

Factors Influencing Online Shopping Among Residents in Lasanod Somalia

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Abstract

Due to the advancement of technology, many businesses moved from physical locations to online businesses where they do business online. The objective of this paper is to investigate the factors affecting online shopping behavior among residents of Lasanod Somalia. This paper used a quantitative research approach. Data were collected from residents of Lasanod Somalia through questionnaires. 160 questioners were collected from respondents who were selected using a simple random sampling technique. The results showed that factors such as trust, firm reputation, functionality, privacy, reliability, and firm value have an influence on consumers' online buying behavior. The study found out there is a strong positive correlation between trust and firm reputation with an R-value of .612 and a significant level of .000 which is way below 0.01. This research focused on Lasanod city and cannot be generalized to the whole of Somalia. Furthermore, the sample size was not large.

Keywords: Trust, Online Shopping, Consumer Behavior

Introduction

Somalia is one of the most technologically advanced countries in Africa. This enabled Somali entrepreneurs to take advantage of the technological advancement to expand their businesses. In Somalia, due to the technological advancement online shopping is on the rise and most of the companies created online platform in which they sell their products and services to consumers. The Internet has become increasingly significant in people's daily lives. The Internet is not only utilized for communication; it

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is also employed as a commerce channel, thanks to the speed and convenience with which consumers may use it. Many businesses, like the online apparel industry, have incorporated the Internet into their marketing methods. Clothing and items were formerly sold through traditional channels such as a mall or shopping center. (Tariq et al., 2016)

However, technology, such as the Internet, has improved to the point where it can now provide the quickest services and selling channels. It has been brought by several company owners in order to market their items. Online shopping is a type of e-commerce that allows customers to buy products or services directly from a vendor using a web browser via the Internet. Consumers can locate a product they want by going to the retailer's website or utilizing a shopping search engine, which shows the same product availability and pricing at numerous electronic shops. Customers may purchase online using a variety of computers and devices, including desktop computers, laptop computers, tablets, and smartphones. If the commodity is in an electronic format, such as information, a movie, or a book, commercial entities transport it to customers' homes, or the service is downloaded straight to their devices. (Katta & Patro, 2017)

The majority of internet commerce takes place between businesses and their customers. Despite the popularity of some auction firms such as "Ebay" and others, there is another sort of it that is done among users themselves, although it is still limited. Since online shopping is not limited by geography, access to all products is simple and limitless as compared to buying in traditional stores, internet shopping might cause you to spend more than the consumers expect. (Singh et al., 2020)

A physical analogy of buying items or services at a traditional "brick and mortar" retail or shopping mall is evoked by an online store. Online purchasing is a business-to-consumer (B2C) procedure. The business process (B2B) is defined as when an online store is put up to allow businesses to buy from other businesses. A typical online shop allows customers to browse the company's product and service offerings, as well as examine product photographs and images, as well as information on product specs, features, and prices. (UZUN & POTURAK, 2014)

Shoppers may frequently utilize Search tools to find certain models, brands, or goods in online stores to conduct an online transaction, clients must have an internet connection and a legitimate payment mechanism, such as an Interact-enabled credit or debit card or a service like PayPal. When it comes to tangible things (such as books or clothing), the e-seller delivers them to the client. An e-tailor normally provides the file to

the consumer through the Internet for digital items, such as digital audio files for music or software. Since the advent of the internet, online shopping, or e-commerce, has experienced explosive development. Most Internet academics are aware that the amount of online business-to-consumer (B2C) transactions is expanding at a rapid rate each year. More than 627 million individuals have shopped online. (Vaghela, 2017)

In today's economy, e-commerce may be expanding commercial activity. The constraints of the past will be replaced by a completely new approach, as well as a mechanism and means of purchasing services and items. The electronic payment system provides opportunities for new global and national exchange associations. Using the internet to do business provided several benefits to both consumers and businesses. Online shopping eliminates the time-consuming and labor-intensive traditional purchasing approach. Delivering purchase orders, obtaining various endorsements, and tracking invoices may all result in a lot of interactions and expenditures. Internet income automates this process, allowing businesses to increase the speed and lower the cost of purchasing transactions. Orders will be placed electronically, and things will be manufactured and delivered without the involvement of third parties. (Md. Shariful, 2015).

We are currently living in the technological age. The internet has grown in popularity throughout the world, with people using it to stay connected, socialize, build communities, change the future, and promote new business models. E-commerce appears to be quickly expanding. Technology and new mechanisms are projected to replace old corporate borders. E-commerce or internet business offers several advantages over traditional business practices for both customers and businesses. For businesses, purchase costs are reduced by doing business online. The structure of e-commerce distribution eliminates the function of the intermediary, saving the company a significant amount of money. Furthermore, businesses that conduct business online do not need to rent or own a location in a structure, saving money. (Ngo & Gim, 2014).

On the other hand, customers gain from online businesses in a variety of ways, including more interactive communications in the system, efficient and quick distribution and delivery, more tailored products and services, and the ability to acquire virtually precisely what one orders if not exactly. Furthermore, the variety of products/services offered by different companies provides internet clients a significant competitive edge because they can quickly compare pricing. In light of the COVID-19 epidemic, online buying has gained more traction than ever before. However, the increased popularity of e-shopping comes with several drawbacks,

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such as a loss of negotiating power with salespeople and the potential of spending more money. (Meher Neger & Burhan Uddin, 2020)

Research problem and objective

Many scholars have researched the influence and the factors affecting online shopping behavior among many different Asia and European countries. However, there is very minimal research about the factors affecting online shopping behavior among Somali consumers. Thus, the objective of this paper is to fill that gap and analyze the factors affecting online shopping behavior among residents in Khaatumo state, Somalia.

Literature Review

Online retailers provide a number of advantages over physical stores: they are more convenient and time-saving, and there is no need to travel or wait in queues. They are open at all times and may be accessed at any time and from any location. Consumers may get free and detailed information about products and services at these outlets. They also have some online tools to assist consumers in comparing and purchasing different items and services. Because the Internet provides more interactivity between customers and product/service providers, as well as better availability of information about items and services, online consumers now have more control and negotiating power than consumers in traditional storefronts. (Moshrefjavadi et al., 2012).

In terms of business development, Thailand was one of the world's fastest-growing areas. Nonetheless, Thailand's business was slowly expanding many years ago, as seen by the indicators indicating Thailand's slower development as compared to Vietnam. There are various causes for this, including information technology, which is one of the major factors influencing how Vietnam and Thailand do business. Vietnam has 64 million internet users, whereas Thailand has 57 million, according to Internet World Stats (2017). As a result, Internet usage has a significant influence on a company's ability to adopt information technology into an online operation. (Rittiboonchai et al., 2018).

Convenience and trust are the most essential elements for customers while purchasing online, and they regard pricing and product quality to be the second most important aspects. When customers decide to purchase online, these are the most important factors to consider. They appear

to be quite suspicious, based on the responses gathered. And it's possible that more online cheating and fraud is to blame. If the pricing on the Internet and at a local store is nearly comparable, customers will focus their attention and interest on the product variety rather than the price. (UZUN & POTURAK, 2014).

Users' attitudes regarding online purchasing are influenced by utilitarian orientations, convenience, price, and a broader selection, according to the research. They also have a strong favorable influence on people's perceptions of online buying. Individuals who purchase online perceive much bigger benefits in terms of convenience, price, and a wider selection, according to a practical assessment of these factors. The study's findings suggest that when students purchase online, they are searching for more convenience (saving time and money), lower pricing, and a larger selection, which are the most important factors motivating customers to shop online. (Delafrooz et al., 2010).

Perceived value, company reputation, privacy, trust, and functionality are the five criteria that influence internet buying. Online shopping is described as the process of customers purchasing products or services from a vendor in real-time through the Internet without the need of an intermediate provider. The method is known as electronic commerce is when an intermediate service is used. Intershop, a German corporation, launched the online purchasing system in 1994, followed by Amazon in 1995 and e-Bay in 1996 (<http://en.wikipedia.org>).

In Somalia, the internet has become well-known as a significant platform where communities communicate ideas, form associations, shape the future together, and invent new economic models. The Internet is the world's largest mall, allowing businesses to conduct business at a minimal cost while yet reaching out to a global consumer.

According to a study performed by the Thailand Development Research Institute, e-commerce in the United States accounted for 70% of the foreign market, with Europe accounting for 15% and Canada accounting for 8.1 percent. Only 5% of market share is held by the Pacific region. (E-revolution).

Attitudes towards Online Shopping

Customers' beliefs to online shopping have gained a great deal of attention in the empirical literature, with 22 out of 35 papers focusing on it. Consistent with the literature and models of attitude change and be-

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havior (e.g., Fishbein and Ajzen 1975), people believe that customers' attitudes will influence their choices to do online shopping and finally if transactions are made or not. This is a Li & Zhang/Consumer Online Shopping Attitudes & Behavior 2002. Eighth Americas Conference on Information Systems 513 multidimensional construct that has been conceptualized in several different ways in the existing literature. First, it refers to the consumer's acceptance of the Internet as a shopping channel (Jahng et al. 2001).

Secondly, it refers to consumer attitudes toward a specific Internet store (i.e., to what extent consumers think that shopping at this store is appealing).

Online Shopping Decision Making

Information seeking, comparison of alternatives, and choice making is among the online shopping decision making process. The findings bearing on this factor directly affect customers' buying behavior. Moreover, there seems to be an influence on consumers' satisfaction. Though it is vital, there are only few studies that contain it.

As stated Huabl and Trifts (2000), important customers seem to use a two-stage procedure in making buying decisions. Firstly, customers mostly screen many a big set of goods in contemplation of identifying a subgroup of likely alternatives that seem to cover their desires. They then assess the subset in greater depth, accomplishment comparable products based on some need attributes and make buying decisions.

Using measured experimentations, the authors notice that the communicating methods planned to assist customers in first screening of obtainable choices and to ease deeper evaluations among chosen alternatives in an online shopping surroundings could have promising influences on either the quality or the efficiency of buying decisions.

Factors Affecting Online Shopping

There are some streams of probe which are linked to this survey. They are consists those addressing the causes which have important impact on online shopping (Shergill and Chen, 2005; Phau and Poon, 2002; Jarvenpaa and Todd, 1997; George, 2002a; George, 2004b; Ward and Lee, 2000; Hellier et al., 2003). It recognized the causes which were discovered to be consequential in antecedent inquiry about online shopping.

Perceived Value

Perceived value is the fundamental consequence of marketing specific act and is a first-order main component in emotional connection that exists in marketing (Moliner et al., 2007). Inquiry shows that perceived value has a direct and meets with specific connection with satisfaction (Hume, 2008). Therefore, consumers be possible by perception integrate their comprehension which they get (benefits) and what they had to concede (sacrifices) so that absorb a particular service (Ha and Janda, 2008). Inward, Hume (2008) also recommends as suitable which sensed value is the very significant indicator of purchase purpose. If a purchase suggests a high honest of value, this will get better the customer's honest of return and repurchase in future.

In the paragraphs surrounding a word or sentence of retailing, Guenzi et al. (2009) discovered in order for goods value perceptions intervene the effect of store environmental indicate and store choice criteria (for example, merchandise quality) on store clientele purpose. In a similar manner, Guenzi et al. (2009) discovered proof to such a degree perceived value influence loyalty purpose. Perceived soothe of utilization and perceived being beneficial are key constructs in the TAM (Davis, 1989) and has been perform a thorough investigation in a many contexts and between various users.

Firm reputation

Organizations reputed possibly delineated as customers' comprehension on how well an organization make arrangements customers and is honestly involve about their financial assistance for the needy. On top of that, it is exhibited in order for extraordinary reputations supply organizations with a "buffering effect", of insulate them from some of the negative outcome of failures (Jin et al., 2008). It is disputed which organization reputation moderated the connection amid failure seriousness and satisfaction, lowered reference of controllability and solidity, and arrives to higher repurchase intentions following service failures. Reference of controllability and solidity were connected only to repurchase intentions; satisfaction did not fully interpose these associations. Given these prior probe discoveries, it is seemingly in order for a good organization reputation will also lead to greater online repurchase intentions.(Oghazi et al., 2020)

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Privacy

Privacy mentioned to what the online shopping web site is secure and guards the customers' information. New technologies' becoming larger function for information treat, have made privacy to an increasing degree influential issue. Therefore, consumer suspiciousness is expanding concern how their personal information is being collected and processed (Masoud, 2013). In Somalia, great number of buyers seems to be frightened to buy products and services online or to supply personal intelligence or data online due to horror of lack of privacy and feasibility that online retailers will unexploited their personal data.

For instance, it has been exhibit that consumers will waver to shop online if they do not feel secure that their credit card data is guaranteed and sheltered from potential hackers. Previous probe on online shopping context shows in order for consumers' comprehension of privacy have a consequential and positive impact on their confidence in the online vendor (Tsai & Yeh, 2010). The quantitative consequence of this issue is displayed by Udo (2001), who shows in order for the safety of privacy are the immense interest of internet purchasers (Flavia'n and Guinali'u, 2006). As it is, if customers are not inevitable of safety of privacy, they will be reluctant to repurchase online, but if privacy is insurant, they will be more desirous to repurchase.

Trust

Customer's trust performs a principle role in supporting long-term connections with the retailer. Trust is dealing principally with the generosity, capability and uprightness of another party. Generosity is the opinion in order for the trustee will not act opportunistically opposite the trust or, even given the chance. Capability is the opinion in the trustee's power to fulfill its indebtedness as hypothesized by the trust. Uprightness is the opinion in order for the trustee will be truthful and will show respect its commitments. (Guenzi et al., 2009).

Uprightness is the opinion in order for the trustee will be truthful and will show respect its commitments. Customer's trust indirectly suggest in order for the excellent purpose of the organization are not investigated by the consumer, in order for the declaration of intention made do not bring into being doubtfulness in the buyer, which the communication common

the parties is truthful. Customer's uncertainty be capable infer the potential for service failure and negative results so; trust be suitable necessary to long-lasting connection. Lack of trust diminishes the chances of purchasers to occupy with online shopping because they are reluctant to deal with a vendor whom they do not trust.(Wang et al., 2009)

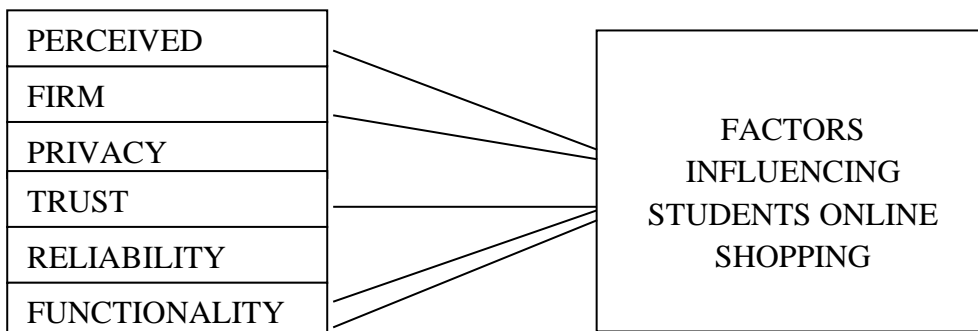
Reliability

Goode and Harris (2007) explain discerned online trustworthiness as the measure to which the site regularly reply and operate as hypothesized. In accord with Kim et al. (2009), service trustworthiness is one of the main e-service quality measures arrives to comprehensive customer satisfaction. Ndubisi (2011) demonstrate in order for service trustworthiness takes one to customer orientation and satisfaction and in a roundabout manner to loyalty which is mediated by satisfaction. It has been give argue that to draw inward fresh customers and to keep in possession having being customers, the discerned trustworthiness of web sites is of axial important position (Goode and Harris, 2007). Goode and Harris (2007) discovered in order for where existing customers supply prove of irresponsible service or online execution similar shoppers will frequently leave the site, disappointed with the online supply. Therefore, commentators dispute in order for where consumers perceive a site to be credible, actual and intended loyalty enlarges (Goode and Harris, 2007).

Functionality

Functionality distributes with the range to what web site supply adequate data about the products or services being advanced (Law and Bai, 2008). Functionality of the web site possibly delineated as rendering a time effective and impressive delivery mechanism for online information (Yates, 2005). A web site is possibly the only way an online store communicates with its customers (Chang and Chen, 2008).

The important hardship in order for consumers is possible face whereas utilizing an organization's web site is truthfully locating the information they demand or the transaction they desire to guarantee.



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Figure 2.1: Proposed Conceptual Framework

Methodology

To analyze factors affecting online buying behaviors, quantitative analysis were employed where primary data were used in a form of questionnaire. The respondent were selected from Khaatumo state of Somalia residents by using simple random samplings technique. The data collected were analyzed using SPSS.

Data Analysis

Demographic variable analyses

As table 1 shows the respondents were 160 in total in which 56.9% were female whereas the remaining 43.1% were male. Based on gender analyses female tend to shop online frequently than male. Furthermore the respondent’s age were categorized into four main groups. 75.6% of the respondents were between the age of 20-30 followed by 34% of the age of 31-40, whereas between the age of 41-50 and 51 and above were 1.3% and 1.9% respectively. Based on age of the respondents the young people tend to shop online more than the other ages groups covered in this research. Finally the educational background of the respondents were mainly bachelor with 65.6% followed by diploma 16.3%, master degree 13.8%.

Table 1						
Gender			Fre- quency	Per- cent	Valid Per- cent	Cumula- tive Per- cent
	Valid	Male	69	43.1	43.1	43.1
		Female	91	56.9	56.9	100
Total		160	100	100		
Age	Valid	20-30	121	75.6	75.6	75.6
		31-40	34	21.3	21.3	96.9
		41-50	2	1.3	1.3	98.1
		51 and above	3	1.9	1.9	100
		Total	160	100	100	

Education	Valid	Secondary	7	4.4	4.4	4.4
		Diploma	26	16.3	16.3	20.6
		Degree	105	65.6	65.6	86.3
		Master	22	13.8	13.8	100
		Total	160	100	100	

Descriptive Statistics

Below Table 2 shows the descriptive statistics of factors affecting consumer’s online shopping behavior, as indicated below table trust and reputation has the lowest mean value of 3.3297 and 3.36588 respectively. This mean that consumer do not trust online shopping while they are skeptical about the reputation of online shopping. The highest mean value is 3.6875 of reliability which means the best factor which influence Somalia online shoppers is the reliability followed by functionality with mean value of 3.5266

Descriptive Statistics					
	N	Mini- mum	Maxi- mum	Mean	Std. Devia- tion
Trust	160	1.75	5.00	3.3297	.75724
Functionality	160	1.00	5.00	3.5266	.77581
Privacy	160	1.25	5.00	3.4891	.80405
Reliability	160	1.25	5.00	3.6875	.83788
Value	160	1.00	5.00	3.4500	.80232
Reputation	160	1.25	5.00	3.3688	.83739
Valid N (list- wise)	160				

Table 3 shows the correlation between factors affecting online shopping namely trust, firm reputation, functionality, privacy, reliability and perceived value. As indicated below table there is strong positive correlation between trust and firm reputation with r value of .612 and significant level of .000 which is way below of 0.01. Similarly there is strong positive correlation between privacy and reliability with r value of .664 and significance level of .000. There are strong positive correlation among

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functionality with other variables such as reliability, privacy, perceived value and reputation with r value of .577, .569, .535 and .519 with significance level of .000.

The findings demonstrate that the Somali online shoppers tend to trust online shopping site due to their reputation. Furthermore privacy and reliability are important factors that influence consumer to shop online.

Correlation Analyses

Correlations		Trust	Reputation	Functionality	Privacy	Reliability	Value
Trust	Pearson Correlation	1	.612**	.368**	.341**	.281**	.357**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	160	160	160	160	160	160
Reputation	Pearson Correlation	.612**	1	.519**	.474**	.434**	.424**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	160	160	160	160	160	160
Functionality	Pearson Correlation	.368**	.519**	1	.569**	.577**	.535**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	160	160	160	160	160	160
Privacy	Pearson Correlation	.341**	.474**	.569**	1	.664**	.356**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	160	160	160	160	160	160
Reliability	Pearson Correlation	.281**	.434**	.577**	.664**	1	.368**

	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	160	160	160	160	160	160
Value	Pearson Correlation	.357**	.424**	.535**	.356**	.368**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	160	160	160	160	160	160
**. Correlation is significant at the 0.01 level (2-tailed).							

Reliability analysis

In order to test the reliability of this research paper Cronbach’s alpha were employed. The measurement of the coefficient of the 24 statement questions in the questionnaire is .869 (87%).

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.869	.870	24

Factor Analysis

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.800
Bartlett's Test of Sphericity	Approx. Chi-Square	1442.487
	df	276
	Sig.	.000

The data collected from respondents in order study the factors affecting online shopping behavior indicates factor analyses is suitable. KMO and Bartlett's Test of Sphericity shows that the data is suitable for factor analyses. As shown in the above table Kaiser-Meyer-Olkin Measure

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of Sampling Adequacy is .800 which is greater than 0.5. Furthermore Bartlett's Test of Sphericity is 144.2487 with the significance level of .000. This gives us the confidence that the variables are significantly correlated.

Conclusion

In Somalia, due to the ease of use, the availability of products and services 24 hours a day, and the large range of products available on the internet, online shopping is growing increasingly popular. The goal of this study is to look at the elements that influence customer online buying behavior, which might be one of the most pressing challenges in the e-commerce and marketing fields in Somalia. However, because online consumer behavior is a complex socio-technical phenomena involving too many variables, there is relatively little research about it in Somalia.

The expansion of e-commerce creates new business prospects for Somali entrepreneurs. To take advantage of these potential and establish strategies to address the obstacles that exist in the Somali E-commerce sector, online merchants must first study the market and take into account all of the elements that influence online buying. Thus this study adds to the body of knowledge regarding online buying behavior by attempting to investigate the phenomenon in the context of Somali consumers as it explores the factors influence online buying behaviors among Somalis

This paper found out that the female and young educated people tend to shop online more than male and older people. On the other had this study found out that Somali online shoppers have low trust on online shopping and not satisfied with reputation of online commerce.

This paper investigated factors impacting online purchasing behavior of customers in Lasanod Somalia due to time and financial restrictions. It is self-evident that individuals in various Somali cities have different qualities and behaviors. The findings of this study may not be generalizable to other Somali cities.

Six factors were exclusively investigated on online buying behavior in this study. With thorough study, researchers may look at various aspects that influence online buying behavior. It is possible to achieve improved findings and comprehension of people's online buying behavior by expanding this study to additional cities in Somalia and other east African nations.

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