

Identification and Evaluation Factors for Improving Online Shopping Based on Customer Experience in E-Start-ups in the Field of Health and Medical Care

Javad Safavieh 

Ph.D. candidate, Marketing Management, Management and Accounting Department, Islamic Azad University, Roudehen Branch, Tehran, Iran

Biota Tabrizian 

Assistant Professor, Management and Accounting Department, Islamic Azad University, Roudehen Branch, Tehran, Iran

Leila Andervazh *

Assistant Professor, Department of Business Management, Khorramshahr international Branch, Islamic Azad University, Khorramshahr, Iran

Ibrahim Albo Naiemi 

Assistant Professor, Department of Business Management, Khorramshahr International Branch, Islamic Azad University, Khorramshahr, Iran

Abstract

Purpose: Start-up businesses have attracted considerable attention regarding the new approach in the modern economy. The present study was conducted to investigate the factors affecting the improvement of customers' online shopping experience in e-commerce start-ups in the healthcare sector.

Method: This is an applied research conducted as a descriptive-survey. The target population includes all customers who used the electronic start-up services in the healthcare sector; out of which a sample of 384 individuals was selected using the Morgan table. A self-administered questionnaire was developed to collect the data which were analyzed using partial least squares and Smart-PLS software.

Findings: All research hypotheses were confirmed, and it was proved that factors such as customer respect, customer enjoyment, importance of time,

* Corresponding Author: drandervazh@gmail.com

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information security, convenience, perceived experience, valuable experience, and perceived image experience have a positive effect on improving customers' online shopping experience in e-commerce start-ups.

Conclusion: Applying the proposed model helps e-start-ups increase their performance by eliminating their shortcomings and boosting their strengths.

Keywords: Online Shopping, Customer Experience, Start-up, Health.

Introduction

Identifying the variables that affect customer behaviour is vital for many organizations and companies because it provides an opportunity to reduce costs and increase profits. It also affects various performance areas in organizations. Customers are the very soul of organizations. Nowadays, only organizations that attract and retain a sufficient customers can survive and be successful (Jin, Lee & Lee, 2015). Since consumers are the milestones of all marketing activities, successful marketing should involve understanding and examining consumer behaviour (Yoo, Donthu & Lee, 2017).

According to a report published by Forrester, a market research company, 30% of companies will face significant reductions in the quality of customer experience in 2018, which will consequently hinder the growth of those businesses. Over time, customer expectations have outpaced companies' ability to develop innovative experiences, and this delay and inability to meet the changing needs of the customer indicates that companies fail to quickly adapt to environmental changes (Mascarenhas, Kesavan & Bernacchi, 2006). Despite the positive aspects, start-ups have their own problems and limitations.

Owing to their vulnerability in terms of resources and capabilities, their emergence and existence are highly dependent on environmental factors and on their structures and institutions. Even after development, many of these companies either do not grow fast enough or do not grow at all (Morris, Shirokava & Tsukanova, 2017). Start-up businesses have attracted considerable attention as a new approach in the modern economy (Nadafi & Ahmadvand, 2018). Hundreds of thousands of new businesses are created every year around the world, and approximately half a billion people worldwide are actively attempting to start a new business (Bygrave, 2014). The aim of these companies is to pay attention to the research achievements from a knowledge-based and technology standpoint, taken from the production process to the market, responding to social needs and providing technology to the owners of ideas in socio-economic environments.

By definition, a start-up is a temporary organization formed in search of a scalable and repeatable business model (Ries, 2011). There are several definitions of a start-up. In the Merriam-Webster Dictionary, start-up is defined as a fledgling business enterprise (Dictionary, Merriam-Webster, 2018). Starting a new business involves a great deal of risk. The considerable number of the failures of entrepreneurs around

the world demonstrates that only 20% of the businesses have lasted for more than three years and some businesses have to leave the market because of poor performance or not reaching the operational stage. According to a study conducted at Harvard Business School, 75% of start-ups fail.

Integration of start-ups with knowledge creation and development of the country leads to the transfer and localization of knowledge and technology in the country; diversification of income sources; a surge in investment in the country; a rapid growth of start-ups compared to other sectors; innovation; and transformation of knowledge into products with high economic values. This trend also reduces unemployment among young people, contributes to solving the problem of unemployment, and creates job opportunities in the country. Strategic issues in the medical health sector include: citizens' unhealthy lifestyle (insufficient physical activity, malnutrition, fitful sleep and so on); not having fair access to health care services with good quality and reasonable prices; the need to improve the health literacy of citizens; Inefficiency of the health education system and the use of traditional educational methods; lack of integrated, up-to-date, valid, and accurate information in the healthcare system at the national level; weakness in knowledge management of the healthcare system; and the need for improvement of medical equipment and medication.

All of these issues can increase employment in the country. Given the current situation, introducing the development models of leading countries into the realm of start-ups and integrating them with the existing conditions can help the development of start-ups and the successful implementation of an electronic start-up in various sectors such as healthcare and medicine. In this study, the researcher seeks to answer the following question: what is the online shopping improvement model of customers' shopping experience in the start-up business in the healthcare sector

Literature Review

The customer experience is rooted in the set of customer and company interactions, arising from direct communication with the organization regarding advertising, packaging, product specifications, reliability, and originality of products and services. Researchers believe that the customer experience is assumed to involve interactions at the company's contact points,, including cognitive, emotional, social and

sensory elements. Online shopping behaviour is very important because business transactions will be conducted in the absence of physical interaction between online retailers and buyers.

Selling in an online context is different from selling in a physical store because it requires an understanding of consumer behaviour in a virtual environment. Moreover, online shopping behaviour is especially essential in promoting online electronic services compared with traditional services because electronic services are tailored to consumer demands, convenient to use, and dependent on consumer perceptions (Liu & Chen, 2010). Respect for customers is an essential ingredient of long-term performance in both the private and public sectors. Sam Walton was a leader who always respected his original customers and, as a result, never lost sight of the low-price strategy that drove Wal-Mart's success. Yet the word respect rarely appears in connection with marketing (Quelch & Jocz, 2011). Respect makes customers feel good, but disrespect turns them away. Additionally, respect has been identified as an ethical norm for marketing (Abela & Murphy, 2008). Ramayah and Ignatius (2005) stated that perceived enjoyment had a positive effect on online shopping. (Cheema et al., 2013) indicated that perceived ease of use and perceived enjoyment are the factors that affect online shopping intention. (Ali et al., 2014).

Moreover, many studies argue that the customer's higher level hedonistic value perceptions may lead to high levels of customer shopping intentions. In the online shopping literature, "perceived utilitarian value" is an important variable that affects online shopping intentions. Many researchers have indicated that the perceived utilitarian value has a positive relationship with the intention of online purchase/repurchase (Avcilar & Özsoy, 2015). Saving time is one of the most influential factors in online shopping. Time is the main resource that consumers spend when they purchase online or in traditional stores. A Shopper decision to shop online is influenced by the amount of discretionary time he/she has. (Vasić, Kilibarda & Kaurin, 2019) Belk (1975) first reported the effect of time on consumer behavior. In addition, according to the Pleasure- Arousal-Dominance (PAD) theory, situational factors impact behaviour through emotional responses, which include product and store choices. (Bhattacharya et al., 2018).

The examination of security issues related to online purchase decisions and online purchase intentions is a wide area that covers a

number of different elements. In that sense, different aspects should be taken into consideration, e.g. , perceived risk, trust, repurchase intentions, and online environment. Generally, higher amounts of Internet use are associated with an increased amount of Internet product purchase (Citrin et al., 2000). Perceived benefits are the sum of advantages that satisfy the needs and wants of consumers and in an online context, it reflects the belief of consumers about the extent to which they will become better off from a specific online transaction conducted on a certain website (Kim, Ferrin & Rao, 2008). In the online context, perceived benefits are generally studied on utilitarian and hedonistic bases (Zhang et al., 2013). Perceived usefulness is an individual's perspective that using a system will improve their job performance. (Zhu et al., 2009).

In fact, the customer experience is accompanied by the creation of mental responses through the interaction of customers with various elements proposed by the organization. In online stores, the online shopping experience is influenced by customers' purchasing goals, i.e., the customer experience involves multi-faceted customer engagement that can create value through interaction with the organization, its products and, other customers. Customer experience originates from a set of interactions between a customer and a product, a company, or part of its organization, that, provoke a reaction. This experience is strictly personal and implies the customer's involvement at different levels (rational, emotional, sensory, physical and spiritual).” A more recent definition of CE is “multidimensional construct focussing on a customer's cognitive, emotional, behavioural, sensorial, and social responses to a firm's offerings during the customer's entire purchase journey Mentality in terms of online shopping is defined as a consumer positive or negative feelings when they are about to make the purchasing decision. Customer mentality relates to emotion. The relationship between intention and behavior is based on the assumption that consumers attempt to make a rational decision based on the information available to them. Therefore, an individual's behavioural intention to perform or not to perform a certain behavior is the immediate determinant of that person's actual behavior.

The mentality is predicted to have a direct and significant impact on online shopping behavior. Thus, for those who have a positive mentality about online shopping, it will drive them to purchase online (Ariff et al., 2014).

There are some related studies in this field;

Shafie et al. (2020) identified and prioritised effective dimensions of the customer`s experience in retail environments. The findings of the research showed that the effective factors on the customer`s experience in retail environments included 8 dimensions; in the view of the respondents, the experience of the spent time perceived was in the first rank in terms of importance. Chen & Yang (2020) investigated the mediating effect of network structural embeddedness between customer experience and consumer purchase intention in the context of cross-border e-commerce. The research suggested developing the relationship between consumers and e-commerce websites for cross-border e-commerce platforms from a network standpoint, but it was not confined to marketing. Bhattacharya et al. (2018) investigated customer experience in online shopping.

This study proposed an integrated model of OCE with antecedents, components, and outcome variables. The Results confirmed the model and contributed to knowledge creation on OCE in the Indian context. Bilgihan et al. (2018) investigated customer experience in online shopping environments. This paper investigated the further understanding of online customer experience and offered strategies for e-commerce marketers and Web site designers. The findings of this paper indicated the ease of locating the Website/app, ease of use, perceived usefulness, hedonistic and utilitarian features, perceived enjoyment, personalisation, social interactions, and multi-device compatibility are the antecedents of the unified online customer experience. Ulaan & Pangemanan & Lambey (2016) investigated the effect of perceived enjoyment on intention to shop online.

The results indicate that perceived enjoyment has a positive influence on online shopping. Yin Jin et al. (2014) investigated perceived usefulness and trust in consumer behaviors. This study aimed to investigate the influence of perceived usefulness and trust on online shopping behavior of consumers in northern Malaysia. The relationship between perceived usefulness and trust with online shopping behaviors of consumers has also been determined. The result showed that perceived usefulness and trust influence online shopping behaviors of consumers in northern Malaysia.

Matic and Vojvodic (2014) investigated customer-perceived insecurity of online shopping environments. The results indicated a significant relationship between the insecurity of Internet usage and

online purchase decisions. In addition, a significant relationship was found between the insecurity of Internet usage and consumers' attitudes and intentions towards online purchasing.

After reviewing the related papers, the hypotheses were expressed as follows:

H1: Respect for the customer effects on the improvement of online shopping based on the customer experience process.

H2: perceived enjoyment affects on the improvement of online shopping based on the customer experience process

H3: Time importance affects on the enhancement of online shopping based on the customer experience process.

H4: Information security affects on the enhancement of online shopping based on the customer experience process.

H5: Usefulness has effects on the improvement of online shopping based on the customer experience process.

H6: Perceived experience affects the improvement of online shopping based on the customer experience process.

H7: Perceived value has an effect on the enhancement of online shopping based on the customer experience process.

H8: Perceived mentality affects the betterment of online shopping based on the customer experience process.

Method

Research design

The present study is an applied research that employs a descriptive-survey method. The target population includes customers of electronic start-ups in the healthcare sector. These start-ups include Dr. Sana, Shafadoc, Darmankade, Abre Salamat, and Dr.1. According to The Morgan table, the sample size in this study is 384 people. The data collection method used in this research is a standard structured questionnaire. The questionnaire contains metrics for improving online shopping and the customer experience process and is based on previous studies. The reliability of the questionnaire was measured by calculating Cronbach's alpha and the composite reliability coefficient (CR). Cronbach's alpha values and the calculated CR for each structure and the number of items used for each construct are given in Table 1.

Table1. Number of questions and Cronbach's alpha coefficient for each construct

Components	Number of items	AVE ²	Composite reliability	Cronbach's alpha
Customer respect	4	0.53	0.79	0.872
Customer enjoyment	4	0.56	0.75	0.823
The importance of time	3	0.43	0.71	0.762
Information security	3	0.60	0.80	0.793
Convenience	3	0.52	0.76	0.722
Perceived experience	4	0.48	0.89	0.897
Value experience	3	0.46	0.91	0.912
Perceived image	3	0.51	0.79	0.786

Divergent Validity

An important criterion determined by divergent validity is the degree of relationship between a construct and its indices in comparison to the relationship between that construct and other constructs. In other words, an acceptable divergent validity of a model indicates that a construct in a model has more interaction with its indices than with other constructs. The results of the divergent validity are shown in Table 2.

Table2. Assessment of divergent validity of the Fornell and Lurker method

Components	Customer respect	Customer enjoyment	Importance of Time	Information security	Convenience	Perceived experience	Value experience	Perceived image
Customer respect	0.79							
Customer enjoyment	0.39	0.82						
Importance of Time	0.10	0.39	0.73					
Information security	0.47	0.29	0.14	0.28				
Convenience	0.39	0.47	0.16	0.32	0.20			
Perceived experience	0.39	0.14	0.37	0.30	0.45	0.26		
Value experience	0.64	0.29	0.22	0.42	0.79	0.36	0.19	
Perceived image	0.73	0.28	0.20	0.17	0.30	0.33	0.26	0.52

In Table 2, the square root of the extracted variance of the variables located in the main diameter of the matrix is greater than the correlation

value between those located in the lower and left cells of the main diameter. Therefore, it can be concluded that the variables in the model interact more with their indices than with other constructs, and the divergent validity of the model is appropriate.

Research model

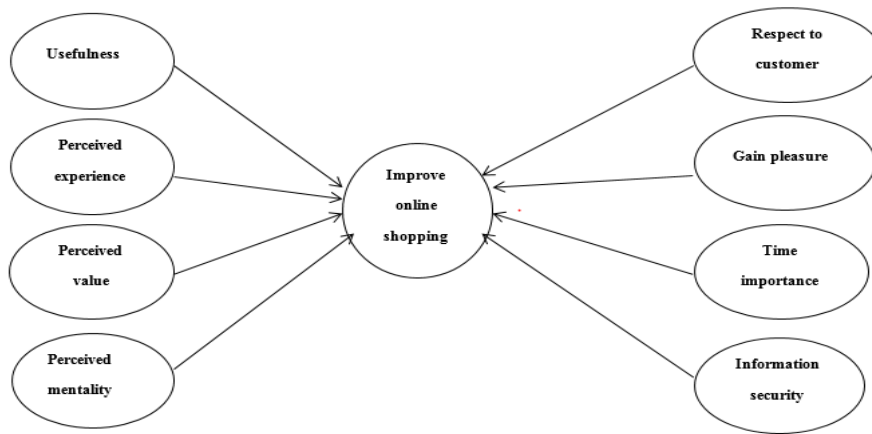


Figure 1. Research model

Findings

Structural model fit: To examine the fit of the structural model, R² and Q² criteria are used. The values of each are given in Table 3, which indicates the appropriate fit of the structural model.

Table3. R² and Q² criteria

Constructs	R ²	Q ²
Customer respect	0.65	0.000
Costumer enjoyment	0.84	0.26
The importance of time	0.60	0.31
Information privacy	0.87	0.30
Convenience	0.92	0.23
Perceived experience	0.79	0.000
Value experiece	0.86	0.36
Perceived image	0.80	0.24

Overall Model Fit

Goodness of fit (GOF) is used to fit the overall model that controls both the measurement model and the structural model. It has three values:

weak, medium, and strong.

According to Figures 2 and 3, when the t-statistic for each of the path coefficients is higher than the significance threshold (1.96), it can be concluded that the hypothesis is confirmed at the 95% confidence level. Therefore, in the first research hypothesis, customer respect has a significant effect on improving customers' online shopping experience (0.637 and 6.352). In the second research hypothesis, customer enjoyment has a significant effect on improving customers' online shopping experience (0.728 and 4.295). In the third research hypothesis, the importance of time has a significant effect on improving customers' online shopping experience (0.613 and 7.250). In the fourth hypothesis, information security has a significant effect on improving customers' online shopping experience (0.476 and 5.501). In the fifth research hypothesis, convenience has a significant effect on the improvement of customers' online shopping experience (0.371 and 5.559). In the sixth hypothesis, perceived experience has a significant effect on the improvement of customers' online shopping experience (0.876 and 6.387). In the seventh hypothesis, the valuable experience has a significant effect on the improvement of customers' online shopping experience (0.394 and 5.095). In the eighth hypothesis, perceived image has a significant effect on the enhancement of customers' online shopping experience (0.428 and 6.347).

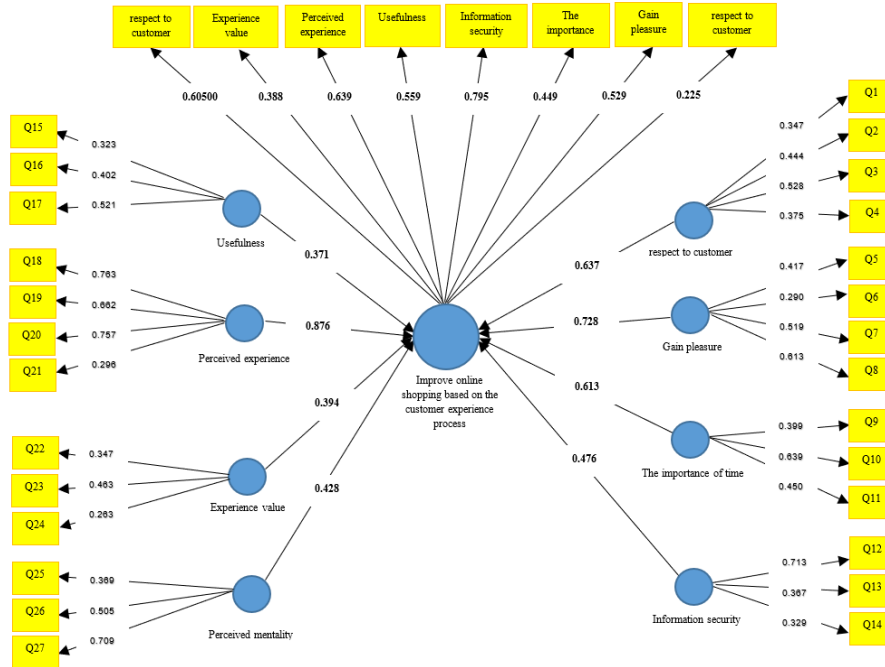


Figure 2. Model in the standard condition

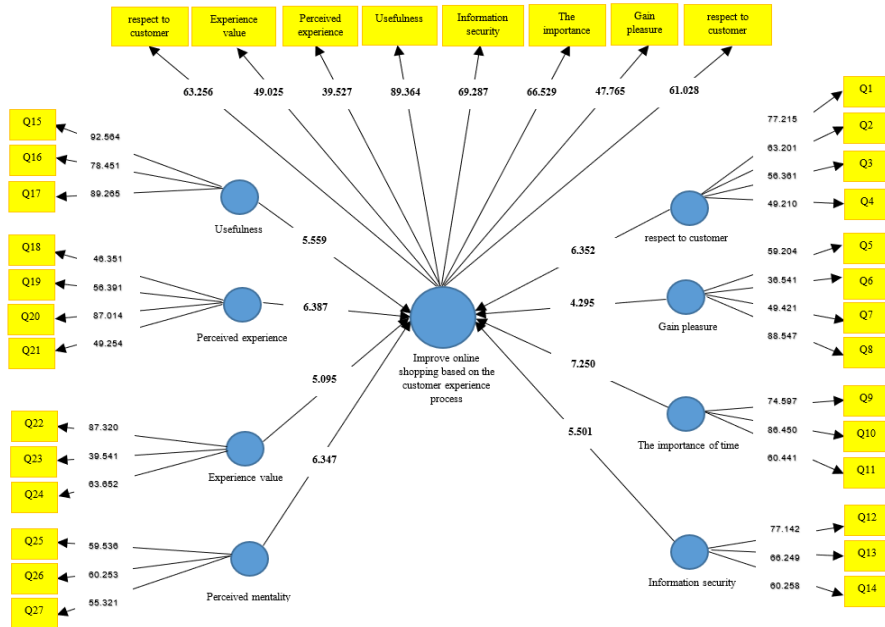


Figure 3. Model meaningful condition

Conclusion

As mentioned before, this study examines the evolutionary process and the significant components that affect the improvement of customers' online shopping experience in healthcare electronic start-ups. It can be claimed that this research is the first to examine the components affecting the improvement of customers' online shopping experience. In fact, unlike other studies, the factors and variables are examined simultaneously. Examining the first hypothesis of the research indicated that customer respect has a significant effect on improving customers' online shopping experience; therefore, this hypothesis was confirmed. In their research on the role of customer respect in online shopping, Vesic et al. (2019) pointed out that customer respect will lead to satisfaction, and that to increase participation in online shopping it is essential to determine the link between customer satisfaction and various factors; therefore, their study conforms to the present research. The present study is also in line with Shafaei and Bazargan's (2018), who stated that customer respect is one of the pillars of customer satisfaction and loyalty in e-shopping.

Examining the second hypothesis demonstrated that customer enjoyment has a significant effect on the enhancement of customers' online shopping experience, and this hypothesis was confirmed. Another research project in line with the present study was conducted by Prashar et al. (2017). They pointed out that a customer's enjoyment of online shopping in Indian retail can lead to satisfaction and loyalty, and that emotional states in the customer form some shopping behavior in them. Hart et al. (2015) also explored the role of shopping experience enjoyment in customer return goals and gender impact in the United Kingdom. They found that the enjoyment of the shopping experience could be effective in meeting these customers' goals. This study conformed to the present research. Exploring the third hypothesis of the research showed that the importance of time has a significant effect on the improvement of customers' online shopping experience, and this hypothesis was confirmed.

Koch et al. (2020) found that the role of time during Covid-19 has been important in customers' online shopping. Furthermore, valuing time can cause customer satisfaction in terms of product purchase and delivery. This study conformed to the present research, as well. Reviewing the fourth hypothesis of the study determined that

information security has a significant effect on improving customers' online shopping experience. Therefore, this hypothesis was confirmed. Chan Tsai and Chao Yeh (2010) stated that the website features positively affect the risk of understanding information security and privacy and therefore affect the customers' purchase intentions. Hence, website management should be strengthened first by improving the security of e-commerce technology networks, and second by developing e-commerce security management systems. In addition, a website platform should be established to improve consumer information security awareness and ensure a secure online shopping environment.

These results are consistent with those of the present study. Reolem and Roman (2014) claimed that information security and privacy are more important to male consumers than female consumers in online shopping. This study conforms to is the present study. The fifth hypothesis of the research was confirmed, as it established that convenience has a significant effect on the enhancement of customers' online shopping experience. Rachmawati et al. (2020) stated that during the COVID-19 pandemic, perceived benefits and ease of use (convenience) had a significant impact on attitudes towards using social media and preferred online shopping method. However, when viewed indirectly, the attitude towards using social media, perceived benefits, and ease of use (convenience) do not have a significant impact on online shopping interest. Therefore, the results are consistent with those of the present study. The sixth hypothesis of the research was confirmed, as it demonstrated that perceived experience has a significant effect on improving customers' online shopping experience. Pi et al. (2020) stated that there is a relationship between perceived experience and customer satisfaction, loyalty, and trust.

In fact, there is a relationship between customer experiences and the shopping environment, and product experience and customer satisfaction, but customer experience rarely affects personnel services. Therefore, the results are in line with the present research. Dai et al. (2014) also indicated that risk perception affects online shopping goals, and that online shopping experience is negatively correlated with product perceptions and financial risks. Accordingly, customer experience reduces the risk of privacy. The results are therefore in line with the present study. The seventh hypothesis was confirmed, as it turned out that the value experience has a significant effect on the

improvement of customers' online shopping experience. Pentina et al. (2011) stated that the value that customers receive significantly affects their online shopping satisfaction, which in turn leads to an increase in website visits. The results are consistent with those of the present study. Likewise, Bilgihan et al. (2016) claimed that valuable experience has a direct role in satisfaction, but no positive relationship was observed with loyalty. The eighth hypothesis was confirmed, as it turned out that perceived image has a significant effect on the enhancement of customers' online shopping experience. Pappas et al. (2014) conducted a similar research and determined that perceived image has an effect on the relationship between performance expectation and satisfaction, on the one hand; and satisfaction and repurchase intention, respectively. The results were in line with the present research.

The results of this study clearly demonstrate that all components (customer respect, customer enjoyment, importance of time, information security, convenience, perceived experience, valuable experience, and perceived image) positively affect the improvement of customers' online shopping experience in e-commerce start-ups. Considering the effectiveness of all the dimensions addressed in this study, the following suggestions are made and set forth:

- Customers should be respected by being informed of all stages of their product purchase during the entire shopping process.
- Online shopping should be provided with an appropriate response system, and the employees should remain calm in order to show their respect to the customer. Also, proper accountability should be provided.
- Various facilities and better discounts should be provided to ensure customer shopping enjoyment.
- A new timetable should be designed for product delivery, and customers should be informed through the website to respect customers' time.
- Customer privacy should be respected, and the information entered on the website should be kept safe to ensure a sense of security in online shopping.
- A sense of convenience to customers should be created so that they shopper satisfaction and loyalty will increase, and they will be encouraged to repurchase
- Ease of purchase should be ensured and a management desk on the website for customers should be provided to generate a better

perceived experience and a positive image in the mind of the customer.
– The value from the purchase should be created, and necessary discounts for the products should be provided to enhance customers' perception of the of the product's worth.

CONFLICT OF INTEREST: The authors declare that they have no conflicts of interest regarding the publication of this manuscript.

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