

EFFECTS OF CERTIFICATION ORGANIC LABEL AND LANGUAGE OF WEBPAGE ON ONLINE PURCHASE INTENTION

1. Introduction

The nature of internet combined with the nature of the communication becomes an essential business channel for trading between sellers and customers, especially for international interactive marketing. It can help different corporation popularity through improved communication among different social groups, and improve customer services and customer–corporation relations (Rahimnia and Hassanzadeh, 2013). Therefore, most enterprises started developing marketing strategies via webpage (Sylvia, 2002). To enter and become successful in e-commerce, building a suitable website is necessary for a firm (Rahimnia and Hassanzadeh, 2013).

A label can be considered as helping the consumer to evaluate the products he chooses and assures about their quality. Therefore, an effective strategy can help customers distinguish between labeled products from the others and lead them to trust the products. Many customers consider purchasing environmental friendly products; even they are willing to buy at a higher price with high quality products through component by understanding the brand and its content. The organic food label is issued by an independent accredited organization by evaluating following the term of certification organic label.

A webpage does not only display information of product but also bring emotion for customers. A well designed user interface, a variety of product information was indicated in previous study (Park and Kim, 2003). It is well known that language proficiency strongly affects reading and information access. Language knowledge and perception of information offered in different languages will influence on the information value. Linguistic theory within an advertising context provides international advertisers with useful tips when operating in a multinational market place (Ahn and Ferle, 2008). So, the choice of language for advertising on webpage is raising questions for international enterprises that consider which language should be used for webpage, for instance the usage of local language, English or mixed-language.

Recently, due to the development of electronic commerce, some researchers have focused on comparing consumers' online shopping preferences and on-line shopping behaviors in different cultures. Wu (2011) compared consumers' online shopping behaviors in Taiwan and the United States. Liao et al. (2009) made comparisons between Chinese and United State online consumers' preferences for content of e-commerce websites, comparing internet buying behavior between South Korea and United States (Park and Jun, 2003). Cross-cultural comparison between Indonesia and Taiwan has been studied (Goh et al., 2012). The current study aims to bring additional insights about cultural similarities and differences in online shopping behaviors among Taiwan, Indonesia and Vietnam.

The objectives of this paper are to investigate gender difference on online purchase intentions; examine effects of certification organic label for product and language used of website, and their interaction effect on customer purchase intentions to Taiwan, Indonesia and Vietnam individually.

2. Literature Review

2.1. Gender differences in online shopping

Cross-culture comparison is a research issue in the field of international communication. Due to emergence of e-commerce, some researchers have focused on cross-cultural comparing of customer online shopping preference and behavior. Johnston and Johal (1999) found that the development of the internet is different between the different races and cultures like western countries and Asia countries. Cultural differences do affect internet usage and perceived risks on internet buying behavior were found (Park and Jun, 2003). There are similarities and differences related to internet usage and actual online shopping behavior between Taiwan and Indonesia (Goh et al., 2012).

Current studies are considering the webpage design with respect to gender issue. They would like to find out whether males or females have more purchase intentions on e-commerce. Empirical evidence 20 years ago indicated that although males and females were equally likely to use Internet for business or personal purpose. Males have more likely intentions than females on purchasing products or using services in e-commerce (Korgaonkar and Wolin, 1999). Extended researcher about gender difference in e-commerce was further done gender differences affecting to purchase intentions. It mentioned that females are more likely to shop in eBay than males, but males are willing to pay at a higher price. This results supported the past research results: males are more familiar with and willing to take the risk of paying more per transaction, are more likely to make online shopping, so male consumer groups in online shopping also have a very important position. Females have yet to develop purchase intention on webpage as readily as males (Van Slyke et al., 2002), but recently studies have determine network performance may have changed males and females. Females have become independent in life and employment and are financially secured thus difference in purchase intentions is also a performance indicator. Therefore, this research investigates the hypothesis that females have higher online purchase intention than males.

H1. Females have higher online purchase intention than males.

Gender differences were indicated in different cultures (Costa Jr et al., 2001). This cross-cultural comparison research also investigates hypothesis that females in individual country have higher online purchase intentions.

2.2. Certification label impacts on online purchase intention.

A label is known as a piece of paper or any other materials that give customer information about the products or services. A label can make consumers to recognize and distinguish from other goods or services. The label can be divided into three kinds of label. They are service label, certification label and group label and are showing in figure 1.



English service label
(Service label)



Animal protection label
(Group label)



Organic Label
(Certification label)

Figure 1. Kinds of label

The increase in consumer interest in health and wellbeing, as well as environmental problem, has great contributed to organic consumption around the world. Prior researchers argued that motivation to purchase organic food is driven by health concerns, environmental protection, animal welfare, taste and quality (Hughner et al., 2007; Lockie et al., 2004). An organic label is proof of certification that demonstrates compliance with specific requirement in production process. Teisl et al. (2001) indicated that food labeling plays an important role in consumer purchase intention. A certification organic label is a quality signal and an important tool to help customers to identify organic products. Yiridoe et al. (2005) stated that product label can help buyers to assess product quality by transforming credence characteristics into search attributes. Paying attention to organic labeling influences the intention to purchase organic food products (Magistris and Gracia Royo, 2012). This paper seeks to consider the influence of certification organic label on purchase intention by online shopping. In different cultural systems, there is a considerable difference. People, who live in highly uncertain society, will establish more formal requirements, to avoid the uncertainty of the situation (Lu et al., 1999). Certification label is a common type of system structure providing an assurance mechanism. Generally the purpose of these labels is to signal to consumers that whether the products meet the requirements standards. E-commerce is carried out through the open market and not face to face. It increases the environmental uncertainty bringing risks to transactions. As a result, helping consumers to do online shopping with less risk and increased confidence has become an important issue.

This study is focused on the certification organic label for USDA-United States Department of Agriculture which is well known in United States. Figure 1 shows USDA organic label. The USDA Organic label is a form of Eco Labeling. Eco labeling identifies environmentally friendly products based on an informal environmental impact assessment of the product (Loureiro and McCluskey, 2000).

To examine the effects of certification organic label to customer purchase intention, this research probe that certification label have positive effect on purchase intentions.

H2. Certification label will increase customer purchase intentions.

We propose that in individual country certification label will increase customer purchase intentions.

2.3. Language used in website influence on purchase intention

The website is a tool for suppliers to communicate with their customers, so building effective website requires many dimensions. Website usability enhances customer satisfaction,

trust, and ultimately loyalty (Flavia'n et al. 2006). Van Iwaarden et al. (2004) proposed that “language, culture, religion, and other factors may be important to a user’s impression of the website. The language origin is one of the factors influencing people’s attention and understanding of the information (Ahn and Ferle, 2008). A language in an advertisement is a growing trend and contributes to marketing practices of multinational enterprises. Ahn and Ferle (2008) found out that an advertisement presenting brand name in a foreign language with the content in local language helps participants to memorize and enhance their recognition of brand names and advertising messages.

Web sites need to be designed in a way to is attractive for visitors. The graphical quality and visual appearance of pages is making user perception as positive as possible. Language knowledge and perception of information offered in different languages will influence on the information value. Well-designed and efficient search engines help customers quickly find what they are looking for (van der Merwe and Bekker, 2003). So, language of webpage may be external factors affecting the local consumer’s willingness to buy. The below hypothesis was proposed:

H3. Language choice of webpage will impact on online purchase intentions.

This research also proposes that language choice of webpage leads to different levels of online purchase intentions in individual country.

H4. Interaction effect between certification label and language choice influences purchase intention. This effect also is tested in individual country.

Figure 2 presents the research model in accordance with the above reasoning.

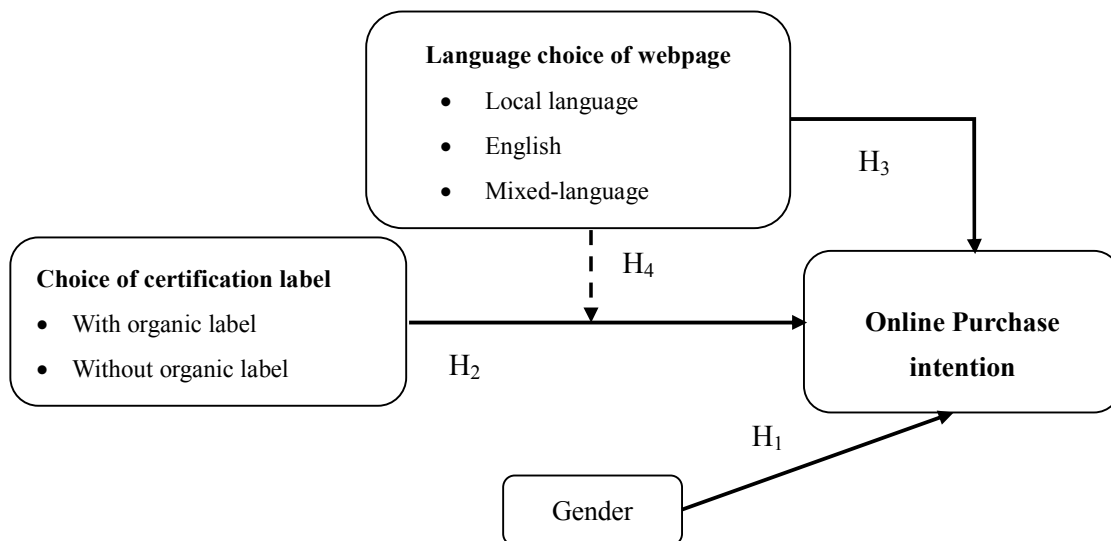


Figure 2. The research model

3. Research Method

3.1. Measurement

Customer purchase intention represents consumers after careful assessment, the possibility that consumers will plan or be willing to purchase certain products or services available on the

site. In this study, measurement scale for customer purchase intention is adapted from (Park and Jun, 2003) and (Kotler, 1999) with six items. All items are five-point Likert-type scales, ranging from (1) strongly disagree to (5) strongly agree. Table 1 lists the measured items for the study.

Table 1. Measured items

Variable	Measure	Source
Customer Purchase Intention	I would consider buying the product on this webpage very high.	Cheol & Jun(2003)
	Seeing the webpage makes you feel like to buy products	Kotler (1999)
	I think this product is worth and good to buy	Cheol & Jun(2003)
	I will continue to use this webpage for shopping.	Kotler(1999)
	I will increase their production by online shopping.	Kotler(1999)
	I will introduce this webpage to friends and family.	Cheol& Jun(2003)

3.2. Experimental design

An online experimental design was carried out to test the hypothesis concerning the impact of certification organic label for product and language choice of webpage on customers purchase intention. Certification label was designed with two levels and language choices with three levels. Our experiment design is based on six treatments: Experimental Group 1 (Organic label Local language webpage), group 2(Organic label English webpage), group 3 (Organic label Mixed-language webpage); Group 4 (Local language webpage without an organic label), group 5 (English webpage without organic label) and group 6 (Mixed-language webpage without organic label).

This experimental design was created by using an Olive brand in United State. The olive brand is used this research for experimental purposes only. The experimental website is also modified using language choice and certification label in different countries. The design comprised 6 experimental websites resulting in a 2 labels (with organic label and without organic label) x 3 language choices (local, English and mixed). The experimental design consists of 18 websites representing 6 experimental websites for each country respectively (Taiwan, Indonesia and Vietnam). The experimental design is based on the logic that customers purchase intentions are based on certification labels and language of webpage, and other parameters such as price are assumed to be held as constant and does not influence their buying intentions. The figure 3 indicates an experimental website design for product with certification organic label and language of website is English.



Figure 3. The website design for an experimental design

3.3. Data collection and analysis

According to Hair et al. (2010), sample size is estimated by one cell size having at least 20 observations, so each country would be sampled up to or even over 120 samples. Using participants is women and men relevant to cooking and have more access to internet aged from 21 to 35 years old. The survey was conducted by using network questionnaire to complete. There were a total of 398 respondents including 120 Taiwanese, 143 Indonesian and 135 Vietnamese respondents.

In the following section, Cronbach's alpha was used to evaluate the reliability of the variables. STATISTICA 9.0 software is used to test the research hypotheses.

4. Results and Discussion

Various items are being used to measure abstract concepts. These items are assessed for reliability and validity. The reliability analysis includes Cronbach's Alpha and item-total correlation (correlation between a factor and its variables). It shows that all factors were higher than 0.6 and the lowest corrected item-total correlation was higher than 0.3. According to Lee and Kim (1999), the factor can be used if it has Cronbach's Alpha at least 0.65 or 0.70 as suggested by Nunnally (1978). The questions with Corrected Item-Total Correlation below 0.3 will be removed. From the results all the factors were eligible to be used as the measurement tools for this research and no question was removed from the questionnaire.

4.1. Gender different test

As shown in table 3, to provide evidence for gender differences from t-testing, there has been no big difference between male and female on purchase intention ($t = 1.195$, $p = 0.233$) so hypothesis H_1 is not supported. However, the results showed that females in

Indonesia have higher purchase intentions than males ($t = 2.310, p = 0.022$). By contrasting between female and male, there is no significant difference in Taiwan ($t = 0.240, p = 0.811$) and Vietnam ($t = 0.144, p = 0.886$).

Table 3. Analysis gender differences on purchase intention

Country	Gender (Respondents)	Purchase intention		<i>t</i> -value (<i>p</i> -value)
		Mean	Std. Deviation	
Overall	Male(170)	3.00	0.781	1.195 (0.233)
	Female(228)	3.09	0.689	
Taiwan	Male(58)	2.96	0.883	0.240 (0.811)
	Female(62)	2.93	0.720	
Indonesia	Male (60)	2.98	0.082	2.310* (0.022)
	Female(83)	3.22	0.598	
Vietnam	Male(52)	3.07	0.670	0.144 (0.886)
	Female(83)	3.09	0.762	

Notes: Level of significance * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

There is no gender difference on purchase intentions in Taiwan and Vietnam. Males and females in the two countries have considerable familiarity on online shopping. The relationship between gender and impulse buying tendency is not significant (Rana and Tirthani, 2012). However, in Indonesia, females have higher purchase intentions than males. Huddleston (2011) showed that females attached great importance to the shopping activities online.

4.2. Organic label and language choices influence on online purchase intention

The results of certification label analysis are presented in Table 4. H_2 is supported that significant impacts of certification label on customer purchase intentions in 3 countries. The *t*-value results (two tail based) at significant level of 0.05 show that Taiwan ($t = 1.77, p = 0.080$), Indonesia ($t = 1.93, p = 0.055$) and Vietnam ($t = 1.85, p = 0.066$) are less than the significant effect. However, these results have reached significant edge. Therefore, certification label effect has got more influence on customer intentions for online purchase in these countries.

Table 4. Analysis certification organic label impact on purchase intention

Country	Label (Respondents)	Online Purchase Intention		<i>t</i> - value (<i>p</i> -value)
		Mean	SD	
Overall	With organic label (196)	2.91	0.700	3.169* (0.02)
	Without organic label (202)	3.13	0.703	

Notes: Level of significance * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Product with organic label leads easy to get customer's trust and helps consumers to purchase products beyond that. Magistris and Gracia Royo (2012) indicated that consumers with higher probability to pay attention to organic labels are more likely to be willing to buy organic food products. Chryssohoidis and Krystallis (2005) logos even have influence on purchase intention of products that are normally perceived as unhealthy without a logo. In this study the USDA organic label was used to design experiment. If the symbolic value

varies due to its labeling indicating if the product is USDA organically approved, natural, or standard manufactured these personality traits of the product should impact the consumer. (Li, 2007) mentioned that customers consider the government to be the most trustworthy source of information, followed by specialized institutions and the mass media. Hence, governments or reputed institutions should take the responsibility to be the supervisor of product and regulate the certification system (Liu et al., 2013).

In addition, we analyze how webpage of language choice influence on customer purchase intention in three countries. ANOVA and Scheffé test afterwards was used. The results obtained in table 5 shows that only Taiwan has significant case ($F = 3.741$, $p = 0.027$), this proves that language of webpage has effected to customer purchase intentions. Comparative analysis by using Scheffé multiple comparisons revealed that customers in Taiwan have pay more attention on using mixed-language ($M = 3.20$) than English ($M = 2.73$) and local language ($M = 2.89$). Whereas, there has been no big significant difference between different types of webpage language in Indonesia and Vietnam.

Table 5. Analysis language choice of webpage in three countries on CPI

Country	Local language (1)	English (2)	Mixed language (3)	F-value (<i>p</i> - value)	Scheffé Multiple comparison
Overall	2.99 0.72	3.03 0.77	3.06 0.63	0.330 (0.717)	—
Taiwan	2.89 0.77	2.73 0.96	3.20 0.56	3.741* (0.027)	(3)>(2)
Indonesia	3.12 0.66	3.19 0.56	3.02 0.64	0.882 (0.416)	—
Vietnam	2.94 0.72	3.09 0.72	2.95 0.67	0.650 (0.524)	—

Notes: Level of significance * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

This result showed that language choice lead different customers purchase intention with imported products in different countries. In the part, some researchers have done by evaluating using different language for international business. Krishna and Ahluwalia (2008) indicated that the same advertisement in English or in Hindi language has different effects.

4.3. Interaction effect of certification label and language choice on purchase intention

Two-way ANOVA was performed to test the interaction effect of certification organic label and language choices on purchase intention in the three countries. The results show that certification label have more effect ($p=0.002$) than language effect (0.637) and become main effect. But interaction effect between two effects is not signification ($p=0.264$).

Interaction effect in Taiwan showed that language of webpage has a significant case ($p = 0.025$). Taiwan consumers will be affected more by language of webpage than certification label effect ($p = 0.073$). In addition, interaction effect of language and label has seen no significant impact ($p = 0.383$) on customer purchase intention. This condition may be happen because trust in Taiwan is higher than two other countries, the customers consider more how to understand product by using language. So language of websites becomes main effect.

The appearance of certification label has significant effect in Indonesia ($p = 0.044$).

Certification label has more impact than language of webpage on consumers purchase intention in Indonesia. However, interaction effect of label and language has seen no significant case ($p = 0.714$) on Indonesian customers. In Vietnam, certification label effect has a significant case ($p = 0.050$). Vietnam consumers will be affected more by certification label than language of website ($p=0.374$). In addition, interaction effect of language and label has seen no significant effect ($p = 0.275$) on customer purchase intention.

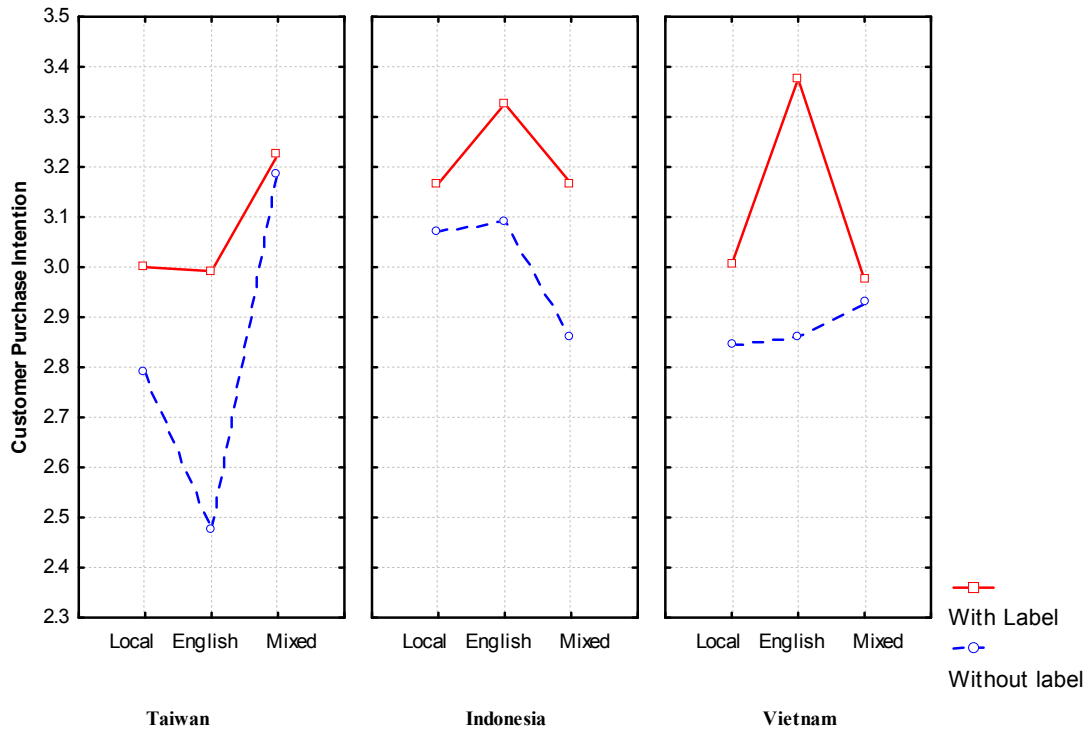


Figure 4. The interaction effect graph in each country.

Figure 4 shows that interaction effect of certification label and language on online purchase intentions of Taiwanese, Indonesian and Vietnamese consumers. It indicates that they will consider purchase products with certification label and will have a higher purchase intention. Besides certification label, different language of webpage has different effect on consumers in each country. In Taiwan, webpage using mixed-language has more influence on consumers. On the other hand, English usage webpage has more effects on purchase intention of Indonesian and Vietnamese customers. Therefore, consumers are willing to buy on webpage with certification label of products in all three countries. Webpage can be designed in different languages in different areas based on customers' perceptions.

Taiwan participants have the highest acceptability of certificated label with mixed - language, while the English label is the lowest in acceptability. This may be that Taiwanese grew up learning their mother tongue as national phonetic symbols. It is important for advertising in mixed-language for multinational enterprises (Krishna and Ahluwalia, 2008). In Indonesia and Vietnam, mother tongue learning it is based on the Roman alphabet. By comparison to Taiwan, acceptance of English in both countries will be relatively high.

Indonesia and Vietnam pay more attention to certification label and English webpage. Probably because people think that certification label for product is proof evident to make customer more trust on products.

5. Conclusions

One objective of this paper was to study gender difference on online purchase intention among three countries. For this, females in Indonesia have higher purchase intentions than males. However, there is no gender difference on online shopping in Taiwan and Vietnam. Hence, these results can provide a benchmark for strategy development for international marketing. Online vendors who are interested in the Indonesia market have to concentrate more on female customers.

With the increasing the fact of food safety and environmental concerns, a range of measures as well as a certification label to assure for quality and these concerns. Website content (informational and design dimensions) does have an impact on e-marketing. The impact of certification label and language choice of webpage in Taiwan, Indonesia and Vietnam were evaluated. It was shown that certification label becomes more and more concern of customers. It is increasing their trust and leads getting more purchase intentions in three countries. Besides that, Secondly, only the customers in Taiwan preferred using mixed-language website than other languages. This could mean foreign internet vendors might be more successful on international markets if they consider implementing certification label or language choice of webpage.

The findings about interaction effect between certification label and language choice shows that certification label effect in three countries and mixed-language effect in Taiwan are significant, but there are no interactive effect between certification label and language choice. Therefore, potential international investors should consider cultural differences when applying e-commerce and to be mindful about interactive effect. Comparison among three countries, Indonesian and Vietnamese customers have higher acceptance of English, but in Taiwan, customers have more intention with mixed-language.

Limitations arise from the sample size and research product. Regarding the sample size, it may be cannot represent the views of all online consumers in different. Another limitation of this research is that the experimental design was tested in olive product. Future research should look at various imported products and increase the number of samples that can give and present the views of online customers in order to enhance the studied subject area. There is still an aerial capacity for further research in this topic.

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