

Call For Participants



Customers' affective responses and factors influencing E-commerce adoption

15 min(s) to complete

Sincere Gratitude

Online Questionnaire

Online

Liverpool John Moores University

The aim of this study is to investigate how customers feel towards accepting technology for E-commerce as a modality for online shopping. Affective response is an umbrella term that includes a person's emotions and feelings.

Find out more online

Poster printed on 09/09/2024 Study expires on 31/01/2021

More info
by scanning the QR code
or visiting the URL

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