

(54) Title of the invention : An analytical hierarchy process (AHP) and grey evaluation are used in research on the evaluation of a business-to-consumer (B2C) online shopping website

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## (57) Abstract :

An analytical hierarchy process (AHP) and grey evaluation are used in research on the evaluation of a business-to-consumer (B2C) online shopping website. Abstract The level of competition between traditional channels and online channels for market penetration has increased significantly in recent years. The objective of this study is to evaluate the factors that are predictive of business-to-consumer (B2C) channel preference as well as investigate the attitudes of consumers toward the various shopping channels. An analytical hierarchy process (AHP) is used to assess the factors that influence consumers' channel attitudes based on an empirical survey that focuses on three different product categories: books and CDs, electronic products, and fashion products. The design, methodology, and approach are all based on the same empirical survey. Findings – According to the findings, the predominant predictors of B2C channel preference are price, product variety, and accessibility, respectively. When there is a higher level of uncertainty regarding the quality of products sold online, the utility value that customers derive from shopping online drops. The sample focuses on people between the ages of 20 and 40, which presents some limitations and implications for the research. It is not clear whether the findings obtained could be generalised to a sample that is more representative of the general population given that these individuals have a higher average level of expertise and self-assurance regarding internet technology. Implications for practise: This study offers insights into the relative importance of factors that affect consumers' channel preference. These insights are helpful for practitioners in terms of coming up with more effective channel improvement plans and strategies despite having limited resources at their disposal. The originality and value of this research lie in the fact that it is the first study to use AHP to evaluate the channel preference of customers. This approach, which does not require restrictive assumptions, takes into account the difficulty of giving precise judgments by allowing respondents to be inconsistent to some extent. This approach does not require restrictive assumptions.

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