

Abstract

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Government regulations and online shopping behaviour: an exploratory study on Egyptian online shopping consumers

E-commerce is undergoing significant growth worldwide. As e-commerce grows, it becomes vital to understand the diverse online consumers and to give more attention to their online shopping behaviour. Previous studies imply that online consumers vary preferences and behaviours of online consumers in developed countries differ significantly than those in developing ones. This study is a part of the exploratory, hypotheses-raising phase of a PhD research looking at factors affecting Egyptian consumers' online buying behaviour. While there is some evidence of differences in e-commerce adoption across nations, it is unclear whether these can be related to established government regulations and the degree to which government regulations can impact online purchase decision. There is a shortage in literature investigating this phenomenon especially for the Egyptian culture, considered in this research. This paper investigates factors affecting online consumer behaviour and explores the specific experiences of Egyptian online consumers through the qualitative textual analysis of fifteen reported Anecdotal evidences. In conclusion, it reveals some of the salient factors affecting the online shopping experience for the Selected cultural group, such as the lack of clear government regulations and the need for government support and control. Finally, a conceptual framework is proposed for future research.