

**E- COMMERCE STRATEGIES AND BUSINESS PERFORMANCE OF AUTOMOBILE DEALERS  
IN PORT HARCOURT, RIVERS STATE – NIGERIA.**

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**Abstract:** *The aim of this research was to investigate the body of knowledge presently available on e-commerce strategies and business performance reference to automobile dealers in Port – Harcourt, Rivers State –Nigeria. The study philosophy was quantitative in nature including adoption of survey strategy, and primary data was used. The study adopted Krejcie & Morgan, 1970 statistical approach to determine the sample size, and regression analyses was employed to determine the relationship exist between predictor and criterion variables. The study result indicated that predictor variable dimension has positive significant relationship with criterion variable. The study concluded that e-commerce influence business performance, and. the study recommended that, Nigerian automobile dealers should adopt effective and efficient e-commerce strategies that will increase the firms’ sales volume and services. Nigerian e-commerce sites should more effective and efficient to reach out target numbers of audience to increase customer patronage and loyalty .Nigerian automobile dealers should ensure that e-commerce websites integrate all the firms business activates to priorities the convenience of its customers and Automobile dealers that adopting digital technology in Performing business activities in Nigeria should only supply information that is faithful, reliable, trustworthy and up-to-date.*

**Keywords:** *e-commerce strategies, business performance.*

## **INTRODUCTION**

Adoption of internet as ease of doing business has become reality. Contemporarily, internet is a driving tool for business sustainability, and it has grown meaningfully as global digital economy motorized by information technology. Also internet has contributed or promoted several business activities specifically marketing operations. Consequently, as a result on internet development, numerous number of consumers have diverted or shifted from traditional in-store buying to online shopping due to the efficiency/effectiveness of information technology and accessibility of inclusive product information and quality services. Conversely, a developing integer of businesses have reformed their marketing tactics after comprehending that the change in consumer behavior is a predictable development.

E-commerce was first employed by Robert Jacobson, Principal Consultant to the California State Assembly's Utilities & Commerce Committee, in the title and text of California's Electronic Commerce Act, carried by the late Committee Chairwoman Gwen Moore (D-L.A.) and enacted in 1984. (Terzi, 2011).According to Shana, (2024), e-commerce development of telephone at the turn of the 20th century marked. Shana, (2024), refer e-commerce as a procedure for linking business entities and digitizing organizational information. In view of Miller and Cross (2002),e-commerce is the performance of business activities especially buying and selling of products or services online, and e-commerce attract on machineries such as mobile commerce, electronic funds transfer, supply chain management. Avinash, *etal* (2018), contributed that e-commerce is one of the adventurous thing in the 21<sup>st</sup> century. E-commerce refer to the process of buying and selling of any products or services over internet, that e-commerce has augmented a great amount of advantages such as creating bigger value beyond the customers and preceding business development. Laudon, and Traver, (2014), avowal that e-commerce permits consumers to overwhelmed geographical fences and permits them to buy products or services at right time right place, and affordable price.

According to Evans (2002), e-commerce can be classified first: types of goods sold or ordering digitally and content for immediate online consumption, The second category is based on the

nature of the participant which include : business to consumers , business to business, and consumer to consumers. Iroanwusi, *etal* (2024), e-commerce, is a types of business that eases transactions using digital channels to reach out customers .There are numerous dissimilar types of markets served by the e-commerce industry, and transactions may be made using any number of diverse smart devices, including desktop computers, laptops, tablets, and smartphones. Andrew (2022).e- commerce transactions permit for the buying of tangible and intangible products such as books, music, airline tickets and monetary services like stock trading and online banking.

Presently, e-commerce has open the door of business performance for marketing industry particularly online purchasing which has create an arrivals and opportunity for marketer to vend their products and services ( Fu,2020). Many business operators today has deeply engaged in internet transaction particularly automobile dealers who purchase and vend majority of its products (cars) and services through e-commerce technology such as Social media strategies (Twitter, whatsapp, instagram, Face book,youTub) and e- distribution strategies (Direct e-distribution, Hybrid distribution, Affiliate distribution).Also the automobile dealers such as Globe motors performing extremely to increase its sales volume, market share, profitability ,customer loyalty, Customer retention and Referrals (Dudovskiy,2012).

Globe Motors is an automobile dealership based in Lagos with more branches within Nigeria. The company deals exclusively in brand new passenger and commercial vehicles. Its stable of brands comprises Mercedes-Benz, Toyota, Hyundai and Higer. Globe Motors journey began in March 1984 when the Founder and Chairman, William Anumudu, registered the company with a mission to transform the undeserved Nigerian automobile industry. Over three decades later, Globe Motors has surpassed its initial aspirations and the company continues to set the pace in the evolution of the country's automobile sector. We are proud partners of leading multinationals and several public sector institutions. Today, Globe Motors is the largest dealer in the Mercedes-Benz segment and a leading dealer in the Toyota segment. The company is also the sole distributor of Higer vehicles in Nigeria.Globe Motors has the financial muscle required to meet local demand for new vehicles within its brand segments. The company trades with unencumbered capital in excess of Seven Billion Naira.

Prashar,*etal* (2017), e-commerce business is speedily employing novel mechanism in order to ease the customers, especially the adult and the youth, who are more focused on improving their living standards. Adult and the youth more technological expose and this is the reason that online purchasing and internet based transactions has been increased significantly.

In view of Yuan (2022), e-commerce channel are more associated with the desires and preferences of customers on large yearly sales of business organization. The e-commerce channel design promotions and marketing strategies to appeal, and increases customers awareness. E-commerce development is increasing selfsame fast and it has also powered the customers to have more options. Since the e-commerce developments have impact on business operators, and the consumers. Consequently, the study is intended to explore influence of e-commerce on business performance reference to automobile dealers in Port Harcourt, Rivers State - Nigeria.

### **The Study Problem Statement**

Truthfully, development of e-commerce as a modern business strategy has led increase in effective and efficient business performance of many business operators such as those in marketing operations which encompass automobile dealers. E-commerce facilitate ease of doing business through its platform that influences customers' mindsets. E-commerce were found convenient, fast, quick delivery and availability of products and services at right time. But the problem of e-commerce in business operations is that the products and services advertise online does not have the physical appearance or originality, feature, quality as promise by the

advertisers or the organization(s), and network failure and slowness of the Internet is a key challenge for e-commerce initiatives

### Conceptual frame work

The following conceptual framework are for the study

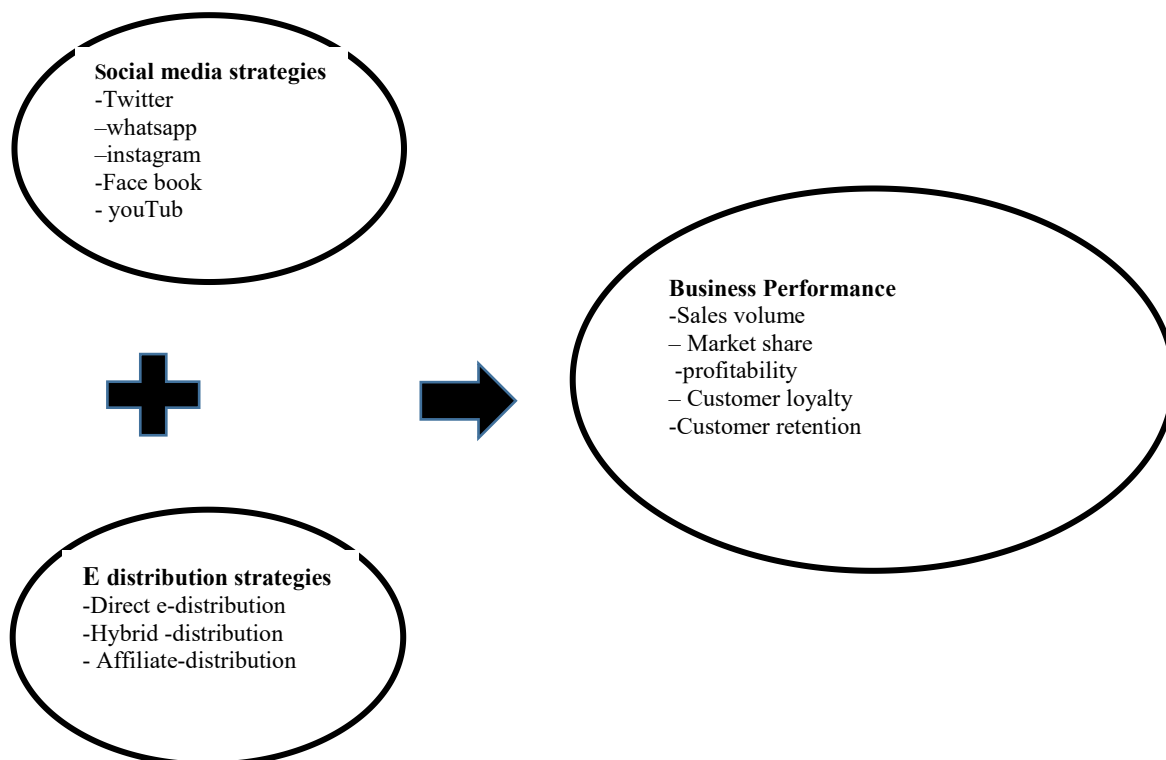


Fig.1: the study model

### The Study Objectives

The study main aim was to investigate the e-commerce association with business performance reference to automobile dealers in Port – Harcourt, Rivers State –Nigeria.

The specific objectives includes:

1. To identify social media strategies influence on business performance.
2. To examine e-distribution strategies influence on business performance.

### Research Questions

1. To what extent does social media strategies relate with business performance?
2. To what extent does e- distribution strategies relate with business performance?

### Research Hypotheses

**Ho<sub>1</sub>:** social media strategies does not has significant positive relationship with business performance.

**Ho<sub>2</sub>:** e-distribution strategies does not has significant positive relationship with business performance.

### Literature Review

#### Conceptual Clarification

#### Concept of E- commerce and Business Performance

Currently, invention of internet has become a novel way to support consumers and organizations for convenient business operations. Also, Internet practice increases daily for

diverse objectives such as gathering information for products and services, likening prices, feature, quality of products and services, products assortment, and payments online through use of credit cards (Bhatti, *etal* ,2018).internet techniques provides a chance for purchase and vend digital with one click. According to Anam, and Shafiqu (2019), e-commerce is the procedure of purchasing and vending through the internet channel and directly from a vendor without any middlemen. In view of Kutz (2016), e-commerce refer to exchange of products or services adopting digital base systems, which encompass the Internet. Globally, internet has become pivotal instrument for organizational performance, e-commerce progressively daily to encourage and impact on organizational performance. Also, e-commerce offers a novel method to business and modify all functions from advertising to payments clearance (Afshar & Kh, 2010).Furthermore, e-commerce decreases business cost and vanish cultural limits in business and improve organizational performance, e-commerce providing customers with effortless point-and-click operations(Prashar, 2017).

### **Concept of Social Media strategies and Business Performance**

Over the years Social Media has full-grown and actively to promote business operations. Business entities adopt social media strategy to reach out customers and increasing product or service awareness. Social media alter the method of doing business and it allows open communication and assist the firms to comprehend customer desires and preferences (Schwertner, 2017). According to Liu and Burns (2018), social media channel strategy refer to practice of digital devices to reach out target market which encompass Twitter,whatsapp,instagram, Face book, email, and youTub. Effective and efficient social media systems and social channel improve business performance because social media importantly affect organizational performance, including sharing digital information, idea or knowledge and their view. Social media leads to open communication, aids to accomplish, retain and appeal new customers. The study of Dodokh, (2017); Parveen *et al.*, 2016). Social media impact significantly positive effect on business performance.

### **Concept of e-distribution strategies and business performance**

E- Distribution strategy have been an instrument for marketing operations since 21st century. According to DevX Technology Glossary (2024), E-distribution refers to the digital dissemination of products and services information through electronic channels. Karray and Sique, (2018), cited in Byeong-Cheol Lee (2018), explained that e-distribution has been employed as a rivalry marketing device for simplifying customers buying behavior in decision-making processes. Karray and Sique, (2018), further clarify and refer e-distribution strategy as a tool adopted for marketing operations digitally, and the important worth of e- distribution strategies depend on its potential not only to reach target market but also to allow consumers to have knowledge about e-distribution effectiveness and efficiency.

### **Empirical review**

Several studies has been accompanied by researchers on the above subject which encompass Arjun (2013).E-commerce: It's Impact on consumer Behavior: The main goal of the paper is to obtain quantitative describing the actuality of internet shopping in the case of the India in order to explain the development of internet shopping and its impact on consumer behavior. The paper build on the relevant literature and at the same time examines consumer behavior by questionnaires. Furthermore, the future development of internet shopping will be measured and deep comparison of consumer behavior between different countries. This paper support the research questions that including recent trends and various issues in internet shopping, and principle factors for consumer behavior. Also, the result of the study shows that internet consumer trust and perceived risk have strong impacts on their purchasing decisions. Consumer's trust, privacy concerns, security concerns are the major factors for using internet for

shopping, the trust on websites influence to the purchasing decision of any consumer. More specifically, the empirical result suggests how the E-commerce companies make marketing strategies according the research data and analyzing result.

Salome (2020).The influence of e-commerce adoption on consumer buying behavior; A Case of United States international university - Africa (usiu-a) students: The general objective of this study was to establish how e-commerce adoption influenced consumer-buying behavior at United States International University - Africa (USIU-A). The specific objectives were: to determine the influence of Technology acceptability on consumer buying behavior at USIU-Africa; to establish the influence of perceived risks on consumer buying behavior at USIU-Africa and to establish the influence of perceived benefits of e-commerce on consumer behavior at USIU-Africa The study adopted a descriptive research design. The population of interest was students undertaking Undergraduate, Graduate, Doctoral programs at USIU-Africa's totaling to 4500. Stratified sampling was used to select the students undertaking business courses, ICT courses and journalism in the above mentioned programs offered by USIU-Africa. The sample size was 384 respondents. Data was collected using questionnaires comprising of both open-ended and close-ended questions. Descriptive statistical technique that includes means and frequency was used to analyze the data. Using SPSS the study also used inferential statistics that included regression and correlation on SPSS used to aid in the data analysis presented in tables and figures. The findings on influence of perceived risk on consumer buying behavior showed that respondents agreed that online buyers use the probability of obtaining negative consequences as a way of measuring risk. It was also noted that security risk negatively influences intentions to do online purchases. Research also noted that decision to buy online is determined by the level security and perceived risk. The study also noted that perceived risks have a negative impact on e-commerce adoption.It was revealed that majority of respondents agreed that e-commerce can be used by customer irrespective of the location and e-commerce services affordability varies according to number, size and form of transaction. Findings also showed that online trade is a public domain and a highly cost-effective medium of delivery. It was revealed that there was a negative and insignificant relationship between price of technology adoption and e-commerce.

The third objective sought to examine the influence of perceived benefits of e-commerce on consumer buying behavior. The findings revealed that majority of respondents agreed that the perception of the low quality of a product evoked when there is a price reduction in online products. While using online shopping, customers are likely to save more money when there is the chance of price promotion on particular products. Respondents disagreed that time saving is one of the factors that were perceived as the benefits of e-commerce. It was revealed that there was a positive and significant relationship between time saving and convenience and e-commerce.

The study concluded that negative online concerns influences customer intentions to buy online. In addition, customers also worry about non-access to the online purchases due to poor website maintenance. Secondly, use of e-commerce is cost effective, offers service affordability based on number, and access to e-commerce is cheaper and quicker. It also saves transaction-handling fees in performing transaction and when transaction errors occur and customers are able to get compensation from sellers. Lastly, E-commerce enables customers to accomplish their shopping activities within the shortest time and shoppers are able to shop with a positive emotion and enjoy the purchasing process online. Moreover, price is a key factor that most customers consider when purchasing a product online therefore, online shopping tends to offer affordable price as compared to offline shopping.

It is recommended that companies should increase their online security measures. This will prevent their website from being hacked and consumer's personal information such as, identification number, bank account numbers, account information such as balances, and the identification of transactions from being stolen. Companies should develop e-commerce portals that are user friendly. Customers should be able to purchase a product or services easily with

ought to experience any difficulty. This will encourage more customers to continue using e-commerce. It is recommended that companies should ensure that customers are able to access and purchase goods and services wherever and whenever they want. Companies should also use price promotional strategies to attract customers to their website this will encourage them to purchase their product and services.

Nadia, *etal* (2022). Impact of e-commerce on Consumer Behavior: A Study of Online Shopping Trend among Youth in Lahore City. The present study is aimed to explore that how consumer's behavior is being changed due to latest trends in e-commerce. The 21<sup>st</sup> century is revolutionized with the advent of modern internet technologies, and e-commerce is also growing subsequently. With the adoption of new technologies, the consumer's behavior has also been changed rapidly. This study was conducted to analyze the consumer's buying behavior associated with the latest features provided by e-commerce as consumer's behavior leads towards the buying decision. It was a quantitative research, in which survey method was used and data was collected through close ended questionnaire designed on 5 point Likert Scale. The sample was selected by applying purposive sampling techniques. The results of this research indicate that there is a strong effect of e-commerce on consumer's buying behavior. The easy access, fast connectivity and variety of choices have a significant impact on decision making and buying behavior of consumers. The results also proved that e-commerce influences the consumers to switch from retail shopping to online shopping because of greater product range, more convenience and accessibility with fewer restrictions.

Shana (2024), impact of e-commerce on consumer buying behaviour: Through e-trading, the e-commerce industry is currently growing to be extremely large and expanding. The market is greatly impacted by the E-commerce sector's explosive rise. The responses and purchasing patterns of customers determine the success of e-commerce. The secret to success is a lower middle level of business, competitive pricing, and doorstep delivery. Numerous studies demonstrate that this industry has outperformed traditional marketing strategies by offering incentives to consumers, which has increased demand in this area significantly. Given that e-commerce is generating enormous amounts of revenue from the Indian market, it is regarded as a prospective market. The goal of this research is to examine the body of knowledge currently available on e-commerce and associated topics. The study's main topics include the state of e-commerce in India, e-commerce and technology adoption, e-commerce's socioeconomic effects, e-commerce and consumer purchasing decisions, and the advantages and success of e-commerce. Technological advancements appear quickly and are quickly embraced by the market. As consumers use technology more and more in their lives, their expectations may shift. Therefore, advancements in e-commerce and its business model may be to blame for shifts in consumer purchasing patterns. This study aims to comprehend the future demand for research on the influence of e-commerce on customer purchasing behavior and the degree to which purchasing can be affected.

## **METHODOLOGY**

The study context entails predictor and criterion variables including dimension of predictor variable. E-commerce is the predictor variable with its dimension which include: social media strategy and e-distribution, criterion variable is business performance. The study philosophy is quantitative in nature including adoption of survey strategy. The study employed primary data that is use of questionnaire. The population of the study comprise twenty (20) respondents from Globe Motors Holdings Nigeria Limited in Port Harcourt, registered with Corporate Affairs Commission and Rivers State Ministry of Commerce and Industry for ease of doing business. Krejcie and Morgan statistical table was adopted to determine the sample size of nineteen (19). The study constructs was measured by numerous items such as four Likert scales, and regression analysis was also adopted to extended how relationship between the constructs can be determined

**Test of hypotheses**

**Test of hypothesis 1.**

**Table 1: Summary of regression analysis on the relationship between social media strategies (SMS) and business performance (BP).**

**Ho<sub>1</sub>:** social media strategies does not has significant positive relationship with business performance.

Dependent Variable: **business performance**

Method: Least Squares

Sample: 19

Included observations:19

Variable	Coefficient	Std. Error	t-Statistic	Prob.
<b>C</b>	2.232155	0.164653	12.86754	0.0000
<b>social media strategies</b>	0.190672	0.954361	-1.32655	0.0070
R-squared	0.016532	Mean dependent var	12453571	
Adjusted R-squared	0.007865	S.D. dependent var	0.454241	
S.E. of regression	0.452575	Akaike info criterion	1.432185	
Sum squared resid	2..543171	Schwarz criterion	1.283765	
			1.256543	
Log likelihood	-12.98761	Hannan-Quinn criter.	1.076411	
F-statistic	2.231575	Durbin-Watson stat	1.037977	
Prob(F-statistic)	0.574321			

**Source:** Research Data, 2025 SPSS output, (Appendix 4)

The result from Table 1: shows that there was a strong and positive relationship between social media strategies and business performance (Beta 0.190672). The result shows that social media strategies has significant positive relationship with business performance (t=-1.32655, prob=0.007).The null hypothesis one was rejected at .05 alpha level.

**Test of hypothesis 2**

**Table 2; Summary of regression analysis on the relationship between -distribution strategies (EDS) and business performance (BP).**

**Ho<sub>2</sub>:** e-distribution strategies does not has significant positive relationship with business performance.

Dependent Variable: **business performance**

Method: Least Squares

Sample: 19

Included observations: 19

Variable	Coefficient	Std. Error	t-Statistic	Prob.
<b>C</b>	2,098671	0.453290	11.09532	0.0000
<b>e-distribution strategies</b>	0.321780	0.342167	1.567439	0.0005
R-squared	0.016541	Mean dependent var	2.018303	

Adjusted R-squared	0.087614	S.D. dependent var	0.316234
S.E. of regression	0.514572	Akaike info criterion	1.307026
Sum squared resid	0.023112	Schwarz criterion	1.431303
Log likelihood	-2.349076	Hannan-Quinn criter.	1.416737
F-statistic	2.616321	Durbin-Watson stat	1.173033
Prob(F-statistic)	0.013217		

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**Source:** Research Data, 2025 SPSS output, (Appendix 4)

The result from table 2; shows that there was a strong and positive relationship between social media strategies business performance (Beta 0.321780). The result shows e-distribution strategies has significant positive relationship with business performance (t= 1.567439, prob=0.005).The null hypothesis two was rejected at .05 alpha level.

### **CONCLUSION**

The study main aim was to investigate the e-commerce association with business performance reference to automobile dealers in Port – Harcourt, Rivers State –Nigeria. Also the study will help business managers and academia to comprehend how e-commerce influence business performance. Finally, this study concluded that, e-commerce has significant positive relationship with business performance.

### **RECOMMENDATIONS**

Conversely, based on the study result, the following recommendations were made:

- i. Nigerian automobile dealers should adopt effective and efficient e-commerce strategies that will increase firms' sales volume and services.
- ii. Nigerian e-commerce sites should more effective and efficient to reach out numbers of target audience to increase customer patronage and loyalty.
- iii. Nigerian automobile dealers should ensure that e-commerce websites integrate all the firms business activates to priorities the convenience of its customers.
- iv. Automobile dealers that adopting digital technology in performing business activities in Nigeria should only supply information that is faithful, reliable, trustworthy and up-to-date.

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