

Improving the Economy of Quebec: A Study of Retail E-commerce Sales Factors

Mildred Trudel

Thesis submitted to the University of Ottawa
in partial Fulfillment of the requirements for the
Master of Systems Science and Engineering (MSysScEng)

Faculty of Engineering
University of Ottawa

© Mildred Trudel, Ottawa, Canada, 2023

Table of Contents

Acknowledgements	v
Abstract	vi
Introduction to the thesis.....	1
Chapter 1: The Research Question	2
1.1 Introduction.....	2
1.2 The Economics of E-Commerce	2
1.3 B2B E-Commerce	2
1.4 B2C E-Commerce	3
1.5 Peer to Peer Commerce and M-Commerce	3
1.6 B2G E-Commerce.....	3
1.7 E-Commerce Participation.....	3
1.8 Quebec E-Commerce.....	5
1.9 The Research Question.....	6
Chapter 2: The E-Commerce Experience model: the three moments	9
2.1 Model and Definitions	9
2.1.1 Introduction.....	9
2.1.2 Definitions.....	9
2.2 Products Offered by Quebec French Canadian Retailers Online.....	16
2.3 The Conceptual Model	17
Chapter 3: The Structure of the Questionnaire and the Use of the Online Purchase Assessment Tool.....	19
3.1 Introduction.....	19
3.2 Conception of the Questionnaire of the Shopping Experience	19
3.2.1 Conception of the Questionnaire	19
3.2.2 Objective of the Questionnaire	20
3.2.3 Computed Measure of Interest	20
3.2.3 Evaluation Scale Measurements Using a Propensity Model	20
3.3 Population and Sample Characteristics	21
3.3.1 Population	21
3.3.2 Sample Data.....	21
3.3.3 Sample Characteristics	21
3.3.4 Language and the OPIQ.....	22
3.3.5 Factors that can influence the OPIQ Assessment.....	22
3.3.6 Components of the OPIQ Assessment.....	23

3.3.7 Reliability of the OPIQ Assessment	23
Chapter 4: Evaluation and Analysis of the Responses to the OPIQ.....	25
4.1 Introduction.....	25
4.2 Phase 1 of the OPAT: Analysis of the Results during the Shopping Stage.....	25
4.2.1 Selection of Participants.....	25
On Question 6.....	26
On Question 7.....	26
4.3 Phase 2 of the OPAT	27
4.3.1 Analysis of the Results during the Purchasing Stage	27
4.3.2 Analysis of the Results during the Loyalty Stage	35
4.4 Results of the Administration of the Survey.....	37
4.5 Interpretation of the Results of the Survey.....	37
Chapter 5: The Subsidiary Question and Future Research.....	39
5.1 Introduction.....	39
5.2 The Subsidiary Question.....	39
5.3 Limitations of the Conceptual Model and Future Research.....	40
5.4 Conclusion	41
References.....	42
Appendix.....	49
Vocabulary of the principal terms used in the study	50
2017 Quebec Manufacturing sales, by subsector, by province and territory.....	51
Table 1.1: Scope of the Concept Map for the Study	52
Table 3.1: Table of Specifications	53
Figure 4.1.- The CASA criteria.....	54
Table 4.1: The number of participants selected in Phase 1 of the OPAT	54
Table 4.2: Summative assessment of Perceived risk-trust.....	54
Table 4.3: Local (French Quebec) respondents survey results.....	55
Table 4.4: International English respondents survey result.....	56
Table 4.5: International French survey results.....	57
Number of respondents: 15 international French respondents	57
Table 4.6: French Quebecers and international French speakers: a comparison.....	58
Table 4.7 French and English International Speakers: a comparison.....	59
Table 4.8: Likelihood of the Risk-trust factors during the Purchase moment.....	60
Table 4.9: Summative « Market positioning » likelihood.....	60

Table 4.10: Summative « Responsiveness/Public relations » likelihood..... 61
Table 4.11: Summative “Shopping enjoyment orientation” likelihood 61

Acknowledgements

I dedicate this thesis to my mother Yolanda, she has come along with me during this last program Master of Systems Science and Engineering (MSysScEng); while she has been developing Alzheimer, I have learned from her, that when you want to complete a project, when you need to archive a dream, you can do it, because the willingness is more powerful than the intelligence and the lost of memory.

My mother has demonstrated me that with passion you can enjoy something has no sense, while I have found in the dark of my mind, that negative side is the seasoning of the life.

And discovering sciences is discovering Health, Technology, Business, Mechanics, Real States, Physics, Arts and Governments... and being proud of myself; I have developed all of them.

I also dedicate this thesis to my son, and his financial support while holding the life of my mother.

My son has developed his career in Technology, in peace while I have been calm seeing him becoming a great professional.

My lovely friend and very important, my husband Louis, for his exceptional support while discovering how to keep aware my mother's love and my clearness to find solutions when there is none.

Finally, I thank to my professor and Thesis's director. Prof. Nguyen V. Quyen, for his patience in the discovering of this amazing subject which it has been my passion since my childhood. In addition, I thank to Prof. Atallah Gamal and Prof. Roland Pongou from the Faculty of Social Sciences and the administration support group of the Faculty of Engineering at University of Ottawa, while my thesis started before the pandemic and ended after the pandemic, having the opportunity to conclude that the factors such as autonomy, client's satisfaction, convenience, e-confidence, consumer, e-loyalty, enjoyment, trust, market position, risk, reputation, purchase, responsiveness and language of communication are still affecting the e-commerce in Quebec while the technology has evolved the e-commerce in North America and the world becoming a new era.

Abstract

The internet has enabled billions of online transactions with customers transacting in real-time from various geographical points, while e-commerce could make more for Quebec traders dealing in various commodities. Quebec's e-commerce is still underdeveloped. This thesis seeks to understand the factors behind an e-consumer making a purchasing decision on a Quebec e-commerce site by using the Online Purchase assessment tool (OPAT) model to pinpoint emerging e-commerce trends, a literature review, and a questionnaire to discover the reality of why consumers purchase online.

It discovered that e-commerce is not well-developed in Quebec because platforms use French and leave out English-speaking shoppers, most residents prefer physical shopping, and poor pricing strategies by foreign e-commerce platforms. This study aims to uncover why the Quebec retail industry is underdeveloped when it has enormous potential to lead among Canadian provinces. It evaluates consumer purchasing behaviors from online stores based on three moments that happen during the purchasing process. Summarily, it measures the first moment a retailer visits the platform, when they decide to purchase, and loyalty when they return to purchase again. It also provides recommendations for Quebec retailers regarding factors to consider when setting up their e-commerce stores to be successful.

Keywords

Autonomy, client's satisfaction, convenience, e-confidence, consumer, e-loyalty, enjoyment, trust, market position, moments, risk, reputation, purchase, responsiveness.

Introduction to the thesis

This thesis presents an analysis of retail e-commerce in Quebec, and its main objective is to explain why Quebec retailers do not sell enough online. More specifically, the thesis attempts to identify the factors that could influence the decision of an e-consumer to purchase a product offered at a Quebec website. The decision to purchase at a Quebec website is until now made by local consumers, i.e., Quebecers, or by international consumers.

From a large bibliography research, I gathered the concepts that capture the purchase behavior of e-consumers, and then transformed them into constructs. From the constructs, I built a model of the purchasing decision made by an e-consumer at a Quebec website. The model constitutes the foundation on which to prepare the survey and the assessment tool for a Q website.

The responses to the questions in the survey validate the model of the factors that affect the decision of an e-commerce consumer – local or international – to purchase at a Quebec website. The purchase model in a Quebec website could be applied to provide directives to Quebec e-commerce retailers on how to create proper websites that would enhance the sales of their products.

In relation to the Master of Systems Science and Engineering (MSysScEng), this study offers a model of a system that is until now unknown and has little information. The study shows how to optimize such a system in the context of Quebec, with all its cultural and language characteristics.

My thesis is organized as follows: In Chapter 1, the research question is stated. Chapter 2 presents a brief description of what e-commerce is. The conceptual model formulated to analyze the research question is explained in this chapter. Because the research question involves the factors that influence retail e-commerce in Quebec, a brief account of the evolution of e-commerce in Quebec is presented before the conceptual model is presented. In Chapter 3, the structure of the Online Perception Inclusion Questionnaire (OPIQ) and how it is conceived. Next, it is explained how the OPIQ is evaluated to compute the likelihood of a purchase made in a Quebec website. In Chapter 4, the responses of each participant to the questions in the OPIQ are evaluated and analyzed. The results of the evaluations are summarized in three tables – one for the local French Quebec respondents, one for the international French respondents, and one for the international English respondents. An interpretation of these results is also provided. In Chapter 5, the last chapter of the study, explains how these results can be applied in the context of Quebec. It also mentions the limitations of the study that maps further research.

Chapter 1: The Research Question

1.1 Introduction

Since the 1960's, the Internet has never ceased to grow, and the explosive growth of the Internet in the mid-1990's is a milestone in the history of information and communications technology. The rise of the Internet fueled the growth of e-commerce – the conduct of business via digital media.

The Internet makes it possible for anyone, anywhere in the world to access an e-market at any time if the individual has access to a web browser. An electronic market set up on the Internet offers potentially unlimited participation at low cost. It allows geographically dispersed buyers and sellers to transact in real time or in different time zones.

In Section 2 of this chapter, a brief account of e-commerce is given. Section 3 contains a description of Quebec's e-commerce. The research question is formally stated in Section 4.

1.2 The Economics of E-Commerce

Clothing, footwear, and sporting goods are at the top of the list of goods and services bought online, by 64% of e-commerce consumers. Next on the list are travel products, which include tickets, accommodations, car rental (bought by 53% of e-commerce consumers), to be followed by tickets for entertainment events (bought by 39% of e-commerce consumers), books, magazines, and newspapers (bought by 35% of e-commerce consumers). E-commerce consumers also buy movies, images and music products, telecommunications or optical equipment, food, alcohol, tobacco, and cosmetics. At the bottom of the list are video games, computer software, ICT services, computer equipment, and medicine.¹

In e-commerce, there are three classes of economic agents: businesses (B), consumers (C), and governments (G), and a transaction involves pairing any two agents of the three classes.

1.3 B2B E-Commerce

Classical B2B (Business-to-Business) transactions dominate e-commerce. In 2015, the total value of e-commerce in the entire EU28 was €4.1 trillion, of which €1.8 trillion (or 43%) was accounted for by the manufacturing sector. In the same year, the online sales of the manufacturing sector in the US were \$3.5 trillion, which is 51% of the total e-commerce turnover of \$6.8 trillion.²

In B2B e-commerce, firms trade in three main forms of electronic markets. Two firms can carry out a transaction online via one-to-one or direct negotiation. A firm can sell its product through an auction, which is a one-to-many transaction. Also, firms can trade in exchanges, in which there are many buyers and many sellers. In an exchange, prices are determined by demand and supply.

Most companies now use the Internet in one way or another to trade with their suppliers and corporate customers. Large parts of the supply chain are automated using e-commerce. And auctions are commonplace, as are web-based markets for many commodities, like steel and

¹ OECD, "Unpacking E-Commerce: Business Models, Trends and Policies," www.oecd.org, 2019, <https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm>.

² OECD, "Unpacking E-Commerce: Business Models, Trends and Policies," www.oecd.org, 2019, <https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm>.

metal. One-to-many or web-based procurement systems, online business auctions, and electronic negotiations are now commonplace for large and medium-size companies in their interactions with their suppliers and clients. Automation and delegation technologies – known as smart agents – are software programs that make it possible for consumers to conduct automated searches and price comparisons. These software programs also enable a seller to know the identity of the customers, access their information from the database, which can then be used in real time to adjust its price and offers accordingly. This practice is known in e-commerce as *personalization*. Information about the customers can be collected with the help of personalization technologies, which can identify a customer in real time, to access the customer’s data on past shopping patterns, and to charge prices and offer products that raise profits – where appropriate.³ Personalization technologies also make it possible for a seller to engage in product differentiation,⁴ push marketing,⁵ and mass customization.⁶

1.4 B2C E-Commerce

In the retail sector, B2C (Business to Consumer) e-commerce involves businesses selling to consumers, and C2B e-commerce involves consumers in business transactions. In EU28, in 2015, retail (€217.6 billion), accounted for only about 5% of total e-commerce turnover, accommodation (€42.9 billion) for 1%, and real estate (€4.7 billion) for 0.1%. The remaining turnover was captured by sectors with an intermediate share of business-to-consumer (B2C) sales in e-commerce, including electricity, gas, steam, air conditioning, water supply, and transportation.⁷

1.5 Peer to Peer Commerce and M-Commerce

In addition, there also exist peer-to-peer transactions which take place online between two or more individuals. Goods and services can also be bought and sold through hand-held devices, such as smart phones and tablets. This form of e-commerce is known as *M-commerce*, which is made possible with the rise in alternative payments methods, such as e-Wallets.

1.6 B2G E-Commerce

Government procurements are B2G transactions.

1.7 E-Commerce Participation

As digital transformation accelerates, more new players have emerged on the electronic markets, and established players have assumed new roles. Innovations and new business models have transformed buyer-seller relationships. Across industries, more firms are buying and selling. In

³ Personalization allows the sellers to compute and then charge a customer the highest price that the consumer is willing to pay. In economics, the highest price that a consumer is willing to pay for one unit of a product is called *the consumer’s reservation price*. If the price set by the sellers is above the reservation price, the consumer will not buy the product. A price below the reservation price gives the consumer a surplus, which is the difference between the reservation price and the price set by the sellers. In economics, the practice of charging a customer his (or her) reservation price is called “*first-degree price discrimination*”. In e-commerce, this practice is called “*dynamic pricing*”.

⁴ Offering slightly different versions of a product to different segments of the market.

⁵ Tailoring messages to individual customers.

⁶ The personalization technologies allow for the low-cost tailoring of the basic product to individual customers.

⁷ OECD, “Unpacking E-Commerce: Business Models, Trends and Policies,” [www.oecd.org](https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm), 2019, <https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm>.

OECD countries, more than one in five firms⁸ are active on electronic markets, and large firms are more likely than small firms to buy and sell online. However, small firms are more likely to engage in web sales.⁹

As for consumers, more and more are now shopping online. In 2018, more than 50% of the individuals in OECD countries bought online.¹⁰ In 2023, the digital buyer penetration in Canada is expected to reach 76.5%.¹¹ As of January 2022, 55% of Canadians made online retail purchases with their mobile devices, and this trend is growing. In 2022, 20.6% of all dollars spent on retail purchases in the US came from online orders.¹² The following reasons are often mentioned to explain why consumers choose to buy online.

- It is possible to buy online at any time of the day.
- It is possible to find cheaper products online.
- Shopping online saves time.
- It is easier to compare prices online.
- It is easier to find some products online.
- Delivery is more convenient.

Cross-border e-commerce is also growing, and the following benefits are often mentioned why a consumer engages in online cross-border shopping:

- better prices,
- access to products not available on the home market,
- discovery of new and interesting products,
- higher product quality, and
- shipping is more affordable.

Cross-border shopping is not without its own problems: cross-border complaints and disputes, lack of language skills, uncertainty about foreign tax rules.

Not all firms choose to sell online because they face specific obstacles that limit sales at a website, and the most serious obstacle seems to be the suitability of the product.¹³ What can be done by government and retailers on policy makers in the online business to guarantee that online consumers can find products which are suitable for their needs and to ensure that appropriate consumer protections are in place to reduce the product complexity and risk with respect that

⁸ OECD, "Unpacking E-Commerce: Business Models, Trends and Policies," [www.oecd.org](https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm), 2019, <https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm>.

⁹ OECD, "Unpacking E-Commerce: Business Models, Trends and Policies," [www.oecd.org](https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm), 2019, <https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm>.

¹⁰ OECD, "Unpacking E-Commerce: Business Models, Trends and Policies," [www.oecd.org](https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm), 2019, <https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm>.

¹¹ Statista, "Canada: Digital Buyer Penetration 2021," Statista, 2022, <https://www.statista.com/statistics/261641/digital-buyer-penetration-in-canada/>.

¹² Fareeha Ali, "US E-commerce Sales Grow 15.0% in 2018 | Digital Commerce 360," Digital Commerce 360, January 29, 2021, <https://www.digitalcommerce360.com/article/us-e-commerce-sales/>.

¹³ OECD (2019): *Ensuring suitable products for consumers 2016*, [Search Results | OECD iLibrary \(oecd-ilibrary.org\)](https://www.oecd.org/els/ecommerce/2019/search-results)

consumers are aware of the products available, can access the best product for their needs, and understand the products they are purchasing and the costs and risks that they entail. Large firms often mention product suitability that forces them to sell offline instead of online. For small firms, obstacles often appear in the forms of costs, logistics, payments, the legal framework, or ICT issues.

Although digital innovations and new business models have helped lower the cost of shopping online, preferences, habits, and skills are still important factors that might discourage a consumer from shopping online. First among the impediments is preferences.¹⁴ Some consumers simply prefer bricks-and-mortar stores. They like to shop in person, touch the product, stay loyal to the bricks-and mortar store, and refuse to change their habits. Another reason often mentioned is lack of skills and lack of a payment mechanism.

Although impediments to the growth of e-commerce still exist, the trend of e-commerce is upward, and competition is more intense. According to a recent industry report, e-commerce will account for 20.8% of total global retail sales in 2023, up from 18.8% in 2021, and is expected to reach 24% by 2026.¹⁵

Some authors claimed that socioeconomic variables, such as age, income, and education, do not condition the behavior of experienced e-shoppers.¹⁶ Furthermore, once e-consumers have attained the status of experienced e-shoppers, they all behave in the same way, regardless of their socio-economic characteristics, and this suggests that prejudice against selling some products should be revised. According to these researchers, the rapid growth of e-commerce has created a large pool of experienced e-shoppers who are familiar with the new medium and who display a behavior different from that of potential e-shoppers.

1.8 Quebec E-Commerce

In 2020, 82 % of Canadians shopped online.¹⁷ According to Statistics Canada, e-commerce retail trade amounted to \$CAD 84.4 billion in 2020, versus \$CAD 57.4 billion in 2018. Canadian retailers have been investing in electronic platforms to reach a population that is dispersed over a vast land mass. At the top of the shopping list of Canadian e-shoppers is electronics, followed by physical goods such as fashion and furniture. Canadian e-consumers also buy apparel and accessories; books, music, and videos; consumer electronics; toys, hobbies, and games; health and beauty products; footwear; jewelry; household goods; sporting goods, DIY and garden supplies and groceries. As means of payments, Canadians use credit cards, PayPal, digital wallets. In B2B transactions, large numbers of Canadian businesses purchase their travel online as well as access services or office supplies online.

¹⁴OECD, "Unpacking E-Commerce: Business Models, Trends and Policies," www.oecd.org, 2019, <https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm>.

¹⁵ Ethan Cramer-Food, "Worldwide E-commerce Forecast Update 2022," Insider Intelligence, 2022, <https://www.insiderintelligence.com/content/worldwide-e-commerce-forecast-update-2022>.

¹⁶ Blanca Hernández, Julio Jiménez, and M. José Martín, "Age, Gender and Income: Do They Really Moderate Online Shopping Behaviour?," *Online Information Review* 35, no. 1 (February 22, 2011): 113–33, <https://doi.org/10.1108/14684521111113614>.

¹⁷ Statistic Canada, 2022 "Online shopping by Canadians in 2020", [Online shopping in Canada in 2020: Results from Canadian Internet Use Survey \(statcan.gc.ca\)](https://www150.statcan.gc.ca/n1/pub/92-626-x/2022001/article/00001-eng.htm).

Statistic Quebec, 2020 "[Final book sales down in Quebec in 2020 \(quebec.ca\)](https://www150.statcan.gc.ca/n1/pub/92-626-x/2022001/article/00001-eng.htm)"

According to Statista, e-commerce accounted for 5% less (77%) of total retail sales in Canada in 2018; compared to 2020.¹⁸ That is, most Canadian retailers sell their products in a bricks-and-mortar store. These retailers are reluctant to engage in the online shopping market, and thus do not sufficiently benefit from the growing interest of Canadian consumers for online purchases.

The reasons why Canadian companies should be more active in the online market, considering the preferences of Canadian consumers to shop online, are obvious. First, Canada's geography can be a barrier to traditional trade because Canadian consumers must travel long distances to complete their purchases. In contrast, e-commerce, by abolishing distances, can bring Canadian companies' products to the door of consumers, relieving them from the need to travel. With just one click of a mouse, Canadians could choose from a wide variety of products available online, visit multiple sites, compare prices, and get discounts, and much more. Yet only \$577.5 million (0.69%), in 2020 has been sold on products/services online by Quebec, which occupies a special place in Canada because of its French character, might present an advantage to Quebec companies since any foreign competitor must have its texts translated into French – according to the 1977 Charter of the French Language – to reach the Quebec public. Also, French-speaking Quebecers might also be more inclined to buy in French, and thus help promoting online commerce in Quebec.

Compared to English-speaking Canadians, French speakers in Quebec are slower to adopt e-commerce. In 2020, e-consumers in Quebec accounted for 64% of this province's population.¹⁹ Also, the language laws in Quebec require retailers to make their websites available in French, and this creates a significant problem for non-Quebec retailers. In 2015, the retail sector of Quebec accounted for 6% of Quebec's GDP, and supported more than 500 000 jobs. The goods and services bought online by Quebecers were worth 6.6 billion dollars, and the sales of Quebec retailers represented only 1.7 billion dollars, which is 26% of the e-commerce market in Quebec.²⁰ Thus, most of the goods and services bought online by Quebecers come from outside the province. A survey in 2015 of 1205 enterprises in Quebec revealed that only 312 enterprises (or 26%) sold their products online, op. cit. Two reasons are often advanced by Quebec firms to explain why Quebec retailers do not sell enough online: lack of technological skills and lack of resources to invest in digital innovations.²¹ Other factors that Quebec website creators and Quebec enterprises know little or not at all about also play an important role in explaining why Quebec businesses are not taking advantage of e-commerce.

1.9 The Research Question

Since the advent of the internet, consumers have increasingly used their personal computers to make their purchases online. The data suggests that once individuals attain the status of experienced e-shoppers their behavior is similar and that socioeconomic characteristics, such as

¹⁸ Statista, "Topic: E-Commerce in Canada," [www.statista.com](https://www.statista.com/topics/2728/e-commerce-in-canada/) (Statista, 2019), <https://www.statista.com/topics/2728/e-commerce-in-canada/>.

¹⁹ eMarketer, "Why E-commerce Adoption in Quebec Still Lags," Insider Intelligence, 2020, <https://www.insiderintelligence.com/content/why-e-commerce-adoption-in-quebec-still-lags>.

²⁰ Jean-Guy Côté, "Le Commerce En Ligne Au Quebec : Passer Du Retard à La Croissance," Institut du Quebec, December 7, 2015, <https://institutduquebec.ca/le-commerce-en-ligne-au-quebec-passer-du-retard-a-la-croissance/>.

²¹ Jean-Guy Côté, "Le Commerce En Ligne Au Quebec : Passer Du Retard à La Croissance," Institut du Quebec, December 7, 2015, <https://institutduquebec.ca/le-commerce-en-ligne-au-quebec-passer-du-retard-a-la-croissance/>.

age, gender, and income do not influence their online shopping behavior. The Internet has become a marketplace suitable for all ages, all incomes, and both genders, and thus the prejudices linked to the advisability of selling certain products should be revised.²²

The study addresses the following question: “*What are the factors that influence the online purchasing behavior of e-consumers?*” In addition, the study also addresses the subsidiary question: “*What do companies in Quebec need to know to create websites that facilitate online marketing?*”

To study this question, I conceived a questionnaire and then sent it to online student participants located at different schools of the network PEN WORLDWIDE²³ in Europe and the network CPFN²⁴ in Quebec, Canada. These student participants constitute the online market population, as they represent different cultures, speak different languages, and have different education levels. Their answers will help me to identify the factors that may influence Quebec e-commerce.

The questionnaire consists of 23 questions called the “*Online Perception of Inclusion Questionnaire*” (OPIQ). The first five questions of the OPIQ ask the respondent for demographic data: sex, age, education. The demographic data are requested just for information and are not used in evaluating the behavior of the respondent. The online purchase behavior of the respondent is properly evaluated in Questions 6 through 23 of the OPIQ.

Based on the observed purchasing behavior of an e-consumer one can identify three stages in his/her buying process:

- The first moment takes place when the consumer decides to go online shopping. It involves browsing a website to buy something.
- The second moment comes next, when the consumer decides to make a purchase.
- The third moment involves the loyalty of the consumer when he/she returns to the website after a good shopping experience.

Questions 6 and 7 deal with the first stage called the Shopping stage. Question 6 attempts to find out about the ability, autonomy, and confidence of the respondent as an e-consumer, and the indicators of these three factors are (i) whether the respondent needs assistance in making an online purchase, (ii) what the respondent has his/her own autonomy to make an online purchase, and (ii) whether the respondent has enough confidence to make an online purchase. Question 7 enquires about the ability/self-efficacy/confidence, and the indicators of these factors are knowledge, experience, and confidence. In the study, the factors are the independent variables, and the probability of an online purchase is the dependent variable. A respondent who answers Questions 6 and 7 as “More Likely” is one whose ability to use the computer and whose autonomy in using the computer without assistance demonstrate the highest level of self-efficacy. Such an individual has made at least one purchase online. A respondent who answers Questions 6 and 7

²² Blanca Hernández, Julio Jiménez, and M. José Martín, “Age, Gender and Income: Do They Really Moderate Online Shopping Behaviour?,” *Online Information Review* 35, no. 1 (February 22, 2011): 113–33, <https://doi.org/10.1108/14684521111113614>.

²³ PEN WORLDWIDE (AT THE TIME CALLED EUROPEAN) - A Practice Enterprise (PE) and International network; is a trainee-run company that operates like a real business in 40 countries around the world delivering training under a unique methodology `learning-by-doing. [PEN Worldwide - Practical Entrepreneurship Training](#)

²⁴ Réseau canadien des entreprises d'entraînement - *Canadian Practice Firms Networks* (RCEE-CPFN (www.rcee-cpen.ca) located in Quebec, Canada. [Le réseau national et international \(rcee-cpen.ca\)](#)

as “Somewhat Likely” is one who has made an online purchase, but with assistance. Those who answer Questions 6 and 7 as “Less Likely” have never made purchases online and need assistance. A respondent who is evaluated as “Less Likely” on Questions 6 and 7 is removed from the survey and is no longer evaluated.

Questions 8 through 19 deal with the purchase stage, and Questions 20 to 23 deal with the loyalty stage.

The Scope of Concept Map for this study is presented in Table 1.1.(see Annex). The first row of Table 1.1 consists of a list of headings: Questions, Moments, Factors, and Indicators. On the second row of Table 1.1, one discovers first that it is Question 6 of the OPIQ – listed under the heading “Questions” is the first question to be studied, and the time during which is focused of the action in this question is “Shopping”, listed under the heading “Moments”. In the next column of the second line, one discovers the factors that influence the shopping behavior of the e-consumer during his/her shopping stage. These factors are ability, autonomy, and confidence. The indicators of the factors listed in column 3 of the second line are listed in the successive columns of the second line. These indicators are assistance, autonomy, and confidence.

As another example, consider the bottom line of Table 1.1. This line involves Question 23 of the OPIQ, and the focus of the question is on the loyalty stage. The factors of interest are responsiveness and delivery package. The indicators are responsiveness, process and product quality, trust, marketing, cost, second-language skills.

As shown in the third column of Table 1.1 the following factors are hypothesized in the study to be the factors that have an influence on the decision to purchase at a Quebec website:

- Ability/Autonomy/Confidence,
- Ability/Self-efficiency/Confidence,
- Perceived risk-trust,
- E-commerce consumption,
- Market positioning,
- Brand-convenience consumption,
- Shopping enjoyment consumption,
- Responsiveness,
- Responsiveness/Public relations,
- Responsiveness/Delivery package.

Chapter 2: The E-Commerce Experience model: the three moments

2.1 Model and Definitions

2.1.1 Introduction

E-commerce is the activity of buying or selling products and services online or over the Internet. The aim of this study is to understand the factors that influence retail buyers at a Quebec website. Based on *my observation of a regular consumer's behavior, I have developed an **Online Purchase Assessment Tool (OPAT)*** which focuses on three moments in the online purchasing process of a buyer in the e-commerce market. See Annex Table 1.1 page 53.

- The **first moment** takes place when a consumer decides to go online shopping. It involves browsing a website to buy something.
- The **second moment** comes next, when the consumer decides to make a purchase.
- The **third moment** involves the loyalty of the consumer when he/she returns to the website after a good shopping experience.

This chapter presents the conceptual model of the study. In Section 2, I provide the definitions of the several factors that have an impact on the decision of an online consumer whether to purchase a product or a service at a Quebec website. These factors constitute the independent variables of the model which act together to determine the probability that an online consumer makes a purchase at a Quebec website, the dependent variable. As a background to the conceptual model, a description of the goods and services in the Quebec online market is given in Section 3. The conceptual model is intended to describe the online retail market of Quebec, which is explained in Section 4.

2.1.2 Definitions

Ability to touch.

The sense of touch has long been recognized as an important sensory gateway through which information passes.²⁵ Indeed, touch plays an important role in our evaluation and appreciation of many different products. Haptics has to do with utilizing the hands to gather information about an object.²⁶ However, consumers differ in their preferences for touching products.²⁷ In online shopping, a customer rarely has an opportunity to touch the product he/she wants to buy. As a consequence, some authors have suggested that the lack of touch introduces a negative affective state or frustration in the case of the haptically motivated consumer.²⁸ However, other researchers have contended that there may be certain situational nonhaptic factors, such as price promotion, which compensate consumers for the lack of touch.²⁹ Indeed, lack of information

²⁵ Roy Sheldon and Egmont Arens, *Consumer Engineering* (Harper, 1932).

²⁶ S.J. Lederman et al., "Haptic Recognition of Static and Dynamic Expressions of Emotion in the Live Face," *Psychological Science* 18, no. 2 (February 2007): 158–64, <https://doi.org/10.1111/j.1467-9280.2007.01866.x>.

²⁷ Joann Peck and Terry L. Childers, "To Have and to Hold: The Influence of Haptic Information on Product Judgments," *Journal of Marketing* 67, no. 2 (April 2003): 35–48, <https://doi.org/10.1509/jmkg.67.2.35.18612>.

²⁸ Joann Peck and Terry L. Childers, "To Have and to Hold: The Influence of Haptic Information on Product Judgments," *Journal of Marketing* 67, no. 2 (April 2003): 35–48, <https://doi.org/10.1509/jmkg.67.2.35.18612>.

²⁹ Joann Peck and Terry L. Childers, "To Have and to Hold: The Influence of Haptic Information on Product Judgments," *Journal of Marketing* 67, no. 2 (April 2003): 35–48, <https://doi.org/10.1509/jmkg.67.2.35.18612>.

transmitted by lack of touch may be compensated by information carried by other senses: review of customers that explain their experience with the products (that is usually multisensorial); high need for touch individuals gains greater confidence when instrumental information is written as a description of the product; a picture of the product increases the confidence of a low need for touch. That is, when both written description of the tactile information and a picture appears, high need for touch consumers' confidence and judgement of the product also increase.

Autonomy

Purchasing autonomy is not a concept developed well enough in the online purchasing research, which makes me take the bridge to the online education field where I was able to find similar factors that make a buyer, as well as students, have the determination to purchase or to study. An online learning flexible autonomy – or online purchase, learner or buyer autonomy, and learner or buyer control – share the common theme of autonomy. Autonomy is associated with three questions: 1) When the people want; 2) How the people want; 3) What the people want? These questions are explained as follows:

- 1) When do they want? In education, when do they want is related to online education, and flexible learning³⁰ defined as “enabling learners to learn when they want” (frequency, timing, duration). Similarities are found in a particular buyer's needs, such as flexible time, frequency, duration, to buy a product.
- 2) How do they want? In education, the modes of learning study, how students want to learn, in the other side the online purchase or e-commerce, study, how clients want to buy. Potential buyers choose the mode of purchase, such as internal or external markets, mode of payments, website entertainment.
- 3) What do they want? In education, what do they want means what learners can define what constitutes learning to them. This is related to a learner's control: “Learners make their own decisions regarding some aspects of the path, flow, or events of instruction”.³¹ Regarding purchase autonomy, “*what do they want?*” means that the clients can choose the product they want to purchase.

Consumer's Satisfaction

Consumer's satisfaction is defined as consumers' evaluation of their experiences and reactions towards certain products during transaction and reaction on services.³² The indicators of consumer's satisfaction are as follows:

- Satisfaction on product price,
- Satisfaction on goods quality,
- Satisfaction on the suitability of the information regarding the goods received.

Convenience Consumption

Online shopping convenience is identified by several comfort services of unique features for online shopping, which include usage convenience, interactivities, information searching,

³⁰ David Brande, “The Business of Cyberpunk: Symbolic Economy and Ideology in William Gibson,” *Configurations* 2, no. 3 (1994): 509–36, <https://doi.org/10.1353/con.1994.0040>.

³¹ J. M. G. Williams, “Depression and the Specificity of Autobiographical Memory,” in *Remembering Our Past : Studies in Autobiographical Memory*, ed. David C Rubin (Cambridge ; New York: Cambridge University Press, 1996).

³² (Richard L Oliver, *Satisfaction: A Behavioral Perspective on the Consumer* (Routledge, 1977).

information in depth and richness, and security.³³ Online shopping convenience is composed of the following dimensions:

- Access convenience, with access time flexibility, site searching convenience, and access place flexibility indicators.
- Search convenience, with interesting web design quality, information searching convenience, and product searching speed indicators.
- Transaction convenience, with payment convenience, payment access flexibility, and assurance in payment indicators.

E-Commerce Knowledge

E-commerce knowledge represents a kind of knowledge about product searching through the Internet shopping mall, purchasing method, payment process, and individual information protection policy, etc.³⁴ The variables that could measure the e-commerce knowledge are in relationship with the familiarity of the shopping process, the online shopping method, the online payment process, and the familiarity with the online returning process.

E-Confidence

Confidence is a multidimensional social concept, which depends on the environment, and is composed of behavior intents.³⁵ Trust is a critical antecedent of building relationships between buyer and seller.³⁶ In e-shopping, people who are more confident are more likely to make purchases, and, as a result, their loyalty rises.³⁷ In addition, e-confidence has a direct and positive impact on e-loyalty³⁸. In this study, e-confidence was indicated in more than 95% of the participants selected, demonstrating that confidence is an important factor in the purchase habits online.³⁹ People who have more confidence are more likely to make internet purchases.

³³ A. Parasuraman, Valarie A. Zeithaml, and Arvind Malhotra, "E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality," *Journal of Service Research* 7, no. 3 (February 2005): 213–33, <https://doi.org/10.1177/1094670504271156>.

³⁴ Yong-Un Baek, Samuel J Martin, and Dana A Davis, "Evidence for Novel PH-Dependent Regulation of Candida Albicans Rim101, a Direct Transcriptional Repressor of the Cell Wall Beta-Glycosidase Phr2," *Eukaryotic Cell* 5, no. 9 (2006): 1550–59, <https://doi.org/10.1128/EC.00088-06>.

³⁵ (David Gefen and Detmar W. Straub, "Consumer Trust in B2C E-Commerce and the Importance of Social Presence: Experiments in E-Products and E-Services," *Omega* 32, no. 6 (December 2004): 407–24, <https://doi.org/10.1016/j.omega.2004.01.006>.

³⁶ (Deepak Sirdeshmukh, Jagdip Singh, and Barry Sabol, "Consumer Trust, Value, and Loyalty in Relational Exchanges," *Journal of Marketing* 66, no. 1 (January 2002): 15–37, <https://doi.org/10.1509/jmkg.66.1.15.18449>

³⁷ Frederick F. Reichheld and Phil Schefter, "E-Loyalty: Your Secret Weapon on the Web," *Harvard Business Review* 78 (August 2014): 105–13.

³⁸ Peter C. Verhoef, "Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development," *Journal of Marketing* 67, no. 4 (October 2003): 30–45, <https://doi.org/10.1509/jmkg.67.4.30.18685>.

³⁹ Frederick F. Reichheld and Phil Schefter, "E-Loyalty: Your Secret Weapon on the Web," *Harvard Business Review* 78 (August 2014): 105–13.

E-Consumer

An e-consumer is an individual who decides to purchase goods or services using the internet, and then makes an online purchase for the purpose of consumption.⁴⁰ The motives for online shopping have not changed over the last years. The respondents include the following as the three primary motivators for shopping online: around-the-clock availability, no need to physically go to a store, and more attractive prices⁴¹. The greatest benefits of e-shopping, according to respondents, include a large selection of products, brands and stores, lower prices than traditional stores, and shopping without leaving home.⁴² Nevertheless, considering various reports, the weight of these factors varies according to respondents.

E-Loyalty

E-loyalty is a variable that depends on reliability, responsiveness, design, and security. Indeed, loyalty, either as a state of mind or as an experience, may be the consequence of a set of factors that induce the customer to repeat the decision of buying online.

Enjoyment Orientation

Shopping enjoyment is the pleasure obtained from the shopping process.⁴³ The concept of shopping enjoyment is connected to the difference between hedonic and utilitarian shoppers. While utilitarian shoppers treat shopping as work, hedonic shoppers strive for fun and entertainment in shopping.⁴⁴ Moreover, there are several types of hedonic shopping motivations, including adventure shopping, gratification shopping, idea shopping, role shopping, social shopping, and value shopping.⁴⁵

There exist also three types of shopping enjoyment constructs which include escapism, pleasure, and arousal.⁴⁶ More specifically, escapism is reflected in the enjoyment that comes from engaging in activities that are attractive, to the point of offering an escape from the demands of the day-to-day world. Pleasure is the extent to which a person feels joyful, happy, or satisfied in online shopping, whereas arousal is the extent to which a person feels stimulated, active, or vigilant during the online shopping experience. Pleasant or arousing experience will have carryover impact on the next experience encountered.⁴⁷ If customers are exposed to the initial pleasing and

⁴⁰ M Feldy, "E-Konsumentów Portret Własny," *E-Mentor* 4 (2012): 77–81.

⁴¹ Gemius, "Breakthroughs in Polish E-Commerce in 2016," Gemius Global, 2017, <https://www.gemius.com/all-reader-news/e-commerce-in-poland-overview-of-2016-and-forecasts-for-2017.html>.

⁴² Safiek Mokhlis, "Effects of Religiosity on Apparel Shopping Orientation: An Exploratory Study," *International Journal of Business Anthropology* 5, no. 2 (December 1, 2014), <https://doi.org/10.33423/ijba.v5i2.1134>.

⁴³ Sharon E. Beatty and M. Elizabeth Ferrell, "Impulse Buying: Modeling Its Precursors," *Journal of Retailing* 74, no. 2 (June 1998): 169–91, [https://doi.org/10.1016/s0022-4359\(99\)80092-x](https://doi.org/10.1016/s0022-4359(99)80092-x).

⁴⁴ Barry J. Babin, William R. Darden, and Mitch Griffin, "Work And/or Fun: Measuring Hedonic and Utilitarian Shopping Value," *Journal of Consumer Research* 20, no. 4 (March 1994): 644–56.

⁴⁵ Mark J. Arnold and Kristy E. Reynolds, "Hedonic Shopping Motivations," *Journal of Retailing* 79, no. 2 (January 2003): 77–95.

⁴⁶ Satya Menon and Barbara Kahn, "Cross-Category Effects of Induced Arousal and Pleasure on the Internet Shopping Experience," *Journal of Retailing* 78, no. 1 (March 2002): 31–40, [https://doi.org/10.1016/s0022-4359\(01\)00064-1](https://doi.org/10.1016/s0022-4359(01)00064-1).

⁴⁷ Satya Menon and Barbara Kahn, "Cross-Category Effects of Induced Arousal and Pleasure on the Internet Shopping Experience," *Journal of Retailing* 78, no. 1 (March 2002): 31–40, [https://doi.org/10.1016/s0022-4359\(01\)00064-1](https://doi.org/10.1016/s0022-4359(01)00064-1).

arousing stimuli during their online shopping experience, they are more likely to engage in subsequent shopping behavior.

Shopping enjoyment is created from the fun and playfulness of the online shopping experience, rather than from the completion of shopping activity. Purchasing of product may be incidental to the experience of online shopping. Thus, shopping enjoyment reflects customers' perceptions regarding the entertainment of online shopping. Some authors argue that there is a positive relationship between shopping enjoyment orientation and customer online purchase intention.⁴⁸

Shopping as work is altogether different. People will usually in this condition consider shopping as a logical and efficient process to obtain the best product at the best price, while satisfying other conditions such as time, location, and transportation constraints.

E-Satisfaction

E-satisfaction is defined as a global factor, which is based on the sum of satisfaction on purchase and experience of product or service.

Market Position

Market position refers to the consumer's perception of a brand or product in relation to competing brands or products. Market positioning refers to the process of establishing the image or identity of a brand or product so that consumers perceive it in a certain way. Segmentation, targeting and positioning efforts can be explained as the essence of the company's marketing efforts. Segmentation divides population into groups based on specific characteristics. Targeting refers to choosing certain groups – identified by segmentation – to sell products and services. And positioning refers to the selection of the marketing mix the most suitable for the target customer segment.⁴⁹ Table 4.9, page 59 (in this thesis) illustrates Google segmentation, targeting and positioning.

Perceived Ease of Use (PEOU)

Perceived ease of use has two dimensions: perceived usefulness (PU)⁵⁰ and behavioral intention (BI). PEOU is an Indicator of the cognitive effort needed to learn and to utilize the new IT. The following variables could measure the perceived ease of use:

- Time and effort saving,
- Convenience of doing Internet shopping,
- Brief and easily remembered URL,
- Effort to provide concise and quick payment methods,
- The amount of behavioral Intention that influences the Technology Acceptance Model (TAM).

⁴⁸ Yoo-Kyoung Seock and Lauren R. Bailey, "The Influence of College Students' Shopping Orientations and Gender Differences on Online Information Searches and Purchase Behaviours," *International Journal of Consumer Studies* 32, no. 2 (March 2008): 113–21, <https://doi.org/10.1111/j.1470-6431.2007.00647.x>.

⁴⁹ K. More, N. Pareek, *Marketing: The Basics*, (2006), Ch. 7 pages 131-156, DOI <https://doi-org.proxy.bib.uottawa.ca/10.4324/9780203967515>

⁵⁰ David Gefen, Elena Karahanna, and Detmar W. Straub, "Trust and TAM in Online Shopping: An Integrated Model," *MIS Quarterly* 27, no. 1 (2003): 51–90, <https://doi.org/10.2307/30036519>.

Perceived Reputation

Perceived reputation reflects a customer's perception of the Internet shopping mall's reputation.⁵¹ The variables that could measure the perceived reputation are in relation with good reputation and good image.

Perceived Risk

Perceived risk is a customer's perception of the uncertainty and adverse consequences of engaging in an activity.⁵² The following factors can help us to identify the perceived risk:

- More risk compared with other ways of shopping,
- Low security,
- Difference between the purchased product and the product delivered,
- Low product quality,
- Harm to human body,
- Uncertainty associated with Internet shopping.

Perception of inclusion questionnaire (PIQ)

The Perception of Inclusion Questionnaire (PIQ) measures these three constructs (academic self-concept, emotional inclusion, and social inclusion).

Purchase Moment

The moment of purchase is the time when a client takes the purchase decision and buys, but what are the factors that influence the purchase decision at a Quebec website? In this chapter, Questions 8, 9, 13, 14, and 19 test the perceived risk-trust; the e-commerce consumption preference is tested in Question 10; the market positioning in Questions 11 and 12; the responsiveness in Question 18; the brand-convenience orientation in Question 15; the shopping enjoyment orientation in Question 16; and the quality orientation in Question 17.

Quality Orientation

It is extremely important to consider service quality to obtain customers' satisfaction and loyalty. Quality is a trust variable, with trust being represented by the effort to provide the best service and product. The quality of a website is measured by the website response performance – as a reflection of the competence of the business skills and the capacity of directly influencing the buying behavior in a website.

Reliability/Fulfillment

Fulfillment/Reliability is explained as the delivery of the right product within the time frame promised with accurate product information displayed on the website so that customers receive what they expect to receive.

⁵¹ K.E. Jong and D.M Lee, "Research about Consumer Trust on Internet Shopping Mall," in *Fall Semi Annual Conferences of KMIS*, 2000, 561–73.

⁵² Grahame R. Dowling and Richard Staelin, "A Model of Perceived Risk and Intended Risk-Handling Activity," *Journal of Consumer Research* 21, no. 1 (1994): 119–34, <http://www.jstor.org/stable/2489744>.

Grüter S, Goldan J, Zurbruggen CLA. Examining early learners' perceptions of inclusion: adaptation of the student version of the perceptions of inclusion questionnaire for first- and second-grade students (PIQ-EARLY). *Front Psychol.* 2023 Jun 12;14:1181546. doi: 10.3389/fpsyg.2023.1181546. PMID: 37377709; PMCID: PMC10291259..

Repeat Purchase Intention

Repeated purchasing intention is an effort undertaken by the consumers in how far they are willing to repurchase the same product or service in the future.⁵³ Indicators of repeated purchasing intention include such as: product attribute, satisfaction, trust and social influence.

Responsiveness

Responsiveness in our study is described as responsive, helpful, and willing service that responds to customer inquiries quickly. With respect to social challenges, a website might exhibit a lack of awareness, a lack of training, a lack of trust and resistance to change, and the language barrier. In trying to understand the contents of a website, language presents a significant barrier for most non-English speakers, who can only read and write in their own mother tongue.

Security/Privacy

Security/privacy includes security of credit card payments and privacy of shared information. Initial research on e-commerce indicates that risk related to loss of consumers' privacy and security of personal information is an important barrier to consumers' Internet adoption and use.

Self-Efficacy

Self-efficacy reflects the beliefs of the individual about his or her capacity to act in a specific way and to achieve the desired results.⁵⁴ Applied to e-commerce this concept means that the individual feels capable of searching for information and making purchases on the internet, and safe and comfortable during the interaction. The importance of this perception has been tested by distinct models of behavior – Social Cognitive Theory⁵⁵, the Theory of Planned Behavior,⁵⁶ and the Decomposed Theory of Planned Behavior⁵⁷ - which have all demonstrated the effect of self-efficacy upon the remaining perceptions of the individual and, therefore, upon his or her final behavior.⁵⁸

Shopping Moment

In this study, *the moment of shopping is used to evaluate – with the highest probability – whether the participants are more likely to purchase online, i.e., on Questions/items 6 and 7.* The selected participants, as explained in the evaluation procedure in Chapter 4, were selected among participants according to the level of autonomy, e-confidence, and self-efficacy on the use of technology. Only the qualified participants were selected online to analyze the factors that

⁵³ Mohammad Hussain, "The Determinants of Repeat Purchase Intention for Luxury Brands among Generation Y Consumers in Malaysia," *Asian Social Science* 13, no. 9 (August 24, 2017): 125, <https://doi.org/10.5539/ass.v13n9p125>.

⁵⁴ Albert Bandura, "Self-Efficacy: Toward a Unifying Theory of Behavioral Change," *psycnet.apa.org*, 1977, <https://psycnet.apa.org/record/1977-25733-001>.

⁵⁵ Albert Bandura, "Self-Efficacy: Toward a Unifying Theory of Behavioral Change," *psycnet.apa.org*, 1977, <https://psycnet.apa.org/record/1977-25733-001>.

⁵⁶ Deborah E. Schifter and Icek Ajzen, "Intention, Perceived Control, and Weight Loss: An Application of the Theory of Planned Behavior.," *Journal of Personality and Social Psychology* 49, no. 3 (1985): 843–51, <https://doi.org/10.1037/0022-3514.49.3.843>.

⁵⁷ Shirley Taylor and Peter A. Todd, "Understanding Information Technology Usage: A Test of Competing Models," *Information Systems Research* 6, no. 2 (June 1995): 144–76, <https://doi.org/10.1287/isre.6.2.144>.

⁵⁸ Jingbo Wu, Minghua Zhang, and Wuyin Lin, "A Case Study of a Frontal System Simulated by a Climate Model: Clouds and Radiation," *Journal of Geophysical Research* 112, no. D12 (June 16, 2007), <https://doi.org/10.1029/2006jd008238>.

influence the online purchase experience at the Quebec websites. A description of these definitions is explained in this chapter.

Trust

Trust is represented by a set of specific beliefs dealing primarily with the integrity, benevolence, and ability of another party.⁵⁹ To understand how the level of trust exerts an impact on the purchase decision, trust should be measured along the following dimensions:

- The effort to meet customer satisfaction,
- The customer care,
- The trust worthiness,
- The effort to provide quality service,
- Repeated purchasing for similar product,
- Giving product reference to other people and
- Using the same site in conducting repeated purchasing.

Usability

Website usability is not just about making sure everything on the site works, but how quickly and easily visitors are able to make use of the site. The need for website usability is perhaps best expressed by Jakob Nielsen's Law of the Internet User Experience – "Users spend most of their time on other sites." Usability is a concern for marketers because of its potential impact, positive or negative, on marketing metrics such as conversion rates, which in turn affect profitability.

Website Design

Nurturing customer loyalty is an essential priority for any successful business. For example, *when* designing a new website, business owners should keep in mind how website design could be used to encourage customers to keep coming back for more.

2.2 Products Offered by Quebec French Canadian Retailers Online

In this thesis, Quebec best products are defined as in-house manufactured products, such as the ones related to *tourism, wood, fashion, food, and education* (Statistics Canada). The products associated with large variety of consumer items, such as clothes, shoes etc. and technology are considered mostly imported products the prices of which are not controlled by the Canadian Economy.

The following list contains the top products manufactured in Canada:

- Honda Acura, luxury vehicle division.
- Chrysler and Dodge.
- Pro-cycle Group Inc. is a large Canadian bicycle manufacturer.
- Car Rental Discount.
- Hardware & Software: Hardware products, such as Dalsa for digital imaging products and Eurocom desktop notebooks for laptops. Other such products are Galea Products for firewalls and security and Micro Snitch for computer anti-theft alarm systems. Research In Motion (RIM) manufactures wireless handhelds and wireless modems. In software, the Canadian

⁵⁹ David Gefen, Elena Karahanna, and Detmar W. Straub, "Trust and TAM in Online Shopping: An Integrated Model," *MIS Quarterly* 27, no. 1 (2003): 51–90, <https://doi.org/10.2307/30036519>.

companies are Corel (WordPerfect, Quattro Pro, Draw), MKS – eBusiness & Change Management, and UNIX/Windows.

- Tourism: Canada is a major international manufacturer of outdoor and camping equipment. Companies include Braun's Online, which manufactures bicycles and accessories and Integral Designs, which manufactures tents, sleeping bags, and clothing. Other producers are Mountain Equipment Co-op, Trail Blazer Products, and Fort McPherson, which manufacture tents and canvas. Canoe brands include Bear Mountain, Headwater, and Langford Canoe, which prides itself as the oldest canoe builder. The company also offers kayak and canoe rentals. Clients can rent a canoe or kayak for 1 – 2 days or for 10 or more days. Other canoe brands are Northwoods Canoe, Nova Craft, and Scott Canoe. Northwoods Canoe, for example, produces and supplies kayak and sport trailers, kayaks, and canoes. The company also offers canoeing equipment and canoe furniture. Leasing, repair, and rentals are also available.
- In the fast-food, restaurant and café franchise segment, one name deserves special mention – Cara Corporation, Canada. The corporation covers Swiss Chalet, Montana's, Milestone Restaurants, Kelseys, Harveys, and several other establishments, known to Canadians nationwide. They vary greatly – some are coffee shops like Tim Horton's, others are formal restaurants, still others fast-food joints.
- Biotechnology: Among its proven research strengths are neuroscience, protein engineering, vaccines, and new drug delivery systems. Canadian companies have successfully converted agricultural residues and energy crops into bio-industrial oils, biofuels, and biofibers, which are environmentally friendly alternatives to conventional oils and fibers. The latter are a major source of pollution. Advances are made in the biological sciences, leading to the increasing use of livestock and crops to create nutraceuticals and nutritious foods. Canada is also among the top producers of agri-food worldwide. The country has developed environmentally friendly products, spearheading organics, genetic engineering, innovations in nanotechnology, and advanced food processing. Canadian companies produce natural, nutrient-rich products, healthy ingredients, and innovative functional foods. Among the breakthroughs are oat and barley beta-glucans, flax bio-actives, healthier canola oils, and fiber-based probiotics.

2.3 The Conceptual Model

The conceptual model used to analyze the research question posed in this thesis is a propensity model. A customer propensity model makes predictions about the behavior of customers. It helps marketers learn how customers respond to a particular offer without the need to launch an expensive promotion campaign. The results of forecasting the customers' behaviors are called propensity scores. They help understand if a particular group of leads will convert into clients or not. Machine learning and artificial intelligence can analyze large volumes of data at great speed to help entrepreneurs build powerful propensity models.⁶⁰

- The conceptual model in this study was inspired on the drawn from the empirical study of Qaemi (2012)⁶¹ on the impact of e-loyalty for an Iranian auto-industry called Pars Khodro co. In the

⁶⁰ Oleksandr Andrieiev, "Customer Propensity Model - Clients' Behavior Prediction," Jelvix, 2022, <https://jelvix.com/blog/propensity-model>.

⁶¹ Vahid Qaemi, "Surveying the Impact of Satisfaction and E-Reliability on Customers' Loyalty in E-Purchase Process: A Case in Pars Khodro Co," *Management Science Letters* 2, no. 6 (October 1, 2012): 2103–12, <https://doi.org/10.5267/j.msl.2012.06.009>.

empirical study of Qaemi, while in this thesis I'm deeply adding in the conceptual model, identifying the **first moment which takes place** when a consumer decides to go online shopping. It involves browsing a website to buy something, then, the **second moment** starts, when the consumer decides to make a purchase. And the **third moment** which involves the loyalty (Qaemi, 2012) of the consumer when he/she returns to the website after a good shopping experiencing independent variables such as: reliability, responsiveness, design, security/privacy. The two measures e-confidence and e-satisfaction are mediator variables, and e-loyalty is the dependent variable. Figure 2.1 depicts the structure of Qaemi's conceptual model.

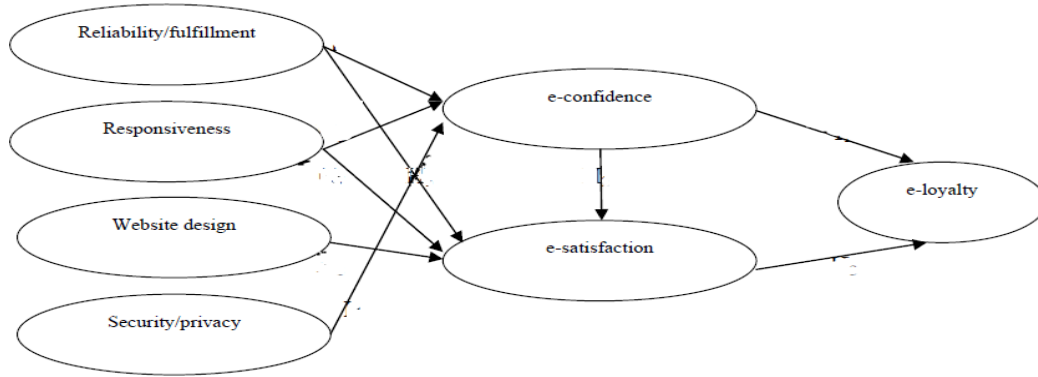


Figure 2.1.- The Conceptual Model of Qaemi Source: Qaemi (2012)

Figure 2.1. depicts a nested structure, with the four variables – reliability, responsiveness, design, security/privacy – at the ground level. The structure at the ground level defines the structure at the second level – e-confidence and e-satisfaction – and the second-level structure defines e-loyalty, which is at the top level, and which is also the dependent variable that one would like to explain. Recall Table 1.1 of Chapter 1, which represents the Scope of Concept Model Map, identifying, the factors listed in the third column as the independent variables of the conceptual model, the probability of an online purchase is the dependent variable computed from the responses of the respondents. The conceptual model of this study differs from the one formulated by Qaemi (2012) in that it contains new, independent variables, and it addresses a different issue: the probability of an online purchase, not the impact of e-loyalty on the sales of a firm.

Chapter 3: The Structure of the Questionnaire and the Use of the Online Purchase Assessment Tool

3.1 Introduction

As part of my research objective is to discover the factors that influence the likelihood of the purchase decision by an e-consumer at a Quebec website, I have developed an assessment tool to evaluate the questionnaire. The assessment tool – called The Online Purchase Assessment Tool (OPAT) – helps determine the level at which each factor influences the likelihood of purchase in an online Quebec market, and this will help improve the economy of Quebec – when Quebec companies are able to better understand the findings of this study before releasing a Quebec website. It is worth pointing out that in the field of digital communications, publishing a product to sell online has more elements than the OPAT can cover in designing the survey questions. This chapter describes the structure of the questionnaire and how it is used to learn about the factors that exert an impact on the online retail market of Quebec.

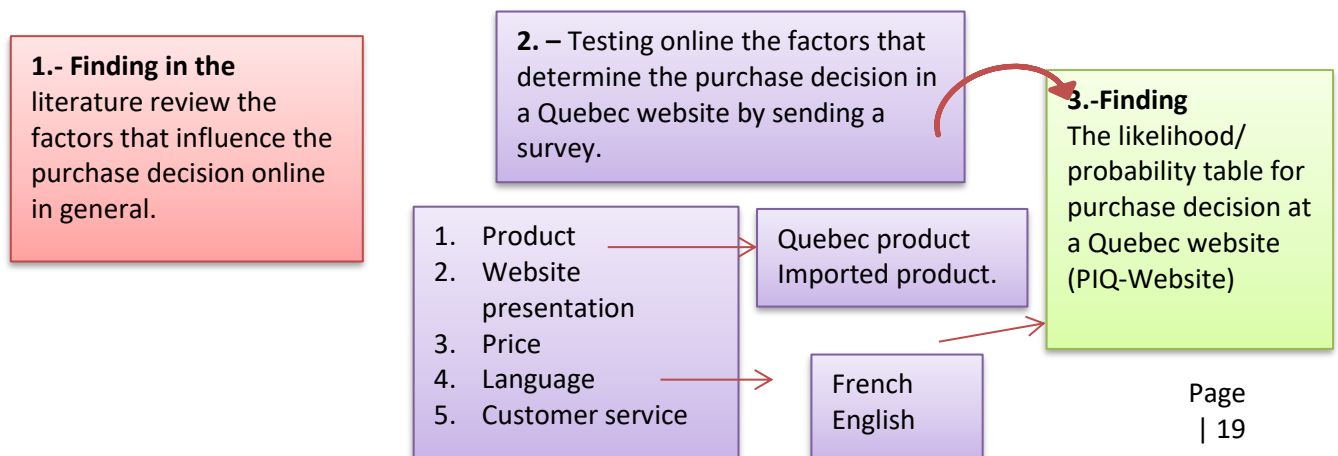
In this chapter, Section 2 presents an account of how *the Questionnaire on the Shopping Experience* is conceived. Section 3 explains how responses to the questions of the OPIQ (the Online Perception of Inclusion Questionnaire) are evaluated. Section 4 deals with the reliability of the execution of the OPAT.

3.2 Conception of the Questionnaire of the Shopping Experience

3.2.1 Conception of the Questionnaire

In Figure 3.1, the path of the constructs used in the OPAT for Quebec is depicted. The process began with a search of the literature for the factors that have an influence on the decision of a consumer to purchase online in general. The second stage involves narrowing down the factors discovered in the first stage to the Quebec online market to find out the factors that influence the purchase decision at a Quebec website. In stage 2, the factors of interest are the retail products, website presentation, price, language... The knowledge gained at the end of stage 2 serves as the basis for the conception of the questionnaire and the procedure for evaluating the responses of the respondents to the questionnaire. These responses are then used in stage 3 to compute the probabilities of a purchase at a Quebec website (PIQ-Website), which constitute the findings of the study.

Figure 3.1.- Path of the Constructs used in the Online Purchase Assessment Tool



3.2.2 Objective of the Questionnaire

The objective of the OPAT is to *define and validate* – through written interviews – which factors influence the likelihood of a purchase decision at a Quebec website. The OPAT is conceived to identify the likelihood level to buy of a certain type of customers, represented in this study as the online participants – local participants from Quebec and international participants from Europe and the US.

In trying to find the probability of the decision to purchase at a Quebec (French-Canadian) website, this study has created 23 questions, which represent the **OPIQ (Online Perception of Inclusion Questionnaire)**, where the participant's main task is to identify the factors that induce him/her to make a purchase in such a market. The OPAT for Quebec consists of two phases:

- In Phase 1, the previous online buying experience of the participant is evaluated. The OPAT attempts to find out if a respondent has the ability and knowledge to use the technology needed to buy online. The participants who are found wanting are removed from the assessment. Only the participants who had previous online purchase experience are selected for assessment. (See 3.1: Table of Specifications).
- In Phase 2, only the preferences about buying in a Quebec e-market during the purchase stage and the loyalty stage – of the participants who remain – are assessed by the OPAT.

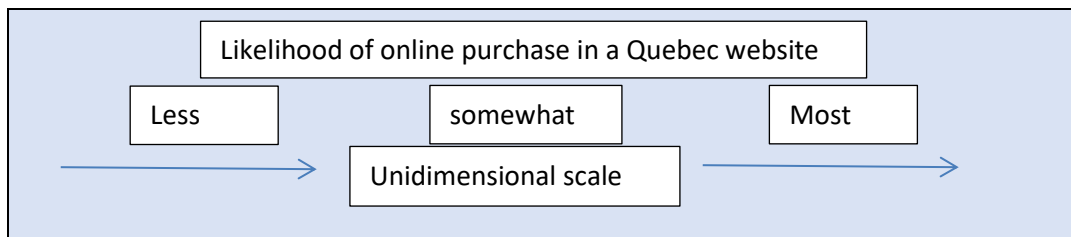
3.2.3 Computed Measure of Interest

The OPAT attempts to measure the likelihood of an online purchase at a Quebec website⁶² by an international or an English-speaking online Canadian client as well as by a French-Canadian online client under the parameters about culture and language indicated above.

3.2.3 Evaluation Scale Measurements Using a Propensity Model

In this study, I measure the likelihood of the purchase decision at a Quebec website by English- and French-speaking e-consumers *using a propensity model*. The likelihood of purchase decision at a Quebec website will be evaluated on a Likert unidimensional scale.

Figure 3.2 The Lickert scale



The response to a question in the questionnaire will be rated as "Most Likely", "Somewhat Likely", and "Less Likely". This evaluation model will predict which participants are more likely to make a purchase. Now a traditional likelihood to purchase model evaluates non-transaction customer

⁶² WMK Trochim, "The Qualitative Debate. Research Methods Knowledge Base," 2006, <http://www.socialresearchmethods.net/kb/qualmeth.php>.

data. This study goes further than the traditional likelihood model; it also considers language, location, and price to likely buyers. Its *specific purpose* is to assess whether a local French-Canadian participant, an international participant, or an English-speaking Canadian participant selected in Phase 1 of the OPAT is more likely to purchase from a Quebec website, given the limitations of understanding the French language or given the non-competitive product price.

3.3 Population and Sample Characteristics

3.3.1 Population

The population consists of users or clients who are interested in buying a product or service from a Quebec website. For the market of Quebec, the clientele are the international (English and French speakers) online users around the world. Also, a Canadian client can be an English or a French speaker.

3.3.2 Sample Data

Looking forward to validating the answer to the research question with real responses from those who use the Internet, I decided in the fall of 2017 to be a participant at O'Bois International,⁶³ which is an Online (virtual) Practice Firm, while I was working in the position of Marketing Officer, creating websites, logos, and web publishing services. The physical location of O'Bois International is in Gatineau, province of Quebec, Canada. O'Bois International, as many other online practice firms, usually works under the umbrella of a college or university in various countries in the world, and its principal objective is that students can have real practical experience while studying to find jobs. O'Bois International is part of the Quebec Canadian Practice Firm Network (CPFN), and the CPFN is a member of the PEN WORLDWIDE Practice Enterprise Network. Both support a network of 7,500 training companies in 40 countries. In the position of marketing officer, I was permitted to develop a survey to understand more deeply the online retail market problematic of Quebec and, at the same time, to validate the model of purchase at a Quebec website. In this context, I was able to send the survey to all participants in the network of training companies located in Quebec, Canada, the Canadian Practice Firm Network (CPFN), and the rest of the world via PEN WORLDWIDE.

The OPIQ (Online Perception Inclusion Questionnaire) has been sent by e-mail to more than 2,000 schools through their coordinators, facilitating the accessibility of each participant. The schools or Practice Enterprises (PE) have delivered the survey to all participants under the signed engagement agreement between the Canadian Practice Firm Network (CPFN)⁶⁴ inside Canada and outside Canada of the PEN.

3.3.3 Sample Characteristics

Both the Canadian and the European worldwide networks have participants from different ages, different levels of education, and different languages. These participants constitute a representation of the world Internet user population as well as a representation of the world e-consumers. *The population sample is called the participants for whom the OPAT has been*

⁶³ O'Bois International, "O'Bois International - Entreprise D'entrainement," <http://oboisinternational.com/>, 2022, <http://www.oboisinternational.com/>.

⁶⁴ The CPEN Canadian Practice Enterprise Network (before CPFN) is composed only by French speakers. [Le réseau national et international \(rcee-cpen.ca\)](http://www.rcee-cpen.ca), 2023

designed, administered, and measured in a quality manner. The sample population is a non-probabilistic sample (by convenience) from a network of 7500 Practice Enterprises companies (PE).

The participants to the survey were from the following countries:

- Europe: Italy, Germany, Belgium, who are English speakers. Also from France, who are French speakers.
- America: US, who are English speakers, and Quebec, who are French speakers.

The participants consist of three types:

- International or English Canadian online participants, who represent the English-speaking clients and who may like to buy from a Quebec website.
- French-Canadian online participants, who represent the local clients and who may like to buy a retail product at a Quebec website under the charter of the French language, which makes French the official language of business in Quebec.
- International French-speaking online participants.

3.3.4 Language and the OPIQ

The OPIQ has been designed in two languages: French and English. The French OPIQ was sent to France in Europe and Quebec in Canada. The English OPIQ was sent to Italy, Germany, and Belgium in Europe and to the US in America.

3.3.5 Factors that can influence the OPIQ Assessment

Language

To reduce the impact of the different approaches given to the decision to purchase in a Quebec market by the international online consumers or the English Canadian online consumers, I have implemented two assessment procedure matrices – one for French Canadians and one for either an international respondent or an English Canadian.

Education

To reduce the impact of the differences in education among the participants, Phase 1 of the OPAT attempts to select the participants based on his/her capacity and previous experience in online purchasing, regardless of his/her level of education or age.⁶⁵

⁶⁵ Please see phase 2 of the assessment test) (Hernandez, B., Jimenez, J. and Martin, M.J. (2009) Venkatesh, V., Morris, M.G., Davis, G.B. and Davis, F.D. (2003).

3.3.6 Components of the OPIQ Assessment

The study tries to find out if language or location can influence or impact the likelihood of the purchase decision at a Quebec website. Toward this end, I have prepared a Rubric Table and an Assessment Procedure for each question/item of the OPIQ assessment.

In this study, “likelihood” is defined as the probability that a local or international online buyer will make a purchase at a Quebec website. The results of the OPAT for Quebec will be presented in the form of Tables, which give the likelihood of several factors that influence the purchase decision of an English-speaking (International or English Canadian) e-consumer and a French-speaking (International or local Quebec French Canadian) e-consumer.

The Rubric Table

The *rubric describes the evaluation score criteria and the target of achievement that can be measured*. The assessment measure that the rubric selected is a *qualitative score* which determines the level of intention to purchase at a French Quebec website by the local Quebec online community and by the international online community.

The Rubric and the Score Method

As for the table that combines the Rubric Table and the Score Method, it is nothing other than Table 1.1 in Chapter 1 and is reproduced here as Table 3.2 for convenience.

The Rubric and the Score Method

As for the table that combines the Rubric Table and the Score Method, it is nothing other than Table 1.1 Chapter 1 (see Annex) and Table 3.1 and Table 3.2 (see Annex) for convenience.

3.3.7 Reliability of the OPIQ Assessment

Consistency of the Results

Assessment results have been consistent both in the pre-test and in the test stages. Some questions have been asked twice using different formats, and the responses were consistent in both cases. Scoring procedures have been limited to the defined objectives, and the length of the assessment has been reduced.

Demographic data were not assessed. *Respondents* who have no previous online purchase experience have been removed from the assessment. Scores were defined in a quality manner.

Validity

The OPIQ has been evaluated twice by accruing multiple types of evidence over time.

- Content-related: Questions were significantly related to the target construct about the intention of users to purchase at a Quebec website.
- Substantive: Response processes were aligned with the constructs in both tests.
- Structural: The scores were made in qualitative manner because what I am trying to assess is the intention, which is subject to how the website is presented. If the website allows a user to navigate and find the information and if the language barrier is not an impediment to a user to purchase at a Quebec website.

- External: Results have been compared with those in journal articles to compare responses and confirm validity.
- Generalizability: The results found in this test will help web creators to ask the same questions when they are trying to find a larger audience.
- Consequential Consistency in the Evaluation process.

Consistency in the Evaluation Process

To align with the Principle of Reliability, the scores have been computed twice to verify that all the tests have followed the score procedure using the same parameters, one time in the design process, and another time in the pilot stage.

Scores have been updated and improved to align with the Principle of Quality in the Evaluation process.

English international Participants Language reliability in Questions 18 and 23

English international Participants Positioning reliability in Questions 11 and 12

Questions 20 and 21, Heard or received promotions,

English international participants testing confidence and self-efficacy/experience to shop online

Reliability, Questions 6,7,8,9, and 10,

Self-efficacy: Confidence in e-commerce, Questions 6 and 7,

Perceived risk-trust, Questions 8,9,13,14,19,

E-commerce consumption preferences, Question 10,

Market positioning, Question 11,

Usability, Questions 12,18,

Brand- convenience orientation, Question 15,

Shopping enjoyment orientation, Question 16,

Quality orientation, Question 17,

Marketing positioning, Question 20,

Sales promotion, Question 21,

Public relations, Question 22,

Delivery package, Question 23.

Chapter 4: Evaluation and Analysis of the Responses to the OPIQ

4.1 Introduction

In this chapter, the responses of the participants to the OPIQ are evaluated and analyzed. In Section 2, phase 1 of the OPAT is carried out, and this involves evaluating the responses to Questions 6 and 7 of each participant. Only the participants who are judged as being most likely to make a purchase at a Quebec website will be kept for further evaluation. Those participants who are judged wanting in this phase will be removed from the survey and no longer evaluated. The participants who remain are evaluated in Phase 2 of the OPAT, which is carried out in Section 3. In this section each question – from 8 to 23 – is first stated, and the procedure for evaluating the response to the question is next explained. Based on his/her response to a question, a participant will be evaluated as most likely to purchase, somewhat likely, or less likely to purchase at a Quebec website for this question. The results of the administration of the Questionnaire are presented in Section 4. An interpretation of the results is given in Section 5.

4.2 Phase 1 of the OPAT: Analysis of the Results during the Shopping Stage

4.2.1 Selection of Participants

In Phase 1 of the OPAT, the study selects among participants the ones that were evaluated with the highest probability to purchase online. The concepts of ability to touch, autonomy, e- confidence and self-efficacy on the use of technology and online purchase experience were tested so that only qualified participants were selected for the OPAT of the Quebec websites. Based on his or her responses to Questions 6 and 7, a participant was evaluated as more likely, somewhat likely, or less likely to purchase at a Quebec website. The OPAT then selected the participants who have Technology Acceptance (TA) and the behavioral Intention (BI) of the online shopping experience and the use of the Internet for retail shopping.⁶⁶ The criteria CASA⁶⁷ was used to select the participants. Figure 4.1 (CASA) shows a snapshot of the shopping stage of an e-consumer when the client is browsing a website. The measured variables listed in Figure 4.1 will be used to compute the likelihood of purchase at a French-Canadian website.

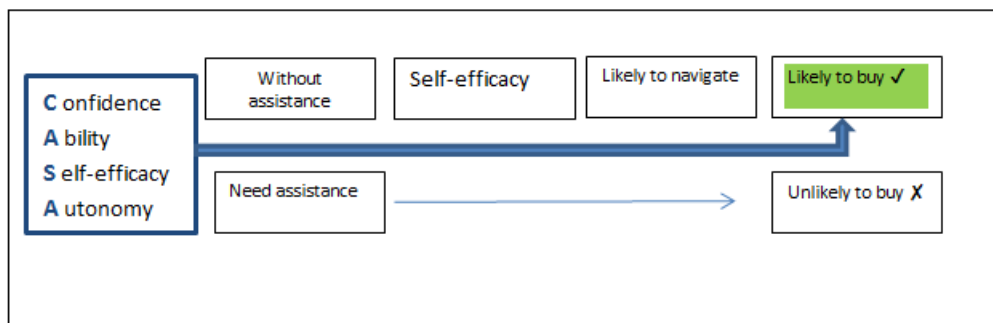


Figure 4.1.- The CASA criteria

⁶⁶ Debora S. Chan et al., “An Internet-Based Store-And-Forward Video Home Telehealth System for Improving Asthma Outcomes in Children,” *American Journal of Health-System Pharmacy* 60, no. 19 (October 1, 2003): 1976–81, <https://doi.org/10.1093/ajhp/60.19.1976>.

⁶⁷ CASA: The Cost, Alignment, Sensitivity, and Access (CASA) criteria, a framework to evaluate identification systems according to their cost, alignment to services, sensitivity, and access.

The administration of the OPIQ shows that for the French speakers, most of the questionnaires were completed in French, and only a few were completed in English. For non-French speakers, the questionnaires were mostly completed in English. While evaluating the intention to purchase at Quebec websites, only the participants who have the highest level of self-efficacy and the ones that have made at least one purchase online were considered.

In the OPIQ, Questions 1 through 5 request demographic data from the respondent. Questions 6 and 7 are the two questions that come next, and their aim is to enquire about the shopping stage of a respondent. The responses to these two questions by a respondent determine whether he/she is removed from the survey. Questions 6 and 7 are evaluated in the following manner.

On Question 6

In general, when you buy an “X” product, in which way do you prefer to buy?

- 1) *With assistance of someone in the web or by phone or someone (Less Likely)*
- 2) *Without Assistance (More Likely)*
- 3) *No answer (Somewhat Likely)*

Evaluation procedure

Assign “More Likely” (ML) to buy at a Quebec website to the respondents with higher level of autonomy (without assistance). Such an evaluation allows the customers to take more risk to shop online.

On Question 7

Have you ever purchased online? Yes or No.

Evaluation procedure

Consider “More Likely” (ML) to buy at a Quebec website when a higher level of ability, self-efficacy, and confidence allows a customer to take more risk to shop online.

A respondent whose responses to Questions 6 and 7 are judged as “More Likely” is one whose ability to use the computer and whose autonomy in using the computer without assistance demonstrate the highest level of self-efficacy and is one that has made at least one purchase online. A respondent whose responses to Questions 6 and 7 are evaluated as “Somewhat Likely” is one who has made an online purchase, but with assistance. Respondents whose responses to Questions 6 and 7 are judged as “Less Likely” have never made purchases online and need assistance.

In Question 6, participants who were less likely to purchase at a Quebec website or participants who demonstrated the need of assistance to make a purchase decision were removed from the study. In Question 7, participants who were less likely to purchase at a Quebec website were those who never had online purchase experience before. These participants were also removed from the study.

Among the 41 French-speaking local participants, only one (#10) was assessed less likely in Questions 6 and 7 and, thus, was eliminated from the study.

Among the 15 French international participants, two participants (#9 and #12) were assessed as less likely and eliminated from the study.

Among the 27 English international participants, two (#5, #11) were assessed as less likely and eliminated from the study.

Table 4.1 the number of participants selected in Phase 1 of the OPAT (see Annex) shows the number of participants removed and the number of participants selected from the study in Phase 1 of the OPAT.

4.3 Phase 2 of the OPAT

4.3.1 Analysis of the Results during the Purchasing Stage

When a client is making *the purchase decision after browsing a website*, the following variables are measured to compute the likelihood of the purchase decision at a French-Canadian website:

- Perceived risk-trust (in Questions 8, 9, 13, 14, 19),
- E-commerce consumption preferences (in Question 10),
- Market positioning (in Questions 11 and 12),
- Responsiveness (in Question 18),
- Brand-convenience orientation (in Question 15),
- Shopping enjoyment orientation (in Question 16),
- Quality orientation (in Question 17).

These variables are hypothesized to constitute the factors that exert an impact on the decision to purchase at a Quebec website, i.e., the decision to make a PIQ-Website. They are the independent variables of the model of the study, and the likelihood of PIQ-Website is the dependent variable.

Perceived risk-trust (Questions 8, 9, 13, 14, 9)

Question 8

Where do you prefer to buy online?

- a) From a local website*
- b) From an international website*

Response format

The format of this question is a multiple choice of a local market. For an international participant or a French Canadian, “local” means the province or estate where the buyer lives. For this question, “local” means from a Quebec website to a French Quebecer Participant (FQP) of the Canadian Quebec Practice Enterprise (CPEN).⁶⁸ To an English international participant or a French-speaking international participant, local website is defined as the online website PE (In Canada is CPEN) located in the country of the participant.

Evaluation procedure

For Quebec respondents, choosing a) as the response is evaluated as “More Likely” (ML) to buy when a higher level of perceived trust and less risk allow a customer to take more risk to shop online in Quebec. Choosing b) as the response is evaluated as “Less Likely” to buy.

⁶⁸ Note: PE is The CPEN Canadian Practice Enterprise Network (before CPFN) is composed only by French speakers. [Le réseau national et international \(rcee-cpen.ca\)](http://reseau-national-et-international(rcee-cpen.ca)), 2023 website is the representation of the online unique business website platform.

Results

For local Quebecer respondents, 29 out of 40 trust the online purchase. The predicted probability is high: there is a 73% chance that Quebecers will buy at a Quebec website because they trust it. The responses to Question 8 of Quebec participants validate the hypothesis that risk-trust is a factor that has an influence on the decision of PIQ-Website.

If an international respondent prefers to purchase at an online local market, the OPAT rates this participant as “Less Likely” to purchase at a Quebec website. On the other hand, if an international respondent prefers to purchase at an online international market, the OPAT rates this respondent as “More Likely” to purchase at a Quebec website.

A French international has a 62% chance of making a purchase at a Quebec website: 7 participants over 13 French international speakers trust a Quebec website. On the other hand, only 12 of 25 English International speakers (48%) are evaluated as “More Likely” as they do not trust enough to make a purchase. The responses to Question 8 of French international participants, especially those of the English international participants, indicate that they have less trust to make a PIQ-Website, i.e., they have more trust for their own local websites, and these results also validate the hypothesis that risk-trust constitutes an important factor in deciding whether an e-consumer – local Quebecer or international – makes a PIQ-Website.

Question 9

In your Practice Enterprise, how do you prefer to buy?

- a) *In a Practice Enterprise online network selling platform*
- b) *In a unique Practice Enterprise (PE) website*
- c) *By purchase order delivered by phone, fax, or e-mail,*
- d) *By virtual fair/show*
- e) *“None of the above”*

Response format

The response format is a multiple choice, and response choices are one-dimensional *from virtual (network) to real presence (fair/show)*

Evaluation procedure

Consider “More Likely” (ML) when a higher level of trust is perceived by a client to shop online.

For Quebec respondents,

- a) or b): “More Likely”
- c), d), or e): “Less Likely”

For international respondents,

- a) or b): “More Likely”
- c), d), or e): “Less Likely”

Results

34 of 40 French Canadian participants (85%) are more likely to make an online purchase at a Quebec website because they can perceive the trust versus 54% of international French speakers and 64% of international English speakers. The responses to Question 9 of the respondents suggest that risk-trust is a factor in influencing the decision of a PIQ-Website.

Question 13

Rate the importance of each factor for not buying at O'Bois. Several responses are accepted in order of importance on a scale from 1 to 4.

Lines

Your lack of knowledge about O'Bois

High taxes

Language

Product and/or service quality

Payment method

Lack of promotion

Response time

Transport

Access to product visualization

Delivery time

Customer services

Warranty

High prices

Lack of assistance

Other

Response format

The response format is a tick box grid to grade the importance on a one-dimensional scale from "Not at all important", "Somewhat important", "Important", and "Very important".

Evaluation procedure

Positive factors are considered controllable internal factors, which can be improved anytime to raise customer satisfaction. In a marketing dictionary, controllable variables are a product, price, promotion, and place that a firm blends to produce the desired market response. If a participant chooses a factor that he/she has not received promotions or has not heard before or has no previous knowledge about, then evaluation assigns a value of "More Likely to purchase in the future" because a promotion campaign is a controllable factor that Quebec companies can start internally to create and to implant immediately, given that it is the only reason why a client does not buy at a French-Canadian website.

Negative factors are the opposite. They are mostly uncontrollable external factors, but they will affect online business. That is, if an online firm needs to contract external services or products which are not made by the firm, such as transport or delivery service, the costs of those services are uncontrollable external factors, and they can affect the cost of the final product.

Negative factors are uncontrollable when there is no action to improve upon them. For example, high delivery costs cannot be avoided when the cost cannot be controlled by the business. If a participant indicates that a reason to not buy a product is about uncontrollable external factors, such as high taxes, language, product and/or service, lack of quality, poor payment method, long response time, high transport fees, no access to product visualization, long delivery time, poor customer service, poor warranty, high prices, lack of assistance, the test assigns the value "Less Likely" to buy at a Quebec website" to this participant.

Question 12 validates Question 13, as only online users can experience the difference between positive and negative factors.

For international participants, controllable items, such as the lack of knowledge of O'Bois, are evaluated as "More Likely" because a promotion campaign can be launched anytime from a website. Uncontrollable items such the language, high taxes, transportation fees, warranty – when being preferred – are most important, and, thus, the value assigned is "Less Likely".

For local Quebecers, when a reason is lack of knowledge of O'Bois or language, by launching a campaign, these factors are controllable, and, therefore, the respondent is assigned the value "Most Likely". On the other hand, when the most important reason for a participant not to buy at the O'Bois website is because of higher taxes, transportation fees, or warranty, the value assigned for this participant is "Less Likely".

Results

For local Quebecers, 50% of participants are not likely to purchase at a local Quebec website because of uncontrollable items, such as higher taxes or transportation fees. On the contrary, for international participants, 100% of French and 96% of English international speakers have a positive position on PIQ-Website because the Canadian currency is weaker than the Euro or the American dollar, meaning that uncontrolled factors related to the price have less impact on online purchases. The responses of the participants to Question 13 validate the dependence of the likelihood of PIQ-Website on product price.

Question 14 (Reliability question)

Confirming Perceived risk: In this question, the goal is to confirm in a form of a text, explaining the reason why a participant is not buying at O'Bois, which represents any French-Canadian Quebec website.

Response format

The response format is to write a short paragraph, *confirming Question 13*.

Evaluation procedure

Apply the same procedure as that of Question 13 about "Most Likely" positive factors and "Less Likely" negative factors explanation.

Question 19 (Validation of the test for a participant)

Concept of Delivery time: A metric is used to assess the ability of a business to fulfill shipping orders or other transactions within the time promised to a client.

Concept of Response time: Everyone who operates an online business understands the importance of having fast website response times. When webpages are simple to perceive, the users will spend more time on your pages and are much more likely to spend money while they are there. Fast website response times can also be critical in influencing buying behavior, as your website performance is often judged as a reflection of the quality of your business skills.

Concept of Responsiveness

Concept of Trust/Payment method

Concept of Promotion/ Marketing

Rate the factors in order of importance (Not at all important, somewhat important, Important; Very important) when you shop online.

1. Price
2. Language
3. Quality of product or service
4. Payment method

5. *Promotion*
6. *Response time*
7. *Shipping price*
8. *Warranty*
9. *Online product (catalogue) images*
10. *Delivery time*
11. *Customer service*

Response format

The response format is a tick box grid, and the task is to rate the importance of each factor as “Not at all important”, “Somewhat important”, “Important”, and “Very important”.

Evaluation procedure

For international participants, if the most Important factors are *language and price*, then the value assigned is “Less Likely.” If the most key factor is “Customer Service”, then the value assigned is “Most Likely” because this is a controllable internal factor.

For local Quebecers, Quebec websites are written in the French language, and, therefore, Quebecers are confident: the value assigned is “More Likely”. As above, if there are at least two factors – the price⁶⁹ and another factor – the value assigned for this item is “Less Likely”. If it is a matter of trust, perceived risk, and language, Quebecers may prefer to pay higher prices. If the most key factor is “Customer Service”, as this is a controllable internal factor blended by the website business firm, the value assigned is “Most Likely”.

Results

Because of the strong Canadian economy, English participants in their responses to Question 19 were interested in purchasing at a lower price. On the other hand, Quebecer participants are more interested in good e-responsiveness and customer relations as well as solid trust, e-confidence is more important than lower price and quality. Indeed, this study indicates that e-confidence was represented in more than 95% of the participants selected, demonstrating that confidence in the purchase habits online is an important factor.⁷⁰ People who have more confidence are more likely to make internet purchase.

In operationalizing the concept of trust and responsiveness for local French Quebec participants, price is the most important factor that cannot be controlled. Therefore, the probability of e-purchase in a Quebec market without control of price is very low – a mere 5%. On the same scale, for French international participants, if responsiveness or marketing promotions are low, the chances of a PIQ-Website⁷¹ are low, represented by merely 23 %, which are “Unlikely”.

As for English international participants, only 16% of the sub-population are likely to buy at a Quebec website if responsiveness, customer service, promotions, or delivered process are not written in English. The results of the analysis of the responses to Question 19 are presented in Table 4.2: Summative assessment of Perceived risk-trust. (See Annex)

⁶⁹ Price in Quebec is an uncontrollable internal and external factor. The Canadian economy is based on massive imports, which are expensive, and a firm is influenced by the price of imports into Canada.

⁷⁰Frederick F. Reichheld and Phil Schefter, “E-Loyalty: Your Secret Weapon on the Web,” *Harvard Business Review* 78 (August 2014): 105–13.

⁷¹ Purchase at a Quebec website.

The responses to Question 19 of the participants confirm the strong influence of the factor risk-trust on the probability of a PIQ-Website.

Question 10 (E-commerce consumption preferences)

On your best knowledge, in the past year, can you indicate the amount spent on your online purchases as listed below?

Response format

The response format is a multi-choice grid of: Less than 100, between 100 and 499, Between 500 and 999 and more than 1000.

Evaluation procedure

“More Likely” (ML) depending on how often the online purchase is made. *“Less Likely”* to purchase in participants who make fewer than 2 purchases per year.

Results

French local Quebecers (93%) are more likely to make more than 2 online purchases per year. French International participants as well as English international participants are more likely to make 100 online purchases per year. The responses of the participants validate the preference of online consumers for PIQ-Website.

Question 11 (Market positioning-commerce)

Have you ever made any purchase from O’Bois International? Yes or No.

Response format

The response format is a multiple choice of Yes/No

Evaluation procedure

If the response to Question 11 is negative, then the response to Question 12 is also negative, and the value assigned to the respondent is *“Less Likely”* to make a purchase at a PIQ-Website. Assign the value of *“More Likely” (ML)* when the respondent had a purchase experience or heard about the O’Bois website. It means that a customer has previously visited the website and approached the French Community.

Results

For French Quebecer Participants (FQP), there is a 65% chance of a PIQ-Website, based on previous experience, versus a 23% chance for French international participants and zero chance for English International participants.

Question 12

How did you buy at O’Bois International?

- At the Canadian Practice Firms Online Network (CPFN) platform,*
- At Plasmont’s website selling platform,*
- By purchase order,*
- By phone, fax, or e-mail,*
- On a Fair/show fair,*
- None of the above.*

In this question, the study aims to know the mechanism to purchase used; in person, online, by phone, or on a show to make an online purchase or is it a traditional face to face/phone/fax purchase.

Response format

The response format is a multiple choice.

Evaluation procedure

The respondent is evaluated as “*Most Likely*” to make an online purchase if he/she is an online shopper by habit and “*Less Likely*” to make an online purchase if he/she is a face-to-face shopper by experience.

Results

For French Quebecer Participants (FQP), there is a 63% chance that a purchase is made at a Quebec website, according to previous buying experience in the O’Bois PE versus an 8% chance for FIP and a 0% chance for EIP as participants belonging to these last two groups have no experience of purchasing in the O’Bois PE.

Question 18 (Concept of Responsiveness)

Which language you prefer to use when you are shopping online? French, English, Spanish, or Other?

Response format

The response format is a multiple-choice on language preferences.

Evaluation procedure

“*More Likely*” to buy is a client considering choosing French as a primary online language use. “*Somewhat Likely*” to buy is a client choosing English or French as an alternative for not using the French language. “*Less Likely*” is a client who chooses other languages.

Results

For French Quebecer Participants (FQP), there is a 93% of chance of PIQ-Website due to the use of the French language; 85% for French international participants. For EIP there is also a 92% chance for PIQ-Website if the website is also written in English, i.e., it is a bilingual website. The response to Question 18 validates the hypothesis that language is an important factor in determining the likelihood of a PIQ-Website.

Question 15 (Brand convenience orientation)

O’Bois sells 3 types of products, which one would you prefer to buy from O’Bois International?

- Travel in Quebec,
- Musical instruments, or
- Travel accessories

In this question, the study requests a respondent to select just one response, confirming if the respondent – an international or a local French Quebecer client – is interested in visiting Quebec, which is a world tourism destination. As Tourism in Quebec is a local product, it is not competitive with other categories of tourism products like travel accessories which can be produced in other countries at competitive prices. In other words, visiting Quebec can be only made in Quebec at the price that a Quebec Company can offer.

Response format

The response format is a check boxes selection; only one is accepted.

Evaluation procedure

For an international respondent or a local respondent, choosing to “Travel in Quebec” is evaluated as “*Most Likely*” to make a purchase because this is a local product. “*Less Likely*” to make a purchase is a respondent who chooses Musical instruments or Travel accessories, which are products made outside Quebec and prices are not controlled by a Quebec enterprise.

Results

The results shows that people like the idea of visiting Quebec, and this increases the opportunities of making Tourism while helping the economy of Quebec. This is good news for Quebec and its

economy. For French Quebecer participants (FQP), looking for brand convenience orientation, tourism in Quebec is the most convenient Quebec product the costs of which are administrated by own provincial tourism companies. The probability of PIQ-Website by FQP is 98% and even better for FIP (100%). As for the EIP, 96% were interested in visiting Quebec.

Question 16 (Shopping enjoyment orientation)

What is very important or not at all important when you shop in an online catalogue?

1. Graphics, images, photos,
2. Language,
3. Descriptive Product information,
4. Colors or
5. Brand

Response format

The response format is a multiple-choice grid of a two-point scale. In this question, the study wants the respondent to identify the two factors represented in a two-point scale:

1. power of the image versus
2. the need of an English description at a Quebec website.

We all know the French website writers are not good English website writers. In this question, the study is trying to prevent a problem of English grammatical errors happening mostly in French websites. As a solution, the study is asking if more people like graphics/image of products and short English description where grammar errors can be replaced by the beauty and the high-level work of the graphic design. In the end, if the product and the warranty of the service delivery are excellent, people around the world can purchase at a Quebec website with total confidence.

Evaluation procedure

For international respondents, choosing the English language and English descriptive text is considered “*Less Likely*” the intention of purchase but, it is “*More Likely*” if English respondents choose graphic, images, photos, and colors. “*Somewhat Likely*” is choosing just “*Brand*”. For local respondents, language is not an issue; any response from a local respondent is considered “*Most Likely*”.

Results

Less than half (48%) of the FQP are interested in purchase at a PIQ-Website that only has graphic and images and less descriptive information about the product they are wondering to buy. For FIP (54%) and for EIP (44%) are “*More Likely*” to buy at a PIQ-Website if the Quebecer website publishes only graphic, but with not enough information about the product in both English and French.

In summary, the responses to Question 16 indicate that for half of the participants, *descriptive text is very important as part of the web design*. It is predicted that selling at a Quebec website written only in the French language would lose half or more of the online clients.

Question 17 (Enjoyment orientation)

O’Bois works in the creation of its own commercial website. Would you like to see its Promotions, Videos, Blogs, Discounts, Other?

Response format

The response format is a multiple-choice selection.

Evaluation procedure

For an international respondent, choosing “*Blogs*” implies a problem related to writing skills, and that the French on the website might need improvement. Therefore, “*Less Likely*” to buy is the assigned

value. If an international respondent chooses *promotions, videos, discounts, or other web task/activities* unrelated to English writing skills, the value assigned is “*More Likely*” to purchase at a Quebec website. For a French respondent, any selected item is “*More Likely*” to purchase in a Quebec website.

Results

For French Quebec and French international participants, there is a 100% probability of PIQ – website if the website has interesting graphic design and French written blogs. For English international participants, they want to find Blogs in the English languages. If O’Bois builds a website that fills these criteria, it has about a 92% chance for a purchase made at a PIQ-Website. The responses to Question 17 indicate that web design is an important factor in the decision of an e-consumer to make a PIQ-Website.

4.3.2 Analysis of the Results during the Loyalty Stage

In the loyalty stage, when the client returns after a positive shopping experience at a website, the following measured variables will be used to compute the likelihood of purchase at a French-Canadian website:

- Market positioning,
- Sales promotion,
- Public relations, and
- Delivery package.

Question 20 (Market positioning)

How did you hear about O’Bois International Practice Enterprise (P.E.)?

*From someone reference,
Google,
social media,
promotion,
Plasmont (PE network website),
Canadian Practice Firms Network,
practice enterprise,
Never*

Response format

The response format is a multiple choice.

Evaluation procedure

For international and local respondents, consider “More Likely” (ML) when a higher level of participation in the French community exists, and “Less Likely” (LL) when a participant has never heard about O’Bois before or has never received promotions.

Results

Because previous experience with O’Bois due to the French language communication, French international and French Quebecers participants have a chance of 100 % and 92%, respectively, to make a purchase at a Quebec website. For the English international participants, the chances are low at 32% because of poor relationships with the Quebec French community. Responsiveness/Public relations is an important factor in a PIQ-Website.

Question 21 (Sales promotion)

Have you ever received promotions from O'Bois? Yes, or no?

Response format

The response format is: Yes or No.

Evaluation procedure

Question 21 is related to Question 22 whether a participant has ever received promotions or not in Question 21. Therefore, in Question 22 a participant wants to receive promotions in the future. If that is the case, the response to Question 21 is evaluated as "Most Likely" make a purchase at a Quebec website. On the other hand, if a participant has not received promotions before and he/she does not want to receive promotions in the future, the response to Question 22 is evaluated as "Less Likely" to purchase at a Quebec website.

Results

The results indicate that O'Bois TE in Quebec does not send promotions very often. Because of this reason there is a low probability to PIQ-Website for all participants. For FQP 45%; for FIP 8%; and EIP 28%. Sales promotion is a factor that affects the likelihood of a PIQ-Website.

Question 22 (Public relations)

Would you be interested in receiving our promotions and doing business with us? Yes or No.

If yes, give us your email address of your training company.

Format

This is a True/False question, and it requests the participant be part of our Quebec EU community by asking the e-mail addresses.

Evaluation procedure

In this research, it was not unethical to solicit e-mail business addresses from participants to avoid conflict of interest, or to cause some individuals to refrain from participating because The Practice Enterprise (PE) uses a PE email provided by their own individual PE. Simulating business is part of the agreement between the worldwide networks of PE. There was no personal email involved.

In this question, likelihood of purchase is indicated when a participant, who represents the worldwide online user, wants to receive news from us. The evidence that we can continue communicating with our clients to build our client database is given by a client's confidence when providing his/her email addresses.

Consider "More Likely" (ML) to buy when a higher level of participation exists, and the client accepts to receive our promotions. If the client does not want to receive our promotions, the evaluation is "Less Likely" to purchase at a Quebec website.

Results

The responses from FQP and FIP indicate, respectively, that 85% and 77% of these two groups want to receive promotions, i.e., they want to be informed of new products with the greatest possibility of purchase at the PIQ-Website. On the other hand, EIP (English International Participants) have a slightly lower interest in receiving promotions. When the issue concerns price and languages, an appropriate remedy is to increase promotion in Blogs and Google positioning, which may allow the firm to capture these markets. Public relation is a factor that influences the likelihood of a PIQ-Website.

Question 23 (Package delivery)

In which language would you like to receive your bill and user manual or service description?

*English,
French,
Spanish,
Other.*

Response format

The response format is a multiple choice.

Evaluation procedure

Consider “More Likely” (ML) when a higher level of purchase experience exists and when the French language preference is selected. For international respondents, choosing English rather than French is considered a value of “Somewhat Likely” to purchase at a Quebec website. Choosing languages other than English, the value assigned will be LL.

Results

The moment of product delivery has a significant impact on retaining a client for next time. A client can be happy or disappointed for many reasons, such as the language responsiveness, the bill or prices or taxes impacts, but in general the participants in this study are really interested in maintaining a relationship with O’Bois TE who represents any French Quebecer website. If the delivery language for an English speaker is English, the EIP have a 84% chance purchasing at a PIQ-Website. For French Quebecers and international participants, the chances to buy at a PIQ-Website are 88 % and 92%, respectively. Product delivery is a factor that has a great influence on a PIQ-Website.

4.4 Results of the Administration of the Survey

The results of the administration of the survey are presented under the form of three tables (See Annex):

Table 4.3: Local (French Quebec) survey results,
Table 4.4: International English survey results, and
Table 4.5: International French survey results.

4.5 Interpretation of the Results of the Survey

Table 4.6 (See Annex) presents a comparison between French Quebecer and French international e-consumers on their probabilities of PIQ-Website for each of the factors listed in the Scope of Concept Map presented as Table 1.1 (See Annex). These results have been discussed in different places in Section 4 of Chapter 4. They are presented in the table below with the probabilities for the two groups appearing side by side.

It can be seen from Table 4.6 that in the first stage of the e-shopping process (Questions 6 and 7) the likelihood of PIQ-Website is higher for local French Quebecer respondents than for international French respondents. This is natural because the issue is purchase at a Quebec website. The likelihood of a PIW-Website is also higher for local French Quebec participants than for international French participants for most factors, presumably because an e-consumer is more familiar with the online markets in his/her own country.

Table 4.7 (See Annex) French and English International Speakers: a comparison (See Annex) presents a comparison between French international and English international respondents. It can be seen from

Table 4.7 that for most factors the probabilities of a PIQ-Website are higher for international French Quebec participants than for international English respondents. Because French is the official language in Quebec, the discrepancies in the likelihood of a PIQ-Website between the two groups can be attributed to the language factor.

The greatest risk that a consumer takes when shopping online is the perception that a certain amount of money could be lost or that the payment method might compromise the security and privacy of the e-shopper's bank account. This is known as *financial risk*. In addition, the product bought online might not work, and this is known as product risk. Table 4.8 (See Annex) Likelihood of the Risk-trust factors during the Purchase moment, presents the summative perceived risk-trust in the purchase stage of a shopping experience. The low probabilities appearing on the last line of Table 4.8 reflect the devastating impact of the financial risk factor on the likelihood of a PIQ-Website.

The greatest risk that a consumer takes when shopping online is the perception that a certain amount of money could be lost or that the payment method might compromise the security and privacy of the e-shopper's bank account. This is known as *financial risk*. In addition, the product bought online might not work, and this is known as product risk. Table 4.8 Likelihood of the Risk-trust factors during the Purchase moment, presents the summative perceived risk-trust in the purchase stage of a shopping experience. The low probabilities appearing on the last line of Table 4.8 reflect the devastating impact of the financial risk factor on the likelihood of a PIQ-Website.

Tables 4.9: Summative « Market positioning » Likelihood, 4.10 Summative « Responsiveness/Public relations » likelihood, and 4.11 Summative “Shopping enjoyment orientation” likelihood present, respectively (See Annex), the results of the survey for the three factors “*Market positioning*”, “*Responsiveness/Public relations*”, and “*Shopping enjoyment orientation*”. The high probabilities for the French Quebec, French international, and English international participants to make a PIQ-Website validate the hypotheses that these three factors have a strong positive influence on the likelihood that an e-consumer – French Quebec, French international, or English international – makes a PIQ-Website.

Chapter 5: The Subsidiary Question and Future Research

5.1 Introduction

The responses to the OPIQ-Website have been evaluated and analyzed in Chapter 4. The results of the analysis validate the influence that the factors listed in the scope of concept map exert on the likelihood of a purchase being made at a Quebec website. This chapter, the last chapter of the study, deals with the subsidiary question: “*What do companies in Quebec need to know to create websites that facilitate online marketing?*” and the limitations of the model. It also points out some possible extensions.

Section 2 of the present chapter attempts to provide a partial answer to the subsidiary question. In Section 3, which serves as the conclusion of the study, the limitations of the study are discussed, and some possible extensions are proposed.

5.2 The Subsidiary Question

The inability to touch a product is one of the main reasons why consumers prefer to shop at a bricks-and-mortar store instead of to purchase online. A haptic consumer discovers the attributes of a product by touching it. Such a manner for obtaining information about a product is not possible when the product is sold online. For online retailers, as already mentioned in the analysis of Chapter 4, a possible remedy for this problem is to provide written descriptions of the product on the website.⁷² Furthermore, because experts are better able to discriminate between information units and have an enhanced understanding of the products in a category, a hierarchical website design with clickthrough capabilities to obtain more detailed information could be beneficial. Thus, e-retailers can provide different levels of information about products in different formats (list vs. hierarchical) that match the information gathering style of customers. Also, expert chat features could be included for experts who may prefer to engage in a higher level of analytical product information.

Now English is the first language of business in the world. Yet, it is French that is the official language of government, education, commerce, and the work in Quebec according to The Charter of the French Language, a law that was adopted by the Quebec government in 1977. As pointed out in Chapter 4, language is an important factor that has a negative impact on the likelihood of purchase at a Quebec website because it must be in French to conform to the Charter of the French Language. To help Quebec online retailers, the language barrier might be reduced by accepting the English language for non-French speakers.

It is also worth pointing out that in selling imported products French Quebec online retailers face numerous obstacles. First, these e-retailers have no control over the prices of products sold abroad. Second, when there is no access to trade deals like USMCA (The United States-Mexico-Canada Agreement), tariffs, carriers’ cost, cost of import permits and import certificates all cut into profits.⁷³ These obstacles put the online retailers who sell imported products at a serious competitive

⁷² Fred Selnes and Row Howell, “The Effect of Product Expertise on Decision Making and Search for Written and Sensory Information,” *ACR North American Advances* NA-26 (1999), <https://www.acrwebsite.org/volumes/8229/volumes/v26/NA-26>.

⁷³ Brent Radcliffe, “The Basics of Tariffs and Trade Barriers,” Investopedia, April 27, 2021, <https://www.investopedia.com/articles/economics/08/tariff-trade-barrier-basics.asp>.

disadvantage with respect to their competitors. A partial answer to the subsidiary question is for French Quebec online retailers to sell in-house-manufactured products (made in Quebec), such as the tourism or education.

5.3 Limitations of the Conceptual Model and Future Research

One of the limitations found in this study in Quebec schools, is the preferred language; French, with 92.7% of the respondents. Despite this fact, Quebecer consumers preference is to buy from a foreign market, reducing the retail sales in Quebec online markets. It is necessary to understand what and how they would like the information should be presented, regardless of the language and the distance. Research is, therefore, needed to incorporate into the conceptual model the various factors cited in the survey's design used in the Quebec context. More specifically, it is necessary to re-test whether the assessment tool helps validate and justify the series of questions that constitute the survey, with an evaluation score given to determine if the international participants, represented by the international TE, will be more likely to do business with Quebec.

The OPIQ-Website has focused entirely on the issue of web design, and no economic analysis of online retail is touched upon. An online French Quebec retailer might adopt new ICT's or new business models to encourage existing customers to purchase more (e-loyalty) and to attract new customers. There are now new software programs that can gather data and access the shopping record of an online customer at low costs and great speeds to customize the sales to any e-consumer. This process of personalization will allow an online retailer to practice first-degree price discrimination and sell a product at the highest price that the online consumer is willing to pay.

5.4 Conclusion

This project has adequately addressed e-commerce activities in Quebec with complete emphasis on why businesses in the province are unable to sell online. The discussion has offered detailed insight into consumer behaviors acting as crucial determinants of the current trend. Here, e-commerce is defined as the act of selling products online. In the thesis, I have identified fast-food, software and hardware, car rental, and biotechnology as some of the leading industries in Canada, hence, sectors supplying online businesses with most products. The paper's methodology entails using the Online Purchase assessment tool (OPAT) model to uncover emerging e-commerce trends. The model involves critical factors explaining the likelihood of consumers buying something online. I have utilized the model in the design of the questionnaire, with the first phase focusing on consumers' awareness of the necessary technology needed to facilitate online purchases. In addition, I used the OPAT in the second phase of the questionnaire to analyze the preferences of Quebec customers when purchasing online goods.

Consequently, the study attained validity through content-related questions, generalizability, and aligning responses with research constructs, among other key measures. Results of the study indicated that most consumers in Quebec preferred brick-and-mortar, known as walking- shopping because the interviewers could touch and ascertain items sold online. Also, the dominant use of French as the primary language in Quebec e-commerce platforms, including websites and apps, has left out so many English-speaking prospects. The language barrier problem has been exacerbated through the regional Charter, which makes French the official language in the province. In some cases, e-commerce is slowly adopted in Quebec because of the poor pricing structures of foreign products. As a researcher, I recognize the limitations of the study, including the fact that most respondents were French speakers even though their preferred online purchase sites were of foreign origins. The study further identifies the need for Quebec retailers to embrace technology that encourages e-loyalty among their online consumers.

References

- Ali, Fareeha. "US E-commerce Sales Grow 15.0% in 2018 | Digital Commerce 360." Digital Commerce 360, January 29, 2021. <https://www.digitalcommerce360.com/article/us-e-commerce-sales/>.
- Andrieiev, Oleksandr. "Customer Propensity Model - Clients' Behavior Prediction." Jelvix, 2022. <https://jelvix.com/blog/propensity-model>.
- Arnold, Mark J., and Kristy E. Reynolds. "Hedonic Shopping Motivations." *Journal of Retailing* 79, no. 2 (January 2003): 77–95.
- Babin, Barry J., William R. Darden, and Mitch Griffin. "Work And/or Fun: Measuring Hedonic and Utilitarian Shopping Value." *Journal of Consumer Research* 20, no. 4 (March 1994): 644–56.
- Baek, Yong-Un, Samuel J Martin, and Dana A Davis. "Evidence for Novel PH-Dependent Regulation of Candida Albicans Rim101, a Direct Transcriptional Repressor of the Cell Wall Beta-Glycosidase Phr2." *Eukaryotic Cell* 5, no. 9 (2006): 1550–59. <https://doi.org/10.1128/EC.00088-06>.
- Bandura, Albert. "Self-Efficacy: Toward a Unifying Theory of Behavioral Change." [psycnet.apa.org](https://psycnet.apa.org/record/1977-25733-001), 1977. <https://psycnet.apa.org/record/1977-25733-001>.
- Beatty, Sharon E., and M. Elizabeth Ferrell. "Impulse Buying: Modeling Its Precursors." *Journal of Retailing* 74, no. 2 (June 1998): 169–91. [https://doi.org/10.1016/s0022-4359\(99\)80092-x](https://doi.org/10.1016/s0022-4359(99)80092-x).
- Brande, David. "The Business of Cyberpunk: Symbolic Economy and Ideology in William Gibson." *Configurations* 2, no. 3 (1994): 509–36. <https://doi.org/10.1353/con.1994.0040>.
- Britannica. "Internet." In *Encyclopædia Britannica*, 2022. <https://www.britannica.com>.
- Chan, Debora S., Charles W. Callahan, Scott J. Sheets, Carol N. Moreno, and Francis J. Malone. "An Internet-Based Store-And-Forward Video Home Telehealth System for Improving Asthma Outcomes in Children." *American Journal of Health-System Pharmacy* 60, no. 19 (October 1, 2003): 1976–81. <https://doi.org/10.1093/ajhp/60.19.1976>.
- Côté, Jean-Guy. "Le Commerce En Ligne Au Quebec : Passer Du Retard à La Croissance." Institut du Quebec, December 7, 2015. <https://institutduquebec.ca/le-commerce-en-ligne-au-quebec-passer-du-retard-a-la-croissance/>.
- CPEN Canadian Practice Enterprise Network (before CPFN) is composed only by French speakers. [Le réseau national et international \(rcee-cpen.ca\)](https://www.rcee-cpen.ca), 2023.
- PEN WORLDWIDE (AT THE TIME CALLED EUROPEN)* - A Practice Enterprise (PE) and International network; is a trainee-run company that operates like a real business in 40 countries around the world delivering training under a unique methodology `learning-by-doing. [PEN Worldwide - Practical Entrepreneurship Training](https://www.penworldwide.com)
- Cramer-Food, Ethan. "Worldwide E-commerce Forecast Update 2022." Insider Intelligence, 2022. <https://www.insiderintelligence.com/content/worldwide-e-commerce-forecast-update-2022>.
- Dowling, Grahame R., and Richard Staelin. "A Model of Perceived Risk and Intended Risk-Handling Activity." *Journal of Consumer Research* 21, no. 1 (1994): 119–34. <http://www.jstor.org/stable/2489744>.
- eMarketer. "Why E-commerce Adoption in Quebec Still Lags." Insider Intelligence, 2020. <https://www.insiderintelligence.com/content/why-e-commerce-adoption-in-quebec-still-lags>.
- Feldy, M. "E-Konsumentów Portret Własny." *E-Mentor* 4 (2012): 77–81.

- Gefen, David, Elena Karahanna, and Detmar W. Straub. "Trust and TAM in Online Shopping: An Integrated Model." *MIS Quarterly* 27, no. 1 (2003): 51–90. <https://doi.org/10.2307/30036519>.
- Gefen, David, and Detmar W. Straub. "Consumer Trust in B2C E-Commerce and the Importance of Social Presence: Experiments in E-Products and E-Services." *Omega* 32, no. 6 (December 2004): 407–24. <https://doi.org/10.1016/j.omega.2004.01.006>.
- Gemius. "Breakthroughs in Polish E-Commerce in 2016." Gemius Global, 2017. <https://www.gemius.com/all-reader-news/e-commerce-in-poland-overview-of-2016-and-forecasts-for-2017.html>.
- Hernández, Blanca, Julio Jiménez, and M. José Martín. "Age, Gender and Income: Do They Really Moderate Online Shopping Behaviour?" *Online Information Review* 35, no. 1 (February 22, 2011): 113–33. <https://doi.org/10.1108/14684521111113614>.
- Hussain, Mohammad. "The Determinants of Repeat Purchase Intention for Luxury Brands among Generation Y Consumers in Malaysia." *Asian Social Science* 13, no. 9 (August 24, 2017): 125. <https://doi.org/10.5539/ass.v13n9p125>.
- Jong, K.E., and D.M Lee. "Research about Consumer Trust on Internet Shopping Mall." In *Fall Semi Annual Conferences of KMIS*, 561–73, 2000.
- Lederman, S.J., R.L. Klatzky, A. Abramowicz, K. Salsman, R. Kitada, and C. Hamilton. "Haptic Recognition of Static and Dynamic Expressions of Emotion in the Live Face." *Psychological Science* 18, no. 2 (February 2007): 158–64. <https://doi.org/10.1111/j.1467-9280.2007.01866.x>.
- Menon, Satya, and Barbara Kahn. "Cross-Category Effects of Induced Arousal and Pleasure on the Internet Shopping Experience." *Journal of Retailing* 78, no. 1 (March 2002): 31–40. [https://doi.org/10.1016/s0022-4359\(01\)00064-1](https://doi.org/10.1016/s0022-4359(01)00064-1).
- Mokhlis, Safiek. "Effects of Religiosity on Apparel Shopping Orientation: An Exploratory Study." *International Journal of Business Anthropology* 5, no. 2 (December 1, 2014). <https://doi.org/10.33423/ijba.v5i2.1134>.
- More. K,Pareek N,, Marketing: The Basics, (2006), Ch. 7 pages 131-156,DOI<https://doi-org.proxy.bib.uottawa.ca/10.4324/9780203967515>
- O'Bois International. "O'Bois International - Entreprise D'entrainement." [O'Bois International - Entreprise d'entrainement \(oboisinternational.com\)/](https://www.oboisinternational.com/), 2022.
- OECD. "Unpacking E-Commerce: Business Models, Trends and Policies." www.oecd.org, 2019. <https://www.oecd.org/publications/unpacking-e-commerce-23561431-en.htm>.
- Oliver, Richard L. *Satisfaction: A Behavioral Perspective on the Consumer*. Routledge, 1977.
- Parasuraman, A., Valarie A. Zeithaml, and Arvind Malhotra. "E-S-QUAL: A Multiple-Item Scale for Assessing Electronic Service Quality." *Journal of Service Research* 7, no. 3 (February 2005): 213–33. <https://doi.org/10.1177/1094670504271156>.
- Peck, Joann, and Terry L. Childers. "To Have and to Hold: The Influence of Haptic Information on Product Judgments." *Journal of Marketing* 67, no. 2 (April 2003): 35–48. <https://doi.org/10.1509/jmkg.67.2.35.18612>.
- Qaemi, Vahid. "Surveying the Impact of Satisfaction and E-Reliability on Customers' Loyalty in E-Purchase Process: A Case in Pars Khodro Co." *Management Science Letters* 2, no. 6 (October 1, 2012): 2103–12. <https://doi.org/10.5267/j.msl.2012.06.009>.

- Radcliffe, Brent. "The Basics of Tariffs and Trade Barriers." Investopedia, April 27, 2021. <https://www.investopedia.com/articles/economics/08/tariff-trade-barrier-basics.asp>.
- Reichheld, Frederick F., and Phil Schefter. "E-Loyalty: Your Secret Weapon on the Web." *Harvard Business Review* 78 (August 2014): 105–13.
- Schifter, Deborah E., and Icek Ajzen. "Intention, Perceived Control, and Weight Loss: An Application of the Theory of Planned Behavior." *Journal of Personality and Social Psychology* 49, no. 3 (1985): 843–51. <https://doi.org/10.1037/0022-3514.49.3.843>.
- Selnes, Fred, and Row Howell. "The Effect of Product Expertise on Decision Making and Search for Written and Sensory Information." *ACR North American Advances* NA-26 (1999). <https://www.acrwebsite.org/volumes/8229/volumes/v26/NA-26>.
- Seock, Yoo-Kyoung, and Lauren R. Bailey. "The Influence of College Students' Shopping Orientations and Gender Differences on Online Information Searches and Purchase Behaviours." *International Journal of Consumer Studies* 32, no. 2 (March 2008): 113–21. <https://doi.org/10.1111/j.1470-6431.2007.00647.x>.
- Sheldon, Roy, and Egmont Arens. *Consumer Engineering*. Harper, 1932.
- Sirdeshmukh, Deepak, Jagdip Singh, and Barry Sabol. "Consumer Trust, Value, and Loyalty in Relational Exchanges." *Journal of Marketing* 66, no. 1 (January 2002): 15–37. <https://doi.org/10.1509/jmkg.66.1.15.18449..Statista>, "Canada: Digital Buyer Penetration 2021." Statista, 2022. <https://www.statista.com/statistics/261641/digital-buyer-penetration-in-canada/> "Topic: E-Commerce in Canada." www.statista.com. Statista, 2019. <https://www.statista.com/topics/2728/e-commerce-in-canada/>.
- Taylor, Shirley, and Peter A. Todd. "Understanding Information Technology Usage: A Test of Competing Models." *Information Systems Research* 6, no. 2 (June 1995): 144–76. <https://doi.org/10.1287/isre.6.2.144>.
- Trochim, WMK. "The Qualitative Debate. Research Methods Knowledge Base," 2006. <http://www.socialresearchmethods.net/kb/qualmeth.php>.
- Verhoef, Peter C. "Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development." *Journal of Marketing* 67, no. 4 (October 2003): 30–45. <https://doi.org/10.1509/jmkg.67.4.30.18685>.
- Williams, J. M. G. "Depression and the Specificity of Autobiographical Memory." In *Remembering Our Past: Studies in Autobiographical Memory*, edited by David C Rubin. Cambridge; New York: Cambridge University Press, 1996.
- Wu, Jingbo, Minghua Zhang, and Wuyin Lin. "A Case Study of a Frontal System Simulated by a Climate Model: Clouds and Radiation." *Journal of Geophysical Research* 112, no. D12 (June 16, 2007). <https://doi.org/10.1029/2006jd008238>.

Annotated Bibliography

Type	Bibliography
Quebec online retailer perspective	CEFRIO (2015). ICEQ. Pris de résultats. http://www.CEFRIO.qc.ca/media/uploader/CEFRIO_ICEQ2014-2015-10mois-Synthesedesresultats.pdf
Quebec online retailer perspective	CEFRIO. (2015). 88 % des entreprises québécois ne font pas e-business. https://www.mapaq.gouv.qc.ca/SiteCollectionDocuments/Regions/CentreduQuebec/INPACQ2015/Confereces_INPACQCommercialisationmarketing/vendreenlignefacilement.pdf
Quebec online retailer perspective	CEFRIO. (2015). Le commerce électronique toujours aussi populaire au Quebec et de plus en plus mobile.
Quebec online retailer perspective	Tassé, G. (2016). Quelques statistiques inquiétantes sur le Commerce Électronique au Quebec. Click and Mortar https://clicketmor .
Canada online retailer perspective	McKillican, R. (2016). Canadian consumers & e-commerce disruption. The Global and Mail. Retrieved from https://beta.theglobeandmail.com/report-on-business/rob-commentary/45ehaviou-consumers-are-read
Canada online retailer perspective	Thiele, J. (2015). Canadian E-commerce 2015. Retrieved from https://virtuallogistics.ca/blog/e-commerce-in-canada-2015-a-sorry-state/
Canada online retailer perspective	Thiele, J. (2016). Canadian E-commerce 2016. Retrieved from https://virtuallogistics.ca/blog/infographic-canadian-e-commerce-2016/
Web design	Luo, J., Ba, S., & Zhang, H. (2012). The effectiveness of online shopping characteristics and well-designed Websites on satisfaction. (Report). MIS Quarterly, 36(4), 1131.
Capability behavior	Lin, L. M., & Hsia, T. L. (2011). Core capabilities for practitioners in achieving e-business innovation. Computers in Human Behavior, 27(5), 1884–1891. https://doi.org/10.1016/j.chb.2011.04.012
Capability behavior	Rondeau, A., Croteau, A.-M., & Luc, D. (2005). Une appréciation empirique des enjeux technologiques et de transformation liée au déploiement de l'adm électronique au Quebec.
Definition of man-made systems	Ed Yourdon (2006) The Nature of Systems, Chapter 2, rev. 051206, they exist in nature
Learning behavior	Nerguizian, V., Mhiri, R., & Saad, M. (2011). Active e-Learning Approach for e-Business. International Journal of E-Business Management, 5(1), 48–60. https://doi.org/10.3316/IJEBM0501048

Loyalty	Qaemi, V. (2012). Surveying the impact of satisfaction and e-reliability on customers' loyalty in e-purchase process: a case in Pars Khodro co. Management Science Letters, 2(6), 2103–2112. https://doi.org/10.5267/j.msl.2012.06.009
Persuasion in E-Commerce	Xu, Q., & Sundar, S. (2014). Lights, Camera, Music, Interaction! Interactive Persuasion in E-commerce. Communication Research, 41(2), 282.
Purchase behavior	Hernández, B., Jiménez, J., & Martín, M. J. (2010). Customer behaviour in electronic commerce: The moderating effect of e-purchasing experience. Journal of Business Research, 63(9), 964–971. https://doi.org/10.1016/j.jbusres.2009.01.019
Purchase behavior	Hernández, B., Jiménez, J., & Martín, M. J. (2011). Age, gender and income: do they really moderate online shopping behaviour? Online Information Review, 35(1), 113–133. https://doi.org/10.1108/14684521111113614
Research methods	Bhattacharjee, A. (2012). Social Science Research: Principles, Methods, and Practices. Retrieved from http://scholarcommons.usf.edu/cgi/viewcontent.cgi?article=1002&context=oa_textbooks
Research methods	Fortin, M.-F., & Gagnon, J. (2016). Fondements et étapes du processus de recherche : Méthodes quantitatives et qualitatives. Montréal : Chenelière Éducation
Research methods	Klopper, R., & Lubbe, S. (2011). Using Matrix Analysis to Achieve Traction, Coherence, Progression and Closure in Problem-Solution Oriented Research.
Research methods	Minier, P. (2014). Guide pour les praticiens-chercheurs : Élaboration d'un projet de recherche.
Loyalty	Vahid Qaemi*, 2012 Surveying the impact of satisfaction and e-reliability on customers' loyalty in e-purchase process:
Internet acceptance	Venkatesh, V., Morris, M.G., Davis, G.B. and Davis, F.D. (2003), "User acceptance of information technology: toward a unified view", MIS Quarterly, Vol. 27 No. 3, pp. 425-78
Autonomy	Autonomy, Affiliation, and Ability: Relative Salience of Factors that Influence Online Learner Motivation and Learning Outcomes Kuan-Chung Chen ; Syh-Jong Jang ; Robert Maribe Branch Knowledge Management & E-Learning: An International Journal, 01 March 2010, Vol.2(1), pp.30-50
Ability to touch	Can Consumers Forgo the Need to Touch Products? An Investigation of Nonhaptic Situational Factors in an Online Context Authors Atefeh Yazdanparast Nancy Spears Source Information January 2013 Volume, 30(Issue1) Page, p.46 To-61
Online shopping	Business dictionary http://www.businessdictionary.com/definition/online-shopping.html
2017 Manufacturi	(Canada) Source: Statistics Canada, CANSIM, table 304-0014. Last modified: 2018-05-16. (See Annex)

ng in Canada	
Customer Preference to shopping online	Customer Preferences Related to Shopping Online, (Eva Glinska and Ewelina Tomaszewska) Vol. LI,2 , 2017 Lublin Polonia, Maria Curie University
Market Positioning	The Strategy CFO,2018 https://strategiccfo.com/market-positioning/
Market Positioning	(John Dudovskiy, 2017) https://research-methodology.net/alphabet-google-segmentation-targeting-and-positioning/
Usability	.(Marketing term, 2018) https://www.marketingterms.com/dictionary/web_site_usability/
Languages Barrier Responsiveness	Book : The power in/of language, Graham, Linda J. (Linda Jayne) ; Cole, David R. (David Robert), 1967- 2012 chapterThe Actions of Affect in Deleuze: Others using language and the language that we make, David R. Cole
Languages Barrier Responsiveness	The emergence of e-commerce in a developing nation: Case of Egypt, Benchmarking: An International Journal9(2). Authors: Sherif Kamel and Maha Hussein Source InformationJanuary 2002Volume, 9(Issue2)Page, p.146To-153
Languages Barrier Responsiveness	E-marketing in developed and developing countries emerging practices El-Gohary, Hatem, 1970- ; Eid, Riyad.; IGI Global. 2013
Online shopping Convenience	Parasuraman A, Zeithaml A, Malhotra A (2005) E-S-QUAL: a multiple-item scale for assessing electronic service quality. Journal of Service Research 7: 213.
Convenience Customer Satisfaction	Oliver RL (1997) Satisfaction: A Behavioral Perspective on the Consumer. McGraw-Hill, New York.
Convenience Re-purchase	Kuo YF, Hu TL, Yang SC (2012) Effects of inertia and satisfaction in female online shoppers on repeat-purchase intention. Managing Service Quality 23: 168-187.
Shopping Enjoyment Orientation	Investigating the Shopping Orientations on Online Purchase Intention in the e-Commerce Environment: A Malaysian Study Choon Ling Kwek ¹ , Hoi Piew Tan ² and Teck-Chai Lau ³ http://www.icommercecetral.com/open-access/investigating-the-shopping-orientations-on-online-purchase-intention-in-the-e-commerce-environment-a-malaysian-study-1-21.php?aid=38386
Use of French language of Business in Quebec	Educaloi.qc.ca

Cost of imported products to Canada	Financial Post, July 2012, https://www.ey.com/ca/en/newsroom/pr-activities/articles/2012-july-customs-related-issues
Technology Acceptance Model	(Chan & al, 2003) Information Technology & Organizations: Trends, Issues, Challenges & Solutions, Volume 1 https://books.google.ca/books?id=RGXEoPkZVacC&pg=PA58&lpg=PA58&dq=PEOU&source=bl&ots=gysyjEZCn3&sig=XsD5Tj4O5mgjH0pcvphEQ-yFqVU&hl=en&sa=X&ved=0ahUKEwiFpKywtJXcAhVMxoMKHZ2QAloQ6AEIzZAO#v=onepage&q=PEOU&f=false
Research Methods	Trochim, W , 2006) Social Research Methods,
Latent variable	(Dunn, 2018) Process Improvement Using data, https://learnche.org/pid/contents#
Online shopping	Business dictionary http://www.businessdictionary.com/definition/online-shopping.html
E-consumer	https://journals.umcs.pl/h/article/viewFile/4931/4045

Appendix

Vocabulary of the principal terms used in the study

P.E.	Practice Enterprises schools that simulate online business around the world.		
Made in Quebec	In House products/service manufactured in Quebec		
Population	Representation		
International English Clients	Online worldwide English speakers (users)	E.I.P.E. Participants of the assessment	English International Practice Enterprises. From Europe: Italy, Germany, Belgium which are English speakers,
International French Clients	Online worldwide French speakers (users)	F.I.P.E. Participants of the assessment	French International Practice Enterprises. From Europe: France and Belgic are French speakers.
Canadian Quebecer/ Local French-Canadian Client	Online Quebec-Canadian French speakers (users)	Q.P.E. Participants of the assessment	Quebec Practice Enterprises. From Quebec- Canada: all the PE member of the (CPFN) Canadian Firm practice network
Canadian English speaker client	Online Canadian English speaker (user)	Rest of Canada P.E.	There are not Practice in other provinces of Canada; there are PE. only in the province of Quebec –Canada.
Website network platform	i.e., Amazonas, Alibaba, and other online networks.	P.E. network	Plasmond
Unique business website platform.	All Quebec websites of a unique enterprise i.e. (The Université du Quebec à Montréal) https://uqam.ca/	P.E. Website Unique of O’Bois	O’Bois Practice Enterprise website, located in Gatineau, Qc P.E. website is the representation of the online unique business website platform.
Factor:	A factor is one of the things that affects an event, decision, or situation (Collins Dictionary).	Retail:	to sell goods to the public in shops, on the internet. (Cambridge Dictionary)
FQP	French Quebecer participants	EIP	English International Participants
FIP	French International Participants	PIQ-Website	Purchase at a Quebec website

2017 Quebec Manufacturing sales, by subsector, by province and territory

(Canada)Source: Statistics Canada, CANSIM, table 304-0014.	
Last modified: 2018-05-16.	Canada \$ millions
All manufacturing industries	651,475.10
Transportation equipment	128,002.00
Food	101,177.10
Petroleum and coal products	63,547.40
Chemicals	51,998.90
Primary metals	49,307.50
Machinery	36,640.70
Fabricated metal products	34,993.80
Wood products	33,024.70
Plastics and rubber products	30,162.90
Paper	28,012.60
Computer and electronic products	15,421.30
Non-metallic mineral products	13,833.50
Beverage and tobacco products	13,382.00
Furniture and related products	13,089.40
Miscellaneous manufacturing	12,354.60
Electrical equipment, appliances, and components	10,775.10
Printing and related support activities	9,411.00
Clothing	2,495.90
Textile product mills	1,767.20
Textile mills	1,712.10
Leather and allied products	365.5

Table 1.1: Scope of the Concept Map for the Study

Questions	Moments	Factors	Indicators							Sub Indicators	
6	Shopping	Ability / autonomy /confidence	assistance	Autonomy	Ability						
7	Shopping	Ability / Self efficacy/Confidence	Knowledge	Experience	Confidence						
8	Purchase	Perceived risk-trust	Local market	International market							
9	Purchase	Perceived risk-trust	Network website	Unique enterprise website							
10	Purchase	E-commerce consumption	Made in Quebec products	Imported products to Quebec							
11	Purchase	Market positioning	Knowledge of O'Bois	Never heard about O'Bois before							
12	Purchase	Usability	Online shopping	Face to face shopping							
13	Purchase	Perceived risk	Responsiveness	Trust/Accessibility/usability/findability	Visual enjoyment	Warranty	High prices	Quality	Taxes		
14	Purchase	Confirming Perceived risk	Responsiveness	Trust	Visual enjoyment	Warranty	High prices	Quality	Taxes		
15	Purchase	Brand-Convenience orientation	Made in Quebec products	Imported products to Quebec							
16	Purchase	Shopping enjoyment orientation	Ability for graphic design	Second Language skills	Business culture						
17	Purchase	Shopping enjoyment orientation	Ability for graphic design	Second Language skills	Business culture						
18	Purchase	Language Usability for purchase	Responsiveness	Second Language skills							
19	Purchase	Perceived risk	Responsiveness	Process and product quality	Trust	Marketing	Cost	Image			
20	Loyalty	Market positioning	Community participation	Enjoyment	Interest						
21	Loyalty	Sales promotion	Community participation	Enjoyment	Interest						
22	Loyalty	Responsiveness/Public relations	Community participation	Enjoyment	Interest						
23	Loyalty	Language Usability in delivery package	Responsiveness	Process and product quality	Trust	Marketing	Cost	Second language skills			

Responsiveness
Time delivery
Customer service
Transport
Accessibility
Assistance

Business culture
Marketing
Brand development
Easy transaction
Innovation
Second language skills

Table 3.1: Table of Specifications

Topic to be tested	Time spent on topic	Information	Assessing performance	Assessing attitude and knowledge	Assessing expectations	Synthesis	Questions, Topics
Demographics	10	Demographic data was requested for information, but not used in assessment					From 1 to 5
Shopping stage	10		Level of ability Level of autonomy Level of self-efficacy, experience				From 6 to 11
Purchase stage	65			Level of preference to make a decision			From 8 to 19
E-loyalty	15				Probability that client can repeat the shopping experience		From 20 to 23

Figure 4.1.- The CASA criteria

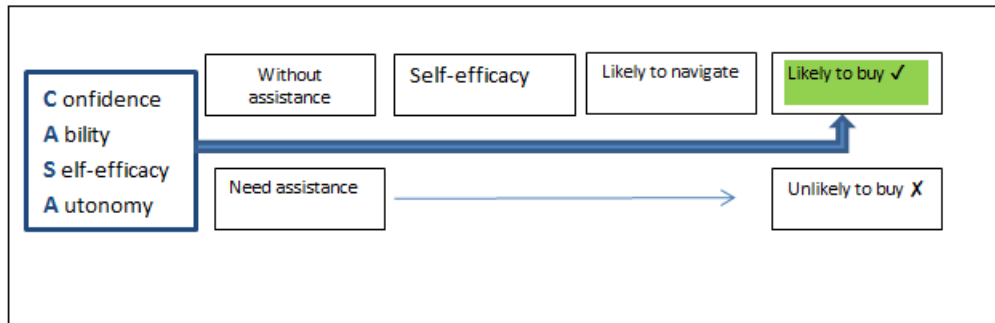


Table 4.1: The number of participants selected in Phase 1 of the OPAT

Participants	Total	LL assessed. (removed)	Selected for inclusion in the OPAT in Quebec
French local	41	1	40
French international	15	2	13
English international	27	2	25

Table 4.2: Summative assessment of Perceived risk-trust

Summative Assessment Perceived risk-trust								
Moment	Factors	Questions		French local		French International		English International
Purchase	Perceived risk-trust	8	29	0.73	8	0.62	12	0.48
Purchase	Perceived risk-trust	9	34	0.85	7	0.54	16	0.64
Purchase	Perceived risk	13	20	0.50	13	1.00	24	0.96
Purchase	Perceived risk	19	2	0.05	3	0.23	4	0.16
				53%		60%		56%

Table 4.4: International English respondents survey result

Number of respondents: 26 International English respondents

International English		2	3	4	6	7	8	9	10	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	ML	Probability	
1																												
2																												
3																												
4																												
5																												
6		ML	ML	LL	LL	LL	ML	ML	ML	ML	LL	ML	LL	LL	ML	ML	ML	LL	LL	LL	ML	ML	LL	ML	ML	14	0.54	
7		ML	ML	ML	ML	ML	LL	LL	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	22	0.85
8		ML	LL	ML	LL	LL	LL	LL	ML	LL	LL	LL	ML	ML	ML	LL	ML	LL	LL	ML	ML	ML	ML	ML	ML	12	0.46	
9		ML	ML	LL	LL	ML	ML	ML	ML	ML	ML	ML	LL	ML	LL	LL	ML	ML	LL	ML	LL	LL	ML	ML	ML	16	0.62	
10		ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	24	0.92
11		LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	0	0.00
12		LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	0	0.00
13		ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	24	0.92
14																											0	0.00
15		ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	24	0.92
16		SWL	SWL	SWL	SWL	SWL	ML	SWL	ML	ML	SWL	ML	ML	ML	SWL	SWL	SWL	ML	ML	SWL	SWL	ML	SWL	ML	ML	11	0.42	
17		ML	ML	NA	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	23	0.92
18		SWL	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	23	0.88
19		SWL	SWL	SWL	ML	LL	LL	LL	SWL	LL	LL	ML	SWL	LL	LL	LL	LL	ML	SWL	LL	LL	ML	LL	LL	LL	4	0.15	
20		LL	ML	ML	LL	LL	LL	LL	ML	ML	ML	LL	LL	LL	LL	LL	LL	LL	LL	LL	ML	ML	LL	ML	LL	8	0.30	
21		LL	ML	LL	ML	LL	LL	LL	ML	LL	ML	LL	LL	LL	LL	ML	LL	LL	LL	LL	LL	ML	LL	ML	LL	7	0.27	
22		ML	LL	LL	ML	ML	LL	ML	LL	LL	ML	ML	LL	LL	LL	ML	ML	LL	LL	LL	ML	ML	LL	LL	ML	11	0.41	
23		LL	ML	ML	ML	ML	ML	ML	ML	NA	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	LL	ML	ML	21	0.84

Table 4.5: International French survey results

Number of respondents: 15 international French respondents

International French	1	2	3	4	5	6	7	8	10	11	13	14	15	ML	Probability
1															
2															
3															
4															
5															
6	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	LL	12	0.75
7	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	LL	ML	ML	12	0.75
8	ML	ML	LL	ML	LL	LL	LL	LL	ML	ML	ML	ML	ML	8	0.50
9	LL	ML	LL	ML	ML	LL	ML	ML	LL	LL	LL	ML	ML	7	0.44
10	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	13	0.82
11	ML	ML	LL	LL	LL	LL	LL	LL	LL	LL	LL	ML	LL	3	0.19
12	LL	LL	LL	LL	NA	LL	LL	LL	LL	LL	LL	ML	LL	1	0.06
13	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	13	0.82
14														0	0.00
15	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	13	0.82
16	SWL	ML	ML	SWL	ML	ML	SWL	SWL	SWL	SWL	ML	ML	ML	7	0.44
17	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	13	0.82
18	ML	SWL	ML	ML	ML	ML	LL	ML	ML	ML	ML	ML	ML	11	0.69
19	ML	SWL	ML	SWL	ML	SWL	LL	LL	SWL	LL	SWL	SWL	LL	3	0.19
20	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	ML	13	0.82
21	LL	ML	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	LL	1	0.06
22	ML	ML	ML	ML	ML	ML	LL	LL	ML	ML	ML	LL	ML	10	0.63
23	ML	ML	ML	ML	ML	ML	LL	ML	ML	ML	ML	ML	ML	12	0.75

Table 4.6: French Quebecers and international French speakers: a comparison

Stages		Question	French Quebecers		French International	
			ML responses in 40 French-Quebecers	ML responses in 40 French-Canadian (%)	ML responses in 13 French-International	ML responses in 12 French international (%)
Shopping	Ability / autonomy /confidence	6	38	0.95	12	0.92
Shopping	Ability / Self efficacy/confidence	7	38	0.95	12	0.92
Purchase	Perceived risk-trust	8	29	0.73	8	0.62
Purchase	Perceived risk-trust	9	34	0.85	7	0.54
Purchase	E-commerce consumption	10	37	0.93	13	1.00
Purchase	Market positioning	11	26	0.65	3	0.23
Purchase	Market Positioning	12	25	0.63	1	0.08
Purchase	Perceived risk	13	20	0.50	13	1.00
Purchase	Confirming Perceived risk	14	0	0.00	0	0.00
Purchase	Brand- Convenience orientation	15	39	0.98	13	1.00
Purchase	Shopping enjoyment orientation	16	19	0.48	7	0.54
Purchase	Shopping enjoyment orientation	17	40	1.00	13	1.00
Purchase	Responsiveness	18	37	0.93	11	0.85
Purchase	Perceived risk	19	2	0.05	3	0.23
Loyalty	Market positioning	20	37	0.93	13	1.00
Loyalty	Market positioning	21	18	0.45	1	0.08
Loyalty	Responsiveness/Public relations	22	34	0.85	10	0.77
Loyalty	Responsiveness/ Delivery package	23	35	0.88	12	0.92

Table 4.7 French and English International Speakers: a comparison

Stages		Test	French International		English International	
		Question	number of ML responses in 13 French-International	ML responses in 13 French-International (%)	number of ML responses in 25 English-International	ML responses in 25 English-International (%)
Shopping	Ability / autonomy /confidence	6	12	0.92	14	0.56
Shopping	Ability / Self efficacy/confidence	7	12	0.92	22	0.88
Purchase	Perceived risk-trust	8	8	0.62	12	0.48
Purchase	Perceived risk-trust	9	7	0.54	16	0.64
Purchase	E-commerce consumption	10	13	1.00	24	0.96
Purchase	Market positioning	11	3	0.23	0	0.00
Purchase	Market positioning	12	1	0.08	0	0.00
Purchase	Perceived risk	13	13	1.00	24	0.96
Purchase	Confirming Perceived risk	14	0	0.00	0	0.00
Purchase	Brand- Convenience orientation	15	13	1.00	24	0.96
Purchase	Shopping enjoyment orientation	16	7	0.54	11	0.44
Purchase	Shopping enjoyment orientation	17	13	1.00	23	0.92
Purchase	Responsiveness	18	11	0.85	23	0.92
Purchase	Perceived risk	19	3	0.23	4	0.16
Loyalty	Market positioning	20	13	1.00	8	0.32
Loyalty	Market positioning	21	1	0.08	7	0.28
Loyalty	Responsiveness/Public relations	22	10	0.77	11	0.44
Loyalty	Responsiveness/Delivery package	23	12	0.92	21	0.84

Table 4.8: Likelihood of the Risk-trust factors during the Purchase moment

Summative Perceived risk-trust Likelihood

Moment	Factor	Questions	ML	French local	ML	French International	ML	English International
Purchase	Perceived risk-trust	8	29	0.73	8	0.62	12	0.48
Purchase	Perceived risk-trust	9	34	0.85	7	0.54	16	0.64
Purchase	Perceived risk	13	20	0.50	13	1.00	24	0.96
Purchase	Perceived risk	19	2	0.05	3	0.23	4	0.16
			53%		60%		56%	

Table 4.9: Summative « Market positioning » likelihood

Moment	Factor	Questions	ML	French local	ML	French International	ML	English International
Purchase	Market positioning	11	26	0.65	3	0.23	0	0.00
Purchase	Market Positioning	12	25	0.63	1	0.08	0	0.00
Loyalty	Market positioning	20	37	0.93	13	1.00	8	0.32
Loyalty	Market positioning	21	18	0.45	1	0.08	7	0.28
			66%		35%		15%	

Table 4.10: Summative « Responsiveness/Public relations » likelihood

Moment	Factor	Questions		French local		French International		English International
Purchase	Responsiveness	18	37	0.93	11	0.85	23	0.92
Loyalty	Responsiveness/Public relations	22	34	0.85	10	0.77	11	0.44
				89%	81%		68%	

Table 4.11: Summative “Shopping enjoyment orientation” likelihood

Moment	Factor	Questions	ML	French local	ML	French International	ML	English International
Purchase	Shopping enjoyment orientation	16	19	0.48	7	0.54	11	0.44
Purchase	Shopping enjoyment orientation	17	40	1.00	13	1.00	23	0.92
				74%	77%		68%	