase intention. Therefore, consumers who trust websites more tend to stay longer on e-commerce websites, increasing the probability of purchase. However, the

consumers who trust e-commerce websites less desire to inform more to avoid uncertainty, and the probability of purchase decreases. Another main finding is consumers' purchasing experiences, the reputation of websites, size of websites, familiarity, perceived ease of use, recommendation, convenience, perceived usefulness, and website quality in e-commerce positively affect online trust and purchase intention.

Perceived risk, perceived trust, perceived usefulness, perceived ease of use, perceived value, and website reputation are significant factors of purchase and repurchase intention of consumers in e-commerce. Perceived risk negatively influences consumer perception and purchase intention. Also, service quality, system quality, information quality of websites, and relationship quality in websites significantly influence the trust, satisfaction, purchase, and repurchase intention of consumers. In these factors, if e-commerce websites are perceived as low quality, consumers do not shop and leave the websites quickly, which means a high bounce rate.

The signal theory could explain the prominence of factors of e-commerce websites, such as purchasing experiences, perceived ease of use, and perceived usefulness in the selected articles. This theory provides a practical framework for explaining how external signals influence consumers' decisions (Li, Fang, Wang, Lim and Liang, 2015). Especially in e-commerce, there is an information asymmetry between consumers and sellers. Therefore, the signals consumers receive from e-commerce websites-platforms help them make an accurate evaluation. In this context, the prominent factors in the selected articles play a significant role in consumers' evaluation process of e-commerce websites-platforms, perceived trust, and purchasing decisions (Chen, Huang, Davison, and Hua, 2015).

Although some articles deal with different dimensions of e-commerce in the selected articles, since the articles collected data from consumers, the articles focused heavily on how various features of e-commerce website platforms affect consumers' perception and purchase decision-intention. In this case, quality, usability, ease of use, reputation, and size are e-commerce website-related factors. On the other side, perceived trust, perceived risk, e-loyalty, satisfaction, purchase intention, and repurchase intention are attributed to consumer behaviour.

In addition to the prominent aspects in the selected articles, there are also differentiating aspects. For example, some articles focused on diverse dimensions of e-commerce for vendors and consumers. Some of these dimensions and accompanying articles are relationship quality (Zhang et al., 2011; Liang et al., 2011), structural assurance (Bock et al., 2012; Lu et al., 2010), information asymmetries (Wells et al., 2011), justice (Chiu et al., 2010), website personality (Rezaei et al., 2016), and culture (Hallikainen and Laukkanen, 2018; Diaz et al., 2020) (Please see Appendix 1 for other factors). These dimensions of e-commerce can be discussed primarily in future studies.

In addition to its contributions, this study has certain limitations, such as several selected articles. Another limitation is to search the articles only from the Web of Science Database. Thus, future studies can be conducted using a different database such as Scopus, EBSCO, etc., and more articles can be analysed. Also, bibliometric analyses could be performed in future research. Apart from this, future studies can focus on the single dimension of e-commerce which will provide in-depth comprehension and evaluation of the subject. In this study, the search was carried out by topic using the e-commerce keyword. Therefore, future studies can search articles within the scope of title, abstract, and keywords.

Peer-review:

Externally peer-reviewed

Conflict of interests:

The authors have no conflict of interest to declare.

Grant Support:

The authors declared that this study had received no financial support.

Author Contributions:

Idea/Concept/ Design: K.Ö., R.N. Data Collection and/or Processing: K.Ö., R.N. Analysis and/or Interpretation: K.Ö., R.N. Literature Review: K.Ö., R.N. Writing the Article: K.Ö., R.N. Critical Review: K.Ö., R.N. Approval: K.Ö., R.N.

References

- Agag, G., & El-Masry, A. A. (2016). Understanding consumer intention to participate in online travel community and effects on consumer intention to purchase travel online and WOM: An integration of innovation diffusion theory and TAM with trust. *Computers in human behavior, 60*, 97-111.
- Agag, G. M., & El-Masry, A. A. (2017). Why do consumers trust online travel websites? Drivers and outcomes of consumer trust toward online travel websites. *Journal of Travel Research, 56*(3), 347-369.
- Baourakis, G., Kourgiantakis, M., & Migdalas, A. (2002). The impact of e-commerce on agro-food marketing: The case of agricultural cooperatives, firms and consumers in Crete. *British food journal. 104*(8), 580-590.
- Benlian, A., Titah, R., & Hess, T. (2012). Differential effects of provider recommendations and consumer reviews in e-commerce transactions: An experimental study. *Journal of Management Information Systems, 29*(1), 237-272.
- Bilgihan, A., & Bujisic, M. (2015). The effect of website features in online relationship marketing: A case of online hotel booking. *Electronic commerce research and applications, 14*(4), 222-232.
- Bilgihan, A. (2016). Gen Y consumer loyalty in online shopping: An integrated model of trust, user experience and branding. *Computers in Human Behavior, 61*, 103-113.
- Bock, G. W., Lee, J., Kuan, H. H., & Kim, J. H. (2012). The progression of online trust in the multi-channel retailer context and the role of product uncertainty. *Decision Support Systems, 53*(1), 97-107.
- Buhalis, D., López, E. P., & Martínez-Gonzalez, J. A. (2020). Influence of young consumers' external and internal variables on their e-loyalty to tourism sites. *Journal of Destination Marketing & Management, 15*, 100409.
- Chen, X., Huang, Q., Davison, R. M., & Hua, Z. (2015). What drives trust transfer? The moderating roles of seller-specific and general institutional mechanisms. *International Journal of Electronic Commerce, 20*(2), 261-289.
- Chen, J., Teng, L., Yu, Y., & Yu, X. (2016). The effect of online information sources on purchase intentions between consumers with high and low susceptibility to informational influence. *Journal of Business Research, 69*(2), 467-475.
- Chen, X., Huang, Q., & Davison, R. M. (2017). The role of website quality and social capital in building buyers' loyalty. *International Journal of Information Management, 37*(1), 1563-1574.
- Cheng, H. H., & Huang, S. W. (2013). Exploring antecedents and consequence of online group-buying intention: An extended perspective on theory of planned behavior. *International Journal of Information Management, 33*(1), 185-198.
- Chiu, C. M., Huang, H. Y., & Yen, C. H. (2010). Antecedents of trust in online auctions. *Electronic Commerce Research and Applications, 9*(2), 148-159.
- Chiu, C. M., Wang, E. T., Fang, Y. H., & Huang, H. Y. (2014). Understanding consumers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal, 24*(1), 85-114.
- Clemes, M. D., Gan, C., & Zhang, J. (2014). An empirical analysis of online shopping adoption in Beijing, China. *Journal of Retailing and Consumer Services, 21*(3), 364-375.
- Diaz, E. R., Encomienda, F. J. B., & Almendros, E. C. (2020). A cross-cultural analysis of perceived product quality, perceived risk and purchase intention in e-commerce platforms. *Journal of Enterprise Information Management. 33*(1), 139-160.
- Eid, M. I. (2011). Determinants of e-commerce consumer satisfaction, trust, and loyalty in Saudi Arabia. *Journal of Electronic Commerce Research, 12*(1), 78-93.

- Elbeltagi, I., & Agag, G. (2016). E-retailing ethics and its impact on consumer satisfaction and repurchase intention: a cultural and commitment-trust theory perspective. *Internet Research*, 26(1), 288-310.
- Fang, Y. H., Chiu, C. M., & Wang, E. T. (2011). Understanding consumers' satisfaction and repurchase intentions: An integration of IS success model, trust, and justice. *Internet research*, 21(4), 479-503.
- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, satisfaction, and online repurchase intention. *Mis Quarterly*, 38(2), 407-427.
- Fang, J., Wen, C., George, B., & Prybutok, V. R. (2016). Consumer heterogeneity, perceived value, and repurchase decision-making in online shopping: The role of gender, age, and shopping motives. *Journal of Electronic Commerce Research*, 17(2), 116-131.
- Faraoni, M., Rialti, R., Zollo, L., & Pellicelli, A. C. (2019). Exploring e-Loyalty Antecedents in B2C e-Commerce: Empirical results from Italian grocery retailers. *British Food Journal*, 121(2), 574-589.
- Faqih, K. M. (2016). An empirical analysis of factors predicting the behavioral intention to adopt Internet shopping technology among non-shoppers in a developing country context: Does gender matter?. *Journal of retailing and consumer services*, 30, 140-164.
- Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425-439.
- Hallikainen, H., & Laukkanen, T. (2018). National culture and consumer trust in e-commerce. *International Journal of Information Management*, 38(1), 97-106.
- Hasan, B. (2016). Perceived irritation in online shopping: The impact of website design characteristics. *Computers in Human Behavior*, 54, 224-230.
- Hernández, B., Jiménez, J., & Martín, M. J. (2010). Consumer behavior in electronic commerce: The moderating effect of e-purchasing experience. *Journal of Business Research*, 63(9-10), 964-971.
- Hernández, B., Jiménez, J., & Martín, M. J. (2011). Age, gender and income: do they really moderate online shopping behaviour?. *Online Information Review*, 35(1), 113-133
- Hsiao, K. L., Lin, J. C. C., Wang, X. Y., Lu, H. P., & Yu, H. (2010). Antecedents and consequences of trust in online product recommendations: An empirical study in social shopping. *Online Information Review*, 34(6), 935-953.
- Hsu, M. H., Chang, C. M., Chu, K. K., & Lee, Y. J. (2014). Determinants of repurchase intention in online group-buying: The perspectives of DeLone & McLean IS success model and trust. *Computers in Human Behavior*, 36, 234-245.
- Huang, Q., Chen, X., Ou, C. X., Davison, R. M., & Hua, Z. (2017). Understanding buyers' loyalty to a C2C platform: the roles of social capital, satisfaction and perceived effectiveness of e-commerce institutional mechanisms. *Information systems journal*, 27(1), 91-119.
- Hwang, Y. (2010). The moderating effects of gender on e-commerce systems adoption factors: An empirical investigation. *Computers in Human Behavior*, 26(6), 1753-1760.
- Jiang, L. A., Yang, Z., & Jun, M. (2013). Measuring consumer perceptions of online shopping convenience. *Journal of Service management*, 24(2), 191-214.
- Jiang, L., Jun, M., & Yang, Z. (2016). Consumer-perceived value and loyalty: how do key service quality dimensions matter in the context of B2C e-commerce?. *Service Business*, 10(2), 301-317.
- Kim, C., Mirusmonov, M., & Lee, I. (2010). An empirical examination of factors influencing the intention to use mobile payment. *Computers in Human Behavior*, 26(3), 310-322.
- Kim, J. U., Kim, W. J., & Park, S. C. (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping. *Computers in human behavior*, 26(5), 1208-1222.
- Kim, M. J., Chung, N., & Lee, C. K. (2011). The effect of perceived trust on electronic commerce: Shopping online for tourism products and services in South Korea. *Tourism Management*, 32(2), 256-265.
- Kim, C., Galliers, R. D., Shin, N., Ryoo, J. H., & Kim, J. (2012). Factors influencing Internet shopping value and consumer repurchase intention. *Electronic Commerce Research and Applications*, 11(4), 374-387.

- Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust?. *Electronic Commerce Research and Applications*, 11(3), 241-252.
- Koch, J., Frommeyer, B., & Schewe, G. (2020). Online shopping motives during the COVID-19 pandemic – lessons from the crisis. *Sustainability*, 12(24), 10247.
- Lee, Y., & Kozar, K. A. (2012). Understanding of website usability: Specifying and measuring constructs and their relationships. *Decision support systems*, 52(2), 450-463.
- Lee, S. W., Sung, H. J., & Jeon, H. M. (2019). Determinants of continuous intention on food delivery apps: extending UTAUT2 with information quality. *Sustainability*, 11(11), 3141.
- Liang, T. P., Ho, Y. T., Li, Y. W., & Turban, E. (2011). What drives social commerce: The role of social support and relationship quality. *International journal of electronic commerce*, 16(2), 69-90.
- Li, H., Fang, Y., Wang, Y., Lim, K. H., & Liang, L. (2015). Are all signals equal? Investigating the differential effects of online signals on the sales performance of emarketplace sellers. *Information Technology and People*, 28(3), 699-723.
- Lu, Y., Zhao, L., & Wang, B. (2010). From virtual community members to C2C e-commerce buyers: Trust in virtual communities and its effect on consumers' purchase intention. *Electronic Commerce Research and Applications*, 9(4), 346-360.
- Lu, Y., Guo, C., Lu, Y., & Gupta, S. (2018). The role of online communication in avoiding perceived restrictiveness of shopping websites: A social learning theory perspective. *Nankai Business Review International*. 9(2), 143-161.
- Luo, N., Wang, Y., Zhang, M., Niu, T., & Tu, J. (2020). Integrating community and e-commerce to build a trusted online second-hand platform: Based on the perspective of social capital. *Technological Forecasting and Social Change*, 153, 119913.
- Mavlanova, T., Benbunan-Fich, R., & Lang, G. (2016). The role of external and internal signals in E-commerce. *Decision Support Systems*, 87, 59-68.
- Nanehkaran, A. Y. (2013). Introduction to electronic commerce. *International Journal of Scientific & Technology Research*, 2(4), 190-193.
- Natarajan, T., Balasubramanian, S. A., & Kasilingam, D. L. (2017). Understanding the intention to use mobile shopping applications and its influence on price sensitivity. *Journal of Retailing and Consumer Services*, 37, 8-22.
- Nilashi, M., Jannach, D., bin Ibrahim, O., Esfahani, M. D., & Ahmadi, H. (2016). Recommendation quality, transparency, and website quality for trust-building in recommendation agents. *Electronic Commerce Research and Applications*, 19, 70-84.
- Oliveira, T., Alhinho, M., Rita, P., & Dhillon, G. (2017). Modelling and testing consumer trust dimensions in e-commerce. *Computers in Human Behavior*, 71, 153-164.
- Ongsakul, V., Ali, F., Wu, C., Duan, Y., Cobanoglu, C., & Ryu, K. (2020). Hotel website quality, performance, telepresence and behavioral intentions. *Tourism Review*. 75(3), 681-700.
- Pappas, I. O., Kourouthanassis, P. E., Giannakos, M. N., & Lekakos, G. (2017). The interplay of online shopping motivations and experiential factors on personalised e-commerce: A complexity theory approach. *Telematics and Informatics*, 34(5), 730-742.
- Ponte, E. B., Trujillo, C., E., & Rodríguez, E., T. (2015). Influence of trust and perceived value on the intention to purchase travel online: Integrating the effects of assurance on trust antecedents. *Tourism Management*, 47, 286-302.
- Rezaei, S., Ali, F., Amin, M., & Jayashree, S. (2016). Online impulse buying of tourism products: The role of web site personality, utilitarian and hedonic web browsing. *Journal of Hospitality and Tourism Technology*. 7(1), 60-83.
- Rodríguez, E., T., & Trujillo, C., E. (2014). Online purchasing tickets for low cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model. *Tourism Management*, 43, 70-88.
- Sharma, V. M., & Klein, A. (2020). Consumer perceived value, involvement, trust, susceptibility to interpersonal influence, and intention to participate in online group buying. *Journal of Retailing and Consumer Services*, 52, 101946.

- Shen, J. (2012). Social comparison, social presence, and enjoyment in the acceptance of social shopping websites. *Journal of Electronic Commerce Research*, 13(3), 198-212.
- Shiau, W-L, & Luo, M. M. (2012). Factors affecting online group buying intention and satisfaction: A social exchange theory perspective. *Computers in Human Behavior*, 28(6), 2431-2444.
- Sohaib, O., Kang, K., & Miliszewska, I. (2019). Uncertainty avoidance and consumer cognitive innovativeness in e-commerce. *Journal of Global Information Management (JGIM)*, 27(2), 59-77.
- Statista (2022). Internet usage worldwide. Statistics and facts. Retrieved from <https://www.statista.com/topics/1145/internet-usage-worldwide/#dossierKeyfigures>. Date of access: 25.01.2022.
- Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, 39, 199-219.
- Udo, G. J., Bagchi, K. K., & Kirs, P. J. (2010). An assessment of consumers'e-service quality perception, satisfaction and intention. *International Journal of Information Management*, 30(6), 481-492.
- Wang, W. T., Wang, Y. S., & Liu, E. R. (2016). The stickiness intention of group-buying websites: The integration of the commitment-trust theory and e-commerce success model. *Information & Management*, 53(5), 625-642.
- Weisberg, J., Te'eni, D., & Arman, L. (2011). Past purchase and intention to purchase in e-commerce: The mediation of social presence and trust. *Internet research*. 21(1), 82-96.
- Wells, J. D., Valacich, J. S., & Hess, T. J. (2011). What signal are you sending? How website quality influences perceptions of product quality and purchase intentions. *MIS quarterly*, 373-396.
- Wells, J. D., Parboteeah, V., & Valacich, J. S. (2011). Online impulse buying: understanding the interplay between consumer impulsiveness and website quality. *Journal of the Association for Information Systems*, 12(1), 32-56.
- Wen, C., Prybutok, V. R., & Xu, C. (2011). An integrated model for consumer online repurchase intention. *Journal of Computer Information Systems*, 52(1), 14-23.
- Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). E-WOM from e-commerce websites and social media: Which will consumers adopt?. *Electronic Commerce Research and Applications*, 17, 62-73.
- Yeo, V. C. S., Goh, S. K., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of Retailing and Consumer services*, 35, 150-162.
- Yoon, H. S., & Occena, L. G. (2015). Influencing factors of trust in consumer-to-consumer electronic commerce with gender and age. *International journal of information management*, 35(3), 352-363.
- Zhang, Y., Fang, Y., Wei, K. K., Ramsey, E., McCole, P., & Chen, H. (2011). Repurchase intention in B2C e-commerce – A relationship quality perspective. *Information & Management*, 48(6), 192-200.
- Zhu, W., Mou, J., & Benyoucef, M. (2019). Exploring purchase intention in cross-border E-commerce: A three stage model. *Journal of Retailing and Consumer Services*, 51, 320-330.

Appendix

Appendix 1: Overview of Selected Articles

Authors & Year	Main Purpose	Theories	Variables	Main Findings
Lu et al. 2010	To understand which factors affect trust in online communities and websites, and how these affect the purchase intention of consumers.	Theory of planned behaviour, transaction cost theory	Familiarity, perceived similarity, structural assurances, trust propensity, integrity, benevolence, ability, intention to get information, purchase intention	The factors of trust in online communities and e-commerce websites positively affect getting information and purchase intention.
Kim et al. 2010	To find out the impact of personal innovativeness, mobile payment knowledge, MPS characteristics (mobility, reachability, compatibility, convenience) perceived ease of use, and perceived usability on mobile payment usage intention in online shopping.	Technology acceptance model, theory of planned behaviour, Theory of reasoned action	Innovativeness, M-payment knowledge, mobility, reachability, compatibility, convenience, perceived usefulness, perceived ease of use, intention to use M-payment	It has been found that strong predictors of intention to use mobile payments are perceived ease of use and perceived usefulness. Also, compatibility is not the main explainer of consumers' mobile payment adoption
Hsiao et al. 2010	To examine why consumers trust product recommendations on e-commerce websites and social shopping networks, and what is the impact of trust in product recommendation and trust in websites on purchase intention.	Not available	Perceived ability, perceived benevolence/integrity, perceived critical mass, perceived web reputation, perceived web quality, perceived institution assurance, trust in product recommendation, trust in websites, intention to purchase a product, intention to purchase a product from the websites	Perceived benevolence/integrity, perceived ability, perceived critical mass and trust in a website's significant antecedents of trust in product recommendation. Also, trust in product recommendations affects purchase intentions from websites.
Udo et al. 2010	To understand consumers' expectations and perceptions of web service quality in online shopping, to determine web service quality dimensions, and also to understand the impact of web service quality dimensions on consumer satisfaction and purchase intention.	Learning theories, expectancy-value theories, attribution theory, theory of reasoned action, theory of planned behaviour, technology acceptance model, unified theory of acceptance and use of technology, information systems continuance model, IS success model	Perceived risk, website content, service convenience, PC skills, web service quality, behavioural intention, satisfaction	Three dimensions determined for web service quality which is perceived risk, web content and web convenience. Although less perceived risk can lead to the positive perception of web service quality, it does not necessarily translate into satisfaction or positive behavioural intention.
Hernández et al. 2010	To evaluate what are the consumer perceptions to purchase over the internet and how to purchase experience moderate these relations. Also, they try to understand the effect of internet acceptance, internet use frequency, satisfaction with the internet, perceived self-efficiency, perceived ease of use, perceived usefulness and online shopping experience on future purchase intention	Theory of planned behaviour, technology acceptance model, social cognitive theory	Internet acceptance, internet use frequency, satisfaction with the internet, perceived self-efficiency, perceived ease of use of e-commerce, perceived usefulness of e-commerce, attitude to e-commerce, future purchase intention	They found some differences among experienced and inexperienced user groups in e-commerce perceptions. Also, their findings demonstrated that consumer behaviour changes because of evolving consumer perceptions based on experiences.
Chiu et al. 2010	To assess antecedents of trust in online auctions and the effect of trust on repeat purchase intention in online shopping	Justice theory, equity theory, social exchange theory, unified theory of acceptance and use of technology	Distributive justice, procedural justice, interpersonal justice, informational justice, bidding justice, trust, repeat purchase intention	Trust positively affects buyers' intention to repeat purchase. Also, distributive justice, procedural justice, interpersonal justice, and informational justice are significant components of bidding justice that positively affect trust.
Kim, Kim, and Park, 2010	To understand moderating and mediating effect of trust and product involvement towards websites in relation to the impact of web advertisement on purchase intention	Theory of reasoned action, elaboration likelihood model	Perceived informativeness, perceived entertainment, product involvement, trust toward websites, intention to purchase	Consumers who trust websites more tend to be influenced by web advertisement more and therefore they stay longer on e-commerce websites. However, consumers who trust less, desire to inform more to avoid obscurity. Also, consumers with higher product involvement tend to shop in malls, where they can obtain more information about products.
Hwang, 2010	To test the relationship between social norms (normative commitment) and perceived enjoyment (affective commitment) on e-commerce system adaptation. Also, they try to understand moderating effects of gender.	Theory of reasoned action, self-determination theory	Family influence, media influence, friends influence, social norms (normative commitment), perceived enjoyment (affective commitment), gender, intention to use	While the impact of social norms is stronger in the female, the impact of perceived enjoyment is stronger in male.
Kim et al. 2011	To figure out how does website's navigation functionality, perceived security, and transaction	Not available	Navigation functionality, perceived security, transaction cost, trust, satisfaction, loyalty	According to the results of the study, while perceived security and navigational functionality positively affect consumer trust,

	cost affects consumer trust, satisfaction, and loyalty in online shopping. They used trust and satisfaction as mediating variables. Also, loyalty is used as a dependent variable.			transaction cost has no effect on consumer trust. Also, consumer satisfaction is an antecedent of consumer loyalty with a positive effect.
Weisberg et al. 2011	To investigate the relationships between purchasing experiences and intention to purchase with the mediating effect of social presence and trust.	Theory of reasoned action, theory of planned behaviour, social presence theory	Purchasing experience, social presence, trust, intention to purchase	According to the results, purchasing experiences positively affect purchase intention, and trust and social presence act as partial mediator roles in this relationship.
Hernández et al. 2011	To analyse how age, gender, and income moderate consumers' online shopping behaviour.	Technology acceptance model	Acceptance of the internet, frequency of use of the internet, satisfaction with the internet, perceived self-efficiency, ease of use of online shopping, the usefulness of online shopping, online shopping attitude, current online shopping behaviour, future online shopping behaviour, age, gender, income	According to the results, age, gender, and income do not moderate consumers' online shopping behaviour.
Fang et al. 2011	The main object of the study is to develop and extend DeLone and McLean's IS success model with justice theory (distributive justice, procedural justice, interactional justice).	Justice theory, IS success model	Distributive justice, procedural justice, interactional justice, trust, information quality, system quality, service quality, satisfaction, repurchase intention, net benefit	According to the results, distributive, procedural and interactional justice are significant determinants of online trust. Besides that, trust, net benefits, and satisfaction positively affect consumers' repurchase intention in online shopping. Also, system quality, information quality, trust, and net benefits significantly influence consumer satisfaction.
Zhang et al. 2011	To explain which components of vendor characteristics affect online relationship quality and how does online relationship quality affects consumers' online repurchase intention?	Relationship marketing theory	Vendor characteristic (perceived website usability, perceived expertise in order fulfilment, perceived reputation), vendor behaviour (distrust in vendor behaviour), online relationship quality, online repurchase intention	According to the finding, online relationship quality positively influences online consumers' repurchase intention. Also, while perceived expertise in order fulfilment, perceived reputation and perceived website usability positively affect online relationship quality, distrust in vendor behaviour negatively affect online relationship quality.
Liang et al. 2011	To understand how does social support, relationship quality and website quality influence the consumers' future social commerce intention and continuance intention?	Theory of reasoned action, theory of planned behaviour, social support theory	Social support (emotional support, informational support), relationship quality (trust, satisfaction, commitment), website quality (system quality, service quality), social commerce intention, continuance intention	According to the results, website quality and social support positively affect consumers' intention to social commerce and continuance intentions. In addition, relationship quality has a mediating effect in these relationships.
Wells et al. 2011	To consider the relationship between website quality and perceived product quality and to understand the moderating effects of information asymmetries and signal credibility of this relationship.	Signalling theory	Information asymmetries, website quality, signal credibility, perceived product quality, intention to purchase from websites	According to the results, website quality affects perceived product quality, which subsequently influences consumers' online purchase intention. Besides, information asymmetries and signal credibility have moderating effects.
Eid, 2011	To determine and consider the factors that influence consumer trust, satisfaction and loyalty in B2C e-commerce.	Theory of reasoned action, technology acceptance model, expectation-confirmation theory	User interface quality, information quality, perceived security, perceived privacy, e-consumer satisfaction, e-consumer trust, e-consumer loyalty	According to the findings, consumer satisfaction strongly, and consumer trust weakly affects consumer loyalty. Additionally, perceived security and perceived privacy weakly affect e-consumer satisfaction. However, they strongly affect e-commerce trust. Also, the interface quality positively influences e-commerce trust but, information quality weakly influences e-commerce trust.
Wells et al. 2011	To consider the relationship between individual impulsiveness, website quality, and impulsive buying behaviour.	Latent state-trait theory.	Individual characteristic: impulsiveness, environmental characteristic: website quality, urge to buy impulsively	According to the results, as an environmental characteristic, website quality directly affects consumers' impulsive buying behaviour. Besides, highly impulsive consumers are more influenced by website quality, both positively and negatively.
Wen et al. 2011	To evaluate how utilitarian factors (perceived usefulness, perceived ease of use), hedonic factors (perceived enjoyment) and social/psychological factors (trust, satisfaction, and confirmation) affect consumers' repurchase intention in online shopping?	Technology acceptance model, IS success model, expectation confirmation theory, theory of reasoned action, marketing theory, flow theory	Perceived ease of use, confirmation, trust, perceived usefulness, satisfaction, perceived enjoyment, online repurchase intention	According to the findings, both utilitarian and hedonic factors significantly explain consumers' online repurchase intention. Also, the utilitarian factors play a more significant role in online repurchase intention.
Shiau and Luo, 2012	To consider the impact of reciprocity, reputation, trust, and vendors' creativity on consumer satisfaction and intention to online group buying.	Social exchange theory, theory of reasoned action	Reciprocity, reputation, trust, vendors' creativity, satisfaction, intention to online group buying	According to the findings, consumer satisfaction, vendors' creativity, and trust predict intention to online group buying. Also, trust and consumer reciprocity primarily predict consumer satisfaction.

Kim et al. 2012	To figure out the effects of various e-commerce websites' qualities on the consumers' utilitarian and hedonic values in online shopping. Additionally, they try to consider the influence of consumers' perceived utilitarian and hedonic values on consumer satisfaction and online repurchase intention.	IS success model	System quality (security, accessibility), information quality (variety, currency), service quality (quickness, receptiveness), utilitarian shopping value, hedonic shopping value, consumer satisfaction, intention to repurchase	According to the findings, while utilitarian shopping values are affected by system and service quality, hedonic shopping values are affected by information and service quality. That means service quality is critical for both hedonic and utilitarian shopping values.
Kim, Xu and Gupta. 2012	To consider how perceived trust and perceived price affects consumers' perceived value? Besides, they investigate how perceived trust, perceived price and perceived value affect consumer purchase intention?	Prospect theory, mental accounting theory	Perceived trust, perceived price, perceived value, purchase intention	According to the results, perceived trust has stronger impact than perceived price on consumers' online purchase intention. Also, perceived value has an important effect on online purchase intention.
Benlian et al. 2012	They try to analyse the model of product recommendation and consumer reviews with the four consumer beliefs which are perceived usefulness, perceived ease of use, perceived affective quality, trust) in the searched product and experienced product.	Cognitive fit theory, technology acceptance model, theory of planned behaviour, social responses theory	Online product recommendation (OPR), online consumer review (CR), product type, trusting beliefs in OPR/CR, perceived usefulness of OPR/CR, perceived ease of use of OPR/CR, perceived affective quality of OPR/CR, intentions to reuse OPR/CR, intention to purchase based on OPR/CR.	According to the results, perceived usefulness and perceived ease of use affect OPR more than CR. Also, trusting belief and perceived affective quality influence CR more than OPR. Additionally, while CR was found to extract higher perceived affective quality, trust, and perceived usefulness for experience goods, OPR was found to elicit higher effects on whole variables for searched goods.
Lee and Kozar, 2012	To investigate the common components of websites usability and they also investigate the relationship between these components and consumer purchase intention with the user perceptions.	IS success model	Website usability, determinants of user perceptions, user perceptions toward a websites, action	According to the findings, the dimensions of websites usability strongly influence consumers' purchase intentions. As websites usability increases, consumers tend to purchase from websites more.
Shen, 2012	To consider the impact of perceived ease of use, the tendency to social comparison and social presence on perceived usefulness, and perceived enjoyment. Besides, they investigate the effects of perceived usefulness and perceived enjoyment on purchase intention.	Technology acceptance model, social comparison theory, social presence theory, flow theory	Perceived ease of use, tendency to social comparison online, social presence, perceived usefulness, perceived enjoyment, behavioural intention	According to the results, consumers' social comparison tendency in online shopping affects their perceived enjoyment of the website and perceived usefulness. In addition, while social presence affects perceived usefulness and perceived ease of use, perceived enjoyment and perceived usefulness also affects purchase intention.
Bock et al. 2012	To understand the impact of different antecedents of online trust for multichannel retailers with taking into account the moderating effects of product types.	Transference-based trust theory, information integration theory (IIT)	Perceived structural assurance on internet, word of mouth, offline trust, perceived efficiency of sanctions, perceived website quality, online trust, product type, online purchasing intention	According to the results, trust is shifted from offline channels to online in multichannel retailers. Besides, perceived sanction of online shopping increases online trust, and perceived website quality positively affects online trust. Also, product type plays a mediating role between the trust antecedents and online trust.
Cheng and Huang, 2013	To determine the antecedents of intention to online group buying participation and to investigate the relationship between these antecedents and intention and behaviour.	Theory of planned behaviour, IS success model	Professional e-WOM, experiential e-WOM, structural embeddedness, relational embeddedness, system quality attitude, information quality attitude, service quality attitude, intention, behaviour	According to the results, experiential e-WOM, service quality attitude, and relational embeddedness positively affect intention to participate in online group buying for potential consumers. Additionally, structural embeddedness, relational embeddedness, and system quality positively influence intention to participate, and also intention positively influence online group buying behaviour.
Floh and Madlberger, 2013	To investigate the effects of virtual atmospheric cues (e-store content, e-store design, e-store navigation) on impulsive buying behaviour in online shopping. Also, they investigate mediating roles of shopping enjoyment, browsing and impulsiveness.	Stimulus organism responses theory (S-O-R)	E-store content, e-store design, e-store navigation, shopping enjoyment, impulsiveness, browsing, impulse buying behaviour, impulse buying expenditures	According to the findings, e-store content has no impact on the shopping enjoyment while, e-store navigation and e-store design positively affect shopping enjoyment. Also, shopping enjoyment positively influence impulsiveness and browsing. In addition, browsing and impulsiveness positively affect impulsive buying behaviour of consumers.
Jiang et al. 2013	To determine the key convenience components of online shopping.	SERVCON (Service convenience)	Access convenience, search convenience, evaluation convenience, transaction convenience, possession convenience, post purchase convenience	According to the results, they determine the five components of convenience which are access, search, evaluation, transaction, possession and post purchase convenience.
Chiu et al. 2014	To investigate the effects of both utilitarian and hedonic values of consumers on repeat purchase intention. Also, they investigate the influence of perceived risk on repeat purchase intention.	Means-end chain theory and prospect theory	Utilitarian benefits (product offering, product information, monetary saving, convenience), hedonic benefits (adventure, gratification, role, best deal, social, idea), perceived risk, repeat purchase intention	According to the results, both utilitarian and hedonic values of consumers positively influence repeat purchase intention in online shopping. Besides, a higher level of perceived risk decreases the impact of utilitarian value and increases the impact of hedonic value on repeat purchase intention.
Rodríguez and Trujillo, 2014	To find out determinants of purchasing behaviour from low cost carrier websites by using the extended unified theory of acceptance and use of technology (UTAUT2).	The extended unified theory of acceptance and use of technology (UTAUT2)	Performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, price-saving orientation, behavioural intention, habit,	According to the results, trust, price saving orientation, habit, ease of use, social factors, hedonic motivation, and performance and expended efforts are determined as key components of purchasing

			trust, information quality, perceived security, perceived privacy use behaviour	behaviour. Among these components habit, ease of use, and online purchase intention are determined the most significant ones.
Fang et al. 2014	To consider the moderating effect of perceived effectiveness of e-commerce institutional mechanism (PEEIM) to the relationships between satisfaction, trust and online repurchase intention.	Prospect theory, theory of trust	Perceived effectiveness of e-commerce institutional mechanisms (PEEIM), satisfaction with vendor, trust in vendor, repurchasing intention, website quality, reputation, familiarity with the vendor, satisfaction (internet), gender, income, education, expertise, product characteristic	According to the results, the perceived effectiveness of e-commerce institutional mechanism (PEEIM) negatively moderates the relationship between trust and online repurchase intention. Besides, the perceived effectiveness of e-commerce institutional mechanism (PEEIM) positively moderates the relationships between trust and satisfaction.
Hsu et al. 2014	To investigate the antecedents of repurchase intention in e-commerce websites for group buying behaviour by using the Delone and Mclean IS success model and literature of trust.	IS success model	Reputation of website, perceived size of website, reputation of seller, perceived size of seller, trust in website, trust in seller, perceived quality of website, perceived quality of seller, satisfaction with website, satisfaction with seller, repurchase intention	According to the results, satisfaction with sellers and websites and perceived quality of websites positively affect the online repurchase intention of consumers. Additionally, perceived website quality and perceived seller quality strongly influence satisfaction from website and seller. Finally, while the perceived size of websites positively affect trust in website, the reputation of the website and seller strongly influence trust in the website and seller.
Clemes et al. 2014	To develop a theoretical research model and investigate the key components which affect shopping adoption on e-commerce of consumers.	Not available	Website factors, perceived risk, service quality, convenience, price, product variety, consumer resources, subjective norms, product guarantee, demographic characteristic, online shopping adoption	Findings show that they identified seven significant components of online shopping adoption. These components are perceived risk, consumer resources, service quality, subjective norms, product variety, convenience, and website factors.
Ponte et al. 2015	To assess the effects of perceived privacy, perceived security, and information quality on trust. Besides, they try to consider the impact of trust and perceived value on online purchase intention. Also, they determine antecedents of perceived privacy and security.	Prospect theory, signalling theory	Perceived privacy (internet privacy concern, familiarity with the website, disposition to third-party certification, understanding of seals), perceived security (security policy, website investment, vendor reputation, assurance seal), information quality, trust, perceived value, purchase intention	Findings show that perceived value and trust significantly affect the online purchase intention of consumers. Perceived information quality and perceived security are the main predictors of perceived trust. Additionally, perceived security depends on website investment, reputation of vendor, assurance seal, familiarity with the website, internet privacy concern, and disposition to third-party certification.
Bilgihan and Bujisic, 2015	To develop and test a theoretical model of utilitarian and hedonic features of website, consumer commitment, consumer trust, and consumer loyalty in e-commerce.	Theory of planned behaviour	Hedonic features, utilitarian features, affective commitment, calculative commitment, trust, loyalty	According to the results, utilitarian and hedonic features of the website significantly impact e-loyalty. Hedonic features influence affective commitment more while utilitarian features influence calculative commitment. Also, affective and calculative commitment affects trust and trust is significant for e-loyalty.
Yoon and Occena, 2015	To develop and test a C2C e-commerce trust model which consists of four components that are natural propensity to trust, perception of website quality, others' trust of buyer/seller, third-party recognition. In addition, they investigate the role of gender and age.	Social network theory	Natural propensity to trust, perception of website quality, others' trust of buyer/seller, third-party recognition, trust in C2C e-commerce, gender, age	According to the results, perception of website quality and third-party recognition significantly influence the trust in e-commerce. Also, age plays a moderating role in trust.
Chen et al. 2015	To consider the moderating effects of perceived effectiveness of e-commerce institutional mechanisms (PEEIM) and perceived website quality of the seller on the relationships between trust-in-platform, trust-in-seller, and purchase intention in C2C e-commerce.	Trust transfer theory, signalling theory	Perceived effectiveness of e-commerce institutional mechanisms (PEEIM), trust in platform, trust in seller, perceived website quality of the seller, purchase intention	According to the findings, trust in platform positively influences trust in sellers and trust in seller positively affects consumer purchase intention in e-commerce. Besides, perceived effectiveness of e-commerce institutional mechanisms negatively moderates the relationship between trust in platform and seller while it positively moderates the relationship between trust in seller and online purchase intention. Also, perceived website quality negatively moderates the relationship between trust in platform and seller, whereas it positively moderates the relationship between trust in seller and online purchase intention.
Agag and El-masry, 2016	To develop and test a comprehensive model and determine the antecedents of intention of consumer to participate in online community.	Innovation diffusion theory, technology acceptance model, social constructivist theory	Relative advantages, compatibility, perceived ease of use, perceived usefulness, intention to participate, attitude, trust, religiosity, intention to purchase, positive WOM	According to the findings, innovation diffusion theory and technology acceptance model with trust ensure the proper model to participate intention of consumers. Participate intention positively affects purchase intention costumers and e-WOM. Also, religiosity is significant for the behavioural intention of consumers.
Wang et al. 2016	To determine which factors influence online consumers' intention to commit to specific group buying website in online group buying. For this reason, they focused on B2C e-commerce by	Commitment-trust theory, IS success model	Information quality, system quality, service quality, perceived value, consumer satisfaction, relationship commitment, trust, stickiness intention	Results indicate that trust, satisfaction, and relationship commitment are the key antecedents of consumers' stickiness intention. Also, perceived value positively influences consumer satisfaction, and perceived value and consumer satisfaction have a significant positive impact on relationship commitment and trust.

	integrating the framework of the e-commerce success model and commitment trust theory.			Besides, system, information and service quality positively influence both perceived value and consumer satisfaction.
Bilgihan, 2016	To develop and test a comprehensive model which clarify how Gen Y is loyal to e-commerce website by using generalisation and flow theory.	Generalisation theory, flow theory	Hedonic features, utilitarian features, flow, brand equity, trust, e-loyalty	According to the results, trust is the most significant determinants of e-loyalty for Gen Y in e-commerce. Additionally, brand equity and flow (positive online experience) are a key antecedent of e-loyalty.
Elbeltagi and Agag, 2016	To develop and test a comprehensive model for consumer perceptions of retailing ethics by using commitment-trust theory in e-commerce.	Commitment-trust theory, consumer behaviour theory	Consumer perceptions of online retailing ethics (CPORE), privacy, security, reliability, non-deception, service recovery, trust, commitment, power distance, satisfaction, repurchase intention, individualism	Findings show that consumer perceptions of retailing ethics strongly affect consumer satisfaction in e-commerce. Also, trust and commitment significantly mediate the relationship between consumer perceptions of retailing ethics and consumer satisfaction.
Jiang et al. 2016	To investigate the effects of e-service quality components (care, reliability, product portfolio, ease of use, security) on consumer perceived value and loyalty in B2C e-commerce.	Equity theory	Care, reliability, product portfolio, ease of use, security, perceived value, consumer loyalty	Results indicate that e-service quality components positively influence consumer perceived value and which increase consumer loyalty in e-commerce. Consumer perceived value partially mediates the relationship between four e-service quality components and consumer loyalty. Consumer perceived value fully mediates the relationship between security and loyalty.
Yan et al. 2016	To consider the effects of e-WOM volume, integrity, rate extremism and source credibility on e-WOM usefulness and credibility for both e-commerce websites (EC- e-WOM adoption) and social media platforms (SM-e-WOM adoption).	Cognitive cost theory, elaboration likelihood model,	E-WOM volume, e-WOM rate extremism, e-WOM integrity, e-WOM source credibility, e-WOM credibility, consumer characteristic (cognitive level, involvement degree), e-WOM usefulness, e-WOM adoption,	According to the results, EC-e-WOM usefulness and credibility positively affect EC-e-WOM adoption, however, negatively affect SM-e-WOM adoption. Also, adoption of EC-e-WOM negatively influences the adoption of SM-e-WOM and plays a mediating role in the relationship between usefulness, credibility, and the adoption of SM-e-WOM.
Fang et al. 2016	To investigate the influence of e-service quality, sacrifice, product type on perceived value and repurchase intention in e-commerce. Also, they try to consider the impact of age and gender in these relationships.	Means-end chain theory	E-service quality, sacrifice, product quality, perceived value, repurchase intention, age, gender	Findings indicate that age and gender play a moderating role in the relationship between product quality, e-service quality, the perceived value of consumers, and online repurchase intention. In addition, perceived value acts a mediating role in the relationship between e-service quality, sacrifice, product quality, and online repurchase intention, but this mediating role of perceived value on the relationship between sacrifice and repurchase intention is not valid for experiential shoppers.
Rezaei et al. 2016	To explain the relationship between website personality (solidity, enthusiasm, genuine, sophisticated, unpleasant), utilitarian value, hedonic value, online impulse buying in e-commerce.	Not available	Website personality (solidity, enthusiasm, genuine, sophisticated, unpleasant), utilitarian value, hedonic value, online impulse buying	Results indicate that website personality positively affects utilitarian value, hedonic value and online impulse buying behaviour of consumers. In addition, utilitarian value and hedonic value positively affect online impulse buying behaviour of consumers.
Nilashi et al. 2016	To propose and examine a new trust model based on Webqual Model. They investigate the effects of website quality, recommendation quality, and transparency on trust and purchase intention.	WebQual Model	Website quality (usability, information quality, service interaction), recommendation quality (recommendation accuracy, recommendation novelty, recommendation diversity), transparency (explanation), trust, purchase intention.	According to the results, website quality, recommendation quality, and transparency are significant for consumer trust in e-commerce. Also, consumer trust strongly influences purchase intention.
Faqih, 2016	To investigate the impact of popular IS/IT adoption theories which consist of perceived ease of use, perceived usefulness, perceived compatibility, social influence, trust, perceived risk privacy, security, internet shopping anxiety, internet self-efficacy, price on behavioural intention. Also, they examine moderating effect of gender on these relationships.	Technology acceptance model, innovation diffusion theory, gender theory, theory of planned behaviour	Perceived ease of use, perceived usefulness, perceived compatibility, social influence, trust, perceived risk, privacy, security, internet shopping anxiety, internet self-efficacy, price, gender, behavioural intention	The results show that perceived ease of use, perceived usefulness, perceived compatibility, social influence, trust, internet shopping anxiety, internet self-efficacy, price significantly influence the behavioural intention of consumers. Gender plays a moderating role in the relationship between five components (perceived ease of use, social influence, trust, perceived risk, privacy) and consumers' behavioural intention.
Mavlanova et al. 2016	To evaluate the effects of internal and external signals of e-commerce websites on consumers' evaluation of product quality, seller quality, deception risk, and purchase intention.	Signalling theory	External signals, internal signals, perceived trust, perceived seller quality, perceived deception, perceived product quality, purchase intention	According to the findings, believable external and internal signals of e-commerce websites significantly influence perceptions of consumers. Consumers find external signals more distinctive than internal signals.
Chen et al. 2016	To examine the effects of e-WOM source, neutral/third-party source, and manufacturer/retailer source on consumers' attitude toward the brand and purchase intention	Not available	E-WOM source, neutral/third party source, manufacturer/retailer source, attitude toward brand, purchase intention	According to the results, information from e-WOM source, neutral/third party source, manufacturer/retailer source positively affect consumer attitudes towards brands and online purchase intention. E-WOM source is found more useful with high

	with susceptibility to information influence in e-commerce.			susceptibility to information influence than other two information source. Besides, all of the tree information source are significant with low susceptibility to information influence.
Huang et al. 2017	To investigate the effect of social capital (cognitive capital, structural capital, and relational capital) on consumer satisfaction (economic satisfaction and social satisfaction) in e-commerce. Also, they examine moderating effects of perceived effectiveness of e-commerce institutional mechanisms (PEEIM) on the relationship between consumer satisfaction and consumer loyalty.	Social capital theory	Social capital (cognitive capital, structural capital, relational capital), satisfaction (economic satisfaction, social satisfaction), perceived effectiveness of e-commerce institutional mechanisms (PEEIM), loyalty, gender, age, shopping frequency, internet experience	According to the findings, social capital increases consumer satisfaction that subsequently influence consumer loyalty in e-commerce. Besides, perceived effectiveness of e-commerce institutional mechanisms negatively moderates the impact of economic satisfaction while positively moderating the impact of social satisfaction on consumers' loyalty in e-commerce.
Hasan, 2016	To evaluate the effects of visual design, navigation design, information design of websites on consumers' perceived irritation in e-commerce.	Not available	Visual design, navigation design, information design, perceived irritation	According to the results, visual design, navigation design, information design of websites negatively affects consumers' perceived irritation in e-commerce.
Oliveira et al. 2017	To develop and test a path model of trust in e-commerce. They investigate the effects of consumer characteristics, firm characteristics, website infrastructure, and interaction on consumer trust and purchase intention.	Not available	Consumer characteristics (Trust stance, attitude toward online shopping), firm characteristics (reputation, brand recognition), interaction (service quality, consumer satisfaction), website infrastructure (lack of integrity, privacy and security, likability), dimension of consumer trust (competence, integrity, benevolence), overall trust, intention to purchase	Results show that three key components of trust which are competence, integrity, benevolence positively affect the overall trust of consumers. Also, consumer characteristics, firm characteristics, likability, interaction and lack of integrity, privacy and security significantly influence the tree main components of trust. Finally, the overall trust of consumers positively affects intention to purchase in e-commerce.
Natarajan et al. 2017	To consider the effects of perceived risk, perceived usefulness, perceived ease of use, perceived enjoyment, and personal innovativeness on consumer satisfaction, intention to use and, price sensitivity by using Technology acceptance model and innovation diffusion theory in e-commerce. They also investigate moderating effects of gender, usage frequency and user experience.	Technology acceptance model, innovation diffusion theory	Perceived risk, perceived usefulness, perceived ease of use, perceived enjoyment, personal innovativeness, satisfaction, intention to use, price sensitivity, gender, experience, frequency of use	Findings show that personal innovativeness and perceived risk are the most significant variables for usage intention. Also, highly innovative people who use e-commerce and m-commerce more, are less sensitive to product and service price.
Yeo et al. 2017	To investigate the relationship between hedonic motivation, prior online purchase experience, time-saving orientation, price-saving orientation, convenience motivation, post-usage usefulness, consumer attitude, behavioural intention in e-commerce.	Theory of planned behaviour, theory of reasoned action, technology acceptance model	Hedonic motivation, prior online purchase experience, time-saving orientation, price-saving orientation, convenience motivation, post-usage usefulness, consumer attitude, behavioural intention	According to the results, hedonic motivation, time-saving orientation, and price-saving orientation positively influence convenience motivation and post usage usefulness. Prior online purchase experience positively affects convenience motivation while it does not significantly affect post usage usefulness. Also, convenience motivation and post usage usefulness positively influence consumer attitude and behavioural intention.
Agag and El-Masry, 2017	To determine and test the relationship between antecedents of trust (Consumer experience and proficiency, propensity to trust, reputation of website, perceived size of website, perceived ease of use, perceived usefulness, website quality) and consequences of trust (perceived website trust, consumer attitude, perceived risk, intention to purchase)	Theory of reasoned action, technology acceptance model	Consumer experience and proficiency, propensity to trust, reputation of website, perceived size of website, perceived ease of use, perceived usefulness, website quality, perceived website trust, attitude, perceived risk, intention to purchase	Results show that propensity to trust, reputation of website, perceived size of website, perceived ease of use, perceived usefulness, website quality influence consumer trust in e-commerce. Additionally, consumer trust influences consumer attitude, perceived risk and, purchase intention.
Chen et al. 2017	To develop a model and investigate how the website quality (information, system, service) influences social capital (cognitive capital, structural capital, relational capital) between sellers and consumers in C2C e-commerce. Also, they investigate the effect of social capital on consumer loyalty.	Signalling theory, social capital theory, IS success model	Web site quality (Information quality, system quality, service quality), social capital (cognitive capital, structural capital, relational capital), loyalty	Results show that information quality and system quality positively influence cognitive capital, while service quality is not related to cognitive capital. Also, service quality positively affects structural capital. There is an insignificant relationship between Information quality, service quality, and structural capital. Furthermore, cognitive capital and relational capital positively influence loyalty, while structural capital does not associate with consumers' loyalty.
Pappas et al. 2017	To develop a conceptual model and examine consumers' purchase behaviour in personalised online shopping by considering complexity theory, based on the online shopping experience and online shopping motivation.	Complexity theory, configuration theory	Quality of personalisation, shopping enjoyment, persuasion, price sensitivity, promotion sensitivity, service quality sensitivity, brand sensitivity, innovativeness, intention to purchase	According to findings, the components of online shopping experiences (quality of personalisation, shopping enjoyment, persuasion), and online shopping motivations (price sensitivity, promotion sensitivity, service quality sensitivity, brand sensitivity, innovativeness) increase consumers' purchase intention in e-commerce.

Sullivan and Kim, 2018	To propose a research model and to investigate the relationship between perceived risk, perceived usefulness, online trust, website reputation, repurchase intention, perceived value, product quality and perceived competitive price.	Equity theory, adaptation level theory, technology acceptance model	Perceived risk, perceived usefulness, online trust, website reputation, repurchase intention, perceived value, product quality, perceived competitive price	According to results, perceived risk, perceived usefulness, online trust, website reputation, perceived value, product quality, and perceived competitive price are critical factors of repurchase intention. Also, perceived competitive price and website reputation influence the perceived quality of the website, which in turn affects perceived value. Besides, perceived value website reputation and perceived risk affect online trust, which in turn affects repurchase intention.
Hallikainen and Laukkanen, 2018	To examine the effects of national cultural dimensions on disposition to trust, and also they examine the effect of disposition to trust on dimensions of trustworthiness in e-commerce. Furthermore, they investigate the mediating role of disposition of trust in the relationship between national culture and trustworthiness.	Hofstede's cultural dimensions theory	National culture (collectivism, uncertainty avoidance, long-term orientation, power distance, masculinity), disposition to trust, trustworthiness (ability, integrity, benevolence)	According to findings, dimensions of national culture explain 23% of the variance in the disposition to trust of consumers, which significantly influences the trustworthiness of consumers in e-commerce. Besides, mediating role of disposition to trust in the relationship between national culture and trustworthiness is based on the individualism components of national culture.
Lu et al. 2018	To figure out the effects of perceived restrictiveness on online communication and purchase intention. Also, they investigate the influence of online communication on uncertainty reduction and the effects of uncertainty reduction on online purchase intention.	Social learning theory	Perceived restrictiveness, online communication, uncertainty reduction, purchase intention	Results shows that perceived restrictiveness significantly influence online communication between consumers to sellers and consumers to costumers. Also, online communication is significant for online purchase intention of consumers. Perceived restrictiveness negatively affects online purchase intention.
Faroni et al. 2019	To investigate the effects of security/privacy, e-relationship investment, and website design on e-trust, e-relationship satisfaction, and e-affective commitment in the context of B2C e-commerce. Also, they examine the relationship between e-trust, e-relationship satisfaction, e-affective commitment, and e-loyalty.	Theory of planned behaviour	Security/privacy, e-perceived relationship investment, website design, e-trust, e-relationship satisfaction, e-affective commitment, e-loyalty	According to the results, e-trust significantly contributes to the development of e-satisfaction. Also, the relationship between e-relationship satisfaction and e-affective commitment is found to be important. E-affective commitment positively influences e-loyalty. Besides, e-perceived relationship investment positively affects e-trust.
Zhou et al. 2019	To develop and test a model which consists of product cognition stage, platform emotion stage, and behaviour intention in cross-border e-commerce. They aim to consider the relationship between these stages of the proposed model.	Hierarchy-of-effects model, commitment-involvement theory	Product description, product awareness, platform involvement (enduring involvement, situational involvement), perceived trust (benevolence, integrity, ability), purchase intention	Results show that product description and product awareness positively influence the perceived trust of consumers. Besides, both enduring and situational involvement of the platform positively affect perceived trust. Purchase intention of consumers occurs with the positive impact of perceived trust, situational and enduring platform involvement. Also, perceived trust mediates the whole relationships in the three-stage model.
Lee et al. 2019	To determine the intention of continuing to use e-commerce (food delivery software) based on Unified theory of acceptance and use of technology 2. They investigate the effects of Information quality, performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, price value, habit on continuance intention.	Unified theory of acceptance and use of technology 2 (UTAUT2)	Information quality, performance expectancy, effort expectancy, social influence, facilitating condition, hedonic motivation, price value, habit, continues intention	According to the results, habit, performance expectancy, and social influence have the strongest influence on continuous intention respectively. Also, information quality indirectly affects continuous intention through performance expectancy.
Sohaib et al. 2019	To investigate the effects of consumer cognitive and innovativeness on new product purchase intention in B2C e-commerce and also, the moderating effect of individual consumer uncertainty avoidance on this relationship.	Stimulus-organism-response (S-O-R) theory	Website accessibility, colour, product images, social networking services, cognitive innovativeness, uncertainty avoidance, new product purchase intention	Findings show that atmosphere of the e-commerce websites affects consumer cognitive innovativeness to buy new products with different levels of uncertainty. Also, cognitive innovativeness which is regarding the e-commerce website accessibility, colour, product images, and social influence strongly affect new product purchase.
Sharma and Klein, 2020	To consider the consumers intention to participate in online group buying (OGB) and therefore they used perceived value, perceived trust, consumer involvement, and susceptibility to interpersonal influence of consumers.	Not available	Consumer perceived value, perceived trust, susceptibility to interpersonal influence, consumer involvement in online group buying, intention to participate in online group buying	Results show that consumer involvement is key antecedents of intention to participate in online group buying. Besides, perceived value, perceived trust, and susceptibility to interpersonal influence of consumers significantly affect consumer involvement. Also, perceived value strongly influences perceived trust, which, in turn, significantly influence intention to participate in OGB.
Kock et al. 2020	To investigate the purchase motivations of Generation Y and Generation Z during the Covid-19 pandemic period in e-commerce. They try to understand the relationship between perceived	Descriptive choice theory	Perceived usefulness, internal subjective norms, external subjective norms, hedonic motivation, behavioural intention	Findings show that external subjective norms positively affect purchase intention, while internal subjective norms don't have a significant effect. Normative motives such as media reports about an economic situation influence to purchase intention of consumers

	usefulness, internal subjective norms, external subjective norms, hedonic motivation and purchase intentions.			in e-commerce. Also, the hedonic motivation of consumers is a better predictor of purchase intentions than utilitarian motivation.
Buhalis et al. 2020	To examine the effects of external variables (site design, e-WOM) and internal variables (trust, satisfaction) on purchase intention and e-loyalty of young consumers in e-commerce.	Theory of planned behaviour, theory of reasoned action	External variables (Site design, e-WOM), internal variables (trust, satisfaction), purchasing intention, site loyalty	According to the findings, internal variables (trust, satisfaction) affect purchase intention and e-loyalty more than external variables (Site design, e-WOM). Also, they confirmed that satisfaction positively affects purchase intention and willingness to recommend on websites. Also, the impact of satisfaction on purchase intention is stronger than on e-loyalty because achieving loyalty is difficult in e-commerce.
Ongsakul et al. 2020	To investigate the relationship between hotel website quality (website usability, website functionality, website security and privacy), hotel website utilitarian and hedonic performance, telepresence and behavioural intention of consumers.	Not available	Hotel website quality (website usability, website functionality, website security and privacy), hotel website utilitarian performance, telepresence, hotel website hedonic performance, behavioural intention	According to the results, hotel website quality positively influences telepresence, utilitarian and hedonic performance. Also, telepresence positively affects utilitarian and hedonic performance. Finally, telepresence, utilitarian and hedonic performance positively influence behavioural intention of consumers.
Lou et al. 2020	To investigate the effects of service quality and virtual community quality on perceived trust, and the effect of perceived trust on purchase intention in e-commerce. Also, they examine the moderating effect of virtual community quality on the relationship between e-commerce service quality and perceived trust.	Social capital theory	System quality, security assurance, product variety, service support, e-commerce service quality, virtual community quality, trust, transaction intention	Results show that service quality (system quality, security assurance, product variety, service support) and virtual community quality directly influence the perceived trust of consumers, which consequently influences purchase intention. Also, virtual community quality moderates the relationship between e-commerce service quality and perceived trust.
Diaz et al. 2020	To consider the effects of cultural dimensions (uncertainty avoidance, collectivism) on online purchasing behaviour (perceived product quality, perceived risk, purchase intention).	Theory of planned behaviour	Cultural dimensions (uncertainty avoidance, collectivism), online purchasing behaviour (perceived product quality, perceived risk, purchase intention)	According to the results, uncertainty avoidance and collectivism significantly influence perceived product quality, perceived risk and purchase intention in e-commerce.