

# The Internet Store Attributes Influences Towards Consumer Store Choice on the Internet or in the Domestic Stores

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## ABSTRACT

The research is to study the impact of internet store attributes on consumers of store choices. The purposes of this research are: First, to realize which store attributes are important to consumers. Second, how consumers evaluate the importance and perception of store attributes. Third, to investigate the distance between customer perception and evaluation of store attributes influences store choice. Here are main findings from this study: The importance of providing comparing goods, one shop goods, fashionable goods, giving proper suggestions when shop, impressed web site address, discounts, attractive advertisement with reference, and the design of front page and music will influence consumers choose stores on the internet. The perception of consumers about providing comparing goods, interactive communication, and faster shopping procedure will influences customers choose stores on the internet. To decrease the distance between the attributes of importance and perception from customers on the aspect of interactive communication, illustrating the function of goods and impressed web site address will influence consumers choose stores on the internet. Finally, according to this research, we would like to propose some suggestions for the managers of stores on the Internet: The characteristics of goods: they should provide inductive price, high quality products, and all kinds of goods as possible. The characteristics of Internet: they should provide the functions of comparing goods and searching latest information. The characteristics of services: they should provide all possible ways of payment, service after trade, and channels of interactive communication. The characteristics of convenience: they should provide impressed web site address and faster shopping procedures.

Keywords : store choice ; store attributes ; consumer behavior

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