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THE EFFECT OF ONLINE SHOPPING ON CONSUMERS' PURCHASING BEHAVIOR

The rapid developments in technology in the recent past have led to the widespread use of the Internet all over the world. This has given birth to a new shopping style and required businesses to change their marketing tools and methods. In this condition, very important differences emerge in the online shopping behaviors of consumers. To gain a competitive edge, businesses should understand these changes and investigate which e-marketing activities have a greater impact. This study examines the effect of online shopping on consumers' purchasing behavior in the context of the city of Turkestan. The sample is selected among the faculty members of Khoja Akhmet Yassawi International Kazakh-Turkish University and 420 faculty members participated in the survey. The data analysis is done with the SPSS package program. There are statistically significant differences in online shopping dimensions. The effect of the reasons for preferring online shopping channels and online promotional activities on online consumer behavior is analyzed using a linear regression model. It is determined that both variables affect consumer behavior positively.

Keywords: online shopping, consumer, purchasing behavior, marketing, internet, shopping, marketing tools, consumer behavior, shopping style.

Кілт сөздер: онлайн сауда жасау, тұтынушы, сатып алу мінез-құлқы, маркетинг, интернет, шопинг, маркетинг құралдары, тұтынушылардың мінез-құлқы, сауда стилі.

Ключевые слова: онлайн покупки, потребитель, покупательское поведение, маркетинг, интернет, шопинг, маркетинговые инструменты, покупательское поведение, покупательский стиль.

JEL classification: D91, L67, L81, L87, M31

Introduction. The consumer world continues to grow in the cyber environment. With the increase in internet usage since the second half of the 2000s, cyberspace became a business and shopping environment. Today, the internet seriously affects the lives of consumers and, accordingly, their purchasing decision processes. The most important reason behind this change is the fact that information sharing has become extremely easy and fast. Therefore, all the important changes that come with the internet have also affected the social and individual lives of consumers. For this reason, businesses need to re-plan their activities by taking these changes into account. Therefore, it would be wrong to ignore the internet when examining the purchasing processes of consumers in today's conditions.

In general, online shopping is the fulfillment of marketing functions by using information technologies and the Internet. In the conditions of increasing competition in the online environment, businesses determine the needs and satisfaction of consumers as their main goals and try to gain a competitive advantage in the market by turning to various electronic marketing tools such as e-mail, viral marketing, and social media [1]. The Internet creates a new type of consumer due to its structure and operation. This type of online consumer has different characteristics compared to the traditional consumer, especially in behavioral terms. These differences arise from the unique features of the internet and make this change inevitable [2]. Online shopping creates an environment of intense competition that forces businesses to transform their traditional practices and establish or maintain long-term relationships with their consumers.

This study examines the effect of online shopping on consumers' purchasing behavior. The study sample consisted of the faculty members of Khoja Akhmet Yassawi International Kazakh-Turkish University. Questionnaire forms were distributed to 420 participants in total. The analysis included the demographic frequency tables, factor analysis, reliability tests, correlation analysis including the means and standard deviations of the variables, and testing of research hypotheses.

Literature review. Brynjolfsson and Smith empirically analyzed the characteristics of online shopping for two homogeneous product categories (books and CDs). They compared the pricing behaviors of 41 websites and traditional retail outlets using a dataset of over 8,500 observations collected over 15 months.

They showed that although taxes, shipping, and shopping costs are included in the price, online prices are 9-16% lower than at traditional outlets. There are significant differences between the prices of different online retailers. Therefore, the high risk perceived by consumers during online shopping negatively affects their behavior [3].

Factors such as personal characteristics, lifestyle, and general needs affect the online purchasing behavior of consumers. But factors such as price, amount of money spent, and product presentation are more effective [4].

Although e-commerce is mostly preferred by the young population, it is predicted that it will spread to all age groups over time. E-commerce is increasing in developed countries as well as in developing countries. The biggest concerns in e-commerce are security vulnerabilities, lack of physical contact with the product, shipping delays, and low technological literacy [5].

Jain showed that consumers' online shopping behaviors depend on the formation of their intentions, how positive their perceptions are, and their perceptions of behavioral control [6].

Tekin concluded that the degree of consideration of the complaints, the resolution of payment problems, the observance of delivery deadlines, and the provision of warranty service also have an impact on consumer purchasing behavior on the Internet [7].

The rapid adoption of Internet technologies as a promotional tool has forced companies to update their marketing plans. The Internet is essential for a company's survival and has completely changed the way of doing business. Therefore, Ali and Ejaz empirically examined the effect of electronic marketing (e-mail marketing, web marketing, mobile marketing, and internet marketing) on consumer perception in purchasing decisions through four dimensions. They tested five hypotheses. Their ANOVA tables demonstrated that e-marketing, Mobile Marketing, e-mail marketing, and web marketing had a positive and significant effect on consumer perception. Ultimately, their analysis showed that a positive consumer perception can be achieved through e-marketing [8].

The analysis of the factors affecting the online shopping behavior of consumers, which can be one of the most important issues in the field of e-commerce and marketing, is very important. However, there is very limited information about online consumer behavior because As it is a complex socio-technical phenomenon and involves so many factors. Javadi attempted to close this gap. He used a model that examines the effects of perceived risks, infrastructure variables, and return policy on online shopping behavior. He tested his hypotheses with regression analysis. This study can be considered as an applied survey in terms of purpose and a descriptive survey in terms of its quality and method (correlation type). He found that financial and delivery risks can negatively affect the consumers' attitude towards online shopping. The results also showed that domain-specific innovativeness and subjective norms positively affect online shopping behavior. In addition, attitude towards online shopping positively affected consumers' online shopping behaviors [9].

Internet marketing is an interesting topic, especially for researchers in the marketing field. It is a new way of marketing products/services globally. Yazdanifard adopted a new approach and showed that advertisers need this innovation as it relieves marketing managers for more value-added tasks such as marketing plans [10].

Hernández, on the other hand, analyzed the perceptions that encourage consumers to shop online, and examined the impact of the e-purchasing experience. He identified two groups: (1) potential e-customers who are considering making their first e-purchase, and (2) experienced e-customers who have made at least one e-purchase. Perceptions that drive individuals to their first online purchase may not be the same perceptions that produce the following purchases. While the relationships between e-commerce perception and purchasing experience are changing, the impact of Internet experience is stable for all users. This is an interesting finding, especially for e-commerce providers whose business models depend on customer behavior [11].

Danışmaz examined the impact of the Covid-19 epidemic, which has been on the agenda of the whole world since the end of 2019 and the beginning of 2020, on consumers' online shopping preferences. He conducted an online survey on 200 participants from Turkey and analyzed the answers with the SPSS Statistics package program. It has been determined that consumers' online shopping preferences have changed by 64.5% during the epidemic. In terms of demographics, the preference for online shopping changed mostly among women with a rate of 68.3%. In terms of age group, the preference for online shopping has changed the most in the 18-24 age group with a rate of 75% [12].

Online consumer behavior is recognized as one of the most important research areas in marketing. However, since it is a socio-technical and complex subject and includes many factors, it attracts the

attention of a limited number of researchers. Uygun et.al. aimed to examine the factors affecting online consumer behavior based on some important theories. They collected data from consumers in the Aksaray region with a questionnaire and the data is analyzed with Standard Multiple Regression. Their findings revealed that both technology-oriented and consumer-oriented variables are important in terms of online consumer behavior [13].

Yılmaz examined consumers' online shopping in the context of the technology acceptance model. He included the basic components of the technology acceptance model such as perceived usefulness (PU), perceived ease of use (PEU), intent-to-use (ItU), and the perceived product risk (PPR) into his model. Under the easy sampling method, he collected data from 355 people using a questionnaire. He tested his hypotheses using Structural Equation Modeling based on Partial Least Squares Method. Analysis showed that perceived ease of use had a positive effect on both perceived usefulness and intent-to-use, while perceived product risk negatively affected perceived usefulness and online shopping intention. The results of the study also showed that perceived usefulness has a positive and significant effect on consumers' intent to use [14].

E-marketing provides businesses with the opportunity to provide services per the personal wishes, needs, and demands of consumers. At the same time, it facilitates the delivery of goods and services to customers at less cost and in a much shorter time. For this reason, it is of great importance for businesses to learn the reasons why consumers do or do not shop in electronic markets, in terms of developing these services and making them appealing to wider audiences.

Main part. This research was carried out using quantitative research methods. It consists of two stages. The first stage is the literature review, and the second stage is the data collection. At this stage, hypotheses were formed and tested. In addition to questions about demographic characteristics, the survey included questions about the preferred payment type and purchasing behavior in online shopping. Finally, questions on a five-point Likert scale were asked about the reasons for turning to online shopping and how promotional activities such as advertising and promotion in online shopping affect their purchasing behavior. The questions are evaluated under the dimensions of "consumer behavior in online shopping", "reasons for turning to online shopping" and "promotion activities in online shopping".

Our study aims to determine the effect of online shopping on the purchasing behavior of consumers. For this purpose, we formed the following five hypotheses within the framework of the discussed theoretical relations.

H1: The online shopping dimensions differ in terms of gender.

H2: The online shopping dimensions differ in terms of the average monthly spending variable.

H3: The online shopping dimensions differ in terms of payment methods.

H4: The online shopping dimensions differ in terms of purchasing behavior.

H5: The effects of online shopping preference and online promotion activities on consumer behavior in online shopping are explained by the linear regression model.

Table 1

Reliability analysis*

E-marketing dimensions	Cronbach's Alpha coefficient	Number of Items
Scale	0.769	15
Consumer Behavior	0.718	5
Online Shopping Preference	0.732	6
Promotion Activities	0.752	4

**Compiled by the authors based on their own research*

Cronbach's Alpha coefficient was calculated for each dimension of our scale and the reliability of the scale itself, and the findings are given in Table 1. The general principle in the literature is that Cronbach's Alpha values above 0.50 are considered sufficient in terms of reliability in social sciences, values of 0.70 and above are recommended, and values of 0.80 and above are desirable [15]. As seen in Table 1, all alpha values exceeded the acceptable level (0.70) and approached the desired level (0.80). This shows that the questionnaire scales have high validity and reliability.

Result and discussion. In this section, the findings obtained by examining the collected data and their interpretation are given.

Table 2

Online shopping dimensions by gender variable*

Dimension	Gender	N	Average	Standard Deviation	T Statistics	P value
Consumer Behavior	Female	263	3.40	0.624	0.228	0.780
	Male	157	3.38	0.759		
Reasons for Preferening Online Shopping	Female	263	3.71	0.648	0.956	0.310
	Male	157	3.64	0.773		
Promotion Activities	Female	263	2.73	0.821	2.114	0.028
	Male	157	2.51	0.928		

*Compiled by the authors based on their own research

H1 is analyzed using the Student t-test, and the results are given in Table 2. The H1 is rejected for the dimensions of consumer behavior and reasons for preferring online shopping (P-value $0.78 > 0.05$ and $0.310 > 0.05$, respectively). The H1 is accepted for the promotion activities dimension (P-value $0.028 < 0.05$).

Table 3

Online shopping dimensions by average monthly spending*

Dimension	Average Monthly Spending (Tenge)	N	Average	Standard Deviation	F Statistics	P value
Consumer Behavior	>30.000	96	3.36	0.688	1.045	0.345
	31.000-60.000	221	3.37	0.657		
	61.000-90.000	68	3.54	0.608		
	>91.000	35	3.31	0.869		
	Total	420	3.39	0.677		
Reasons for Preferening Online Shopping	>30.000	96	3.68	0.731	0.072	0.998
	31.000-60.000	221	3.68	0.692		
	61.000-90.000	68	3.71	0.624		
	>91.000	35	3.68	0.803		
	Total	420	3.68	0.697		
Promotion Activities	>30.000	96	2.51	0.742	0.845	0.327
	31.000-60.000	221	2.69	0.933		
	61.000-90.000	68	2.73	0.814		
	>91.000	35	2.60	0.860		
	Total	420	2.65	0.868		

*Compiled by the authors based on their own research

H2 is analyzed using ANOVA, and the results are given in Table 3. No statistically significant difference is found in any of the dimensions, and the H2 is rejected (P-values $0.345 > 0.05$, $0.998 > 0.05$, $0.327 > 0.05$, respectively).

Table 4

Online shopping dimensions by payment method*

Dimension	Payment Method	N	Average	Standard Deviation	T Statistics	P value
Consumer Behavior	Credit Card	219	3.46	0.704	2.117	0.035
	Cash on Delivery	201	3.28	0.618		
Reasons for Preferening Online Shopping	Credit Card	219	3.68	0.789	-0.169	0.866
	Cash on Delivery	201	3.69	0.614		
Promotion Activities	Credit Card	219	2.61	0.918	-1.093	0.275
	Cash on Delivery	201	2.73	0.819		

*Compiled by the authors based on their own research

H3 is analyzed using the Student t-test, and the results are given in Table 4. A statistically significant difference was found only in the dimension of consumer behavior (P-value $0.035 < 0.05$) and the H3 was accepted. In the dimension of consumer behavior, the average of consumers who pay by credit card is high. The H3 is rejected for the other two dimensions.

Table 5

Online shopping dimensions by purchasing behavior*

Dimension	Purchasing Behavior	N	Average	Standard Deviation	F Statistics	P value
Consumer Behavior	I browse websites and shop without planning.	40	3.45	0.718	8.711	0.000
	I make planned purchases and decide after browsing all the websites.	231	3.46	0.660		
	My experiences on websites are important in my shopping.	80	3.52	0.607		
	I use online stores only to gather information	69	2.97	0.642		
	Total	420	3.39	0.677		
Reasons for Preferening Online Shopping	I browse websites and shop without planning.	40	3.42	0.810	2.946	0.033
	I make planned purchases and decide after browsing all the websites.	231	3.74	0.700		
	My experiences on websites are important in my shopping.	80	3.78	0.607		
	I use online stores only to gather information	69	3.54	0.677		
	Total	420	3.68	0.697		
Promotion Activities	I browse websites and shop without planning.	40	2.58	0.834	0.868	0.458
	I make planned purchases and decide after browsing all the websites.	231	2.63	0.839		
	My experiences on websites are important in my shopping.	80	2.80	0.889		
	I use online stores only to gather information	69	2.57	0.955		
	Total	420	2.65	0.868		

*Compiled by the authors based on their own research

H4 is analyzed using the ANOVA, and the results are given in Table 5. A statistically significant difference was found in the dimensions of Consumer Behavior and Reasons for Preferening Online Shopping (P-value $0,00 < 0,05$ and $0,03 < 0,05$, respectively), and the H4 is accepted. The Tukey test showed that this difference was due to the fact that the average of those who showed the buying behavior of "I use online stores only to gather information" was different from other groups. The difference in the "Reasons for Preferening Online Shopping" dimension is due to the fact that the averages of those who show different shopping behaviors are different. However, the H4 was rejected for the "Promotion Activities" dimension.

Table 6

ANOVA and coefficient of determination findings for the linear regression model*

	Sum of Squares	Standard Deviation	Average of Squares	F Statistics	P value
Regression	44.219	2	22.109	69.297	0.000
Error	99.544	312	.319		
Total	143.763	314			
R	0.555	R square	.308 Straight R	Square .303	

**Compiled by the authors based on their own research*

H5 is analyzed using the linear regression model, and the results are given in Table 6. ANOVA test shows that the model is statistically significant. Accordingly, the effects of promotion activities and Reasons for Preferring Online Shopping on consumer behavior can be examined with the linear regression function. The adjusted R-square coefficient of the model is calculated as 0.303. This value shows that 30.3% of the variability in consumer behavior is explained by the Reasons for Preferring Online Shopping and promotional activities. Accordingly, the H5 hypothesis is accepted.

Table 7

Coefficients of linear regression model*

	Coefficients std.	Coefficients	T Statistics	P value
Constant	1.272		6.710	0.000
Reasons for Preferring Online Shopping	.521	.537	11.335	0.000
Promotion Activities	.075	.096	2.032	0.043

**Compiled by the authors based on their own research*

The coefficients of the linear regression model for the dimensions of Reasons for Preferring Online Shopping and promotional activities on the dimension of consumer behavior are given in Table 7. The findings show that the coefficients of both independent variables are statistically significant. The fact that both coefficients are positive means that both of the variables have a positive correlation with the consumer behavior variable, that is, they affect the behavior of the consumers positively. The linear regression model is written as follows when consumer behavior variable is represented by Y, reasons for online shopping are represented by X1 and promotional activities by X2;

$$Y = 1.272 + 0.521 * X1 + 0.075 * X2$$

According to the standard coefficients, a 1-unit increase in the variable of reasons for turning to online shopping causes an increase of 0.537 units in the variable of consumer behavior, while a 1-unit increase in the variable of promotional activities causes an increase of 0.096 units.

Conclusion. The recent developments in technology have caused the internet to become more widespread and have made it an inseparable part of our lives. After a while, the Internet has transformed its users into online consumers who have started to shop over the Internet. Therefore, it has also affected their purchasing behavior closely.

This is a field study examining the effect of online shopping on consumers' purchasing behavior. The universe of the research consists of faculty members of Khoja Akhmet Yassawi International Kazakh-Turkish University. A total of 420 faculty members participated in the study. The sample size is determined to reach 95.0% confidence and 5.0% sensitivity.

When the dimensions of online shopping are examined in terms of gender, it has been revealed that female faculty members are more affected by the duration of electronic shopping, search engines, e-mail promotional advertisements, advertisements shared on social media, and similar promotional activities. When examining whether there is a difference in terms of monthly expenditure variable, no statistically significant difference was found in any of the online shopping dimensions.

When it was investigated whether there was a difference in terms of payment method, it was determined that there was a significant relationship in the dimension of consumer behavior. Namely, the fact that the

faculty members of Khoja Akhmet Yassawi International Kazakh-Turkish University have a credit card affects their purchasing behavior more than cash on delivery.

The effects of online shopping orientation and online promotion activities on online consumer behavior are explained by the linear regression model. The significance of the model was tested with ANOVA. According to the results of the analysis, it has been determined that the reasons for turning to online shopping and online promotion activities have a positive effect on consumer behavior. In addition, according to the standard coefficients, a 1-unit increase in the variable of reasons for turning to online shopping causes an increase of 0.567 units in the variable of consumer behavior, and a 1-unit increase in the variable of online promotion activities causes a decrease of 0.002 units.

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Мырзабекқызы Қ., Болганбаев А.Д., Келесбаев Д.Н.

ТҰТЫНУШЫЛАРДЫҢ САТЫП АЛУ МІНЕЗ-ҚҰЛҚЫНА ОНЛАЙН САУДА ЖАСАУДЫҢ ӘСЕРІ

Аңдатпа

Соңғы кездегі технологияның жылдам дамуы әлемдегі интернеттің кеңінен қолданылуына себепші болды. Осының арқасында жаңа сауда құбылысы пайда болды және бұл кәсіпорындардың маркетинг құралдары мен әдістеріне өзгерістер енгізуді талап етті. Осыған орай өзгермелі жағдайларда тұтынушылардың онлайн сауда жасаудағы мінез-құлықтарында өте маңызды айырмашылықтар пайда болды. Бәсекелестік артықшылықты қамтамасыз ету үшін кәсіпорындар электронды нарықтағы тұтынушыларды өте жақсы түсінуі керек және электрондық маркетинг қызметінің олардың сатып алу мінез-құлқына неғұрлым жақсы әсер ететіндігін зерттеулері керек болды. Осы мақсатта бұл зерттеу жұмысында онлайн сауда жасаудың тұтынушылардың сатып алу мінез-құлқына әсері зерттеліп, алынған нәтижелер Түркістан қаласы тұрғысынан бағаланды. Жүргізілген сауалнамаға Қожа Ахмет Ясауи атындағы Халықаралық қазақ-түрік университетінің 420 оқытушысы қатысты. Мәліметтер SPSS пакеттік бағдарламасы арқылы талданып, нәтижелері университет оқытушылары тұрғысынан бағаланды. Жүргізілген статистикалық тестілеуге сәйкес, онлайн сауда жасаудың көлемі бойынша жалақы тұрғысынан статистикалық маңызды айырмашылықтар табылды. Сонымен қатар онлайн сауда жасауға жүгінудің себептері мен онлайн саудадағы жарнамалық іс-әрекеттердің тұтынушылардың сатып алу мінез-құлқына әсері сызықтық регрессиялық модельмен талданды. Нәтижесінде екі айнымалының да тұтынушылардың сатып алу мінез-құлқына оң әсер ететіндігі анықталды.

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**ВЛИЯНИЕ ПОКУПОК В ИНТЕРНЕТЕ
НА ПОКУПАТЕЛЬСКОЕ ПОВЕДЕНИЕ ПОТРЕБИТЕЛЕЙ**

Аннотация

Быстрое развитие новейших технологий привело к широкому использованию интернета в мире. В результате возник новый феномен торговли, который потребовал изменения маркетинговых инструментов и методов предприятий. Из-за этого существуют значительные различия в поведении потребителей при совершении онлайн покупок в интернет в плавучих обстоятельствах. Чтобы обеспечить конкурентное преимущество, компаниям необходимо очень хорошо разбираться в потребителях электронного рынка. Поэтому необходимы исследования, чтобы убедиться, что услуги электронного маркетинга лучше влияют на их покупательское поведение. С этой целью, в данном исследовании изучается влияние онлайн торговли на покупательское поведение и оцениваются результаты с точки зрения потребителей города Туркестан. В анкетирование приняли участие 420 преподавателей Международного казахско-турецкого университета имени Ходжи Ахмета Ясави. Данные были проанализированы с помощью пакетной программы SPSS, а результаты были оценены с точки зрения преподавателей. Согласно статистическому тестированию, статистически значимые различия в заработной плате были обнаружены в объеме онлайн покупок. Кроме того, с помощью модели линейной регрессии были проанализированы причины обращения к онлайн покупкам и влияние рекламной деятельности на покупательское поведение потребителей. В результате было обнаружено, что обе переменные положительно влияют на покупательское поведение потребителей.

