E-Commerce in Nicaragua: Consumer Behavior towards Online Shopping of Electronic Devices.

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akademický rok: 2016/2017

ZADÁNÍ DIPLOMOVÉ PRÁCE
(PROJEKTU, UMĚLECKÉHO DÍLA, UMĚLECKÉHO VÝKONU)

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Osobní číslo:	**K15488**
Studijní program:	**N7202 Media and Communications Studies**
Studijní obor:	**Marketing Communications**
Forma studia:	**prezenční**

Téma práce: **E-commerce v Nikaragui: spotřebitelské chování u on-line nakupování elektronických zařízení.**

Zásady pro vypracování:

1. Study the theoretical background of segmentation, online consumer behavior with focus on the shopping of electronic devices.
2. State the main goal, sub-goals, research questions and methodology of the thesis.
3. Identify and analyze what factors have a significant impact on consumer behavior when shopping online.
4. Find out whether there is a connection between identified factors and consumer segments.
5. Based on the results of the analysis, create a well-developed e-commerce site for the sale of electronic devices. Mention the advantages and limits of your project and suggest ways of measuring success of your e-commerce site.

Rozsah diplomové práce:

Rozsah příloh:

Forma zpracování diplomové práce: **tištěná**

Seznam odborné literatury:

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Datum zadání diplomové práce: **31. ledna 2017**

Termín odevzdání diplomové práce: **21. dubna 2017**

Ve Zlíně dne 3. dubna 2017

L.S.

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ABSTRAKT

Účelem tohoto projektu je studovat online chování spotřebitelů a vytvořit dobře vyvinutý web pro elektronické obchodování s elektronickými zařízeními, který spotřebiteli Nikaraguy usnadní vyhledávání a nákup všech druhů elektronických zařízení bez nutnosti dělat Ze zahraničního maloobchodního prodejce.

První část práce se zabývá teoretickým zázemím tématu. Elektronický obchod a online chování spotřebitelů jsou popsány v popisu recenzované literatury o faktorech, které zákazníkům brání nakupovat online. Druhá část se zaměřuje na popis provedených výzkumů a analýzu shromážděných dat. Závěrečná část obsahuje projekt, kdy autor vytváří a realizuje a on-line ukládá prodej elektronických zařízení.

Klíčová slova: elektronický obchod, online nakupování, elektronická zařízení, spotřebitelské chování, faktory, bariéry, digitální marketing, internetové stránky, internetový obchod.

ABSTRACT

The purpose of this project is to study the consumer behavior online and create a well developed E-commerce site for the sale of electronic devices which will make it easier for the Nicaraguan consumer to search and purchase all sorts of electronic devices without the need to do it from an abroad retailer.

The first part of the thesis deals with the theoretical background of the topic. E-commerce and online consumer behavior is described, following the description of reviewed literature on factors that prevent consumers from shopping online. Second part focuses on the the description of conducted researches and analysis of collected data. Final part includes the project where the author creates and implements and online store for the sale of electronic devices.

Keywords: E-commerce, online shopping, electronic devices, consumer behavior, factors, barriers, digital marketing, website, online store.

ACKNOWLEDGEMENTS

I declare that this thesis is fully inscribed on my own and all the literary sources are properly quoted and stated in the reference list. I hereby declare that the print version of my Bachelor's/Master's thesis and the electronic version of my thesis deposited in the IS/STAG system are identical.

In Zlin, April 21st 2017.

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INTRODUCTION

Businesses are increasingly using the Internet for commercial activities. The ubiquitous nature of the Internet and its wide global access has made it an extremely effective mode of communication between businesses and customers (Rowley, 2001).

Online retail sales in the United States are estimated to reach $370,000 billion in 2017, compared to $262 billion in 2013 of which approximately 25% will be performed from a mobile device (Forrester, 2013). In European countries it will reach €191 billion in 2017, compared to 128 thousand million € in 2013, an annual composite rate of 10.5%. Latin America is also in full growth and attracting a large amount of entrepreneurs. By the end of 2014, it has exceeded US $ 100 billion in sales compared to $ 69 billion in 2013.

Wang & Yang, 2010, studied that, the electronic equipment takes a high percent of the individuals shopping and compared with other goods, online shopping of electronic goods adds great convenience to the life of the people. Buying electronic gadgets online gives customers an opportunity to find a great variety of product online, and customers can review a wide selection of products and find special offers and discount with the best deals online. In Nicaragua E-commerce is not very developed, in comparison to other South and Central American countries, there are very few companies that decide to have their online stores because of the lack of adoption that the majority of national consumers have. Nevertheless, in the market dynamics, companies in Nicaragua are increasingly facing a surprising rate of growth in electronic transactions; this has to require them to be at the technological forefront to respond satisfactorily to this new challenge.

For this reason, this study will be carried out in order to determine the main barriers that affect Nicaraguan consumer attitudes and intention when purchasing electronic devices and implement an online store for the sale of electronic devices.

The sub-goals for the research are:

- To get insight into consumer behavior towards online shopping of electronic devices.

- To find out the factors that influence consumers towards shopping online.

- To study consumers' attitude and intention towards the shopping of electronic devices online.

I.   THEORETICAL PART

THEORETICAL BACKGROUND

In this section, main theoretical issues are addressed and analyzed. E-commerce and online consumer behavior is described in the first part, followed by the analysis of several factors that affect consumers when shopping online.

1 E-COMMERCE

Even though the term E-Commerce originated in the early 1990s (Turban, 2008), there is still no generally accepted definition of what E-commerce exactly is (Numberger and Rennhak, 2005). Two reasons can be given for the existence of multiple definitions with different points of view. First, by nature, E-Commerce is undoubtedly interdisciplinary and encloses computer science, marketing, finance, information management systems, consumer behavior, economics, among others (Turban, 2008). Second, E-Commerce changes rapidly and includes more areas from the economy, as well as technology, making it difficult to establish a permanent definition (Choi, 1997).

Kulviwat et al. (2004) argues from Burke (1998) that new technologies contribute to both integration and information processing, in order to improve consumer decision-making, by providing information that is more suited to particular needs of the demand.

Moreover, according to Turban (2008, modified by Kalakota & Whinston, 1997), the business environment of E-commerce can be recognized by applications, which are the result of ICT infrastructure and five areas of support: people, public policy, marketing and advertising, support services, and business partners. All these components require good management practices and this framework demonstrates that customer shopping applications are just the tip of the iceberg in the E-Commerce environment.

On the other hand, Choi et al. (1997) categorizes E-Commerce areas along the dimensions of the market, products, processes, and agents/players that can be either digital (online) or physical (offline). This can result in a purely physical approach, for example traditional brick-and-click, or in a hybrid approach as a combination of physical and digital dimensions, for example partial E-Commerce, or organizations «pure E-Commerce» with only digital dimensions. (Turban, 2008). Therefore, if one of the dimensions is digital then it is considered as E-Commerce, although it could be only partial or conventional E-commerce (Choi et al., 1997). The distinction between pure-click and brick-and-click companies as players in the E-Commerce market is supported by Kotler & Keller (2012).

E-commerce can be divided into seven main areas:

• B2B

Business-to-business E-commerce is the use of B2B trading networks, auction sites, available exchanges, on-line product catalogs, redemption sites and other web resources to obtain new customers, provide a more efficient service to the current customers and achieve more efficient purchases and better prices. (Armstrong, Kotler; 2007; 562-567). Different transactions made between businesses through electronic means to be more efficient.

• B2C

It is a business-to-consumer e-commerce, businesses selling goods and services online to final consumers; internet consumers differ from traditional consumers in their buying methods and marketing responses; e-marketing is targeted at people who actively select the websites they visit and the marketing information they receive, as well as the products and conditions involved (Armstrong, Kotler; 2007; pp.562-567). Relationships between companies and consumers, but the latter are the ones who seek and are informed about a particular product or service.

• C2B

E-commerce of the consumer to businesses, is the online exchange in which consumers look for sellers, they know their offer and they initiate the process of purchase, sometimes even guiding the terms of transactions (Armstrong, Kotler; 2007; pp.562-567). A relationship in which a person seeks to motivate the purchase-sale of a good or service for the company.

• C2C

E-commerce between consumers is the on-line exchange of information goods between final consumers, in which the Internet is only an excellent way for them to buy and exchange goods or information directly with one another through websites such as: Ebay, Amazon.com, among others (Armstrong, Kotler; 2007; pp.562-567). Making use of a platform or website allowing the purchase and sale of a product among consumers.

The definition that will be used in this research, confirming what is exposed by B. Fraumeni (2000), is limited to the transaction made through a network (Internet) through any type of connected device, which consists in the transfer of ownership or rights of the use of goods or services framed in the group of operations or commercial transactions of the group B2C.

B Jaworski and J Rayport (2001) point out inherent characteristics to the markets where these transactions are developed according to the following conceptualizations:

- The virtual stores have a very particular characteristic that makes a clear difference with the physical stores, are available 24 hours, 365 days a year.

- The customer interface is technology-based. In offline businesses transactions are conducted from person to person, however in an electronic transaction the deal is done from screen to person, the technological interfaces used in virtual transactions have a big responsibility in the company to capture and represent the preferences of the customers, a functional interface will bring significant benefits to the company, including cost reduction.

- In the client - screen interaction, the self service stands out, that is, the customer has control of the search processes, the time spent visiting several websites, the degree of price-product comparison, the people with whom to contact and the decision to buy. Interactivity has been defined as the ability of users to conduct two-way communication, including user-to-company and user-to-user communication.

- Knowledge of customer behavior. As long as the customer controls the interaction, the companies are analyzing the commercial behavior of the consumer; businesses can at a low cost track the websites visited, details of stays at a site, number of visits to the same, content about lists of tastes and shopping carts, purchases, amount of money invested or spent, repetition of purchases or search behaviors. This practice carried out by companies is very common in order to better position their products and capture a greater number of customers and increase sales, while for offline businesses these studies involve high costs.

These characteristics define the strategies and functionality of E-commerce, where technology is the backbone of its operation, while establishing criteria of differentiation with respect to traditional commerce.

1.1 Advantages and Disadvantages of E-commerce

The growth of E-commerce is so great that practically no one doubts the profound economic and social impact it will bring in the coming years and all the actors involved from governments to industry associations and individual companies that try to take the necessary measures to take the

maximum advantage of all the benefits (Mateu de Ros; R. Cendoya, J, 2001; p.167). As E-commerce grows, both government institutions and private companies are looking for ways to take advantage of the benefits it offers.

From buyer's perspective E-commerce offers many tangible advantages (Mateu de Ros, R. Cendoya, J, 2001; p.167):

• Extends the ability to access virtually any product and compare offers.

• Access to new suppliers, products and services.

• Reduction of transaction costs through the automation of purchasing process.

• Interaction in different virtual markets.

• Reduction of administrative tasks and times in the supply chain.

• Price optimization.

• Improved communication with the supplier.

The strategic benefit of an E-commerce company is that it helps reduce delivery time, labor costs and expenses incurred in the following areas (Mateu de Ros, R. Cendoya, J, 2001; p.167):

• Improved communication and customer service.

• Transfer of information in real time with its customers (prices, availability, order status, etc.).

• Increase in the number of potential customers.

• Reduced costs of transaction process.

• It allows to make the activities of each company more efficient, as well as how to establish new, more dynamic forms of cooperation between the companies.

• Reduces access barriers to current markets, especially for small businesses and opens up opportunities to exploit new markets.

• Reduces or even completely eliminates intermediaries.

For the companies among the benefits that E-commerce offers are: reduction of costs in the personnel, operatives, transport; it also establishes a more direct relationship with consumers and allows the exploration of new markets without the need for large transactions and investments.

On the other hand, E-commerce obliges to redefine the role of intermediaries between producer and consumer, eliminating them in some cases. This also affects the traditional role of actors such as financial or state entities, which is why new problems arise or exacerbate some existing in traditional trade, such as (Mateu de Ros; R. Cendoya, J, 2001; p.167-168):

• The legal validity of paperless transactions and contracts.

• The need for international agreements to harmonize legislation on electronic commerce.

• The control of international transactions, including the collection of taxes.

• The protection of intellectual property rights.

• The protection of consumers in terms of misleading or non-deceptive advertising fraud, illegal content and abusive use of personal data.

• The difficulty of finding information on the Internet, comparing offers and evaluation of reliability of the seller (and the buyer) in an electronic relationship.

• The security of electronic transactions and means of payment.

• The lack of a legal environment that adequately addresses the security, privacy, legal validity of commercial documents in electronic format.

The biggest problem in e-commerce is the lack of a regulatory framework that guarantees transactions, protects the consumer, validates non-physical transactions and contracts and, above all, delimits the responsibility between the parties involved.

1.2 E-commerce in Latin America

The most developed E-commerce in Latin America is B2C, the rest have yet to develop to their maximum. E-commerce in Latin America and the Caribbean grew 39.2% in 2009, a report by Visa company attributed the growth to factors such as consumer demand, increased penetration of computers, broadband, improvements in online security; 25% growth is expected by the end of 2011 especially in the banking sector, airlines and large retail operators (Notimex, 2010). Several factors have allowed a considerable growth of e-commerce in the Latin American region, accompanied by the great advances made by the banking sector, airlines, among others.

Brazil, the largest country in Latin America has the highest indicators in terms of use in electronic commerce in the region; followed by Chile with more maturity in the E-commerce of the region

that also shows important developments in the retail trade sector which is dominated by Fala-bella.com. On the other hand, also Mexico, Central America and the Caribbean are one of the great buyers of the US sites, largest trading partner, due to their geographical proximity and the shallow depth of their own markets, so they are accustomed to making international purchases (America Economic Intelligence, 2010; p.4-5).

While electronic commerce for many companies in Latin America is seen as a cost-saving tool, there are also several factors that hinder widespread application in digital commercial transactions, online marketing requires the support of an infrastructure and legal frameworks that facilitate the distribution of products and tools that provide information about the purchasing processes (Hilbert, M; Peres, W. 2009, p.282). E-commerce is a tool that allows companies to reduce costs, but currently in Latin America the limitations that prevail are the lack of infrastructure investment, the lack of regulatory frameworks that support the transactions that are electronically given.

Despite high growth, Latin America continues to be a predominantly offline region, since many factors must evolve to meet the levels of e-commerce that developed countries show, and much investment is needed in technology so that companies can offer services that truly generate a differentiated user experience compared to the traditional purchases, this, added to the distrust that still persists in a large part of the population, generate barriers (El Día, 01/17/11).

1.2.1 E-commerce in Nicaragua

According to the Association for Progressive Communications, E-readiness, or digital aptitude, is a picture of a country's ICT infrastructure situation and the ability of its consumers, businesses and governments to use ICT for their benefit. Not simply about the number of computers, broadband connections and cell phones in the country (although that data is naturally a central element of the rankings); it also depends on a number of factors such as the ability of citizens to skillfully use technology, the transparency of legal and business systems, and the extent to which governments encourage the use of technology.

In other words, E-readiness is an index that reveals the ability, preparation and maturity to develop consumer-oriented E-commerce, which is why the following table show the breakdown for Latin American countries.

Picture 1 Level of e-Readiness or digital aptitude in Latin America.

PAÍS	POB. (MM)	PIB PER CAPITA (US$)	POB. ENTRE 25-35 AÑOS %	USUARIOS DE INTERNET %	VOLUMEN DE MERCADO	LINEAS DE TELEF. FIJOS POR CADA 1.000 HAB.	TELEF. MÓVILES POR CADA 1.000 HAB.	COMPUTADORES POR CADA 1.000 HAB.	CONEXIONES A BANDA ANCHA POR CADA 1.000 HAB.	PRECIO DE LA BANDA ANCHA (US$)	INFRAESTRUCTURA TECNOLÓGICA	TARJETAS DE CRÉDITO POR CADA 1.000 HAB.	TARJETAS DE DÉBITO POR CADA 1.000 HAB.	CAJEROS AUTOMÁTICOS	BANCARIZACIÓN	% PENETRACIÓN DE BANDA ANCHA MÓVIL	% DE E-CONSUMIDORES	TRANSACCIONES POR INTERNET	ADOPCIÓN TECNOLÓGICA	PAGO DE IMPUESTOS A LA OFERTA	GRANDES RETAILERS	FORTALEZA DE LA RENTA ONLINE*	E-READINESS 2011
ARGENTINA	40,9	10.234,6	16,2	67,4	0,84	231,7	1.295,8	310,0	139,4	30,2	0,85	561,7	530,9	14.588	0,45	8,0	21,6	2.695	0,83	no	5	0,14	0,69
BOLIVIA	10,6	2.152,6	14,6	18,7	0,35	79,8	883,8	32,1	9,0	54,2	0,34	26,3	188,2	1.629	0,06	1,0	3,1	146	0,37	no	0	0,04	0,26
BRASIL	194,9	12.043,7	17,3	43,0	1,84	220,6	1.242,6	308,0	84,6	16,0	1,04	889,0	1.367,6	174.920	1,14	21,1	14,7	25.553	1,35	no	21	0,50	1,24
CHILE	17,4	13.657,6	14,2	42,0	0,57	194,8	1.234,7	429,0	114,4	19,2	0,98	301,8	732,6	8.200	0,58	17,0	14,0	1.490	1,15	si	8	0,60	0,80
COLOMBIA	46,1	7.061,6	16,0	47,3	0,77	154,8	1.003,2	127,0	106,5	25,6	0,68	208,2	358,5	9.500	0,23	3,7	4,0	998	0,27	no	3	0,11	0,48
REPÚBLICA DOMINICANA	10,1	5.641,4	15,5	41,0	0,47	74,7	857,3	26,8	37,6	17,9	0,67	186,9	320,5	2.073	0,18	7,7	8,6	698	0,68	no	1	0,00	0,46
ECUADOR	15,0	4.358,1	15,5	32,7	0,47	128,9	1.056,6	153,8	42,3	24,9	0,61	147,5	200,3	3.349	0,14	9,5	5,2	238	0,54	si	0	0,04	0,42
GUATEMALA	14,7	3.179,6	14,3	15,5	0,37	105,5	1.259,9	28,3	17,6	39,6	0,47	149,7	130,2	2.427	0,14	1,3	4,2	258	0,58	no	1	0,12	0,36
HONDURAS	8,2	2.070,9	15,4	10,9	0,31	74,8	1.202,7	24,8	108,6	31,0	0,57	82,4	183,1	814	0,12	N.D.	2,1	94	0,41	no	1	0,12	0,35
MÉXICO	109,7	10.394,8	16,6	29,4	1,17	179,4	861,9	215,0	107,9	24,9	0,71	152,5	764,2	36.448	0,27	7,3	6,5	6.137	0,70	no	23	0,34	0,69
NICARAGUA	5,9	1.201,3	16,4	21,2	0,34	48,1	713,2	73,0	8,1	22,0	0,51	127,8	130,6	629	0,11	0,7	2,1	39	0,22	no	1	0,12	0,30
PANAMÁ	3,6	8.656,0	15,3	42,4	0,45	151,1	1.614,2	32,7	40,5	11,7	0,94	166,9	587,4	1.185	0,67	2,1	5,6	340	0,45	no	1	0,12	0,61
PERÚ	30,0	5.936,3	16,2	29,5	0,58	98,3	989,4	154,0	30,4	36,9	0,51	230,2	329,5	5.042	0,23	2,3	5,3	611	0,42	si	2	0,15	0,42
PUERTO RICO	3,7	23.927,5	15,4	47,0	0,59	222,9	838,5	286,9	147,9	30,0	0,65	368,4	492,5	1.637	0,48	7,6	4,3	1.961	1,20	no	0	0,04	0,63
PARAGUAY	6,5	3.590,0	15,9	25,5	0,38	62,0	882,5	143,1	6,0	17,6	0,58	155,4	152,4	870	0,18	5,9	2,6	128	0,38	no	0	0,04	0,37
EL SALVADOR	5,9	3.832,5	14,7	16,7	0,32	167,0	1.516,8	112,6	29,7	37,0	0,56	128,6	250,5	1.297	0,17	3,4	2,5	154	0,47	no	1	0,12	0,37
URUGUAY	3,4	14.194,5	14,2	55,1	0,53	286,4	1.362,5	189,4	174,3	19,2	0,98	653,4	444,1	1.040	0,66	17,4	11,8	273	0,91	no	1	0,04	0,71
VENEZUELA	29,8	10.537,6	16,1	34,7	0,63	237,9	966,9	195,1	102,0	15,3	0,89	278,8	516,6	8.850	0,34	4,1	6,5	1.418	0,53	no	0	0,04	0,51
ESPAÑA	46,1	32.366,4	9,9	67,3	0,96	420,4	1.265,9	528,9	240,6	15,5	1,33	907,8	602,5	57.243	0,94	30,3	23,7	11.895	1,65	si	-	1,16	1,20
ESTADOS UNIDOS	312,9	48.240,5	7,9	78,4	2,96	467,6	1.046,9	1.058,0	274,0	55,0	1,54	1.558,4	1.665,1	521.000	1,90	64,9	88,0	194.300	4,15	si	-	2,53	2,48
AMÉRICA LATINA	556,4	9.689,6	16,4	39,0	1,15	184,1	1.097,5	229,1	87,5	26,9	0,82	461,9	803,4	274.499	0,58	11,3	10,1	43.231	0,86	-	68	0,30	0,80

Source: eInstitute - Latin-American Institute of E-commerce

In a study carried out to develop the potential of E-commerce in the B2C (Business to Consumer) modality, Nicaragua has a population for 2011 of 5.9 million Nicaraguans; GDP per capita for 2011 was US$1,201.3. 16.4% of Nicaragua's 5.9 million inhabitants range in age from 25 to 35 years. Of the total of the Nicaraguan population, only 21.2% have access and are Internet users.

Among the electronic means that were considered in this study the following can be mentioned: fixed telephony, cellular telephony and computer; of these 3 means the one that is more developed in Nicaragua is the cellular telephony since 73% of population has a mobile phone.

In the country, 8.1% of the population is subscribed to broadband, that is, the medium through which data is transmitted and information is sent, which costs approximately USD$22 per month. The investment is used for the infrastructure of the development of E-commerce is 0.51% of GDP.

As for the means of payment 127.8 of the population has a credit card for every 1000 inhabitants, and 130.6 per 1000 inhabitants has a debit card; there are 629 ATMs in the country. 0.7% of people have the mobile broadband service, that is, they are connected wirelessly either through mobile phones or other devices.

Approximately 2.1% CONVERT people make purchases through electronic means; the technology adoption index refers to the constant process that is considered key to enable users to adopt and use technology successfully in their daily activities, in Nicaragua for the year of 2011 it was estimated at 0.22%.

As for the payment of taxes in Nicaragua it is 0, since there is no law to regulate the activities and transactions that are carried out electronically, there is no state control, that is why there are no such data, and VAT Is recorded as if it were face-to-face.

2 MARKETING

American Marketing Association defines Marketing as: the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

According to one of the most famous marketing gurus we can define it as the social process by which individuals and organizations obtain what they need and want through creating and exchanging value with others (Kotler Armstrong 2010).

It is also possible to indicate that marketing is a social and administrative process as mentioned by Philip Kotler "a process through which individuals and groups obtain what they need and desire

by the generation, offering and Exchange of valuable products with their equals" and administrative because it requires of an organization, planning direction and control for the development of its activities (Thompson, 2006).

Marketing, in simple terms, is all that planning and execution of tasks with the purpose of positioning a brand in the mind of the consumer and at the same time that he or she becomes interested and acquires the products or services offered under that brand.

2.1 Digital marketing

Digital Marketing is a new business area in the Internet world. If a brand is not on the web it simply does not exist, hence the new jobs have been derived as Community Manager and Social Media Manager. Social networks like Facebook, Twitter, Linked-in, Instagram are a new way to reach the customer; many times people think that these are the main means to be able to market a product, but it is also necessary to have a website and email marketing support (Pablo S, 2011).

Digital marketing is an attractive system within the set of actions that uses web pages, emails and a series of tools based on the use of the Internet, which can then measure the impact of actions on a product and a commercial transaction.

"The satisfaction of the clients is closely linked with the quality. In recent years, many companies have adopted total quality management programs, designed to consistently improve the quality of their products, services and marketing processes. Quality directly affects product performance and therefore customer satisfaction" (Kotler and Armstrong, 1999; p.8). Exchange is just one of many ways people have to get a desired object. While exchange is the central concept of marketing, a transaction is the one unit of measure. Beyond creating short-term transactions, marketers need to forge long-term relationships with valued customers, distributors, dealers and suppliers (Ibid., p.9).

The digital marketing is a tool so that the client can get closer to the product or service that is offered, with a single click you can generate a good business in a quick and simple way. (Pablo S, 2011). For companies it is very important to know day by day what the customer needs and to meet their requirements in an agile way.

Within the tools of digital marketing the social media should be taken into account. It is considered as social structure, which is composed of people who are related for various reasons in the network, such as friendship, kinship, common interests, or those who seek and share knowledge. The main ones are Facebook, Twitter, Linked-in and Google+ followed by some like Instagram and Pinterest.

3 ONLINE CONSUMER BEHAVIOR

Different authors examine various studies related to the investigation of online buying behavior, in order to analyze consumer behavior online in a more systematic way. The analysis reveals that most of these researches have been made from very specific theories such as: Theory of Expectation and Confirmation (Oliver, 1980), The Theory of Reasoned Action (Ajzen and Fishbein, 1980); Theory of Planned Behavior (Schifter and Ajzen, 1985), Technology Acceptance Model (Davis et al., 1989); Theory of the Diffusion of Innovation (Rogers, 1995).

The Theory of Expectations and Confirmation (Oliver, 1980) argues that satisfaction is the result of the comparison between the reality perceived by the consumer and a certain type of standard or contrast parameter, whether these are, consumer's expectations or standards based on the experience of the consumer. In this way, the level and direction of discrepancy between the expectations of the individual and the actual performance of the product is related. In this sense, Bhattacherjee (2001a) propose that the repurchase behavior in the online medium can be explained on the basis of the Theory of Expectations and Confirmation, postulating that satisfaction and loyalty are the most important factors that influence a subsequent purchase by the consumer in this context.

On the other hand, the Theory of Reasoned Action (Ajzen and Fishbein, 1980), suggests that the intention to buy is the main indicator of the subsequent buying behavior, arguing that the attitude towards the behavior and the subjective norm of the consumer are the variables that explain the intention to purchase. Jarvenpaa et al. (2000) argues on the basis of Reasoned Action Theory that the intention of one consumer to buy is preceded by the attitudes towards the purchase, therefore, they propose the existence of a positive relation between the favorable attitudes towards an online store and the willingness to make purchases on a website.

Schifter and Ajzen's (1985) Theory of Planned Behavior is constituted as an extension of the Theory of Reasoned Action, in which the perceived control variable is incorporated, therefore, they are constituted as antecedents variables of the intention are: the attitude, the subjective norm and the perceived control.

The attitude is either a positive or a negative assessment towards the behavior (Schifter & Ajzen, 1985; Ajzen, 1991) conforming as the result of individuals' beliefs about behavior and consequences or outcomes obtained from it (Schifter and Ajzen, 1985). The subjective norm is related as it was presented initially with the opinions emitted by third parties and their relation and influence with the behavior of the individual (Lee and Green, 1991; Schofield, 1975).

As for the Theory of Technology Acceptance, it is also conformed as an adaptation of the Theory of Reasoned Action, focusing on how users accept and use a certain technology, for which it is suggested that the factors which affect in such acceptance are the perceived utility and perceived ease of use (Davis et al., 1989). In this sense, Lin and Lu (2000) carry out an investigation in which, through the Theory of Technology Acceptance, the reasons behind users acceptance or rejection of a particular website are explained, specifying how the acceptance of a website by the user is affected by characteristics such as quality of the information on the website, as well as accessibility and the response time of it, this last characteristic affects user's beliefs about the website. In their study it is concluded that website providers should not only provide informative and timely content but, at the same time, should design a quick website by refraining from using unnecessary graphic data that affects viewing time. From this analysis, it is concluded that the various studies depend to a large extent on the Theory of Reasoned Action, leaving aside other also useful theories, in turn proposing the need to explore new frameworks for further investigation in consumer behavior online from different perspectives.

3.1 Online consumer behavior framework

Taking into account the previously expanded theories and responding to the need initially raised, Cheung et al. (2003) proposes that research on consumer behavior online can be framed in three phases: 1) Intention, 2) Adoption, 3) Continuance (Buyback). At the same time, a framework composed of five types of factors explaining the phases mentioned above, as presented in table 1 is proposed.

Table 1 Phases of consumer behavior online
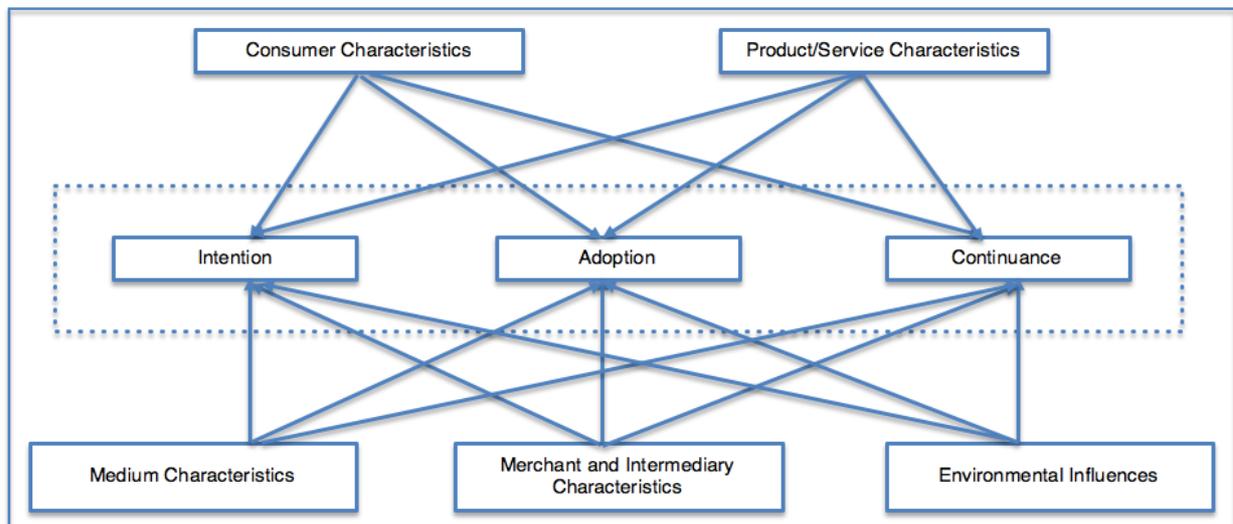
Source: Cheung et al. (2003)

The first factor to be described is consumer characteristics, which refers to consumer elements such as demographics, personality, values, lifestyle, attitudes, consumer resources, psychological factors (satisfaction, confidence), characteristics of behavior (product information search, place of access, duration and frequency of use), motivation and experience. Next, environmental influences are a determining factor in online shopping behavior, associated with elements such as culture, social influence, peer influence and media. Likewise, the characteristics of the product/service to be acquired through the online medium, are also necessary in this frame of reference of the online consumer behavior, they are related mainly to the knowledge of the product, type of product, frequency of purchase, tangibility, differentiation and price.

Likewise, the characteristics of the environment strongly affect the consumer's online purchasing behavior, which are related to all attributes such as ease of navigation, interface and speed of the network. Finally, the characteristics of the merchant and intermediaries have a significant impact on the online behavior of consumers, which include factors such as quality of service, privacy and security control, brand/reputation, delivery/logistics, after-sales service.

In this sense, under this conceptual framework it is argued that the three stages of consumer behavior, intention, adoption and continuation or repetition of buying behavior, are strongly influenced by the five factors previously expanded, in which key elements are adjoined such as attitude, subjective norm (Theory of Reasoned Action) and perceived control (Theory of Planned Behavior), perception of ease of use, perceived utility (Theory of Technology Acceptance).

3.2 Online consumer in terms of demographics

When it comes to online shopping, consumer demographics should also be considered as important.

In the specific literature on models of consumer behavior over the Internet, special emphasis is placed on the influence of personal consumer factors on the purchase decision (Citrin et al., 2003; Goldsmith 2002, Forsythe and Shi 2003; Jarvenpaa (1999), and JE and Lee (2002), Li, Kuo and Russell (1999), O'Cass and Fenech (2003), Swaminathan, Lepkowska-White and Rao, 1999). Following, a review of the main investigations is made.

Regarding the socio-demographic variables, in many researches it is considered that these have a direct or indirect effect on the buying behavior. Thus, Li, Kuo and Russell (1999) analyze the effect of variables such as: gender, education and income level on three types of consumers (non-buyers, casual buyers and frequent buyers).

Li, Kuo and Russel (1999) propose a model of consumer buying behavior over the Internet, suggesting that it is affected by socio-demographic variables, by internal variables related to knowledge and utility provided by the Internet as a distribution and communication channel, as well as the need for previous experience prior to the purchase. Data were collected by a research company with an online survey of 999 Internet users in the United States, and were cross-validated with others similar studies on a national level before being used for the model trials.

From their study it can be showed that Internet shoppers are more educated than non-buyers and have higher income levels. However, if focusing on the gender variable, the results derived from the empirical contrast of the model indicate that although men buy more frequently than women, there are no significant differences between buyers and non-buyers of both genders. Forsythe and Shi (2003) developed a model in which, despite the low influence that demographic variables have on the purchasing decision, there is indeed a direct effect of consumer age and income on purchasing behavior.

3.3 Online versus offline shopping channels

Gilly and Wolfinbarger (2001) argue that online and offline shopping is perceived as different, with respect to two attributes in particular: 1) the freedom and control offered by the online context, and 2) the experiential qualities offered by the offline channel, which allows to have a general framework of the aspects that differentiate one channel from another.

In this sense, the online field offers several attributes oriented towards the achievement of a purchase objective, which facilitate the benefits of freedom and control previously mentioned.

Alba et al. (1997) examine the implications that both online and offline shopping bring to consumers, retailers and manufacturers. The authors argue that there is greater capacity of information on the online channel, in comparison to the conventional store, where the consumer can access a wide range of information related both to the attributes of the product and to the price, also pointing out that the search costs are lower in said medium, taking into account the possibility to extend this information through search engines.

However, consumers perceive a greater risk in online purchases than in traditional shops, being one of the main explanations of this perception, the impossibility to inspect or physically examine the product (Laroche et al., 2005).

On the other hand, Flavián and Gurrea (2003), present several advantages offered by the online channel for the demand, among them, the access to a great amount of information (Frazier, 1999), as well as the immediacy of such access, allowing and facilitating the comparison of offers made by different distributors (Alba et al., 1997, Brynjolfsson and Smith, 2000), in that way increasing the bargaining power of consumers (Lynch and Ariely 2000, Daniel and Storey, 1997).

In this sense, convenience and convenience are considered as the most important variables considered by consumers to opt for the use of this Channel for their purchases (Li et al., 1999; Donthu and García, 1999; Vrechopoulos et al. 2001; Rohm and Swaminathan, 2004; Dholakia and Uusitalo, 2002; Srinivasan et al. 2002).

One of the aspects contemplated within the convenience provided by the online medium is the reduction of time dedicated to the purchases (Donthu and García, 1999), because the consumers try to reduce the time spent in the realization of said in order to be able to have free hours that can be destined for other activities (Mckay and Fletcher, 1988), being this type of convenience highly valued by women who are in the labor market and who are also mothers of little children or preschoolers (Darian, 1987; Rosenberg and Hirschman, 1980), representing, therefore, for this segment of consumers a cost reduction of the opportunity time in the execution of online purchases, thus allowing them to manage their time more effectively and efficiently.

Park and Kim (2003) consider that one of the main functions of an online establishment is to provide information related to the price and other characteristics of the product, helping to reduce the search costs, allowing broader and higher quality of information online that leads to better purchasing decisions and as a consequence to consumer satisfaction. In this sense, faced with a

great variety of assortment as there is in the online channel, the consumer can increase the search possibilities, with costs lower than those in the conventional channel (Alba et al., 1997; Bakos, 1997; Degeratu et al. 2000), while increasing the possibilities of finding the product that best suits their particular needs.

On the other hand, the breadth and diversity of the online channel assortment is also related to the breakdown of geographic barriers, thus allowing the consumer to access the information of a product anywhere in the world through electronic tools which help consumers (Haübl and Trifts, 2000). In this way the consumer can access the information on international offers, having products that are not sold in the local market to which the consumer is circumscribed and limited physically.

In this context, there are a number of aspects that characterize the online environment and which in turn differentiate it from the offline environment, which are listed below in table 2.

Table 2 Advantages of making purchases online

	Basis	Source
Convenience	Shopping without business hours restriction and without need of displacement of the consumer thus facilitating the purchase process.	Vrechopoulus et al. (2001); Dholakia and Uusitalo (2002); Srinivasan et al. (2002); Kim (2002); Rohm and Swaminathan (2004).
Information search costs	Decrease in time and travel costs.	Vrechopoulus et al (2001); Nuñez et al. (2002); Rohm and Swaminathan (2004).
Diversity and breadth of assortment	Variety and breadth of inventory for Selection, allowing the Availability of products without Restrictions.	Ward and Lee (2000); Gilly and Wolfinbarger (2001); Park and Kim (2003); Rohm and Swaminathan (2004).
Prices	Possibility of accessing more prices Reduced and ease in the Comparison of prices.	Brynjolfsson and Smith (2000); Degeratu et al. (2000); Vrechopoulus et al. (2001); Lee and Gosain (2002); Nuñez et al. (2001); Ancarani and Shankar (2004).
Speed in obtaining information	The period of time for obtaining Information is more limited and righ now.	Vrechopoulus et al. (2001); Cassiman and Sieber (2001); Dholakia and Uusitalo (2002); Rohm and Swaminathan (2004); Cristobal and Marimon (2011).
Entertainment and recreation	The process of obtaining the Information is interactive Promoting a playful stimulation During its development.	Kim (2002); Dholakia and Uusitalo (2002); Schiffman et al. (2003); Kulwait et al. (2004).

Source: Own elaboration

3.4 Factors influencing online consumer behavior

As previously mentioned the analysis of consumer behavior can be defined as a multidisciplinary methodology that is in charge of «the study of people, groups or organizations and the processes they follow to select, buy, use and dispose of products, services, experiences or ideas to satisfy the needs and the impacts that these processes have on the consumer. (Hawkins, Best & Coney, 2004, p.7). However, when it comes to online behavior there are several determinants. Applied to this research, these factors have been divided into consumer focused and technology focused ones. Consumer focused factors include online trust, perception of risk, transaction experience and product performance. Technological factors include web design and quality and delivery.

Online trust

The characteristics of online trust can be described through the following.

Truster and trustee.

> Establishing a relationship in an online world is still done through two parties, truster and trustee. In the case of online environment, the truster is usually the consumer who entered and is browsing an E-commerce website, while the trustee is the E-commerce website itself. There are times, the technology (mainly the Internet) itself is an object of trust (Marcela, 1999).

Vulnerability.

> Due to a high degree of complexity and anonymity associated to buying things online, E-commerce merchants can behave in an unpredictable manner. Consumers are always doubting and being afraid when doing transactions online. There's always a possibility of loss of money or privacy, or the fact that even without making a purchase data maybe automatically collected by the E-commerce site and later used for other not intended purposes and without any consent.

Produced actions.

> Either the consumer is shopping on the website or just looking at what the site has to offer, brings good outcomes for the online business. These can later turn into an actual sale.

Subjective matter.

Just like the offline trust that is associated with individual differences and situational factors, online trust is inherently a subjective matter (Grabner-Kraeeter, 2002).The level of trust for online transactions varies from person to person.

Financial risk

Perceived financial risk is one of the most common risks associated with the online shopping experience. The feeling or future thought of accumulated online fraud, identity theft, manipulation of credit card information, fear of online blackmailing or leaking of personal information by the vendors and other cyber criminal activities are the causes of why most online customers only act as window shoppers and prefer to the good in the traditional way (Aishah Arshad, 2015, p.14-15). A financial risk represents the fear of monetary loss arising from online shopping (Jacoby &Kaplan, 1972).

According to the research of Grobe, Douthitt and Zepeda (1999), the determinant of consumers willingness to buying online, individuals, both experts and non-experts, differ their perceptions of risks depending on the nature of the online product. In the research, it shows that 40% of respondents were concerned about financial losses and 25% were concerned about the quality of product. Another research which was conducted by Shergil and Chen (2005), illustrated that in the customers point of view, risk perception of online shopping mainly concerns the online transaction security, the privacy and security of customers personal information, and the potential risk that is about the product quality itself, since it is impossible to see or check the quality.

Shopping experience

Miyazaki and Fernandez (2001) said that «higher Internet experience and the use of other remote purchasing methods are related to lower levels of perceived risk toward online shopping, which in turns results in higher online purchase rates».

Wolfinbarger and Gillys research (2001) indicated that impulsive buying seldom happen on the goal-oriented consumers, but they enjoy the freedom and control, while the experience online shoppers enjoy the surprise and excitement of the shopping experiences. Positive affection make task oriented online shopping consumers have less time to brose and search related information online before their actual buying behavior, however, negative affection make task oriented online shopping consumers focus on pure entertienment more than really purpose of actual shopping online. Most of the online experience refers to the service aspect of online shopping; furthermore, a bad shopping experience could be harmful for the image of the online store and affect the ongoing buying behavior in the same website.

Product performance risk

Product risk is related to the poor performance of a product especially when the performance of a product does not meet the desired expectations. It is due to consumer's inefficiency to assess the good quality of product or brand in online stores (Yeniçeri & Akin 2013). They also explained that the consumer's skills to assess the product are limited in an online website due to the impossibility of physically inspecting the product, or even being provided inaccurate information about it. Ji et al. (2012) studied the consumer attitude towards the online shopping environment and focused on the impact of different perceived risk to different products. After generating the results from regression coefficient, the study found that there is a negative effect of product performance when the consumer buys not standardized products like clothing while there is a positive effect when the consumer shops standard products like mobile phones.

Delivery risk

Product delivery risk will have a positive effect if the consumer had ordered the product from a reliable E-commerce business, so the consumers always try to approach a trustworthy online stores in order to reduce the delivery risk (Hong, 2015). During purchasing from reliable online merchant, the consumer feels safe and secure from undesired product delivery problems. Product delivery can, of course, have a negative impact on consumer's buying behavior. Online sellers should provide insurance coverage to online buyers if the item doesn't get delivered in time. (Adnan, 2014). Consumers fear not to receive products in time or delay in delivery which leads to a high product delivery risk (Yeniçeri & Akin 2013).

Study conducted by Koyuncu & Bhatacharya (2004) suggests that customers had less intention to shop online because of the involvement of delivery risk. The result of the study was that individuals who bought more frequently, several times a month, had a negative impact of delivery risk, in contrast to those who online bought something once a month.

Web quality and design

For this factor, previous researches have been used for the description of constituents of web design and what affect do these have on the consumers' attitude.

According to Ranganathan and Ganapathy (2002) key dimensions of business-to-consumer websites, the three important issues are the ease of website navigation, the time it takes to load pages, and use of the multimedia to visually enhance the attractiveness. Business-to-consumer websites

offer electronic interactivity to consumers, so a well-executed one, must be qualified with three factors: the search time, ease to navigate and must be aesthetically pleasing. As stated in the results of their research, security is the most important factor, followed by privacy, which is an important attempt to distinguish between high and low ratio purchase intents of online shoppers. More attention to protecting the privacy of consumers when developing a website should be paid. The third one is the content generated by the business which also is a predictor of online intention.

Suwuniponth (2014) researched about the factors that drive consumers' intention. It was revealed that the website had to be perceived as very easy to use and to be useful. Trust was of a significant importance when it came to influencing consumers to shop online. The results found that the website had significant effect on the consumer's online shopping attitude and online consumer prefers to have a user friendly website in online shopping environment. The study concluded technology acceptance factors and trust that had significant relationship with intentions towards different products and services and also towards intended behavior to shop.

The need to capture and hold the attention of users who surf the web for a multitude of purposes, ranging from pure entertainment to highly competitive electronic commerce, increases the urgency to present information and merchandise creatively as well as functionally (Zhang, von Dran, Small, and Barcellos 2000).

Concisely, web design refers to the quality of the many technological possibilities of a website. As Zhang (2000) previously said that user satisfaction is the standard instrument for measuring this quality. By mixing these findings, the web quality can be separated into hygiene and motivational factors.The ease of navigation, the use of the media and the generated content are identified as hygiene factors. Having a fun experience and the appearance of the website itself can be considered for the motivational factors. These two groups of quality can be used in this research to review the quality of the electronics devices online purchasing.

II. METHODOLOGICAL PART

4 MAIN GOAL, RESEARCH QUESTIONS AND METHODS

This chapter focuses on the methodology of the marketing research used by the author for the collection of data on consumer behavior. Main goal and research question are also stated and described. Moreover, the advantages and limits will also be explained.

4.1 Main goal

To understand buying behavior of Nicaraguan consumer when purchasing electronic devices and, based on the research results, to set up a successful online store for the sale of electronic devices.

The sub-goals for the research are:

• To get insight into consumer behavior towards online shopping of electronic devices.

• To find out the factors that influence consumers towards shopping online.

• To study consumers' attitude and intention towards the shopping of electronic devices online.

4.2 Research questions

• To meet the main goal and sub-goals, the following research questions were set:

• RQ 1: What are the main barriers consumers have when shopping for electronic devices online?

• RQ2: Is there a connection between discovered factors and consumer demographics?

• RQ3: Can companies overcome the identified barriers and thus increase their sales?

4.3 Research methodology

This master thesis attempts to find out and describe the main factors driving the consumer towards shopping electronic devices online. Two strategies will be used in order to accomplish that: quantitative and qualitative in order to broaden understanding knowledge on the subject at hand. At the same time, an initial study and review of literature on consumer behavior online and e-commerce has been done. Similar studies where reviewed in order to also gain knowledge on their findings and conclusions.

Consumer behavior towards the online shopping of electronic devices has an exploratory character (Hernández, Fernández and Baptista, 1998, p. 58), since it represents one of the first approaches to the phenomenon of online shopping of electronic devices in Nicaragua. Through this, it is intended to generate knowledge that will allow an increase in the investigations in the subject itself.

On the other hand, the research also follows a descriptive logic, since «it seeks to specify the important properties of individuals, groups, communities or any other phenomenon that is subject to analysis» (Danhke, G. L. Hernández, Fernandez and Baptista 1991, p. 60). Focused on a specific group purchasing a specific product, that is, online consumers shopping for electronic devices.

As quantitative research a self-administered online survey will be used. The self-administered survey is a type of questionnaire, either in paper or electronic form, that a respondent completes on his/her own, and it enable researchers to reach a large number of potential respondents (Trochim, William K. 2006). Self-administered survey method allows long questions with complex response categories (O'Brien, David 1997), which lets us collect in-depth information about online shoppers from across the capital city. The survey will be distributed to the members of online communities on Facebook, allowing us to target directly the people who are already in connection with the subject at hand. Another advantage of a self-administered survey it that when it is applied by the interviewee himself, the answers tend to be more authentic and honest, because they are not being shared with the interviewer. On the other hand, by being not supervised by an interviewer, this type of surveys require respondents to adequately read, write, and understand what is given to them. Therefore, one of the main disadvantages of self-administered survey is that they are not supervised by an interviewer and the questions themselves have to be very clear to guarantee the quality of the data obtained.

As for qualitative research, an in-depth semi-structured interview will be used. A semi-structured interview is a series of questions administered by a researcher seeking to understand meanings in an interviewee's life (Dearnley, C. 2005). The interview will be conducted through a dialogue with 7 participants who have previously shopped for electronic devices online. One of the main advantages of this method is the possibility of obtaining relevant information from the descriptions they make in terms of their experience with the freedom to express their views in their own terms. On the other hand, this method is time consuming and the confidentiality must be ensured since not everyone likes to be personal and being recorded.

III. ANALYTICAL PART

5 APPLICATION PART

This part presents the process of marketing research. Tools used and results of quantitative strategy are presented, followed by the process and the tools used in the qualitative research. In the end, suggestions connected to research questions and recommendations are given by the author.

5.1 Quantitative strategy

Online survey distributed to the members of the online Facebook groups is used in order to reach the people who are already engaged with the online shopping and the subject at hand.

5.1.1 Sampling method

Online survey was put in several groups on Facebook in which users tend to shop for online electronic devices. These groups are based on certain types of products, some are only for electronic devices while others range from clothing to cars. Systematic sampling was used when sending the survey to every twentieth person listed on the members list of the group. Questions used in the questionnaire were both created and adopted from Hashim Shahzad (2015). The questionnaire was based upon their research contributions, since it is seen as trustworthy due to the use of it in several other published studies.

5.1.2 Respondents

260 members of online product groups from the capital city of Managua participated in the online survey. The figure below shows that the percentage males is slightly higher than females; of average age of respondents is between 18-26 and 27-35 years old, and 36.3% of respondents have 701-901USD followed by 27.3% who have 501-700USD monthly income, graphs can be found in the Appendix. Most of the respondents study bachelors programs 56.5%, followed by respondents with a postgraduate education with 30.8% and only 12.7% are still going through Secondary education.

5.1.3 Questionnaire

The first part of the questionnaire was related to the general information of respondents. The other part drew upon shopping for electronic devices online, attitude toward it, and the factors that influence their shopping behavior.

The first question was to see how often do respondents shop online and the results of this questions are meant to show the frequency with which the respondents make the decision to buy something

online. Followed by the question about the purpose of their previous visits on the online shops, in order to determine for what exactly consumers go on online shop websites, weather to compare prices, check out new trends or actually buy products.

The third, fourth, fifth and sixth question is related to online shopping in Nicaragua and the experience the respondents had with it. The purpose behind this questions is to find out how are the online stores perceived in Nicaragua by the respondents and at the same time whether or not they have shopped in Nicaragua; in case of having shopped outside the country the respondents had to pick the reason behind their choice.

The eighth question is related to the crucial factors that affect respondents' decision making in the final selection of the product online, with the purpose of finding why do respondents go online for shopping.

The ninth question draws upon whether or not the respondents have shopped online for electronic devices, followed by the question 10 in the case that they haven't. This is done in order to find out inexperienced respondents intention towards the shopping of electronic devices. In the case that the respondents have already previously shopped for them, question number 11 asks how likely are they to continue, for the same purpose of finding out the intention of already experienced users. Question number 12, 13 and 14 help find out respondents' attitude towards shopping of electronic devices and the degree of their satisfaction with their previous purchases.

Eighteenth question deals with respondents trust, by finding out what is the most important factor for them that influences their trust and the final decision when buying electronic devices online. As well as, question 19 which deals with the degree of importance of factors that may influence respondents' perception.

The twentieth question deals with respondents preferred way of communication and the factors that can influence them when selecting a website, with the purpose of finding out how the quality of the website influences customers.

Last two questions deal with respondents preferred way of settling the payment and the preferred website. The purpose of this is to understand the popular, most adequate and comfortable method of payment. While for the latter, to find out what are the websites that the respondents usually go to when shopping online.

Questions from 24 to 27 are of sociodemographic character in order to find out respondents personal information.

### 5.1.4 Results

Shopping Experience

Question 4 divided the respondents into two groups, those who have previously shopped online outside of Nicaragua and those who have shopped both outside and inside of Nicaragua. 58% of respondents have shopped both outside and inside; these then were asked to evaluate their shopping experience in Nicaragua. 48% of them thought they have had a fair experience, followed by a 31% who have had a good experience. Just 20% have had a poor experience, thus it can be assumed that most of the respondents have had a positively good experience while shopping online in Nicaragua.
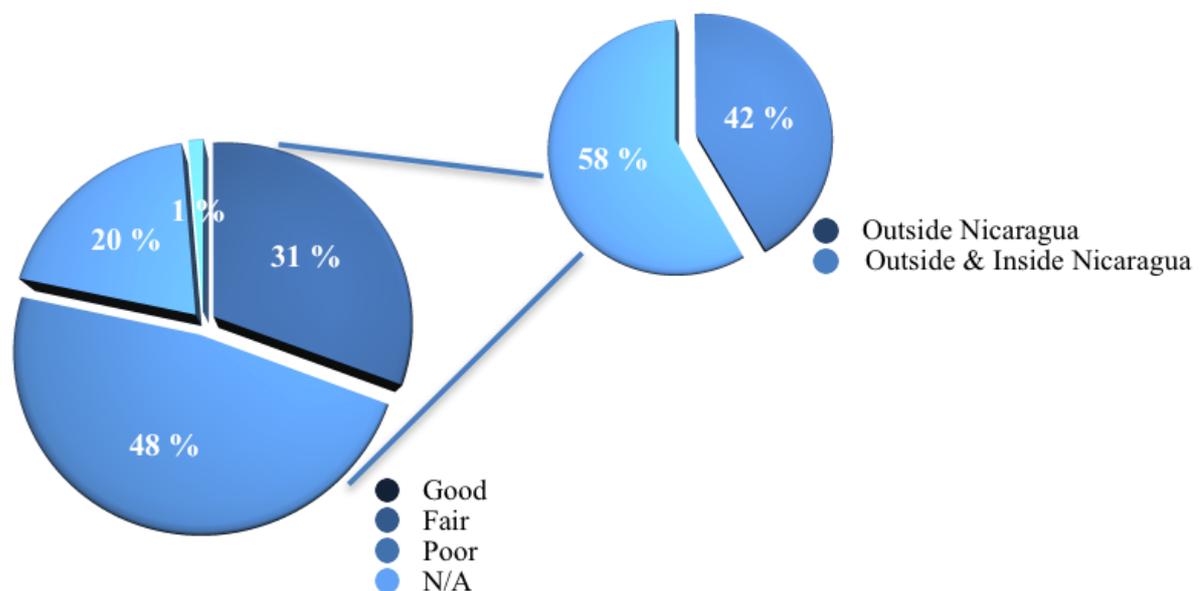
Graph 1 Previous experience of shopping online in Nicaragua
Source: Own research.

The 42% of the respondents who haven't made online purchases in Nicaragua were also asked what was the reason behind it. Half of which, as seen in Graph 2, have responded that it was due to having low trust in the online stores, followed by 33% respondents who worry about the safety of payment.
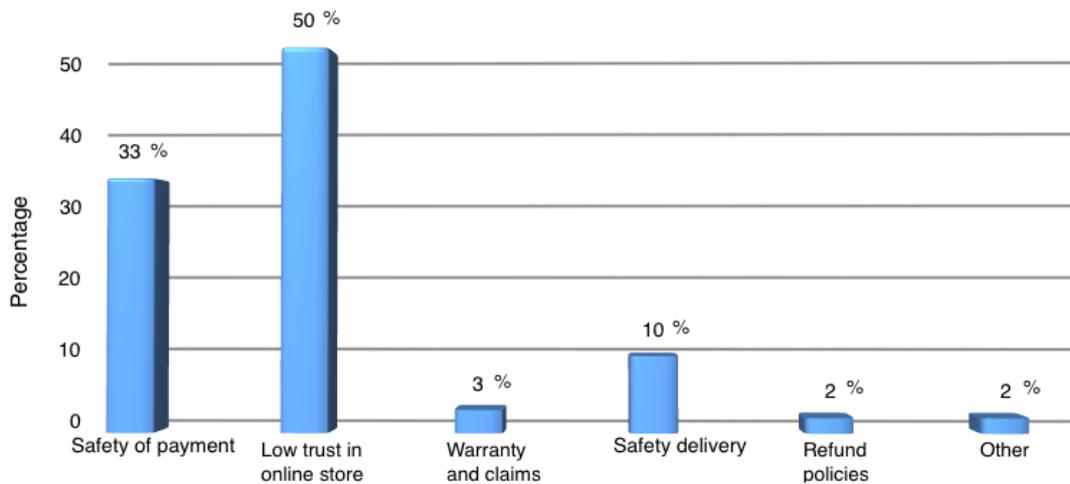
Graph 2 Reason behind not purchasing online in Nicaragua

Source: Own research.

Respondents were also asked to select a crucial factor for them that can influence the final decision of purchasing a product online. Majority of the respondents, 61% as seen below in Graph 3, believe that what really makes them make the final decision is the not availability of the product their looking for in the offline store, so they have to go to the online channel to find what they're looking for. Followed by 19% of respondents who believe that the online channel offers the best prices.
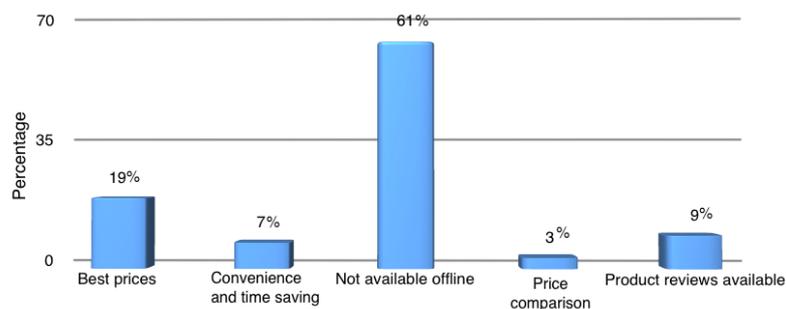
Graph 3 Crucial factors in the final selection of purchasing a product online

Source: Own research.

Furthermore, respondents who have previously shopped online for electronic devices were asked to appraise their shopping experience (Question 13). The result was a positive one with 39% of respondents saying they were satisfied with their previous experience, followed by 34% of respondents who were very satisfied. Although 4% of respondents were dissatisfied, it can still be concluded that in general respondents have had a very positive previous experience.
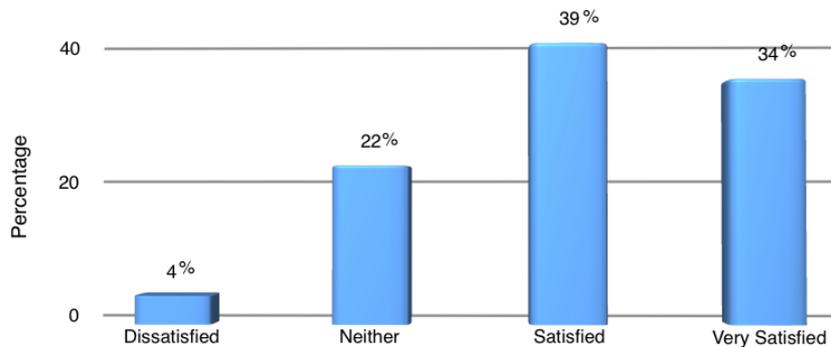
Graph 4 Satisfaction of previous shopping experience

Source: Own research.

For the purpose of finding out whether higher level of satisfaction would generate intention of continuing shopping online, the variables of «satisfaction from previous purchase» and the «likelihood of continuing purchasing» were analyzed and the following chart was constructed. It is clear that respondents who previously have had a satisfying experience will want to continue shopping for electronic devices online than those who had less. Thus, satisfaction is positively related to intention of shopping.
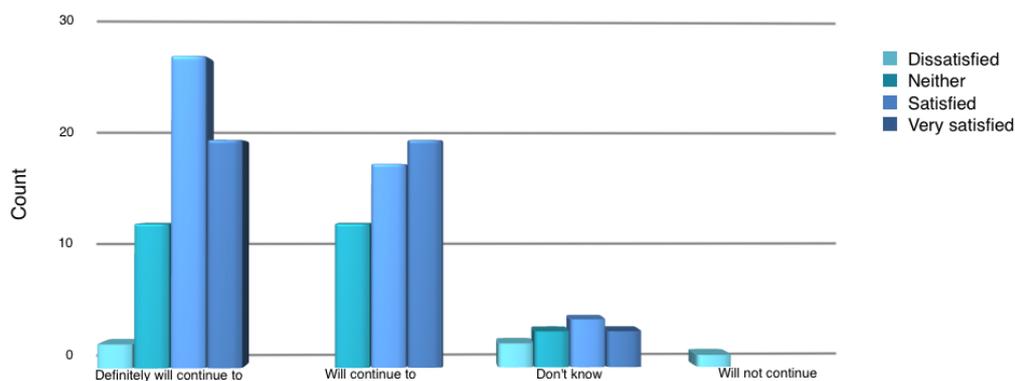
Graph 5. Higher level of satisfaction leads to intention of continuing purchasing

Source: Own research.

Question 18 concerned three elements concerning respondents trust towards shopping of electronic devices, those are customer's privacy, transaction security respondents asked to rank three important elements according to their perceived importance. From the Graph 6, it can be seen that vendor's reliability and capability was considered as the most important factor by 48% of respondents when it comes to trust when shopping for electronic devices. Followed by transaction

security, the second most important factor and customer's privacy with 15% of respondents taking it as third most important factor that has influence when shopping for electronic devices online.
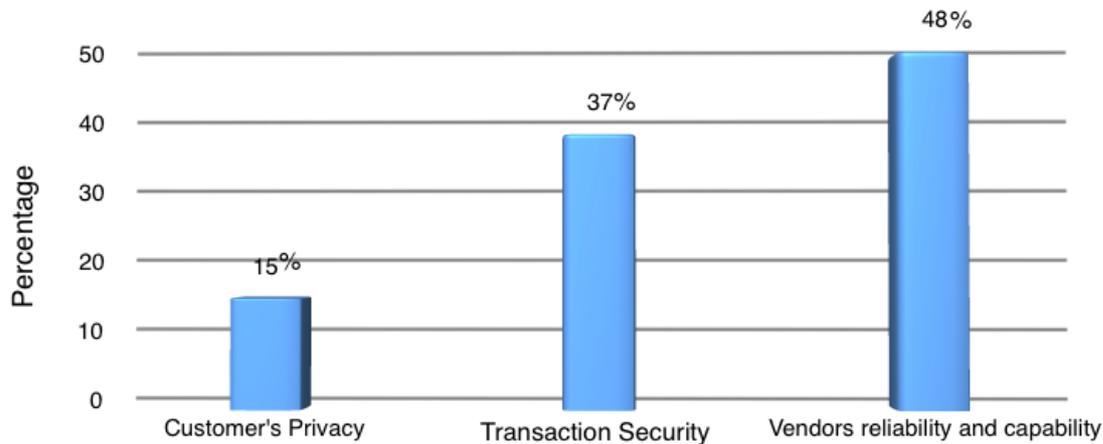
Graph 6 Factors that influence consumers' trust in buying electronic devices
Source: Own research.

In order to analyze the important of having a quality website and the influence it has over consumers, several things have to be taking into account, such as, way of communication between business and consumer, factors that influence the choice of the website, preferred website consumers go for shopping online and the payment method.

Most common communication tools were listed and the respondents were asked to choose their preferred one. Graph 7 shows that respondents have a strong opinion about one of the tools. Email channel was chosen above the rest by 75% of respondents. Telephone came second with 20%, followed by 3% of respondents not knowing and 2% who prefer a different one without have had specified.
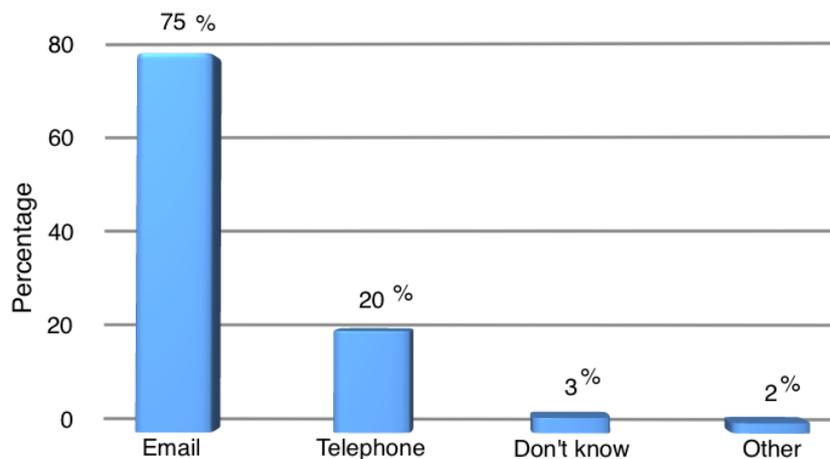
Graph 7 Preferred way of communication

Source: Own research.

Website

Graph 8 below shows the mean values of the factors that have an impact on consumers when choosing a website for shopping online. The respondents had to answer how important those factors are on a 1-4 Likert scale. The lowest mean value is of 1.43 for «fun experience» thus making it the least important factor for respondents. On the other hand, «useful content» had the highest mean value of 3.07, followed closely by the «easy navigation» with 2.96. Website appearance was the third highest mean value with 2.71. It is clear that useful content, easy navigation and website appearance are the most important factors for the consumers when making a choice of a website.
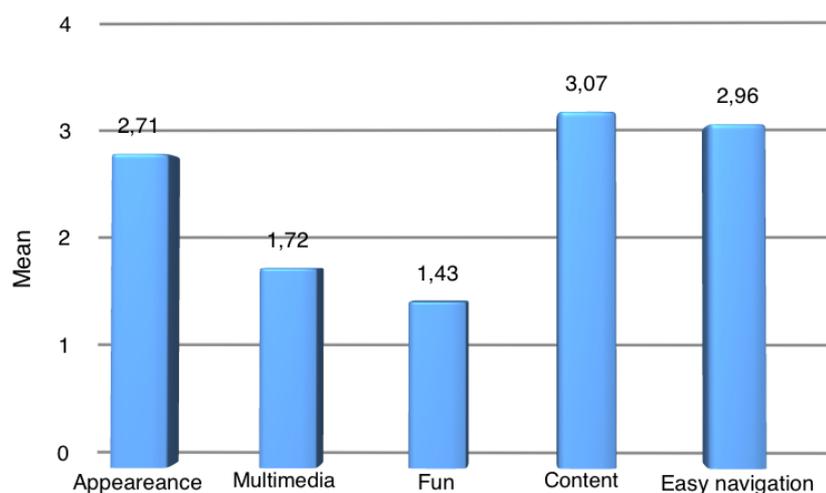
Graph 8 Mean values of factors that influence the choice of a website

Source: Own research.

Graph 9 shows the preferred method of payment by respondents when shopping online. Paying by credit/debit card is the preferred method by 75% of the respondents, followed by 18% who answered that they prefer settle their payments through PayPal and 7% who are not sure with which method they rather go.
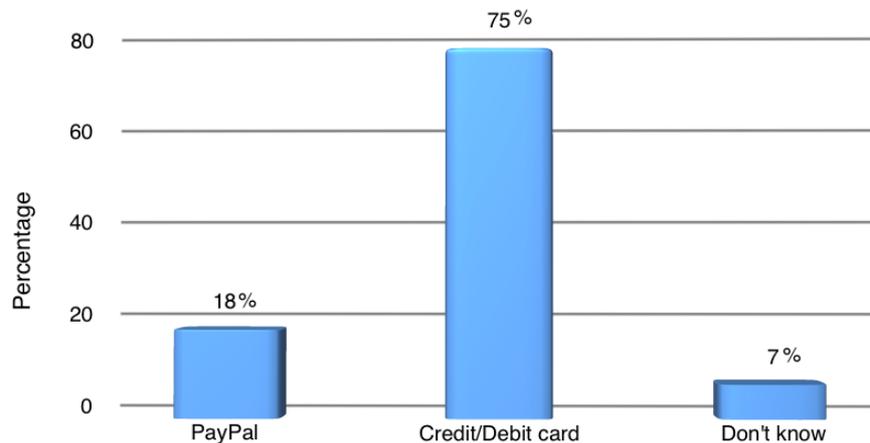
Graph 9 Preferred payment method.

Source: Own research.

Graph 10 shows the dominance of American website Amazon with 45% of the respondents having chosen it. Encuentra24 followed with 19% as the second preferred website for shopping online. Ebay and TuYa took up 9% and 7% respectively.
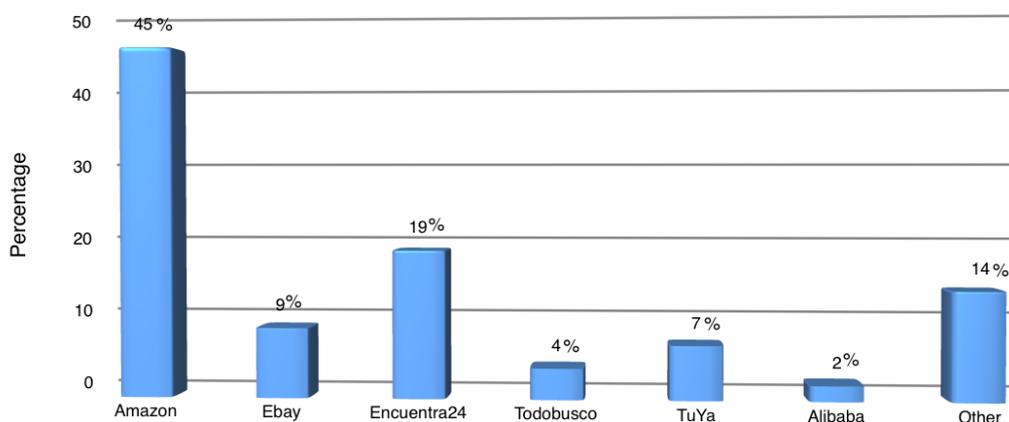
Graph 10 Preferred website

Source: Own research.

Online shopping attitude and intention

A total of 260 respondents participated in this research, these were divided into two groups in Question 9 (Have you purchased electronic devices online). One part of respondents includes 119 people who have previously purchased electronic devices online, while the other part of 141 respondents with no previous experience of shopping electronic devices online. Part of respondents who have had no previous experience were asked to answer Question 10 which is about their will of starting to purchase electronic devices in the future.

Graph 11 shows that the attitude of respondents without any previous experience who would start to buy electronic devices online («yes, definitely») differs significantly from the attitude of those respondents who will probably start the purchase («probably»), since both of them have different percentages. No respondents have chosen the «don't like it», so no respondents have a negative attitude towards online shopping of electronic devices. The neutral/somewhat like it group would «probably» start purchasing, while those with a positive attitude who «like to a great extent» shopping online would definitely start purchasing electronic devices online. We can confirm that a consumer with no previous experience has stronger intention to starting to shop online whilst having a positive attitude than those with less intention who have a neutral attitude. Therefore, we cannot affirm that inexperienced shopper who has strong intention to start to buying electronic product online will yield more positive attitude than inexperienced shopper who has less intention.
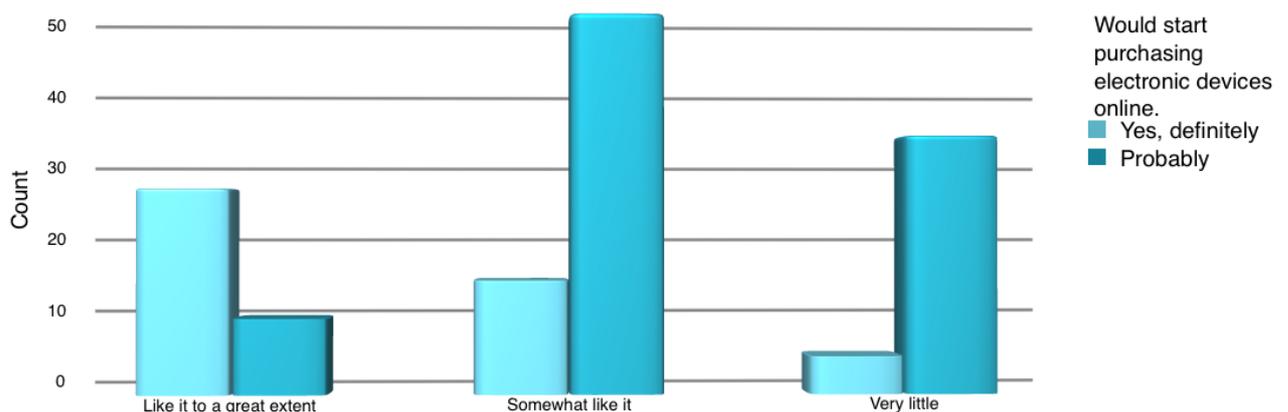

Graph 11 Attitude of users with no previous experience towards online shopping of electronic devices

Source: Own research.

In conclusion, positive attitude leads to higher buying intention in the consumers who have no previous experience of purchasing electronic devices online, while negative or neutral one leads to lower buying intention. The attitude of consumers with no previous experience affects directly the buying intention.

Buying intention of inexperienced shoppers

In Graph 12, we can see that there are only 33% of respondents with no previous experience would definitely start purchasing, and almost 67% of inexperienced shopper will probably buy the electronic product online. Thus, there's almost a 100% chance that the respondents with no previous experience would start purchasing electronic devices online.
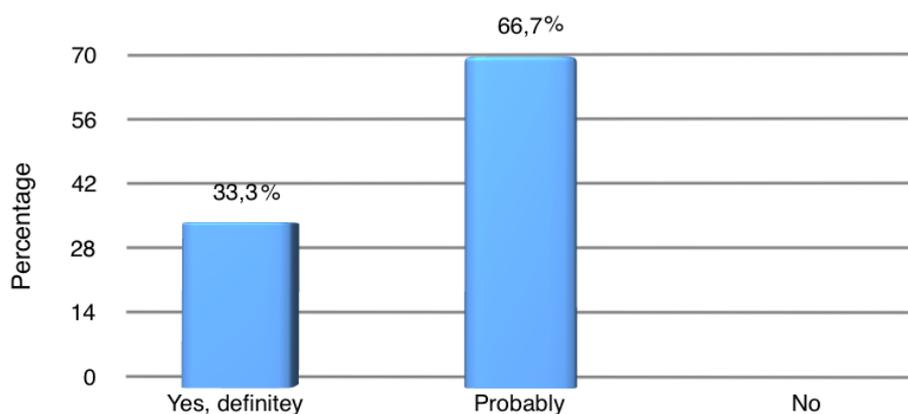
Graph 12 Intention of starting to purchase electronic devices
Source: Own research.

Experienced users

Question 14 is concerning with general attitude towards online shopping electronic product. This question has a quiet positive outcome. Graph 13 shows that, over all, there were almost 42% of respondents have a positive attitude, and 45% with «somewhat like it» had a neutral opinion meanwhile, 13% of respondents held neutral opinion. None of the respondents had negative attitude, Therefore, the experienced shoppers have very positive attitude for electronic product online shopping.
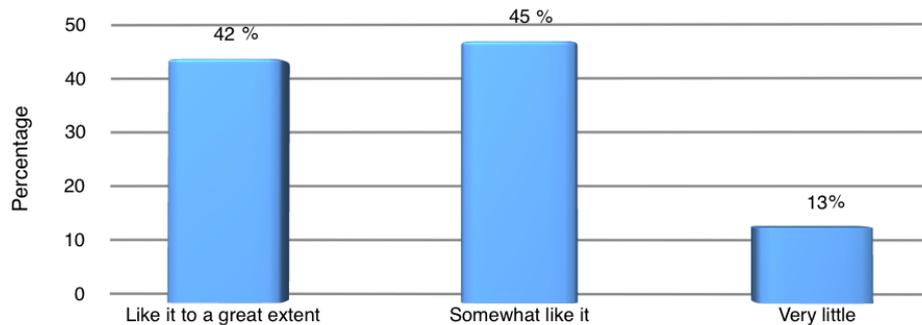
Graph 13 Attitude towards online shopping experienced user

Source: Own research.

Frequency of shopping online and actual buying behavior

Question 1 deals with the frequency of shopping online. Graph 14 shows the relationship between frequency of shopping online and actual buying behavior of electronic product shopping online. When comparing respondents who have previously already purchased electronic devices online with those who have not, it can be seen that respondents with no experience have lower frequency of shopping online, except for the 4-6times a year group, than those who have already purchased electronic devices online. Similar percentage for each range of frequency can be seen , except for 2-3 times a year with 48%, meaning, that more frequent shopping online would result in more likelihood to have actual buying behavior on electronic devices online.
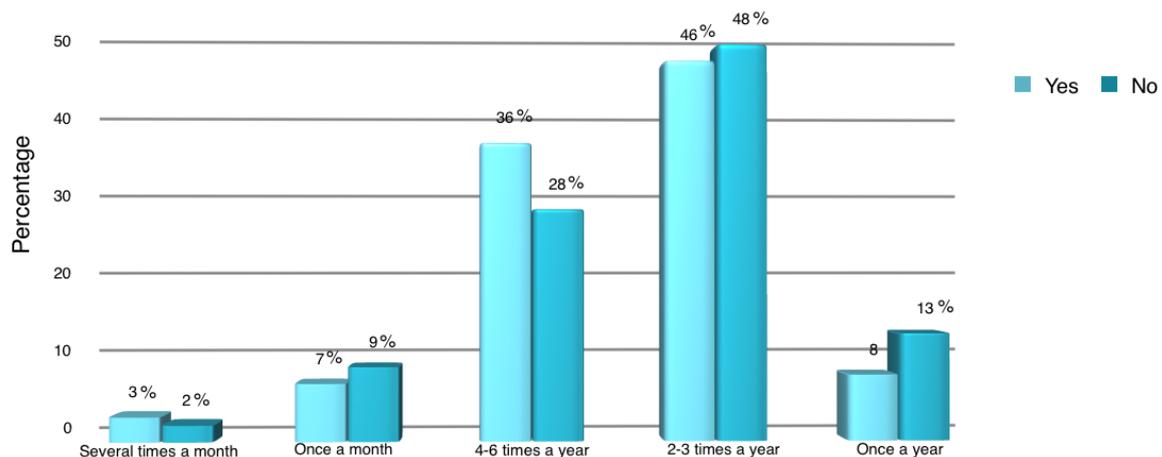

Graph 14 Frequency of shopping online and actual buying behavior for electronic devices

Source: Own research.

**Online shopping intention and demographics**

By analyzing buying intention with different demographics the only clear factors that affect the buying intention is gender and age. Other factors like education and income were also analyzed however were not meaningful enough, thus education and income do not decide the intention of buying something online in a high extent.
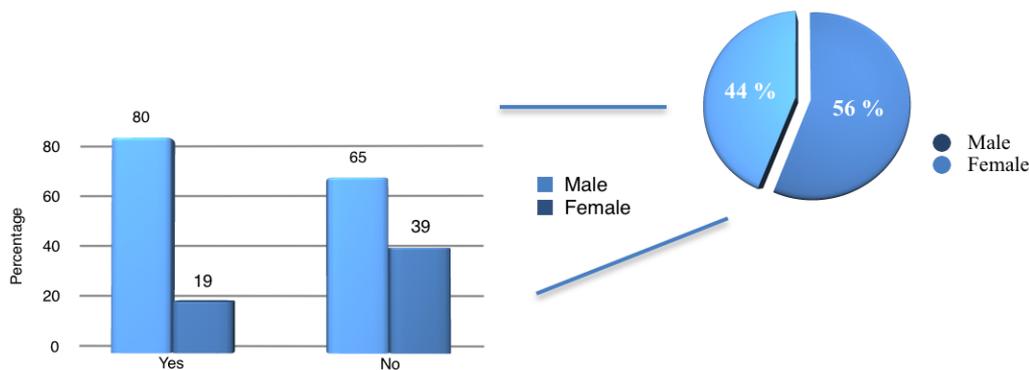
Graph 15 Buying intention and gender

Source: Own research.

Graph 15 above clearly presents that 80% of male respondents who have experience of electronic product online shopping have more intention than female respondents. Moreover, male respondents are around 10% more than female respondents, as shown in the pie chart in the same Graph.
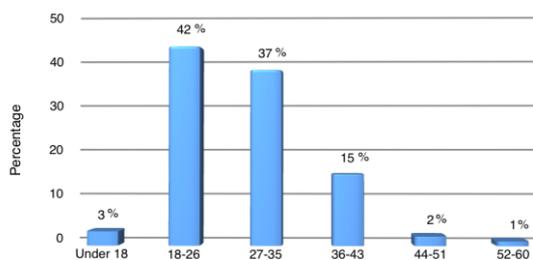

Graph 16 Age of the respondents

Source: Own research.

Graph 16 shows that most of the respondents are young people who shop online. 42% of their respondents are in the range of 18-26 and 37% of respondents are in 27-35 group. These young people are capable of making decisions and consistent in their thinking and acting; people who assign particular importance to the quality of the products they wish to acquire and not afraid of using the Internet for shopping online, in comparison to older generation.

**Experienced shoppers' attitude and intention**

Graph 17 shows that from the respondents who had previous experience with online shopping of electronic devices, 89% will continue to purchase, while 10% respondent were neutral with «don't know» answer and there was only 1% respondents that answered they will not continue to purchase electronic product online.
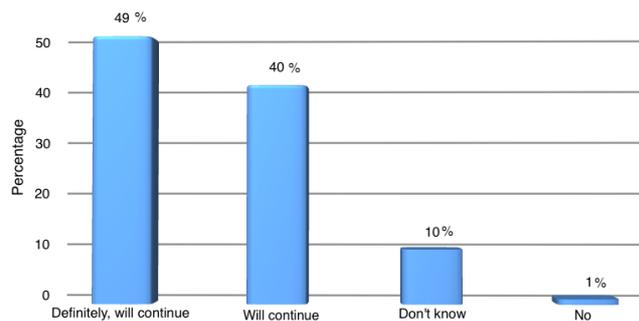
Graph 17 Respondents ready to continue to purchase online
Source: Own research.

Graph 18 shows that having a better attitude leads to more intention to continue making purchases of electronic devices than those who are neutral. It has to be noted that no respondent has a negative attitude towards online shopping of electronic devices.
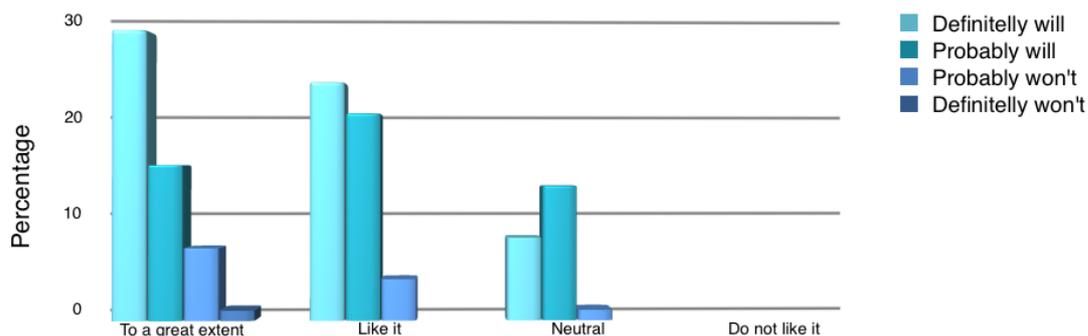
Graph 18 Better attitude leads to more intention of continuing
Source: Own research.

5.2 Qualitative research

As for qualitative research, an in-depth semi-structured interview was used in this research for obtaining relevant and deeper information in order to understand better the results of the previous method.

5.2.1 Participants

Members of "Ventas de Camaras Nicaragua" and "Venta e Intercambio" Facebook groups participated in the interview. We conducted 8 interviews with different participants, 5 of them have previously purchased Nikon and Canon lenses, 2 of them have purchased GoPro cameras and 1 a Macbook computer. Five participants have made several purchases of electronic devices previously and the rest had done it once. Interviews were recorded and based on records transcripts were written.

5.2.2 Results of the qualitative research

Results of the qualitative research have proved and further developed data received from the online survey. All participants had their first reason for shopping online because of the product availability and better prices: *"Prices in offline stores are pretty high and there is not as many products available as what you can find on the internet from different retailers."* (D, 25 years old).

When it comes to buying electronic devices online participants have showed concerned for several factors.

"I always fear that I might not receive what I ordered». Getting the wrong product or that there will be some time type of problem with the product itself is one of the concerns. *"We are talking here about electronics and paying a lot of money, so of course you fear that something might go wrong".*

«It is hard to actually know which retailer is the best one, who offers you what is promised, when you purchase for the first time over the internet» (A, 24 years old), facing difficulties when it comes to judging the quality of the online store retailer.

«I feel that if something goes wrong it will be complicated and time consuming to settle it» (S, 27 years old), when it comes to product exchanging it is thought that the process will be nerve wracking and take a long time.

"When paying online for the first time you have that feeling that your card detail may be compromised or used somehow".

One participant said that she fears that the online retailer can overcharge her or double charge by some error, *"providing my card information of course I fear there could be some connection error and the payment would not proceed or something could happen that I end up paying the double and then all this process of getting getting back the money just too stressful"* (A, 24 years old), on

the other hand the rest of the participants feel comfortable and have no fear what so ever of getting overcharged while shopping for electronic devices online.

"I was searching on the internet for a week for a lens and whether or not I needed a hood with it, once I finally found it, it was easy, I didn't have to leave the house to buy it, which is very convenient" (D, 36).

In the previous passage, it is evident that, in addition to the convenience, consumers value the time-saving effect made possible by the ability to search in a single environment various models of products that they want to acquire.

In addition to the possibility of buying without leaving home, participants report as an important factor the large amount of information about the products available on the site.

At the same time, customers want to enter the site and have the feeling that they will find a wide variety of products (Srinivasan et al., 2002). This sentiment has been described as a motivation for the sure return that you will find what you need in the next purchase. In the following excerpt (C, 32), the importance given to variety and the possibility of easily finding any product will also arise:

"It's always great when the online store has a great variety of smaller products, like filters and other accessories which are almost impossible to find offline" (C, 32).

Regarding security and trust as a determining factor for the direction of loyalty, the literature contains a number of studies: Park and Gretzel 2007, Kim et al, 2009 Ribbink et al, 2004, Yun and Good, 2007, Jin; Park; Kim, 2008. This factor is perceived among the information collected:

"When browsing on a new website I always take some care before actually purchasing something because I'm not usually comfortable with buying in online stores I haven't purchased before... there's that feeling that something might go wrong" (P, 36).

In this passage (P, 36) trust and the perception of quality appear as e-fidelity antecedents. The perception of quality may be related to the design and information provided on the home page.

Among respondents, many of them say that it is important to fulfill the promise made by the retailer, the period of delivery, a factor also identified in the literature (Park; Gretzel, 2007; Ribbink et al., 2004):

"Delivery on time is a good benefit of online stores, if they put a lot of attention to customers and deliveries, it makes it easier for us" (P, 36).

Consumers know that bugs can happen, it is important to know who will give the support if it does happen:

"*I think some problems can always occur and they should be solved fast and efficiently. If the customer is not able to solve them, there must be a person from the store that can help and solve it for them …*" (C, 26).

"*Something has failed in the payment process and I have lost my purchase and personal data? Well I go to another website to buy.*" (D,25).

Among the factors identified in the literature as promoters of consumer loyalty are design, ease of use, interactivity and emotion related to the site.

In relation to the design of the website, in the literature in the work of Kim, 2009, Cyr, 2008 Park and Gretzel 2007, that factor was also presented:

"*How the website is presented, the layout itself, is very important for me … there has to be a menu with all the options and means, the highlight in all the products with the sale/offers, it must draw attention and make it easy to find everything*" (D, 25).

It shows that the consumer appreciates how the products being offered are published on the site, which may be, in addition to the design value, an indication that the price is relevant so that he can buy online.

When considering the ease of use of the website for the location of goods and interactivity in the making of purchases, an example:

"*Pages also have to have enough search filters, so if I'm looking for a specific product it's very easy to find. So an example, a battery, depending on the camera model, the brand of the battery… there are several options and filtering so you end up with what you were looking for, what you had in mind*" (S, 27, every three months).

Also the price factor seems to be important in the purchase decision and in choosing the online store. Many claim to use price comparison engines on the Internet:

"*I take a look at the price and then I go to other places to see if the price is consistent or not.*" (S, 27). This person also mentions the ease of comparing prices in online stores.

Others mention that they buy at the opportunity of a lower price and others by the perception of being a channel that offers the best prices:

"*The price is the main driver (for shopping on the website) and depending on the product is much more comfortable, also the prices on the internet are usually lower*" (R, 36).

In addition to the price, the mention (R, 36) also addresses the issue of convenience as an important motivator for shopping on the Internet.

This factor, the price, unlike what happens in other countries, may be a peculiarity of the Nicaraguan market:

"*When I lived in the USA it was not about the money. Because the price would be the same both in the store and on the website ... it was a matter of practicality, it was the comfort of you living in your home and not having to leave and face traffic or whatever*" (B, 32).

In the mention [B, 32], once again the question of convenience stands out as an important motivator for making purchases over the Internet.

5.3 Conclusion and discussion of the research findings

The Internet is sometimes questioned as a channel for distribution due to the limitations of having to present the commercial offer through a screen, or considering that it is a cold environment, poorly prepared for the client to develop forms of social interaction with the sales staff and with other customers. However, the perspective offered by the discipline of consumer behavior makes it possible to show that the capacity of this medium as a distribution channel must be assessed not so much from its technical or functional characteristics, but as depending on the advantages or benefits that the consumers report (availability, best prices, convenience, among others).

This research intended to find out consumer behavior towards the shopping of electronic devices online in Nicaragua, to identify specific factors that influence Nicaraguan consumers when shopping for electronic devices online, how these can be improved and thus a proper online store for the selling of these devices can be constructed. Research factors affecting consumers' attitude and intention depending whether they have had previous experience of shopping for electronic devices online or if they have had none of that experience yet were investigated.

Based on this research, not availability of products in offline stores is the first element being considered when consumers decide to shop online for electronic devices. Since when it comes to electronic devices there are not many stores that offer very specific products for especially cameras, lenses and other accessories for these in Nicaragua, so consumers tend to go online to search and order. When setting up an online store for electronic devices, the range and availability of all sorts of products should be guaranteed in order to capture the consumers looking for these items.

Best prices was another element that influences consumers to go online to buy electronic products, since in Nicaragua these tend to be much cheaper than those in the offline retail shops.

Regarding online consumer's attitude and intention, shoppers who have had none previous experience of shopping for electronic devices online, their attitude towards online shopping of electronic devices does not decide their intention. On the other hand, those who have indeed previously purchased electronic devices online, their attitude greatly affects their buying intention, and furthermore a positive attitude leads to a stronger eagerness to continue purchasing products online. Those who have a positive experience of shopping for electronic devices said that they would definitely and probably continue to shop online.

The high quality shown by the website through useful content, easy navigation and appearance, positively affect consumer's intention to buy and therefore investing in a website to convey this image is key. Hence the importance of online shopping stores to configure their value offer taking into account all those aspects that determine the state of flow. It is therefore required that websites not only provide useful and easy-to-use designs, or incorporate tools that make the purchase process faster, more convenient and more effective (such as one-click shopping, intuitive searches, recommendation agents, etc.), all elements that improve the value of the purchase, but that they should also provide opportunities for a flow, introducing elements that encourage consumers to explore and play in their movements through the establishment and avoid, on the contrary, those other aspects that inhibit flow by disrupting consumer concentration (such as bugs, navigation errors caused by not updated links, etc).

Overall, this state of flow helps to compensate for those aspects related to online purchase that raise a greater risk perceived by the customer and stop the purchase, by causing consumers to experience highly rewarding and satisfying feelings, which lead to a more favorable attitude to the brand, the company and the products and, therefore, predispose to a greater intention to buy.

5.4 Further research suggestion

The findings of this research present the factors that influence consumers when shopping for electronic devices online, however, the research was only conducted in the Facebook groups of electronic devices focusing on the members of these who are also citizens of the capital city of Managua, the data does not represent all the consumers of the capital city or the country for that matter. Further and more thorough researches should be done taking more general, diverse, and larger samples into consideration in order to find new segments with more analytical possibilities. Although, the demographic factors where considered in this research, the sample was very limited

towards those who have similar demographic, which makes it hard to explain or find out if there's any connection at all or if demographics truly have an effect when shopping for electronic devices online.

This research is about the online shopping of electronic devices, nevertheless it also goes close in hand with the online shopping in general, thus it can be taken into account for other researches related to online shopping in general.

5.5 Answering research questions

RQ 1: What are the main barriers Nicaraguan consumers have when shopping for electronic devices online?

According to our research consumers who haven't shopped online in Nicaragua say that the main reason behind it is the low trust in the online store and safety of payment. Low trust in the online store is the defining element of failure in E-commerce. The security and safety offered on the site influences the credibility that the brand shows to its customers, and in combination are part of why potential buyers decide to visit some pages instead of others.

RQ2: Is there a connection between discovered factors and consumer demographics?

There was no very significant connection between demographics and discovered factors. The buying intention is affected by age according to our research and gender to a certain extent, however the rest of factors like education and income were not meaningful enough, thus they do not have meaningful weigh when buying something online.

These young people, capable of making decisions and consistent in their thinking and acting; people who set goals, who document and capitalize on their experiences and learning, the same way, they assign particular importance to the quality of the products they wish to acquire, product availability and vendors reliability, the price that is handled through the Internet vs. the price of conventional offline stores, methods of payment, and post-sales service that could be received at any given time.

RQ3: Can companies overcome the identified barriers and thus increase their sales?

According to our research companies can overcome several barriers by efficiently creating or redesigning their already existing website. Addressing security, web design and product availability, and keeping the website and content up to date to ensure its effectiveness. Pages must load quickly, longer wait times in loading a page may cause the customer to bounce and search on another

website. According to our research potential customers want a navigation that is very easy to understand, that takes them from point A to point B with the least effort/clicks possible. So not only a navigation that allows them to consult the products quickly and conveniently must be offered, but also different way to accessing the products, like using filters: by color, type, brand, etc. Detailed and attractive product information should be presented. Powerful images with powerful texts that offer detailed, complete, interesting and attractive information. Content should be focused on our target audience, their interests, needs, concerns and motivations to buy.

5.6 Research recommendations

Based on the research some recommendations were developed. First of all, the possibility of extending product category in the future. The cost of adding new products is usually lower than starting from scratch. Adding new categories of products attracts new segments and also reduces the risk of failure in the business, if the sales of some products fall the income will still be insured.

The creation of a «Loyalty Points Program» would aim to consolidate the clientele, looking for repetitive purchases and a feeling of belonging; we want the customer to consider us their «electronic devices shop» to go-to. The objective is to create customer loyalty, increase sales volume and provide customers with added value, which differentiates us from the competition and allows us to be a benchmark for the sector.

Furthermore, implementing reviews and comments would be an excellent addition to the website. Nobody wants to have a bad reputation. The products of good quality, reliability and utility add the way in which your customers perceive your business. Original and positive comments encourage customers to look at you as a brand you can trust, someone who care about their customers, and who is willing to make an extra effort to provide an exceptional customer experience.

In addition to providing unbiased information that they can trust, people also consult other people's comments, as they provide insight from a third point about the quality and experience that a product offers. For example, learning more about the softness, flexibility and durability of a mat, while using it at a local gym. Comments like these help people imagine themselves using the product, and also helps reduce the most common questions they would otherwise give to customer support.

Smaller and newer brands in e-commerce face a bigger challenge when it comes to building trust, compared to larger and well-known brands. It is especially difficult these days as people have become more cautious. Raising scams with phishing, malware, or just poor customer service only

show the poor quality that makes consumers more cautious in their clicks - which means that confidence indicators on your website are more important than ever. Thus, indicators are important and should be present in the online store, making comments available will make the site on track to persuade people who visit it to take their wallet and make a purchase.

Moreover, we would like to recommend an implementation of an online website for the selling of electronic devices in Nicaragua which will be described in the next chapter of the work.

IV. PROJECT PART

PROJECT PART

In this part the project is presented based on the research results and acquired theoretical knowledge. The author proposes a creation of an online E-commerce website for the sale of electronic devices online.

6 PROJECT INTRODUCTION

Internet has established itself as the ideal platform for the development of small and large companies that want to start or improve their Internet presence with a design according to their corporate image or to create a reference site for customers looking for their products.

The Nicaraguan user of the virtual store has a clear need to save time, and tries to satisfy it precisely by avoiding the visit to a physical store and also to get the product that otherwise is not to be found elsewhere offline.

6.1 Project objectives

The objective of this project is the development of a website for a electronic devices store that is accessible from the Internet.

The system will be responsible of validating the access of the users, differentiating three user profiles: client user, seller user and admin user.

The operations for each user profile are as follows:

Client user:

• Can surf the web.

• Ask about different products.

• Search the different products.

• Possibility of registration in the system, previous validation of personal data.

• Allowed to manage your data (modify and/or consult them).

• Placing orders.

• Unsubscribing from the system.

Seller user:

• Ask about different products.

• Search the different products.

• You will be allowed to manage your data (modify and/or consult them).

• Can manage the products that could initially be supplied to the store.

• You can carry out the management of the contact person you have to request the supply of one or more products.

• You can unsubscribe from the system.

Admin user:

• Ask about different products.

• Search the different products.

• Product category management.

• Product management.

In addition to the previously mentioned ones, the following points will be considered:

• Help: The system will guide the user in different ways so that browsing different pages of the application is as easy as possible, placing special emphasis on issues such as ordering or managing personal data.

• Friendly environment: The system will have a simple and friendly environment, to provide users with the greatest possible comfort and ease.

• Execution on the Internet: The system must be able to run on the Internet, otherwise the use of electronic commerce would not be possible.

6.2 Technological model

This point is the most characteristic in the implementation of an E-commerce business model. A number of necessary and other recommended elements will be listed.

As it is usual in any online business, we need a store logo, email and icon. Our logo perfectly fulfills the image we want to offer, with a clean, minimalistic, serious and with possibility of extending our product line in the future.

The domain name of the store will coincide with that of the company, which makes it easier for our customers to remember us and find us better when searching the network.

a) Software

For the creation and design of the online store, we used the Ecwid CMS in its business version, which gives us a wide range of possibilities. It emphasizes its compatibility with several payment gateways and their scalability being open source, being able to access different modules as needed. At the same time it also allows us to have the store as it is on Facebook and tons of useful features, such as, unlimited bandwidth, 1GB per file, inventory management, automated tax calculations, among others.

b) Hardware

There's a need for a team, which aside from hosting the online store, will manage sales, collect orders, process the collections, control stocks and also serve us to communicate with our customers and suppliers. This issue will be solved through the so-called technological partner «The service provider hosting». A TPV equipment, would facilitate us another part of the tasks in questions of billing, sales and accounting. Options: compact, modular, etc. Even financial institutions can provide us some by charging us a percentage or commission on sales made.

c) Hosting-provider

The hosting service provider is the one that provides us with the accommodation of our virtual store and gives us access to the outside world, that is, the one that will allow us to exist in the network. It is undoubtedly one of the basic pillars and we must study carefully to make the best choice. For this reason, it is important to have a good data connection and scalability; so that we can increase the performance of the server, ensure its smoothness and prevent it from collapsing as our store grows. We must make sure that our provider makes regular backups as a defensive measure against possible virus attacks or data theft, also if you have duplicate servers (duality), in case the usual server falls if there was another, to replace it without the service being interrupted. That is, we have to make sure that the server on which our online store is hosted will be operational 24x7. For the beginning, our hosting provider will also be Ecwid: http://abs.ecwid.com which later will be changed to http://amadeusbay.com

In order to make a decision on what the minimum requirements are, as space for hosting and traffic data, we make the following estimate:

Our store will have approximately 150 pages of products, descriptions, categories, texts, various images and other elements. After performing an optimization of the various elements, it is estimated that it is not needed more than 300 Megabytes of disk space. And each page viewed will not «weigh» more than 500 Kilobytes.

Although initially the online store will have few visitors, it is expected that at the end of the first year we will have about 50 visitors/day, this places our minimum data transfer requirement per month at 7.5 Gigabytes.

• 10 page views x 500 Kb = 5 Mb per visitor.

• 5 Mb x 50 visitors = 250 Mb day, which a month will be 7.5GB of data transfer.

Picture 2 Business plan.

Source: Ecwid Pricing

After a thorough analysis, we would go for «Ecwid» with it's Business plan, that although it has a superior price, it is better suited to our needs and offers us multiple services.

6.3 Payment platforms

Payment platforms are the gateway to our store revenue. Through them, customers make the payment of their orders, so it is very important that it is friendly, easy to use, fit our technical needs as functional, and of course, be as safe as possible. There are different ways of making payments on purchases made on the internet: bank cards (credit, debit, prepaid, etc.), bank transfer, PayPal, against reimbursement, google wallet, etc. The cash option, although fully valid as

the others, is not the most recommended, as it usually means an extra cost in the orders, having to handle the logistic operator cash.

Stamps of trust

The trust stamps were born due to the need of the companies present in the network to demonstrate security and confidence to the users. There are several types of stamps that certify different functions, the main ones are:

- compliance with ethical codes of conduct. "Online trust"

- service guarantees. "Trusted shop"

- website security. "Verign Sign"

- privacy. "Truste"

- compliance with standards. "W3c –ccc"

The seal of «trust online» is achieved by following a code of conduct of good practices that the company adheres to the commitment to respect and comply, what is known as «self-regulation». The idea is to show an image to Internet consumers of responsibility in commercial communications and contractual transactions, thus offering greater guarantees to the Network users, which will contribute to the increase of their confidence.

6.4 Security

It is basic to the success of our business, to achieve a reputation for security, reliability and trust. To reach this point we can divide security into two blocks: external security (clients) and internal security (own company).

A) External security

The Internet is not a very communication channel, most of the information circulating through the network is easily accessible from an intermediate point by third parties.

Therefore, in order to gain the confidence and tranquility of our customers, we must ensure that the communications and transactions between them and our company are safe, especially with regard to sensitive data, such as personal data or bank cards .

To achieve this, it is necessary to have a secure communications channel and a digital certificate of security in the online store, which will provide us with this solution: encrypted communications

and certainty of identification of the company. We must remember that it is mandatory, for online stores, the use of valid digital certificates for the use of secure protocols.

B) Internal Security

- Backups

We must periodically back up important data on external storage, such as USB flash drives, external hard drives or on the cloud (cloud computing). A daily incremental copy and a weekly full copy may be an optimal solution.

A recent backup allows you to recover from a technical problem, either from a hardware failure, software corruption or from any malware attack in the shortest possible time.

- Software Updates

It is important to keep up-to-date both the operating system and the programs used, especially those that connect to the Internet. This prevents future operating or safety problems.

- Antivirus

There are computer packages called "Suites" designed to detect, block and eliminate all types of malware (viruses, worms, Trojans, spyware, adware, ransomware, etc.). It is important that such packages are updated frequently because, although they do not prevent malware attacks, they greatly limit their scope.

7 COMMERCIAL AREA

In this section, the entire commercial service of the company will be developed and explained. For this we will differentiate between the main activity of the store and the secondary activities derived from the main activity of the online store. These activities are summarized in the following points:

Main activity:

Online sale of electronic devices.

A variety of electronic and computer products will be offered for sale, taking into account the needs of the customers.

Secondary activities derived from the main activity:

Post-sale.

A follow-up process will be done to every customer who has purchased, from the moment the sale is done until it reaches the customer; in addition, post-sale relationships will be established in order to encourage customer loyalty and service the customer in any situation related to the product or the sale process.

7.1 Company's presentation

The given name for the company is «Amadeus Bay Store», due to the already established relationship between the for being clear and related to our main product, that is to say, our company is linked to the technological and computer world, and especially to the commercialization of them.

The logo will have a clear and minimalistic design. Furthermore, it will be used as a symbol for the corporate image of the company; thus it will be present in all the services that surround the company, such as cards, advertising, sections on the website itself, etc.

Picture 3 "Amadeus Bay Store" logo

Source: Own elaboration.

In order for our brand and commercial name to have exclusive rights of use, it will be protected in a way that can only be used by those who have the right to it and own the industrial property of the company.

Therefore, taking into account Law 380/2001 of Trademarks and Other Distinctive Signs, this process of protection of the intellectual property of our company of use and use in national territory will be carried out.

Value Chain

Next, the value proposition of this business will be described.

The front-page will be characterized by its simplicity and facility to locate the products. The classifications are very intuitive and visual, with plenty of photos and descriptions that encourage to try them out.

Picture 4 "Amadeus Bay Store" front, product category page and product page
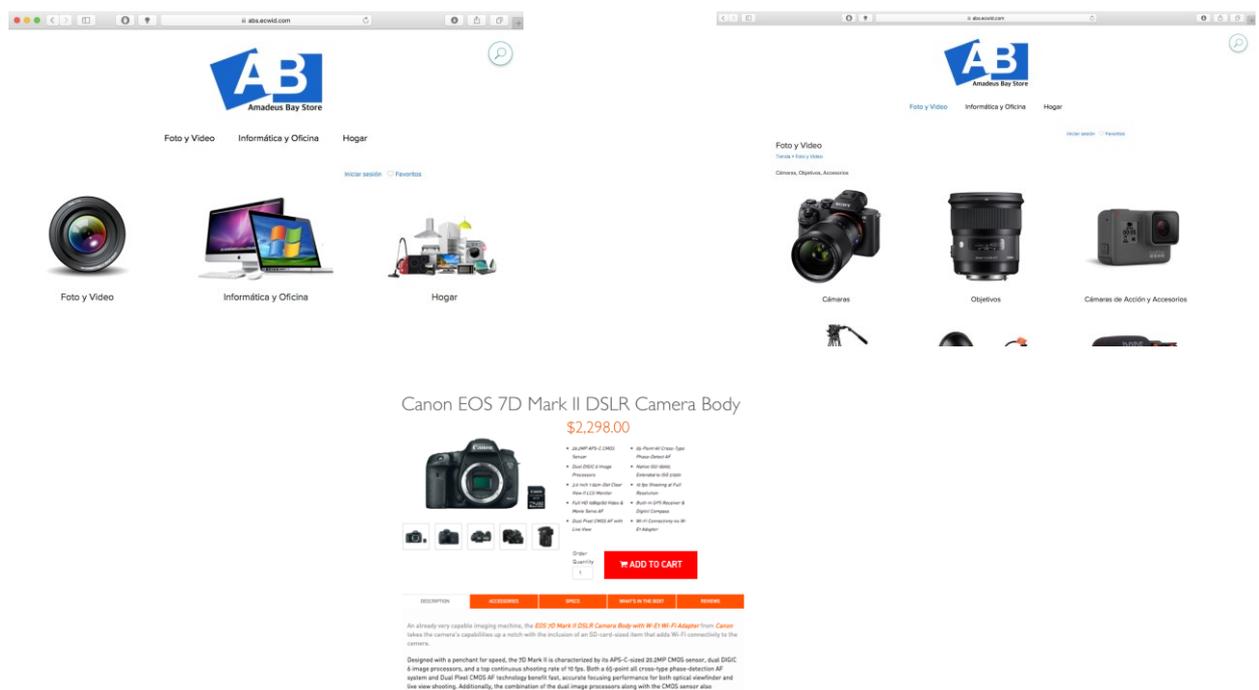
Source: Amadeus Bay Store website

We will have a wide catalog of products, with different varieties, both DSLR and SLR cameras, which can be differentiated by exclusive articles and innovative accessories.

Competitive prices will be offered, taking care of and prioritizing the quality and services available.

We consider it essential, to have a professional customer service, with an exquisite treatment, where we can solve all the doubts or queries that may arise to our customers. To do this, apart from the usual phone line, we will have an online chat service (Zopim module or Offerchat) in our store, thus achieving greater satisfaction and a sense of security.

7.2 Companies strategies

The main strategy to follow of our company, will be to provide the customer with the necessary products to satisfy their needs. The prices of the products will be established according to the prices of the products in the market, especially taking into account the prices and characteristics offered by the competition, as well as the costs of the same from our suppliers.

Our customers are those who purchase electronic devices. In other terms, the e-consumer, defined earlier. Products that meet the characteristics and quality required will have to be offered.

Another strategy that will be followed, is the use of technical advice to the customer during the sales process, and also during the post-sale, so that the customer can feel the commitment that the company has with them both during the moment of purchase, as well as after, attending them in any problem or situation that occurs. That way we will get the customer to have a good image of the company and recommending our services to new customers.

7.3 Sales force

The sales force deserves a mention in this section. Straddling the elements of marketing mix, distribution and communication, it is possibly one of the most relevant variables, since it interacts directly and indirectly with the customer, and therefore, receives much information about their needs or concerns.

The concept of «sales force» on the Internet has evolved to have a multidisciplinary team that dominates all areas of the sales funnel of the online store.

It is therefore necessary for someone to maintain and update the content, attract visitors through the sales channels mentioned (especially Facebook), be able to create viral information (fast dissemination), people in charge of improving sales once the customer has arrived at our website (referring to the concept of web usability), and people from web analytics to confirm that the work being done is adequate, detecting potential problems and improvement points.

As it is the start of our activity, we can centralize all these tasks on a single person, since the volume of work in the beginning will not be very high, but quiet expensive.

7.4 Price

The price of all products, will be established taking into account all the variables that exist in this type of products, what entails obtaining them and also the variety of costs that exist in the company.

Furthermore, prices must be set considering the variety of variables since with products at very high or very low price some limitations in the growth of the company can occur, like that the number of sales that the company obtains is scarce and does not serve to obtain operational benefits. Therefore, the prices of the products will be in line with the base price of the products, plus a part pertaining to the variable and fixed costs, in order to have prices relative to the competition and the market.

7.5 Product

As an online store for electronic devices, we will focus on a series of products such as cameras, lenses, computers and more. All these products will come from our suppliers previously selected to obtain the best product on the market in relation to quality.

The products will be divided into 3 categories according to their intended function.

The first and the main category of products will focus on cameras, where we highlight the following components:

• Cameras - Action, DSLR, Compact, Mirrorless, Film and Instant.

• Lenses - SLR, Mirrorless, Medium Format, Digital Format ans Special Effect.

• Brands - Nikon, Canon, Leica, Tamron, Pentax, Panasonic, Sony, Olympus, FujiFilm, GoPro.

• Tripods

• Lightning and Flashes

• Memory cards.

• Accessories - Grips, Stabilizers, Studio equipment, Backpacks and Bags, Filters, Body parts and Others.

The second category of products will focus on the main components of a computer, where we highlight the following components:

- Apple

- Computers and Laptops

- Printers

- Consoles and Video Games

- Accessories

- The third category of products will focus on home and health, where we highlight the following components:

Home and Health

- TV and Accessories - USB antennas and adapters, Network and Wifi cables, Routers.

7.6 Competitive analysis

After the analysis, it can be said that in terms of competition there is not a site that specifically sells electronic products online within the country. According to our research the Nicaraguan consumer usually buys on Amazon.com, Ebay.com or on platforms like Encuentra24.com and small groups on Facebook that are dedicated to the sale of electronic products. However as for the purchase in Amazon and Ebay there is always the difficulty of how to get the product from the United States to Nicaragua, many people simply do not want to complicate life and therefore choose to search for Facebook or go to an offline store.

Leading competitors on Facebook are small groups, which have not actually implemented the store on Facebook, but rather sell through posts, and others who actually have an offline store and only occupy Facebook as a tool to promote their products. Furthermore, they do not have great availability of products.

7.7 SWOT analysis

Table 3 Swot analysis

STRENTHS	OPPORTUNITIES
A great availability of products that are not found elsewhere inside the country.	Digital marketing is not very present in the segment of electronic products in the Nicaraguan market.
Shop included inside Facebook.	The competition does not have websites and does not invest in Adwords.
Available on different platforms.	
Content of value.	Many more people are using the Internet as a means of buying and consulting.
Predisposition for technological projects.	
Control over hosting and domain.	More and more mobile devices and computers are available in the home.
Security certificates are available.	
An interactive and easy to use website design.	Social networks are an effective tool for branding.
	Thousands of people have a Facebook account.
WEAKNESSES	**THREATS**
New brand not yet recognized.	Offline stores that migrate to the Internet.
Little information on website.	Giants like Amazon coming and opening stores in the country.
Warranties.	More and more businesses online.

Source: Own elaboration.

Strengths:

It has collaborators with training in design which will serve to promote the change of image and campaigns that have a high visual impact, which will also serve for Adwords campaigns and publications in social networks; likewise, you can develop or share informative and advertising videos.

Nowadays it is very important to have mobile versions of websites and much better if companies develop applications to perform specific tasks and in some sites of the competition you can see these format changes.

Opportunities:

The great opportunity of the Digital Marketing will help to involve more the potential customer with the service and product offered and at the same time connect with the brand thus generating memory and loyalty. This has to be exploited because it is something new that is just beginning and not many companies are applying it.

Through the different tools offered by the digital media such as social networks, e-mail marketing, Adwords, will be able to capture greater audience and offer a range of products offered by Amadaus Bay Store and in which the competition has not penetrated but not far from happening in the near future.

In addition, we must define that more and more people are connected to the Internet through their mobile devices and on the other hand they are busy executives, but they give their space for social networks and messaging, which do not have the time to access captions But they are looking for a lot of information on Google.

Weaknesses:

Being a startup the brand is still not very recognized, so you have to implement different strategies of Social Media to promote the store on Facebook just like the website. Businesses are increasingly migrating to the Internet, for costs and because it allows more and better reach the target audience. Having e-commerce platforms is a great advantage because it reduces all the manual processing and facilitates payment. Warranties have to be offered for bigger amount of time.

Threats:

Offline stores making their products available on the internet and the possibility of giants like Amazon coming and opening up their stores in the country would make it very hard to compete.

7.8 Digital Marketing

To organize the way of proceeding, the development will be focused on the following objectives:

- Increasing website visits and Social Media followers

- Increasing brand visibility online

- Strengthening the relationship with current clients

- Improve the training offer based on content preference

Increasing website visits and Social Media followers

To increase hits on the website a website that is friendly and dynamic and that encourages inter-action will be developed. In addition, the following will be considered to improve the position of the same in the search engines:

The construction should apply SEO strategies and should be measured using the SEO platforms: seositecheckup.com developers.google.com

Achieving good SEO positioning through content creation techniques or link building and link baiting. Being present in the largest possible number of search engines is very important for our virtual store, since it gives us relevance.

At the SEM level (positioning by payment), we will estimate the costs to include us in outstanding positions in relation to our financial projections. Campaigns CPC, CPM, CPA and CPL may be solutions that will be considered later.

Having the store able to adapt to any mobile devices such as Smartphones or Tablets (Android, iOS, Windows) including tablets.

Picture 5 Website adaptations
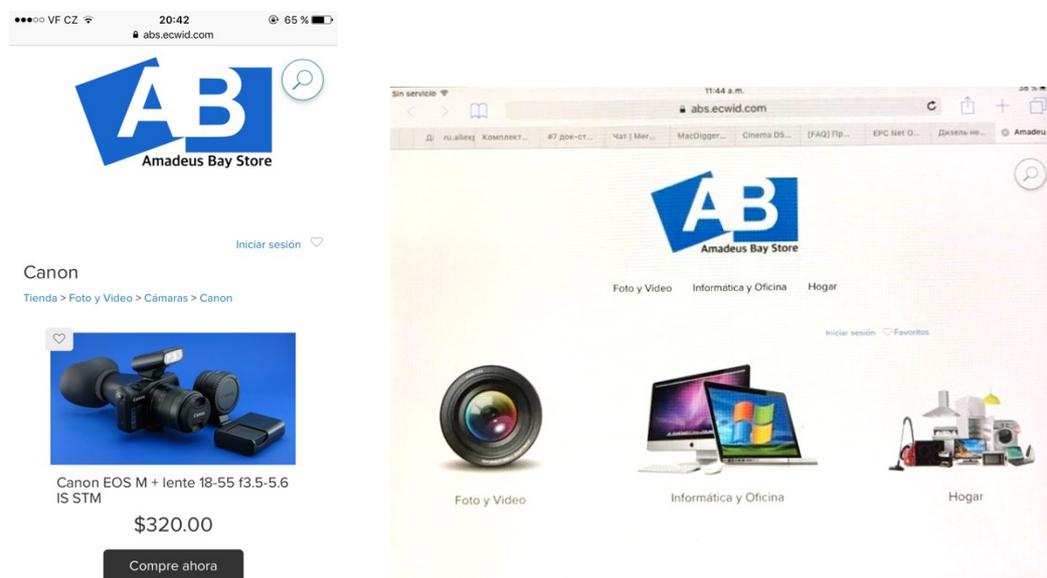
Source: Amadeus Bay Store website.

The goal, is to get the business, a total online marketing vision. The following chart gives us an image of that global vision that every business must have.

Picture 6 Marketing Online – 360 degrees
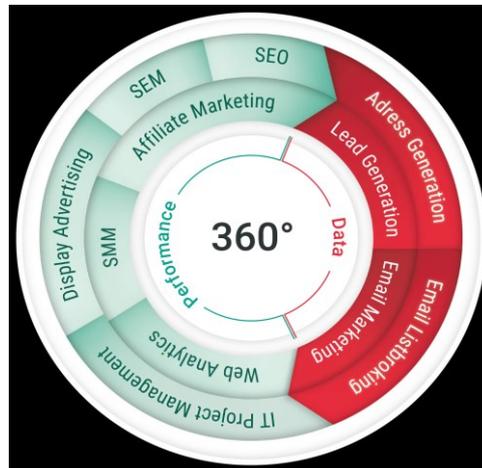
Source: Nayoki 360

Thanks to our presence on social networks, such as Facebook, we will propose a viral launch and launch campaign to make us know with exclusive online promotions, letting members know when new products arrive to the online store, as well as other promotions like free shipping. Advertising on this social networks, where there is a huge amount of groups, enables us to reach the target audience very quickly. If at the same time we get viral campaigns, we will have taken a very important step when it comes to getting to know the market.

Picture 7 "Amadeus Bay Store" Facebook page

Source: "Amadeus Bay Store" Facebook page.

Activating the SEO of our CMS platform, where the store is hosted, is necessary to improve our positioning in search engines. To do this, precise descriptions of products, meta tags, tags or keywords and good titles must be introduced. Products that include «Short description» and/or «Description», provide useful information for visitors such as: pairing options, models, use information, etc. All this makes it possible for Google's search bots to capture us, or get their attention, getting more prominent positions when users search for products related to us.

As for SEM techniques, the possibility of advertising in Google Adwords was reviewed, Yahoo Search Marketing was not an option since it is hardly used in Nicaragua.

Google uses different options to promote and advertise our business: CPC, CPM, CPA and CPL.

• CPC: Payment for each click made on the banner of the advertiser.

• CPM: Cost-per-thousand viewable impressions, banner ad views.

• CPA: Cost for each user making a purchase. It works like a real agent.

• CPL: Payment for each user that facilitates their contact or registers in the store.

In turn, when a customer registers in the store, the possibility to subscribe to the newsletter (mailing lists) will be offered, in which we will keep our customers informed of new products available, promotional campaigns, liquidations or events.

There is also the idea of creating the «Club de Fotografos», where the partner can be permanently informed, participate in exclusive promotions, product discounts, attending photography and technology events, and by that way obtaining points from the Loyalty Program that can be translated into free shipping orders.

A possibility of also creating a blog, with the possibility of creating blog posts related to the products as well as reviews. The generation of content (SEO), enables the best positioning in the search engines.

- Adwords campaigns on Google

- Link to the site from email newsletters

- Link to the site from social networks.

Increasing brand visibility online

As part of the strategy to increase brand visibility, the previous step is included and the following will be implemented:

- Email Marketing Based on CRM Replacing Mass Mail

- Content marketing through social networks, whose updating will be daily with brand content and internationally recognized sources.

- Establish a hashtag for the brand and / or tendencies to be promoted.

- Advertising on social networks.

    Facebook: leaflets will be posted several times through out the day in different Facebook sales groups. Also a Facebook page connected to our website will also be opened, where promotions and new products arriving will be posted.

    Advertising Leaflets

    Leaflets shall be distributed in following online Facebook groups:

    Table 4 Facebook groups that sell products online

Facbook Group	Members
Vendonica	44k
Venta e Intercambio	40k
Plan Bisne	51k
Venta y Renta	27k
Ventas Locas	64k
Compra Venta	7k
Mercado Oriental Virtual	127k
Compra y Venta Nicaragua	82k
Todo en Ventas BBB	22k

Source: Facebook.

Constantly changing according to what the message we want to communicate.

Picture 7 Leaflet layout

Source: Own elaboration.

Different types of discounts will be realized during the first stage of creation of the company to be able to attract new clients and to be able to make way in the market; after a few months on the opening of the company said discounts will be maintained, reduced or eliminated depending on the success of such discounts. These previously mentioned discounts are:

Discount for placing an order of over USD500.

Free shipping costs from USD100 of order.

- Informative videos.

- Strengthening the relationship with current clients.

- When generating a marketing based on content, plus including CRM to carry out mail campaigns, already generates a relationship with the customers but to strengthen this relationship, the following actions will be carried out:

  o E-mails with exclusive promotions.

  o Setting up a benefits club.

  o Promote interaction through multiple ways (social networks, chat on the website)

Digital Marketing Budget

For the elaboration of the strategies and actions described in this Digital Marketing Plan, the budget of implementation will be counted.

Table 4 Digital Marketing budget

Digital Marketing Budget			
	Cost	Salary	Total
Website monthly fee	35$	-	35$
Website administration	-	400$	400$
SEO	-	1000$	1000$
Email Marketing	250$		200$
SEM	200$	1000$	1200$
Sponsorship	-	-	-
SMM and SM listening	-	700$	700$
			3575$

Source: Own research.

8 PROJECT MEASUREMENT

Measuring performance of a business is crucial phase of any strategy, the measurement helps to reduce uncertainty and helps to make objective decisions based on truthful information. In addition, it allows to understand the behavior of the users and with that to improve their experience as much as possible. We will work with analytical tools included in the different platforms.

8.1 Key Performance Indicators

The necessary KPIS will be developed to carry out the correct follow-up, based on the following metrics:

- Total visits to the website

- Positioning keywords in search engines

- Requests form

- Social media recommendations

- Featured topics and content

- Featured social media

- Social media (followers, engagement, share, mentions, trends)

- Newsletter (rate of aperture, click and commitment level)

8.2 Mechanisms of control

To establish a control box, some of the following data is being used and some will be used in the near future, including:

- Google Analytics (visits, time and preferred days, location, visiting sources, content preferences, keywords).

Picture 9 Google Analytics - Website

Source: Taken from Amadeus Bay Store Google dashboard.
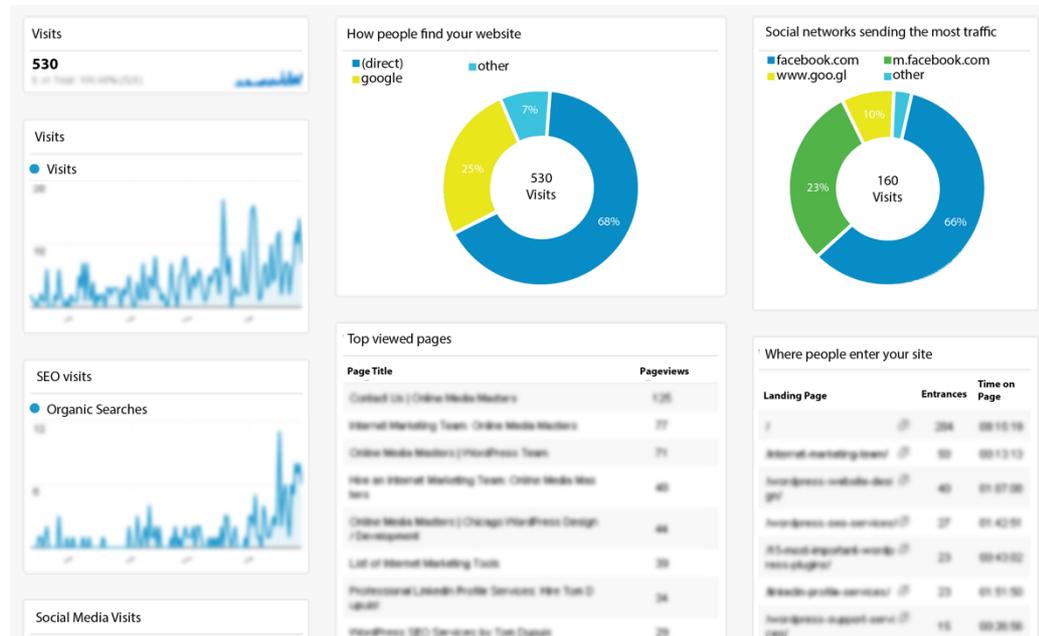
According to the graph, most people find the website through direct link, followed by google and other origins. Facebook is the social network sending the most traffic with 66%, followed by 23% where people access to the site from Facebook on mobile.

- Google Adwords (report on adwords campaigns, keyword search)

To perform Adwords campaigns it is necessary to know the keywords relevant to the our business.

- User tracker (downloads by registered user in web site)

- Acymailing (report of mailing campaigns, level of engagement with a determined topic)

The Acymailing platform, has integrated metrics that measure mail openings, clicks on links, unsubscribers and rebounds.

- Facebook Insights

Facebook's own analytical tool, which can visualize the total likes for weeks, as well the scope of the posts and level of engagement with the brand. By tracking likes and reactions to our posts, we can determine if we are publishing interesting content for our audience and if any changes should be done in the future. An advanced reaction system

on Facebook provides in-depth measurements on whether our fans love, like or dislike something we have shared.

Picture 10 Facebook Insights

Source: Taken from own account of Amadeus Bay Store on Facebook.

Total amount of likes as analyzed from March 26th to 1st of April is 349. A positive 1.2% of growth is shown. On the other hand, it can be seen that the post announcing new products poste don 12/03/2017 reached 826 people and achieved interaction with 27 people. The post was also shared by 3 people.

Total visits for the same week have been 30 visitors which shows a 200% increase from last week and total 6 likes.

It is clear that posts about new products reach further than posts about products being sold in general. For example, a video post was made on 14/03/2017 about the Sony a7S and its performance with low lightning, in comparison to the other posts it only reached 94 people.

Picture 11 Facebook Insights – Main Origins

Source: Taken from own account of Amadeus Bay Store on Facebook.
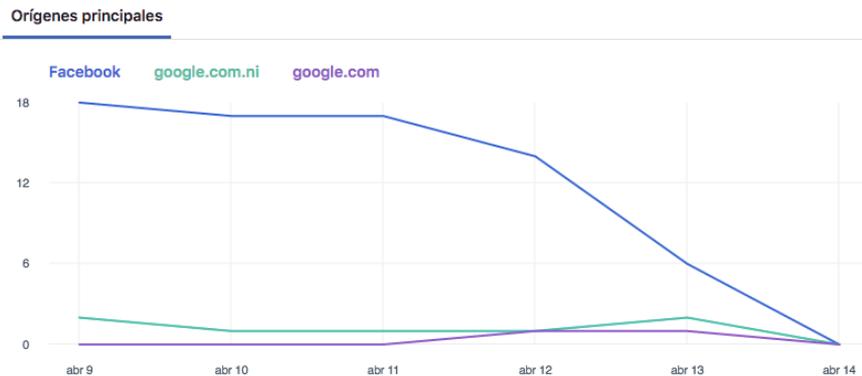
Main visits on Facebook store are originated from Facebook itself, followed by google.com.ni and google.com. A decrease can be seen towards April 14th, this is due to the National Holiday of Holy Week.

- Jollor (link report towards website from social media, engagement towards a post)\

Managing social media on a single platform alongside monitoring and joining converstion instantly on different social networks.

Picture 12 Jollor dashboard
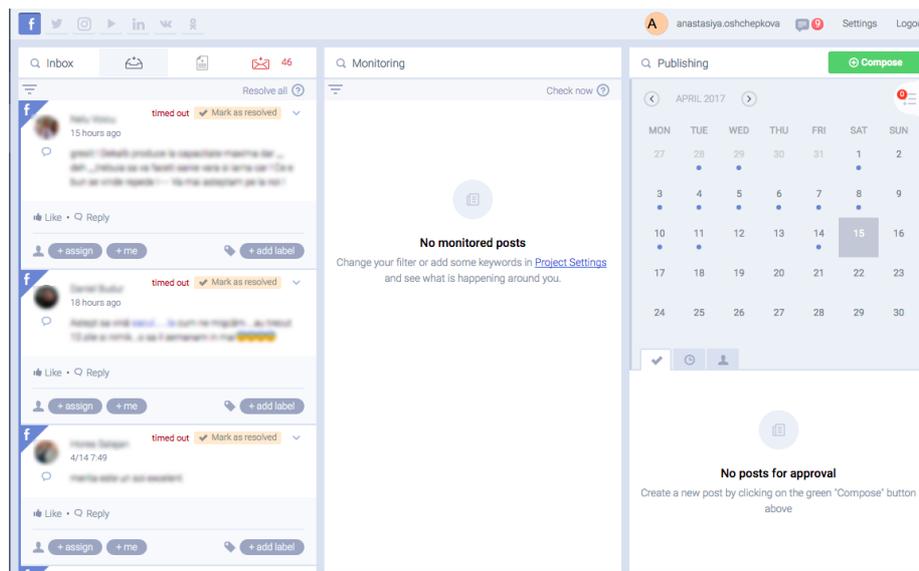
8.3 Risks and limits

Risks are inevitable when it comes to starting a business online, this project is no exception. When it comes to product such as electronic devices, each person working on this has to have profound

knowledge on the products. Selling products, you've never seen or touched, can seriously damage our business. Customer service of our E-commerce can be affected, since it will be a difficult task to answer all the doubts customers may have without a well trained team. Also in many cases, the photograph of the product offered and a brief description of it, will not be enough to answer the questions.

Another risk is the choice of suppliers; this aspect can be very problematic for Amadeus Bay Store. The wholesale supplier is crucial in the transaction process and it is of the utmost importance to choose one that guarantees an efficient and trustworthy service, always be able to deliver orders on the monthly bases.

This project is limited to resources. First of all, the small amount of people currently working on this startup, there's only so much a small team can do for a growing business. And at the same time, there's a limited amount of money since it is a new business which still requires an amount of investments to further develop excellent services.

8.4 Future implementation suggestions

Further implementation suggestions mainly consist in expanding marketing and social media communications. Reaching further away from the capital city, possibility of covering interested clients in other major cities such as Leon and Granada. At the same time the delivery services are only available for the capital city, which in the future should be expanded along side the communications.

Warranties for new products can be extended up to 6 months instead of 2 months, bringing more confidence in the product and the online store itself.

The high quality shown by the website through useful content, easy navigation and appearance, positively affect consumer's intention to buy and therefore further implementation of interactivity should be pursued.

8.5 Project conclusions

In the project we have described our startup E-commerce online store, it's business process, commercial area and digital marketing, based on the analysis and research results. To sell online, it is not enough to open a website and just to create the company's profile on social media. Without proper management of these elements, the new channel will not bring benefits, and will most likely fail.

Based on the research results a website was created in a correct form. The buying process was made as easy and fast as possible, also done very intuitively. The customer must always have the options of his online store visible. Pages load quickly, the website is being kept up to date to ensure its effectiveness. Detailed and attractive product information is being presented. High quality images with detailed and complete descriptions. Multiple payment options are being offered. The personal and credit/debit card data is safely kept and easy to recover. The website system retrieves all information and offers it to the user to simply select another option when some process why making a purchase has failed.

The project is already on going, still in the early stages and waiting to have the rest of digital marketing strategies implemented. When everything will be thoroughly executed it will be necessary to measure the progress it made and how objectives were reached.

CONCLUSION

In this work the theoretical background of E-commerce, consumer behavior online and factors which affect it researched by others were analyzed. Based on the analysis main features of E-commerce and digital marketing were defined. The current situation in Latin America and Nicaragua was also presented and in the end of the theoretical part we focused extensively in several factors which influence consumer's decision in shopping online.

Subsequently methodology of the marketing research on consumer behavior towards online shopping of electronic devices is described by the author. Following, main goal, research questions and methods are introduced. The research was conducted in Nicaragua, 260 people who are members of online electronic devices groups participated in an online survey and 8 members participated in a semi-structured interview. Following this part, results of both researches are presented and conclusion are drawn. In the final part, the author answers several research questions and gives information on the main factors that prevent Nicaraguan consumers from shopping electronic devices online and at the same time the crucial factors that influence them.

The research showed that "Not availability of products" in offline stores is the first factor that is considered when consumers decide to shop online for electronic devices. Since in Nicaragua there are not many stores that offer very specific products for cameras, lenses and other accessories, so consumers tend to go online to search and order. "Best prices" was another factor that influences consumers to go online to buy electronic products, since in Nicaragua these tend to be much cheaper than those in the offline retail shops.

In regard to online consumer's attitude and intention, those who have previously purchased electronic devices online, their attitude greatly affects their buying intention, and furthermore a positive attitude leads to a stronger eagerness to continue purchasing products online. Respondents who have had a positive experience of shopping electronics online said that they would definitely and probably continue to shop online.

Based on the analysis of the data the author suggests a startup project. The main goal of the project is a successful set up of an online store for the sale of electronic devices in Managua, the capital city of Nicaragua. Thus, the adequate digital marketing tools are described and implemented taking into account all the previous research findings on consumer online behavior and the budgeting issues and risks that can take place. In the end further suggestions for the project are described and the research questions stated and the main goal of this work are met.

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LIST OF ABBREVIATIONS

PPC	Pay per Click
ATM	Automatic Teller Machine
VAT	Value-added Tax
B2B	Business to Business
B2C	Business to Customer
C2B	Customer to Business
C2C	Customer to Customer
CMS	Content Management System
TPV	Third-party Verification
SEO	Search Engine Optimization
SEM	Search Engine Marketing
CPC	Cost per Click
CPM	Cost per Thousand
CPA	Cost per Action
CRM	Customer Relationship Management
CPL	Cost per Lead
KPI	Key Performance Indicator

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APPENDIX P I: ORIGINAL QUESTIONNAIRE

Comercio electrónico en Nicaragua: Comportamiento del consumidor hacia la compra en línea de dispositivos electrónicos.

CUESTIONARIO.

El propósito del siguiente cuestionario es identificar y obtener información sobre los factores que el cliente toma en consideración al comprar dispositivos electrónicos en línea. Por favor coloque una marca en las casillas correspondientes a sus respuestas.

1. ¿Qué tan frecuentemente hace compras en línea?

1. ( ) Varias veces al mes.
2. ( ) Una vez al mes.
3. ( ) 4-6 veces al año.
4. ( ) 2-3 veces al año.
5. ( ) Una vez al año.

2. ¿Para que han sido sus previas sus visitas a sitios de compras en línea?

1. ( ) Para comprar distintos productos.
2. ( ) Moda, para ver las nuevas tendencias.
3. ( ) Comparar los precios.
4. ( ) Entretenimiento, simple disfrutar de la navegación.
5. ( ) Otros.

3. ¿Qué piensa sobre la gama de tiendas en línea en Nicaragua?

1. ( ) Buena.
2. ( ) Justa.
3. ( ) Pobre.

4. ¿Dónde ha comprado anteriormente en línea?

1. ( ) Nicaragua
2. ( ) Fuera del país (Favor pase a la pregunta 6)
3. ( ) Ambos.

5. ¿Cómo ha sido su experiencia en comprar en línea en Nicaragua? Después de responder, por favor

1. ( ) Buena.
2. ( ) Justa.
3. ( ) Pobre.

6. ¿Por qué no ha realizado compras en línea en Nicaragua?

1. ( ) Seguridad del pago.
2. ( ) Bajo nivel de confianza de la tienda online.
3. ( ) Garantía y reclamaciones.
4. ( ) Seguridad en los servicios de entrega.
5. ( ) Políticas de reembolso.
6. ( ) Otro, por favor especifique _____.

7. ¿Cuáles son los factores cruciales que afectan su toma de decisiones en la selección final del producto en línea? Seleccione sólo uno.

1. ( ) Los mejores precios.
2. ( ) Conveniencia y ahorro de tiempo.
3. ( ) Cuando no esta disponible en la tienda local.
4. ( ) Disponibilidad de comparación de precios.
5. ( ) Disponibilidad de opiniones y reviews de los productos.

8. ¿Ha comprado dispositivos electrónicos en línea?

1. ( ) Si (Por favor vaya a la Pregunta 11)
2. ( ) No

9. ¿Quiere empezar a comprar dispositivos electrónicos en línea? Por favor siga a la pregunta 14.

1. ( ) Si, definitivamente
2. ( ) Probablemente
3. ( ) No (Puede para aquí, gracias por su tiempo!)

10. ¿Qué tan probable es que continúe comprando productos electrónicos en línea?

1. ( ) Definitivamente no continuare.
2. ( ) Probablemente no continuare.
3. ( ) Probablemente continuare.
4. ( ) Definitivamente continuare.

11. Que tan probably que recomiendas a tus amigos?

1. ( ) Definitivamente no lo hare
2. ( ) Probablemente no lo hare
3. ( ) Probablemente lo hare
4. ( ) Definitivamente lo hare

12. Que tal satisfecho estas con tu previa experiencia de de comprar productos electronics en línea?

1. ( ) Muy disatisfecho
2. ( ) Disatisfecho
3. ( ) Ninguna
4. ( ) Satisfecho
5. ( ) Muy satisfecho

13. Como te gusta o te gustaría la compra en línea de productos electrónicos?

1. ( ) Bastante
2. ( ) Algo
3. ( ) Muy poco
4. ( ) No me gusta del todo

14. ¿Cuál es el factor más importante y menos importante que puede influir en su confianza en la compra de dispositivos electrónicos en línea? (El más importante = 1, el menos importante = 3)

1. ( ) Privacidad del cliente.
2. ( ) Seguridad de la transacción.
3. ( ) La fiabilidad y capacidad del vendedor.

15. ¿Cómo influirán los siguientes factores en la percepción de su producto al comprar dispositivos electrónicos en línea? Clasifíquelos según su importancia. (El más importante = 1, el menos importante = 4)

Price ____
Quality ____
Variety ____
Availability ____

16. ¿Cuál es su forma de comunicación favorita con el vendedor en línea si tiene alguna pregunta sobre

1. ( ) Correo electrónico.
2. ( ) Teléfono.
3. ( ) No lo sé.
4. ( ) Otro ____

17. ¿Hasta qué punto influirán los siguientes factores en la elección de un sitio web al comprar dispositivos electrónicos en línea? (No importante= 1, muy importante = 4)

	1	2	3	4
Fácil de navegar				
Contenido web útil				
Una experiencia divertida				
Multimedia (imágenes, flash, etc)				
Apariencia del sitio web				

18. ¿Cuál de los siguientes servicios utilizará para realizar el pago?

1. ( ) PayPal
2. ( ) Banca por Internet.
3. ( ) Tarjeta de Crédito/Débito.
4. ( ) No lo sé.
5. ( ) Otro, favor especifique _____.

19. ¿Cual sitio visitas usualmente para tu compra online?

1. ( ) Amazon 2. ( ) Ebay 3. ( ) Encuentra24 4. ( ) TodoBusco
5. ( ) TuYA 6. ( ) Otro

Ciudad	20. Edad	21. Ingreso Mensual	22. Sexo	23. Educación
Managua	1. ( ) Debajo de 18 2. ( ) 18 - 26 3. ( ) 27 - 35 4. ( ) 36 - 43 5. ( ) 44 - 51 6. ( ) 52- 60 7. ( ) Por encima de 60	( ) <500 USD ( ) 501-700 USD ( ) 701-900 USD ( ) 901-1300 USD ( ) 1301 - 1900 USD ( ) >2000 USD	1. ( ) Femenino 2. ( ) Masculino	1. ( ) Primaria 2. ( ) Secundaria 3. ( ) Universidad 4. ( ) Posgrado

¡Gracias por tu tiempo!

APPENDIX P II: TRANSLATION OF THE QUESTIONNAIRE

E-commerce in Nicaragua: Consumer Behavior towards Online Shopping of Electronic Devices.

QUESTIONNAIRE.

The purpose of the following questionnaire is to identify and gain insight into the factors that customer takes into consideration when purchasing electronics online. We kindly ask you to put a tick in the boxes that corresponds to your answers.

1. How often do you shop online?
1. ( ) Several times a month
2. ( ) Once a month
3. ( ) 4-6 times a year
4. ( ) 2-3 times a year
5. ( ) Once a year

2. What were your previous visits on online shopping sites for:
1. ( ) Buying products
2. ( ) Fashion, to check out new trends.
3. ( ) Compare Prices
4. ( ) Entertainment, just enjoying navigating.
5. ( ) Other.

3. What do you think about the range of online stores in Nicaragua?
1. ( ) Good
2. ( ) Fair
3. ( ) Poor

4. Where have you previously purchased online?
1. ( ) Nicaragua
2. ( ) Outside the country (Please go to question 6)
3. ( ) Both

5. How was your experience in purchasing online in Nicaragua? After answering please go to Question 7.
1. ( ) Good
2. ( ) Fair
3. ( ) Poor

6. Why haven't you made online purchases in Nicaragua?
1. ( ) Safety of payment.
2. ( ) Low trust level of the online store.
3. ( ) Warranty and claims
4. ( ) Safety in the delivery services.
5. ( ) Refund policies.
6. ( ) Other, please specify _____.

7. What are the crucial factors which affect your decision making in the final selection of the product online? Select just one.
1. ( ) The best prices.
2. ( ) Convenience and time saving.
3. ( ) Not available in the local stores.
4. ( ) Price comparison available.
5. ( ) Product reviews available.

8. Have you purchased electronic devices online?
1. ( ) Yes (Please go to Question 10)
2. ( ) No

9. Do you want to start purchasing electronic devices online? Please go to question 13.
1. ( ) Yes, definitely
2. ( ) Probably
3. ( ) No (You may stop here, thank you for your time!)

10. How likely will you continue to purchase electronic products online?
1. ( ) Definitely won't
2. ( ) Probably won't
3. ( ) Probably will
4. ( ) Definitely will

11. How likely are you to recommend an online shop to your friends?
1. ( ) Definitely won't
2. ( ) Probably won't
3. ( ) Probably will
4. ( ) Definitely will

12. How satisfied are you with your previous experience towards shopping of electronics online?
1. ( ) Very dissatisfied
2. ( ) Dissatisfied
3. ( ) Neither
4. ( ) Satisfied
5. ( ) Very satisfied

13. How would you like shopping for electronic products online?
1. ( ) To a great extent
2. ( ) Somewhat
3. ( ) Very little
4. ( ) Don't like it at all

14. Which is the most important factor that can influence your trust in buying electronic products online?
1. ( ) Customer's Privacy
2. ( ) Transaction Security
3. ( ) Vendors' reliability and capability

15. How will the following factors influence your product perception when buying electronic products online? According to their importance, the most important = 1, the least important = 4.
Price ___
Quality ___
Variety ___
Availability ___

16. What is you favorite way of communication with online retailer if you have some questions
1. ( ) Email
2. ( ) Telephone
3. ( ) Don't know
4. ( ) Other _____.

17. Please evaluate to what extent will the following factors influence your choice of a website when purchasing electronic products online? (Not important = 1, very important = 4)

	1	2	3	4
Easy to Navigate				
Useful Web Content				
A Fun Experience				
Multimedia (pictures, flash, etc)				
Website Appearance				

18. Which of the following services will you use to settle the payment?
1. ( ) PayPal
2. ( ) Internet Banking.
3. ( ) Credit/Debit Card.
4. ( ) I don't know.
5. ( ) Other, please specify _____.

19. Which website do you usually use the most for shopping online?
1. ( ) Amazon 2. ( ) Ebay 3. ( ) Encuentra24 4. ( ) TodoBusco
5. ( ) TuYA 6. ( ) Other

City	20. Age	21. Monthly Income	22. Gender	23. Education
Managua	1. ( ) Under 18 2. ( ) 18 - 26 3. ( ) 27 - 35 4. ( ) 36 - 43 5. ( ) 44 - 51 6. ( ) 52 - 60 7. ( ) Over 60	( ) <500 USD ( ) 501-700 USD ( ) 701-900 USD ( ) 901-1300 USD ( ) 1301 - 1900 USD ( ) >2000 USD	1. ( ) Female 2. ( ) Male	1. ( ) Primary 2. ( ) Secondary 3. ( ) University 4. ( ) Postgraduate

Thank you for your time!

APPENDIX P III: ORIGINAL GUIDE FOR THE INTERVIEW

Buenos días! Estamos llevando a cabo la investigación dentro de la tesis de maestría, por consiguiente razón quiero llevar una entrevista con usted y estaría muy agradecida por su participación. No tomara mucho de su tiempo. Todos los datos serán utilizados de forma anónima.

Primero cuénteme un poco sobre usted.

¿Como se llama? ¿Cuantos años tiene? ¿Es de aquí de Managua?

¿Por que ha decidido comprar en linea?

¿Que fue lo que lo/la llevo a tomar esa decision? La disponibilidad de los productos o por ejemplo para ahorrar tiempo o mejores precios.

¿Cual ha sido su experiencia?

Cuénteme un poco sobre la experiencia en general y que tal satisfecho ha quedado.

Claro, hay bastantes factores que pueden afectar la compra por internet. ¿Los productos electrónicos son de un alto costo, cual para usted ha sido el mayor reto o temor en cuanto a la compra de su producto electrónico por internet?

Esta la cuestión de la seguridad, la confianza, la calidad del producto, la entrega del producto, claro el riesgo de la transacción, ¿que piensa acerca de estos?

Por otro lado esta el diseño de la web en si. ¿Cree que de alguna manera le ha ayudado a quedarse en una pagina dependiendo de su diseño de la interfaz y el contenido que posee?

Por ejemplo, la comodidad y facilidad de navegación, videos y fotos que posee la pagina, en si que la experiencia sea divertida.

¿Cree que seguirá comprando productos electrónicos en linea o ha sido algo de una vez?

Ultima pregunta. ¿Le recomendaría a sus amigos también probar comprar productos en linea por la facilidad hablando desde su experiencia?

¿Quiere añadir o contar algo más? Muchas gracias por su participación!

APPENDIX P IV: TRNASLATION OF THE GUIDE FOR THE INTERVIEW

Good Morning! We are conducting research within the Master's thesis, therefore I want to conduct an interview with you and would be very grateful for your participation. It will not take much of your time. All data will be used anonymously.

First please tell me a little bit about yourself.

What is your name?

How old are you?

Are you from here, Managua?

Why have you decide to start puchasing online?

What was it that led you to make that decision? The availability of products or for example to save time or better prices?

What has been your experience?

Tell me a little about the experience in general and how satisfied were with it.

There are quite a few factors that can affect your purchases online. Electronic devices are usually of high cost, which for you has been the biggest challenge or fear in the purchase of your electronic device over the internet?

This is the question of security, trust, product quality, product delivery, clear the risk of the transaction, what do you think about these?

On the other hand, is the design of the web itself. Do you think that it has somehow helped you stay on a page depending on your interface design and the content you have?

For example, the comfort and ease of navigation, videos and photos that own the page, if the experience is fun.

Do you think that you will continue to buy electronic products online or has it been something at a time?

Last question. Would you recommend your friends also to try to buy products online speaking from their experience?

Do you want to add or tell something else?

Thank you for your participation!