

National College of Ireland

Project Submission Sheet

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Research Methods & Dissertation (SoB PGT)

Factors influencing online shopping: a comparative study of Mexican and Irish consumers.

Your Number	Name/Student	Course	Date
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Google Scholar

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Online shopping: Factors that affect consumer purchasing behaviour
J. Bucko, L. Kakalejčík, M. Ferencová
Cogent Business & Management, 2018 - Taylor & Francis Online

Abstract
The objective of this paper is to determine the factors that affect consumer purchasing behaviour from the online store. The objective of this paper is to determine the number of these criteria is accurate, we executed confirmatory factor analysis. The newly created factors fit the data.

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APA
Bucko, J., Kakalejčík, L., & Ferencová, M. (2018). Online shopping: Factors that affect consumer purchasing behaviour. *Cogent Business & Management*, 5(1), 1535751.

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**Factors influencing online shopping a comparative study of
Mexican and Irish consumers.**

By Ana Karen López Barrera

Master of Science in Entrepreneurship.

Submitted to the National College of Ireland, August 2024.

Abstract

The purpose of the present research is to explore and compare between two samples from different contexts and backgrounds, Irish consumers and Mexican consumers the factors and some IT affordances of the social media that may influence online shopping.

The research questions that were addressed are focus on whether any the degree of difference in the degree of Perceived benefits, perceived risks and disadvantages, hedonic motivation, trust and security issues of online shopping, whether any the degree of difference in the degree of visibility, metavoicing, shopping guidance, social presence and interactivity affordances on social media shopping between Mexican and Irish consumers?

It is important to point out that differences were expected, however, this study is exploratory.

This work uses a qualitative research method and primary data, positivism and deductive approaches were adopted as research philosophy and research approach, respectively. The two samples that met the criteria and participated in the study were integrated by 128 participants in total, 64 Irish and 64 Mexican consumers. The data collection was carried out through surveys developed based on pre- validated instruments. All the collected data has been analysed using, excel for organising the information, the software SPSS statistics and the non-parametric test Mann-Whitney-U

The research has shown among its findings no significant differences between Irish and Mexican consumers for each of the factors evaluated, however, as it is explained in the proper chapter some variables were scored higher than others for each sample. In general, both samples consider the benefits perceived, the risks and disadvantages perceived and the metavoicing affordance on social media as the top three of the factors influencing online shopping. Unexpectedly, trust and security issues were the factors with the lowest score influencing the process of buying online.

This piece of work, may provide helpful insights for professionals in the field of marketing or e-commerce in order to develop strategies, improve and focus efforts to reach consumers in the better way.

Submission of Thesis and Dissertation

National College of Ireland
Research Students Declaration Form
(Thesis/Author Declaration Form)

Name: Ana Karen López Barrera.

Student Number: 23156881.

Degree for which thesis is submitted: Master of Science in **Entrepreneurship.**

Title of Thesis: Factors **influencing online shopping a comparative study of Mexican and Irish consumers.**

Date: 10/08/2024

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Abstract.....	6
Submission of Thesis and Dissertation.....	7
Acknowledgements.....	8
Introduction.	11
Chapter 1. Literature review	13
1.1 The role of data in transforming modern business.	13
1.2 Internet access and usage, a general overview.	14
1.3 Online shopping behavior and cross-cultural aspects	14
1.4 Perceived benefits of online shopping	16
1.5 Perceived risks/disadvantages of online shopping.	16
1.6 Hedonic motivations in online shopping.	17
1.7 Trust and security in online shopping.	17
1.8 IT affordances in online shopping behaviour: Social Media.	18
1.8.1 Visibility in Social media shopping	19
1.8.2 Metavoicing in Social media shopping	19
1.8.3 Shopping Guidance in Social media shopping	20
1.8.4 Social Presence in Social media shopping	20
1.8.5 Interactivity in Social media shopping.	20
1.9 Support from literature review	21
Chapter 2. Research Questions and Aims	22
2.1 Research questions.	22
2.2 Research objectives.	23
Chapter 3. Methodology	24
3.1 Research Philosophy	24
3.2 Research Approach.	24
3.3 Research Design	24
3.3.1 Collecting data	25
3.3.2 Sampling and recruitment	25
3.3.3 Ethical considerations	26
3.4 Analysing the data	26
Chapter 4. Findings and Analysis.	26
4.1 Demographic information.	26
4.2 Mean scores for each dependent variable.	30
4.3 Internal consistency.	30

4.4 Normality of data	31
4.4.1 Shapiro-Wilk test	32
4.4.2 Normal Q-Q Plots	33
4.5 Mann-Whitney-U test	40
4.5.1 Population pyramid analysis.....	40
4.5.2 Comparison of medians	42
Chapter 5. Discussion.....	50
Chapter 6. Conclusion and recommendations.....	52
6.1 Overview of the research.....	52
6.2 Conclusions in relation to each question research.....	52
6.3 Practical implications	54
6.4 Limitations of the study.....	54
6.5 Recommendations.....	55
Bibliography	56
Appendix I: Participant materials.....	60

Introduction.

In the actual world, facts as the easy access to smartphones, the levels of penetration of internet increasing, the need to modify certain shopping after the impact of COVID-19 pandemic and the bunch of options that internet makes available for people, a popular way to purchase goods and services is eCommerce and many people have been integrating the activity to their lifestyles. The agency Mordor Intelligence (2023) shares that by 2024, USD 8.80 trillion will be the estimated market size for eCommerce. Enterprises get benefits as the internet usage and eCommerce are growing in many ways: Somer firms of big size and well-established reach customers in a more efficient way. Meanwhile, e-commerce represents an excellent route to expand the business for medium and small companies.

When companies are interested in adapting their resources to improve the online customer experience offered, through the tropicalization and depending on the needs of each of their targets or market to be reached, and to achieve it, a deep understanding of the purchase habits of the customers, and their shopping behaviour, and will be beneficial. A multi-channel platform as it is the internet requires a good understanding due to it brings with it a degree of complexity about the attitudes, beliefs and real social interactions that can often be exposed in an offline shop and carried over to an online business. Nevertheless, it is crucial to pay special attention at this point because the shopping behaviour may result unique for each target or market and all the aspects may not suit to the online field, that is an important reason why the online shopping behaviour should be studied specifically (Cummins, Peltier, Schibrowsky, and Nill, 2014). Linked to this concept, it is important the creation of tailored strategies that in an effective way help to reach customers, this action could support companies to be successful in online commerce, it is important to create an effective strategy that is tailored to customers, and at the same time, understand that online shopping behaviour plays a key role in achieving this goal. Several factors are involved in the online purchasing decision process, and this influence can be positive or negative depending on whether the experience provided, or the information shared to customers is not adequate. It is important that, once having understood the above concept to note that differences or variations in the online shopping behaviour process may be presented due to the influence of certain factors from country to country depending on the backgrounds driving the place.

The present research explores, analyses and compares the factors that influence shopping behaviour between consumers in Ireland and Mexico in an online scenario. These two countries become interesting to compare because their location is based on different continents, which could mean differences in thoughts, ideologies, and habits, as well as different economic conditions, the degree of development of each country not just in the economic field but in the technological, make it interesting to explore the main factors involved in the online shopping process and in the purchasing or decision-making process.

The present dissertation is divided by six chapters along which all the information is developed, analysed and explained.

The first chapter is dedicated to the literature review where previous research related to the present study were analysed in order to identify a research gap in the literature focus on the factors influencing online shopping between Irish and Mexican consumers.

The second chapter explains the aims of the research and the research questions and objectives were developed based on the previous literature review.

In chapter number three is explained the methodology used for the purpose of the study, the research approaches, philosophy, design and how the data is intended to be collected and analysed, as well as the description of the sampling.

The fourth chapter explains the findings from both samples Mexican and Irish consumers about the factors analysed such as perceived benefits of online shopping, perceived risks and disadvantages of online shopping, hedonic motivations for online shopping, trust and security issues for online shopping, as well as visibility on social media shopping, metavoicing on social media shopping, shopping guidance on social media shopping, social presence on social media shopping and interactivity on social media shopping, where detailed charts, tables and figures are provided followed by the proper descriptions or explanations. Apart from the variables, demographics were included to make sure to meet the criteria and describe better the samples better.

Next is chapter number five where the discussion of each one of the findings was carried out.

The sixth is the final chapter are the conclusions and recommendations where practical implications and limitations of the study are given.

Chapter 1. Literature review

1.1 The role of data in transforming modern business.

Nowadays, the significance of data and its presence in our daily lives is becoming a powerful tool to transform the world in different perspectives and it is potentially useful for generating a social and economic value when the purpose of the data collection is clearly established. However, there exists many barriers that may interfere in the process to get the accurate information needed and having as a result a loss of relevant information or insights for the decision-making process.

The proper application of data, patterns or insights helps the business or entities to create and improve products or services. At the same time, the appearance of challenges in the process are addressed by making use of the data itself by creating and extracting value. Nevertheless, it is important to mention that for many customers, entrepreneurs or businesses, the degree of access to information, goods, services or technology, may differ according to factors such as cultural, economic, or social, for example, level of education, access to finance, skills, etc.

Depending on the type of information or data generated will be the production process or the categorisation of that information, in order to expose the different ways of creating a better understanding of how data contributes to creating value. Considering data as a factor of production, for some businesses, information is considered a pillar to meet their objectives and goes hand in hand with productivity and production, for example, when a company needs to advertise a good or service, it can appeal to platforms where the user's information is stored or obtained from and make use of such information in exchange of a payment. Furthermore, to potentialize productivity through the data, some companies use different kinds of technologies for knowing more about their clients, learning more about the customers, improving some processes related to the business, developing new products or making better decisions, leading on this context to be more efficient and have a better performance. The data is also created as a side effect of economic activities, for example, observed data on consumers' browsing and buying habits are a side effect of online shopping and such information can be used to create new products or services by the company itself or by other companies that get the data through commercial deals.

In this context, the access to digital technologies and all the information that can be obtained from them plays a very important role in the process of development and the effect in transformation, which can be categorised by channels such a decision- making and improvements about quality in already existent products and services (personalised product suggestions) or a more innovative creation of new goods and services which can be based on the analysis of buying trends. As it is noticeable, two main effects are present the first one is related to analyse the information to detect patterns that will always allow a better decision-maker process, and the second is related to helping in the transactions between the suppliers

and all those who need the goods or services that may end up in a positive impact on productivity, growth, production, engagement, etc depending on the goals to be reached.

Purchasing online has become fashionable, however, identifying the process and the factors involved as motivators or deterrents is key to understanding shopping behaviour and how to design a better strategy (depending on the company) to approach the customers (The World Bank, 2021).

1.2 Internet access and usage, a general overview.

Connectivity all over the world and internet access has increased significantly over the years, by mapping and analysing data it was found that in 2023 around two thirds of the world population is now connected to internet. However, there are many different factors involved at what pace the process is progressing such as digital inequality, the level of income in each country, the characterising factors of the regions and the diversity among the population, to mention a few of the points considered to have an impact on this process.

It is estimated that 67% of the population of the world has access to internet and in online now, which is linked with the level of development of the countries as well as the level of income. Corresponding to the countries to be compared in this work, in Europe (where Ireland belongs) and the Americas (where Mexico belongs), 91% and 87% of the population respectively makes use of the internet, being the mobile phone the number one gadget to access to internet that can be seen as a good indicator of the internet penetration because of the fact that with just one dispositive more than one persons can access to internet the number one gadget to access to internet that can be seen as a good indicator of the internet penetration because of the fact that with just one dispositive.

Between 2019 y 2023 the internet usage increased about 30% since the pandemic when many of the companies or institutions had to go online for many of their processes and activities which for many of the enterprises mean a significative change and many challenges to face, for the companies that offer goods and services for sale, it was a direct learning to know and understand the needs of the customers (International Telecommunication Union, 2023).

1.3 Online shopping behavior and cross-cultural aspects

In the actual world, shopping online has become one of the favourites of many people due to the advantages that the activity itself may offer that increase the interest in shopping online such as get information about product or services, reviews of actual users, no barriers either national or international, however, some disadvantages are present in the process as well, for example the possibility to be scammed, issues with payment methods, the personal data protection among others, and it should be consider with the same importance as the advantages since both of them are determinant factors for people to shape their preferences towards online purchasing (Sajannavar, Dharwad and Tandale, 2021).

In the same vein but with a more targeted approach, some studies focused on online shopping behaviour trying to identify the main characteristics or motivations that drive consumers to

make online purchases and which of those have the highest weight when making a decision. (Park and Kim, 2003) In the study “Identifying Key Factors Affecting Consumer Purchase Behaviour in an Online Shopping Context” they investigated 8 different kinds of relationships, all of them related to online purchases, among the studied characteristics are: information satisfaction, product information, service information, user interface, security perception, relational benefit, and site awareness were taken into consideration. The results showed, in general terms, that the information provided by a seller or shop directly affects the loyalty the consumers show to the site and the consumer conduct to define whether to complete the purchase or not. Furthermore, getting the right product and not just the cheaper option is equally important as it is mentioned in the study “Online Shopping: Factors that Affect Customer Purchasing Behaviour” (Bucko, 2018), the study also highlighted the importance of considering differentiation based on the customers’ customs across the countries. As mentioned in the work “Improving the service quality of cross-border e-commerce: How to understand online consumer reviews from a cultural differences perspective” (Han and Han, 2023) the perception of the quality and shopping behaviour might be influenced by cultural differences, people from the same place, sharing the same environment, politics, history, etc. build similarities around the value judgements and differentiate themselves from other groups. The three main features of shopping behavioural intentions linked with cultural dimensions are perceptions, expectations, and service quality.

Going deeper into the cross-cultural aspect, according to the International Trade Administration (2023), e-commerce in Mexico increased mainly during the Pandemic in 2019 but despite the growth continues the rates are growing slower, nevertheless, the country appears in the top five of retail growth in the world related to e-commerce. The prediction for Mexico in terms of e-commerce is that by 2027 the market value will reach 70.4 billion dollars, however, to reach that number due to the actual situation of the country, some improvements need to be made such as financial inclusion, connectivity, better logistics, and an increase in the literacy about the digital world. Link to those improvements the challenges to beat are lack of connectivity, the fact that financial inclusion is low, and the labour informality rates which in 2022 represented 24% of the economy. Is important to mention that social networks are a big influence for the Mexican buyers, being conversational e-commerce (Fb and What’s app) and through lives or streams the main channels used with 43% and 29% respectively.

In contrast, as far as Ireland is concerned, the country has a positive and helpful attitude toward internet-related issues and e-commerce has shown a significant growth in recent years as the market value is estimated between 4 and 7 billion euros, furthermore, the household internet access is strong (94%) as well as the smartphone usage (90%) which both of them lead the online retailing and thanks to them, Ireland has experience a significant and rapid expansion in e-commerce according to Euromonitor. On the other hand, the Irish Government is committed to support SMEs in creating online sales sites by providing them with a support package (International Trade Administration, 2024).

As the previous scenario of both countries shows the differences between them in terms of online shopping and technology, may result interesting to mention that a study made by

Altarifi, Al-Hawary and Al Sakkal (2015) demonstrates the decision of buying goods or services online is strongly influenced by cultural and technological aspects of the population.

1.4 Perceived benefits of online shopping

For many online buyers, purchasing through the web may represent some benefits that motivate them to integrate online shopping as part of their lives. The easy way in which information may be delivered by external stimulus, directly affects the decision to purchase online, as it is explained by the Fluency Theory. Such benefits can be classified as functional or recreational and each buyer defines which benefits best represent them. Some of the benefits that drive online buyers' decisions are the reduction of time and effort which represents convenience to buying online instead of traditional in-store shopping. Product details are another factor considered by online customers which involves aspects such as information and product availability, searchability, accessibility, etc. allowing them to evaluate the information and product before making a purchase, also for some people, the lack of sociality may be perceived as a benefit (Srivastava and Thaichon, 2023).

Related to the Mexican online buyers, a study carried out in 2023 by AMVO shown among the main benefits perceived by the Mexican population were discounts, deals, the convenience of purchasing a new product and receiving it in the commodity of their homes, and the fact that some product options are exclusively for online sale (Barrios, Hernández and Islas, 2024).

Irish online buyers, on the other hand, showed in a study of the impact of religious affiliation in online shopping that some elements related to the convenience factor such as privacy, searchability of specific types of products that provide easy access to product information and also the possibility to make price comparisons, are perceived as benefits for them (Murphy, 2019).

1.5 Perceived risks/disadvantages of online shopping.

From another point of view, not only motivators are present in the online shopping process, but shopping through the Internet may be risky for customers and those risks may interfere with the final decision, as mentioned in the research titled "Influence of Consumers' Perceived Risk on Consumers' Online Purchase Intention" (Ariffin, Mohan, and Goh, 2018). According to this research, there is a gap in the studies analysing perceived risks in the intention to buy online. Six risk factors were analysed: financial risk, product risk, security risk, time risk, psychological risk, and social risk that was mentioned as insignificant among the customers. Meanwhile, the security risk is the trigger that interferes with the online purchasing decision.

In the Mexican context, some relationships have been established about the risks or disadvantages that people perceive when buying online, for example, the trust linked to the security of purchasing online (reputation, quality, reliability, etc.) is affected by previous experiences, reviews, friends or family opinions, recommendations coming from other people who previously bought online and the negative or risky aspects involved in the online purchasing process (Oregón and Real, 2023). Meanwhile, for Irish online consumers the

established relationship of the perceived risk of shopping on e-commerce sites is linked to the fact that websites that are rated highly for their visual appeal are also perceived as more trustworthy, and the risks that consumers may perceive are also rated low (Brennan, 2024).

1.6 Hedonic motivations in online shopping.

To start with the basics, consumer spending behaviour is divided into hedonic and utilitarian shoppers according to Abednego (2011) as the document “Analysis of Changes in Consumer Behavior and Online Shopping Motivations” (Marina and Haryanti, 2022) mentions. Truly rational and objective thinking is the main basis of utilitarian shopping, which means that consumers will purchase a good, service or product because of the benefit obtained from that purchase. On the other hand, joy, emotions, and comfort are the motivators in hedonic shopping.

A customer’s perceived value involves both utilitarian and hedonic concepts that build a level of satisfaction as suggested in “Online shopping viewed from a habit and value perspective” (Pahnila and Warsta, 2010). In online shopping, utilitarian value is based on elements such as price comparison, range of describing attributes, information, intuitive search engines, and the number of clicks purchasing, the fewer the better. On the other side, hedonic value captures all the emotive aspects, and the value found in the purchasing experience itself. The results of this analysis show the importance of social factors as habit formulators, and habit is key in online customer behaviour simultaneously. Furthermore, it helps determine whether customers are familiar or not with online shopping or looking for others’ recommendations and opinions.

Hedonic motivations in online shopping frequently exposed by online consumers are privacy, social, the pleasure of bargaining, and the achievement of shopping online as a consequence of learning trends. However, the two main aspects of online hedonic motivations are in the first place to have the possibility to choose either interact or not interact with other people on internet and to be capable of learning new things in the process of shopping online, as demonstrated by To and Sung (2014) in a previous study carried out by focus groups with people who have previous online shopping experience.

The effect that shyness on hedonic motivations for online shopping is significant and linked to this relationship is the significant effect of impulsive buying tendencies among Irish consumers (Dhaundiyal and Coughlan, 2009). In a Mexican context, on the other hand, some aspects have an impact on the intention to buy, making it higher when the consumer perceives through online shopping some benefits, the option to obtain connectivity instantly, accessibility and enjoyment and even more when they perceive that all these aspects obtained have exceeded the purchase process in a physical store (Oregón and Real, 2023).

1.7 Trust and security in online shopping.

In an online environment, the concept of trust may be decisive at the moment of taking actions, and most important, trust in a website can place online consumers in a state of

vulnerability and have a direct impact on the loyalty to specific sellers and the information shared about the platform, the seller or the product. Equally important is the perception of customers to the security a website offers in the whole activity of online shopping, including payment methods/process as well as the treatment of personal information (transmission and storage). When a website is perceived as not offering enough security procedures, it turns into a barrier from purchasing online due to the level of risk that may represent for potential customers in aspects such as sharing credit card information or personal information (Al-Adwan, Kokash, Adwan, Alhoranim and Yaseen, 2020).

Some variables studied suggest the importance of trust and security in the Mexican context, for example, one study compared a Mexican sample vs a Canadian sample and the findings were that the first ones show more positivism to buy online in stores that already exist since they feel more unsure of trusting in new online shops (Ahmed and Aguilar, 2013). Trust was found as a factor that can drive purchase intentions among a Mexican group of buyers of a specific store in the region (García, Rondon and Esponda, 2022). For the Irish context, the perception of trust that online consumers have about a seller is created as a result of two main factors, the first of them is related to the perceived integrity of the seller and it is linked to the social aspects and the second one is about the perceived competence of the seller linked to the technical aspects (Connolly and Bannister, 2007).

1.8 IT affordances in online shopping behaviour: Social Media.

Some of the factors involved in online shopping behaviour are positive and directly related to social media engagement, for instance, people who have high levels of social media engagement tend to develop increased awareness, a great level of usability and get the online business perception influenced, as well as the price value and the intention to adopt online shopping. Awareness also is linked to the perception that customers develop toward online business. As the same research “Navigating the Digital Marketplace: A Holistic Model Integrating Social Media Engagement and Consumer Behavior Factors to Enhance Online Shopping Adoption.” (Murshed and Ugurlu, 2023) suggests the importance of doing research to find additional variables or factors from the ones found in this study and be able to make a cross-cultural comparison to improve the understanding of online shopping behaviour.

Starting with clarify what Affordances refers to, in the field of technology, are all those possibilities of doing some actions provided to the users, represent all that people can do through technology which at the same time may fulfil some psychological human needs and when people get all those psychological needs satisfied by engaging in specific activities, an impulse for taking action is generated. Such is the case of social media that in other words, are the possible actions permitted by the features developed for each social media platform, it that allows for example, to connect with other users as affordance through the social media platform features which fulfil the need of being related. Earlier than social media became booming, all the content and information was present through a website which means not social activity, and the users or customers just received the information provided by the owners of the websites without having the opportunity to leave any comments or add and managing their own content to any platform, nowadays, social media allow the users both

create and personalise the information and offers to the users the choose to use it in the way that better fit them. Two categories of social media affordances have been identified; the first category called egocentric affordances including action possibilities in solitary that means that is not necessary to involve others to get actualization such as interactivity, content sharing and self- presentation. Allocentric affordances is the second category contemplating action possibilities in a social environment, and it does include involve other people, it includes communication, collaboration, sourcing, competition, metavoicing, relationship formation, presence and browsing other people's content (Karahanna, E. et al., 2018).

1.8.1 Visibility in Social media shopping

There are different ways to determine the features of affordance on social media according to the content shared on each platform type and these affordances come from the visual area and have a relationship to the possibilities offered to the users in a specific environment. As explained by the affordance theory, the users are exposed to environments that each one offers certain possibilities or have particular affordances that make the users or customers take actions. A study carried out with people who have previous online shopping experience and utilizing the S-O-R Theory (stimulus-organism-response) which states that the factors involved in the social commerce intention affect the environmental stimuli due to cognitive and affective internal dynamics which lead to motivate consumers, demonstrated that Visibility, defined as the easy way provided by the content creators or sellers to access to products and product information in relation to the social media shopping, influences the customers' social intentions of purchasing through build trust both in the social media platform and the seller. Visibility affordance is provided by showing visual type information to the buyers, for example, photos, videos, and text which provides all the product information needed for the customers before making a purchase and giving them a feeling of being immersed in the visual materials (Tuncer, 2021).

1.8.2 Metavoicing in Social media shopping

The fact to obtain valuable information about specific products for customers, highly motivated them and the information can be obtained through the social commerce sites and social activities such as searching, shopping, and recommendations. For example, the buyers can communicate with the sellers they are interested in, they can also read comments from other previous buyers or users, share photos of products they have bought and rate them: contemplating all the activities involved in this process are interactive, inclusive and fun, they allow the customers to learn more easily and explore their behaviour in an increased level. Under this context, Metavoicing affordance is about to meet the needs of the buyers of useful specific product or services information while having interaction between sellers and buyers, which at the same time increases the interaction on social media. As a result of the previous activities, a social commerce site becomes reliable when the buyers see all the information or content generated and the consumers' trust can increase (Tuncer, 2021).

1.8.3 Shopping Guidance in Social media shopping

The pumping of information on social media and more specifically on social media shopping has become more difficult the process of finding the duct customers want, in response to this issue the sellers and specialists have created proper infrastructures at a technological level to satisfy the needs of the customers by offering products that match each customers' preferences or requests. In this sense, Shopping Guidance is expressed as to make the customers able to find products that suit their needs and desires easily through the provision of service infrastructure and the interaction with the seller, personalised for each buyer. The research mentioned above, mentions in its findings that social commerce intention is influenced by shopping guidance through the trust in the social media platform, trust in the seller, and the flow experience which in social media shopping can be described as the buyers' experience of full concentration, pleasure and control involved in the participation of a social media shopping event (Tuncer, 2021).

1.8.4 Social Presence in Social media shopping

Human behaviour is social by nature, and the content on social media is a common way to influence people since communication can be presented in different ways either diffusion messages or a direct and individual message. It was demonstrated that social media allows customers of SME interact and obtain valuable information from them, which means that social media shopping platforms not are just use for negative comments o reviews, but also for give the opportunity to customers to improve their relations (Sedalo, Boateng and Kosiba, 2022).

The perception of a customer to build with the seller intimacy related to human warmth and contact plus the sensitivity of the relation is known as social presence. Social presence factor has the possibility the customers to perceive the sellers or other users as "real people" and it can be created through the features that platforms have, for example, when a seller is streaming how to use a product, providing detailed information. The sites that provide social presence are perceived as transparent due to the fact that the information delivered to the customers is more, and at the same time when the customer perceive transparency in a platform, more security is perceived in the purchase decision process, furthermore, social presence increases the sense of intimacy that impacts the customer purchase intention (Sun, Shao, Li, Guo and Nie, 2019).

1.8.5 Interactivity in Social media shopping

In a social commerce environment, interactivity plays a crucial role in promoting transactions and communications through engagement. Social media shopping has the power to meet buyers and sellers together in the same space which facilitates online transactions and online purchases of products and services in a collaborative, social and interactive way. As one particular seller may not be able to satisfy all the needs of the customers, buyers tend to interact with many sellers to fulfil their needs completely. When speaking of interactions between sellers and buyers it can expand the knowledge of the customers but, if it is just an

interaction for current activities related to the purchase process, for example asking the price of a product, there is a weak relationship which means it is not recurrent, the emotional support is little as well as the mutual confiding. Even so, the interaction between customers and sellers is not all the time a superficial thing, on some occasions the content discussed between sellers and customers is not related to the product or service offered, it may go beyond personal interest and may have certain relation to emotional support, in that context the relationship between them becomes closer as they invest more time in the interactions. Interaction seller-consumer is important to the activities related to the shopping process such as negotiation and verification, the two-way communication provided by the social media shopping platforms facilitates this step of the process (Dong and Wang, 2018). Buyers usually provide information to buyers and customers on their side provide feedback to sellers (Sedalo, Boateng and Kosiba, 2022).

1.9 Support from literature review

Based on the previous literature review where general information was found, such as concepts as well as study results from different countries, except Ireland and Mexico as a comparative scenario and not even studying the same factors for each country, whose actual background differs one from another taking into consideration many socio-cultural aspects that lead each country. According to Statista (2023), Ireland ranks among the top three countries in terms of consumers who have a preference for shopping online compared to shopping in a physical shop around the world in 2023, it is important to mention that Mexico does not figure in the results of this study. Nevertheless, Mexico was ranked in the second position among the Latin American countries with the highest online retail sales revenue, as the source Statista (2024) mentioned, in this aspect Mexico positions itself for a promising future in online retailing. At this point, is where the purpose of this proposal comes from, since those two countries own different economic, social and technological environments, under this understanding it is possible to learn how different factors affect or influencing online shopping in each country.

Mexico and Ireland experience differences in the technological and economic areas, while Ireland has higher levels of smartphones usage and internet penetration plus the support that government provides to SMEs in e-commerce, Mexico on its side has an increase in the internet access but still having limitations as well in the financial inclusion. The previous facts can be understood as each country in different stages, both digital maturity and economic development which may represent an important influence of online shopping behavior.

The importance of comparison for enterprises around the world that face challenges and opportunity areas to understand the habits and factors that influence customers and where the consumption decision lies in an online shopping environment. For all the companies with an online business or willing to expand their business to the online side, knowing and understanding online shopping behaviour must represent one of the biggest priorities in order to reach customers in the best way possible, offer a great online shopping experience, and as a consequence, generate purchase intention, conversion, engagement to their brands, loyalty, etc. This research contributes a better understanding of the impact of the analysed factors by

understanding how the differences interplay to shape online shopping behavior shown through the proposed comparison, the information and insights generated allow businesses to tailor strategies to different markets and different contexts

Despite the increase in eCommerce, internet usage, access to mobile phones or electronic devices to access the internet, and the interest in online purchasing behaviour, there is a gap in the literature review focus on factors influencing online shopping between Mexico and Ireland as a comparative framework. The previous literature review contemplates studies carried out in countries different from Mexico and Ireland, previous research found through the literature review studied mainly the influence and impact of social media or digital marketing, internet usage in a wide general range globally, and a couple of them which contemplates both countries have focused just on a specific part of the population, in the response making use of one particular feature of social media such as streaming, a wide range of online shopping not including the factors to be analysed in this paper and not making a comparison of the same factors between both countries Ireland being a developed country and Mexico as an emerging country.

Chapter 2. Research Questions and Aims

The research aims to explore the factors and the IT affordances such as social media engagement influencing online shopping and comparing two sample groups, Irish consumers and Mexican consumers. As both countries have different backgrounds which may affect the perception of the different factors involved in online shopping.

By analysing and comparing the information obtained by the two samples, from two distinct contexts, a perception of how the Irish consumers versus Mexican consumers are affected by these factors or how the two samples perceive them in online purchasing as well as identify if significant differences between the groups are shown, according to their context.

From the study, some insights may be useful in the formation of marketing strategies and understanding of online purchasing considered globally, taken into consideration the differentiation between markets.

2.1 Research questions

Based on the literature review, the research questions are structured as follows:

RQ1. Is there a difference in the degree of Perceived benefits of online shopping between Mexican and Irish consumers?

RQ2. Is there a difference in the degree of Perceived risks and disadvantages of online shopping between Mexican and Irish consumers?

RQ3. Is there a difference in the degree of Hedonic motivation for online shopping between Mexican and Irish consumers?

RQ4. Is there a difference in the degree of Trust and security issues in online shopping between Mexican and Irish consumers?

RQ5. Is there a difference in the degree of Visibility affordance in social media shopping between Mexican and Irish consumers?

RQ6. Is there a difference in the degree of Metavoicing affordance in social media shopping between Mexican and Irish consumers?

RQ7. Is there a difference in the degree of Shopping Guidance affordance in social media shopping between Mexican and Irish consumers?

RQ8. Is there a difference in the degree of Social Presence affordance in social media shopping between Mexican and Irish consumers?

RQ9. Is there a difference in the degree of Interactivity affordance in social media shopping between Mexican and Irish consumers?

Significant differences are expected in the research questions; however, no hypothesized direction was included in the paper since the study is exploratory.

2.2 Research objectives.

Linked to the research questions, the objectives that guide the present research focus on exploring differences in scores of the factors influencing online shopping between Irish and Mexican consumers are:

1. To explore and compare the degree of perceived benefits of online shopping between Mexican and Irish consumers.
2. To explore and compare the degree of risks and disadvantages perceived in online shopping between Mexican and Irish consumers.
3. To explore and compare the degree of hedonic motivations for online shopping between Mexican and Irish consumers.
4. To explore and compare the degree of trust and security issues for online shopping between Mexican and Irish consumers.
5. To explore and compare the degree of visibility affordances in social media shopping between Mexican and Irish consumers.
6. To explore and compare the degree of metavoicing affordances in social media shopping between Mexican and Irish consumers.
7. To explore and compare the degree of shopping guidance affordances in social media shopping between Mexican and Irish consumers.
8. To explore and compare the degree of social presence affordances in social media shopping between Mexican and Irish consumers.

9. To explore and compare the degree of interactivity affordances in social media shopping between Mexican and Irish consumers.

Chapter 3. Methodology

The intention of this chapter is to explain the method, philosophy and approach on which this study is based on, how the data collection is carry out, cleaned and transformed to reach the objectives, answer the research questions developed and meet the expectations of the study.

3.1 Research Philosophy

Introducing Philosophy, in general terms, as a set of assumptions and how strongly the author's views hold on this scope enclosed by paradigms (Saunders, 2019). The present work adopts positivism to analyse and compare the online shopping behaviour between Mexico and Ireland consumers.

Positivism is understood as a Philosophical approach focused on observable social reality in order to create general facts. Its main purpose is to create clear and precise knowledge, and the term positivism is also used to refer to something that is observable emphasizing the use of scientific and empirical methods to obtain pure data and facts which has not been interpreted by any human or bias (Saunders, 2019).

3.2 Research Approach

Hall, Savas-Hall, and Shaw (2010) explaining the deductive approach which starts with a general idea and then looks at specific examples to check if they support the initial idea. The deductive approach provides certain conclusion as long as the starting points are true, due to the conclusion coming from those points.

The aim of this research is to embrace a deductive approach starting from the general to the specific by analysing the factors and affordances of social shopping and comparing the existing data to subsequently give conclusions about the online shopping behaviour in different contexts between Mexico and Ireland, whether some differences or similarities were found related to the degree of influence of the analysed factors.

3.3 Research Design

Derived from the objectives of the present investigation and the research questions focused on analysing factors that influence online shopping behavior among customers from Ireland and Mexico, and so be able to make a comparison between the findings in both countries, the present research is carry out under a Quantitative research method, making use of primary data.

Quantitative design is usually connected to positivism, because it uses a data collection which is characterised by predetermined and high-structured. However, it is important to mark a distinction in data between all those data that is based on opinions and the data that is about people, organisations or other things' attributes. Furthermore, Quantitative research is linked to deductive approach due to all the data collected has the purpose to be analysed to test hypothesis previously developed, if that were the case (Saunders, 2019). As the aim of this work that intends to analyse the primary data collected and be able to identify the level of factors involved in the purchasing behavior to make comparison, finding similarities and differences of the degree of influence of the factors involved in online shopping behaviour of shopping habits between Ireland and Mexico.

Making use of the Mann-Whitney-U test which is used in order to contrasts the difference in the medians of each variable to evaluate the degree of differences between the two groups Irish consumers and Mexican consumers and be able through such comparison to identify useful insights for the results and main findings, recommendations and conclusion chapters.

3.3.1 Collecting data

The data collection is carried out through a survey on Google Forms which contains the information sheet, consent form, further information about the study and was developed based on two pre-validated instruments and the variables were measured using the five levels of the Likert scale, from strongly disagree to strongly agree.

The survey is divided by 3 sections, the first section includes demographic data to make sure to meet the criteria selection. The second section evaluates factors affecting online purchases such as perceived benefits of online shopping, perceived risks or disadvantages of online shopping, hedonic motivations for online shopping, trust and security issues in online shopping (Adnan, 2014). The third section contemplates the influence of Social Media Shopping engagement and IT affordances evaluating relevant factors, for example, visibility, metavoicing, shopping guidance, social presence and interactivity (Saffanah, Handayani and Sunarso, 2023). A minimal modification from the original instrument was made in the survey, changing the word Instagram for social media in order to contemplate a broad range of analysis.

3.3.2 Sampling and recruitment

The total number of research participants in this study was 128 people, of which 64 were Irish citizens and 64 were Mexican citizens, to detect a medium effect. The criteria selection to be eligible to participate in this study was to be 18+, be an Irish and/or Mexican citizen, have previously used social media and previously purchased goods online and/or through social media sites (e.g., Instagram, Facebook, TikTok, Pinterest). Not any personal data was required, participation was anonymous, confidential and 100% voluntary.

The target population was recruited through social media platforms, disseminated among acquaintances, and social groups.

3.3.3 Ethical considerations

Based on the requirements from the National College of Ireland, it was ensured that all the participants were provided with Information about the study, also that they met the inclusion criteria, and their consent to participate in the study. As the survey was anonymous, no personal or identifiable information was collected, additionally, all the participants were informed they could discontinue the study at any time by closing the browser before completing by clicking the submit button.

Further information was sent to all the respondents once they completed the survey to inform them of the nature of the research.

3.4 Analysing the data

SPSS, a statistical software is used to analyse all the data collected, to perform the Mann-Whitney-U test and be able to make the comparison of the variables or factors studied between Irish and Mexican samples. Another source used is Excel which was helpful to organise both the survey and the data collected through Google Forms. All the tools and software mentioned before were essential to interpret the results obtained and to developing the following chapters.

Chapter 4. Findings and Analysis.

4.1 Demographic information.

In the present study, 128 participants in total took part in a 100% voluntary and anonymous survey, by providing their answers to be analysed. The sample was integrated by 64 people of Irish nationality and 64 people of Mexican nationality.

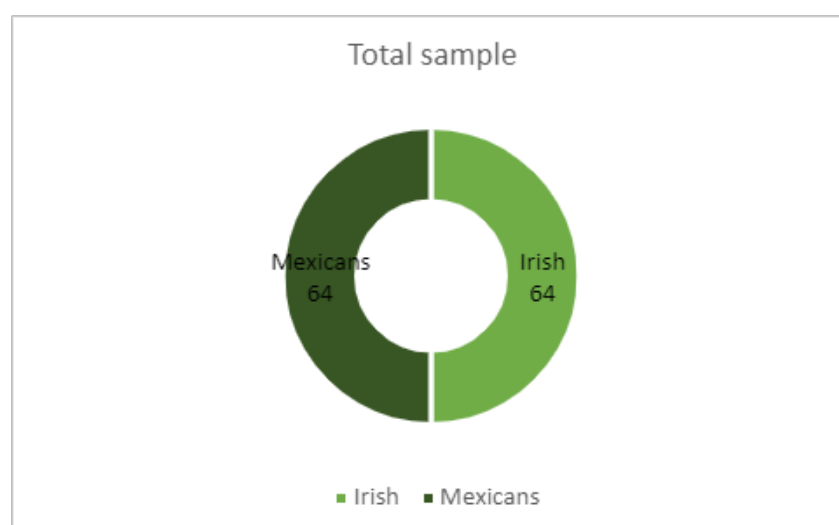


Figure 1. Total sample. Source: Excel.

From the total sample of 128 people, 84 participants were Woman representing 66% of the sample, 42 participants were Man which represents 33%, and 2 people representing 1% preferred not to say their gender.

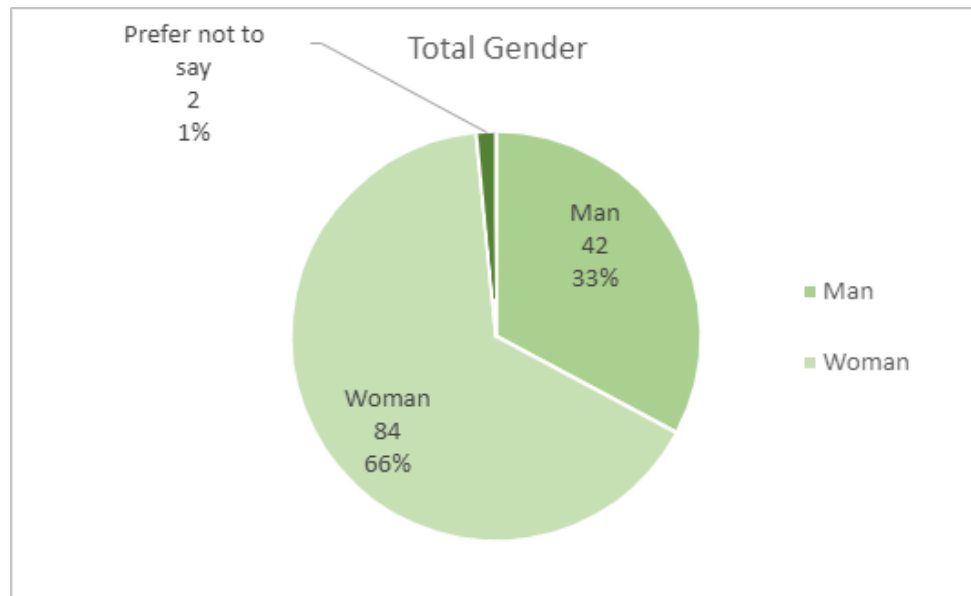


Figure 2. Total Gender. Source: Excel.

According to gender by each nationality, 22 Irish vs 20 Mexicans integrated the Male gender, on the other hand, the female gender was integrated by 41 Irish vs 43 Mexicans, and finally, 1 Irish person and 1 Mexican person did not say their gender.

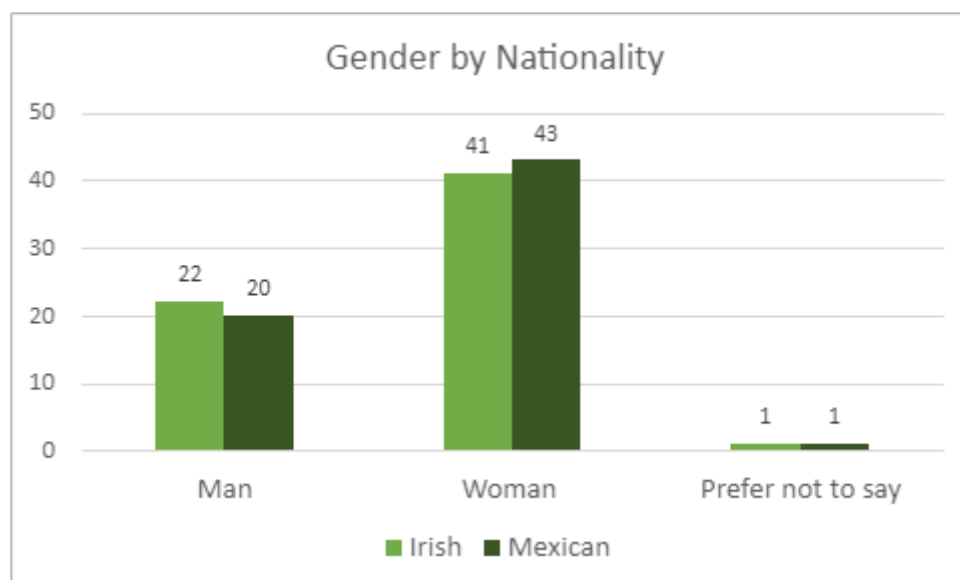


Figure 3. Gender by Nationality. Source: Excel.

For the purpose of an easier visualisation of the participants' ages, five age ranges were represented as show in the chart below, most of the participants fall within the range from 18 to 28 years old composed of 46 people, the next range is integrated by 36 people between 29

to 39 years old, 27 people belong to the range from 40 to 50 years old, the next range is from 51 to 61 years old with 15 people, while the last range with 4 people is from 62-72 years old. The minimum age registered was 18 years old while the maximum was 67 years old. As we can see in the statistics table below, the average age of the participants is 35 years old approximately with a mean of 34.9766 and the standard deviation of 13.18282.

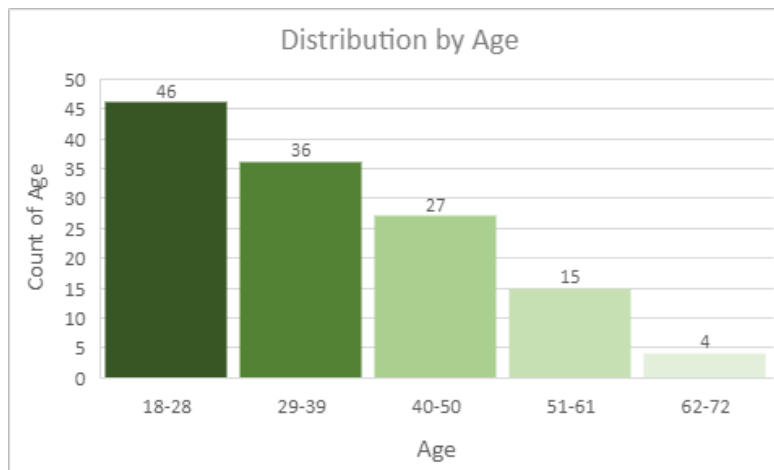


Figure 4. Distribution by Age. Source: Excel.

N	Valid	128
	Missing	0
Mean	34.9766	
Std. Deviation	13.18282	

Table 1. Age frequencies.

Source: IBM SPSS Statistics Viewer

Five categories were created for analysing how often people use the internet for shopping, most of the respondents (53 people) make use of it 1-2 times a month, followed by 3-5 times a month with 39 participants, less than once a month was selected by 18 people and just 3 people use the internet for shopping more than 10 times a month.

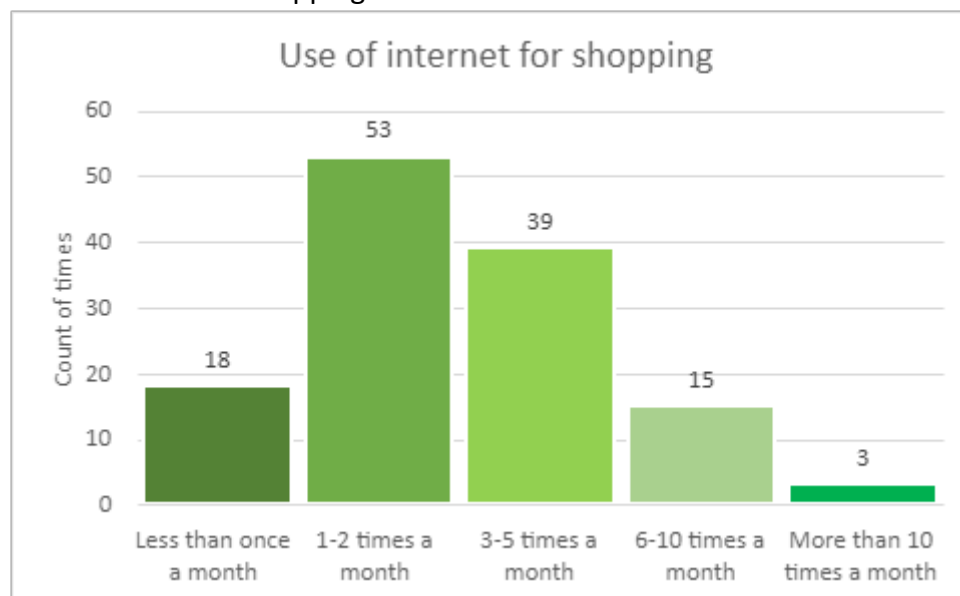


Figure 5. Use of Internet for shopping. Source: Excel.

Among the items than people prefer buying online, the most popular was apparel and accessories (90 times mentioned), in second place electronic goods and gadgets (59 mentions), the third place is to cinema tickets (53 times selected), unique daily use items (36

times mentioned) was the fourth more selected item, books and magazines (23 mentions) and financial services and other (15 times selected respectively).

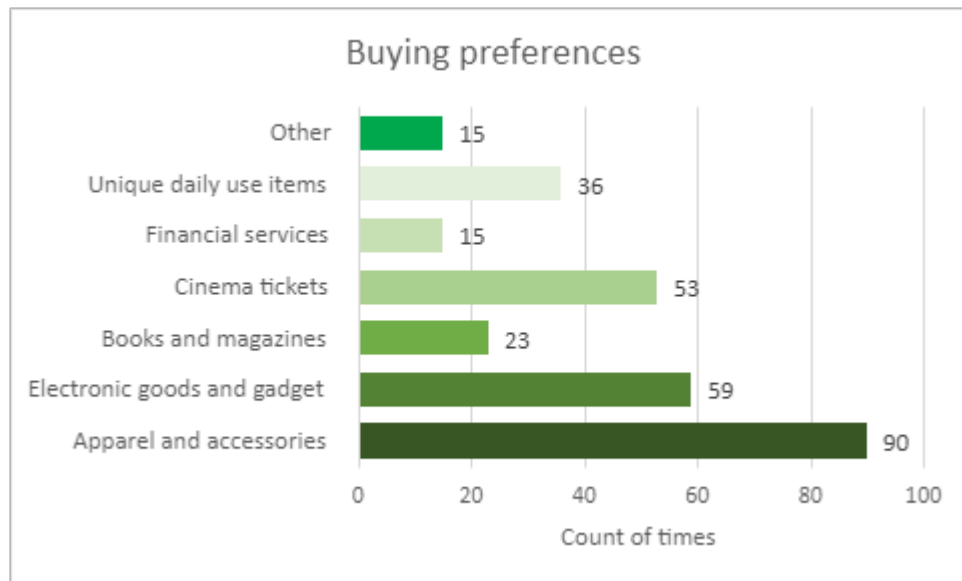


Figure 6. Buying Preferences. Source: Excel.

From the total sample, 106 participants have been using social media for more than 5 years, 13 of them have been from 3 to 5 years in social media, 1 to 3 years and 6 to 12 months were chosen by 4 participants respectively and 1 person has been using social media less than 6 months.

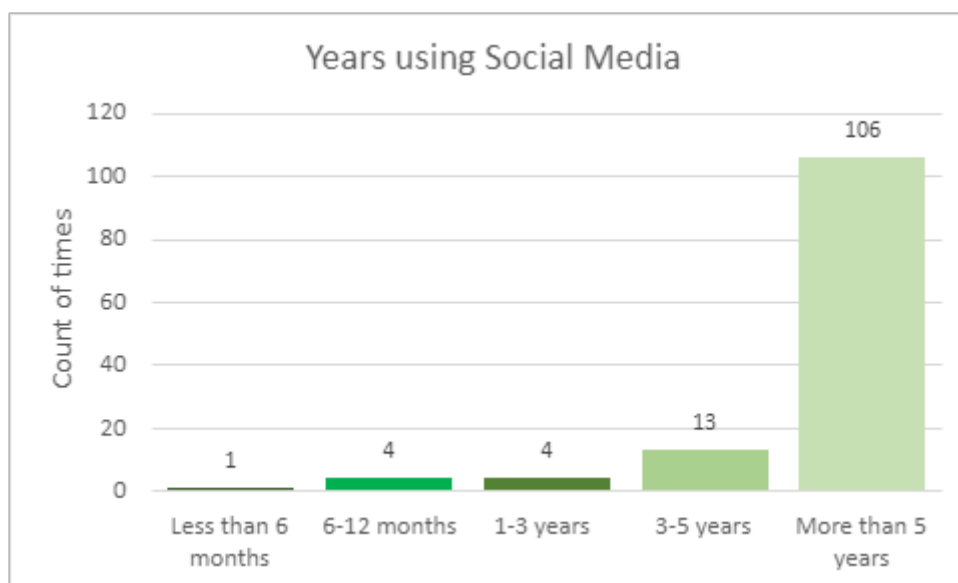


Figure 7. Year using Social Media. Source: Excel.

4.2 Mean scores for each dependent variable.

There were 9 main dependent variables in the present study that were analysed in order to find whether any differences between both nationalities (Irish and Mexican) according to the factors involved in online shopping and be able to make a comparison.

		Statistics								
		Benefits	Risks	Hedonic Motivations	Trust/ security	Visibility	Metavoicing	Shopping Guidance	Social Presence	Interactivity
N	Valid	128	128	128	128	128	128	128	128	128
	Missing	0	0	0	0	0	0	0	0	0
Mean		4.0670	3.3203	3.4089	2.9922	3.4349	3.6270	3.2598	3.0801	3.3672
Std. Deviation		.79750	.81505	.86662	.91839	.87700	.85688	.89366	.80288	.82466

Table 2. Mean scores by variable. Source: IBM SPSS Statistics Viewer.

In the table above, it is shown the mean and standard deviation by variable for the sample presenting the following results:

- For the perceived benefits, the high mean score among all the variables 4.0670 shows that the participants perceived significant benefits from online shopping.
- The respondents perceived a moderate level of the perceived risks when shopping online with a mean of 3.3203.
- Hedonic motivation has a mean of 3.4089 which suggests a moderate to high level of Hedonic motivations as factor influencing online shopping.
- Trust and security issues shows moderate levels among the participants as the mean reported is 2.9922.
- According to Visibility in social media shopping, the respondents perceive good levels of visibility in their interactions with a mean of 3.4349.
- Participants usually engage with Metavoicing activities in social media shopping with a mean of 3.6270.
- Shopping guidance in social media shopping with a mean of 3.2598 shows a high level of trust among the participants.
- Social presence in social media shopping in moderate among respondents with a mean of 3.0801.
- Participants report moderate to high levels of interactivity in social media shopping with a mean of 3.3672.

4.3 Internal consistency.

The importance of the scale's internal consistency lies in the fact that it helps us to determine whether all the items of the scale are directed towards the same objective, for example, whether they are measuring the same thing, consequently, the fact that is crucial that they must be reliable. Cronbach's alpha is one of the most common indicators for measuring internal consistency and depending on the sample the reliability of the scale and vary. According to the SPSS Survival Manual, a scale above .7 is considered ideal (Pallant, 2020), however, to be more specific Cronbach's alpha indicating an excellent internal consistency exceeds .90, the range between .70 and .90 is considered a high internal consistency, and a

moderate internal consistency is found in alphas between .50 to .70 while having results lower than .50 refers a poor internal consistency Hinton, Brownlow, McMurray, & Cozens, 2004).

Case Processing Summary			
		N	%
Cases	Valid	128	100.0
	Excluded ^a	0	.0
	Total	128	100.0

a. Listwise deletion based on all variables in the procedure.

Table 3. Case Processing Summary. Source: IBM SPSS Statistics Viewer.

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.919	.921	40

Table 4. Reliability Statistics. Source: IBM SPSS Statistics Viewer.

From the present research, we can see in the Case Processing Summary table that the number of valid cases is 128, representing 100% of responses, non-excluded responses and a total of 128 responses. On the other hand, we can observe in the Reliability Statistics table that Cronbach's alpha is .919, which means a high level of internal consistency.

4.4 Normality of data

As the SPSS Survival Manual suggests, normality can be understood as the description of a bell-shaped curve which is symmetrical with the frequency scores that are smaller found in the extremes and the higher frequency scores just in the middle to create such a shape (Pallant, 2020).

On the other hand, when two groups and the differences between them are being analysed, there is an assumption that for each group involved in the independent variable, the dependent variable is normally distributed or approximately normal distributed (Laerd Statistics, 2015).

4.4.1 Shapiro-Wilk test

For the purposes of this study, Shapiro-Wilk test which is a test dedicated for normality was run for each group of the of the variables as shown in the next table.

Tests of Normality							
	Nationality	Kolmogorov-Smirnova			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Perceived Benefits	Irish	0.095	64	.200*	0.933	64	0.002
	Mexican	0.194	64	<.001	0.811	64	<.001
Perceived Risks	Irish	0.098	64	.200*	0.982	64	0.475
	Mexican	0.112	64	0.045	0.973	64	0.174
Hedonic Motivations	Irish	0.124	64	0.016	0.973	64	0.183
	Mexican	0.116	64	0.032	0.959	64	0.034
Trust and Security	Irish	0.106	64	0.074	0.974	64	0.19
	Mexican	0.095	64	.200*	0.967	64	0.086
Visibility	Irish	0.143	64	0.002	0.943	64	0.005
	Mexican	0.192	64	<.001	0.909	64	<.001
Metavoicing	Irish	0.197	64	<.001	0.857	64	<.001
	Mexican	0.213	64	<.001	0.833	64	<.001
Shopping Guidance	Irish	0.131	64	0.008	0.968	64	0.098
	Mexican	0.16	64	<.001	0.939	64	0.003
Social Presence	Irish	0.073	64	.200*	0.987	64	0.711
	Mexican	0.164	64	<.001	0.96	64	0.034
Interactivity	Irish	0.126	64	0.013	0.938	64	0.003
	Mexican	0.143	64	0.002	0.952	64	0.014

* This is a lower bound of the true significance.

a Lilliefors Significance Correction

Table 5. Test of Normality. Source: IBM SPSS Statistics Viewer.

Based on the significance of the Shapiro-Wilk test that should be greater than 0.05 (for example, $p > .05$) to assume the sample is normally distributed. As we can see in the table above as a result of the Normality test of our data, the significance value differed and were not normally distributed for all variables:

- Perceived Benefits

Both Irish and Mexican sample the data is not normally distributed.

- Perceived Risks

Both Irish and Mexican sample data is approximately normally distributed.

- Hedonic Motivations

For the Irish sample data is approximately normally distributed, but for the Mexican sample the data is not normally distributed.

- Trust and Security

Both Irish and Mexican sample data is approximately normally distributed

- Visibility

Both Irish and Mexican sample the data is not normally distributed.

- Metavoicing

Both Irish and Mexican sample the data is not normally distributed.

- Shopping Guidance

For the Irish sample data is approximately normally distributed, but for the Mexican sample the data is not normally distributed.

- Social Presence

For the Irish sample data is approximately normally distributed, but for the Mexican sample the data is not normally distributed.

- Interactivity

Both Irish and Mexican sample the data is not normally distributed.

4.4.2 Normal Q-Q Plots

Supporting the Normality test, Normal Q-Q Plots were taken into consideration, they are showed as follows:

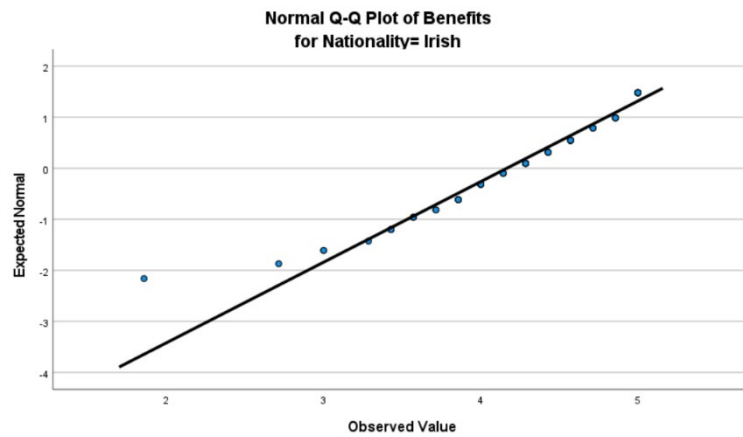


Figure 8. Normal Q-Q Plot of Benefits for Nationality Irish. Source: IBM SPSS Statistics Viewer.

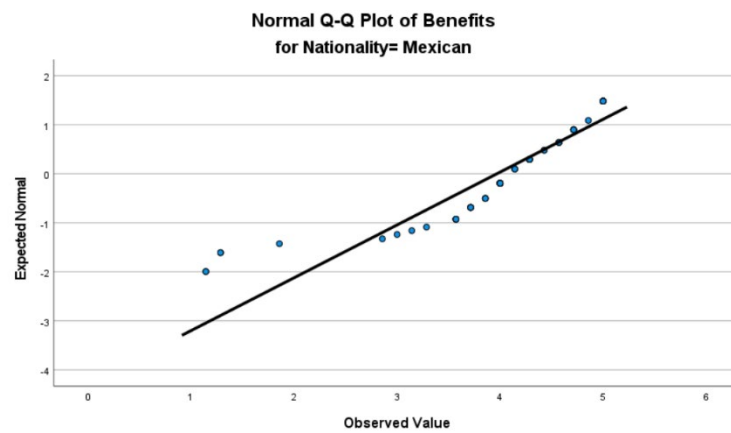


Figure 9. Normal Q-Q Plot of Benefits for Nationality Mexican. Source: IBM SPSS Statistics Viewer.

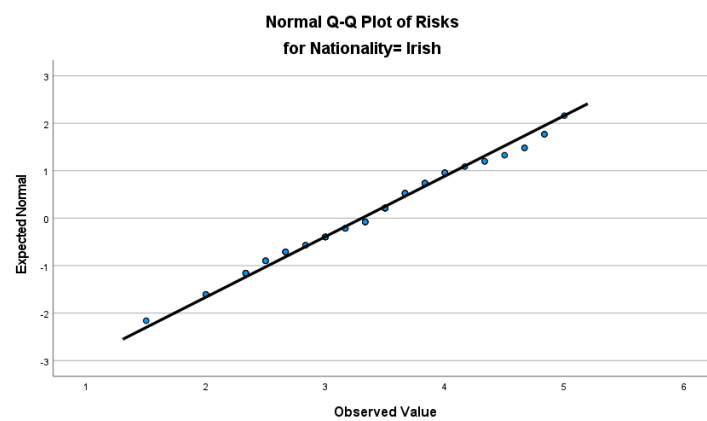


Figure 10. Normal Q-Q Plot of Risks for Nationality Irish. Source: IBM SPSS Statistics Viewer.

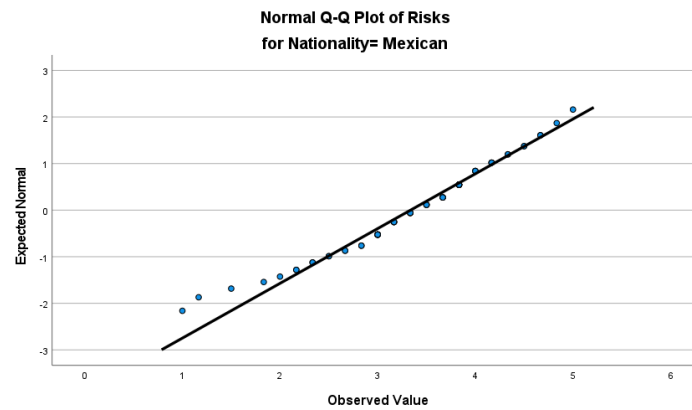


Figure 11. Normal Q-Q Plot of Risks for Nationality Mexican. Source: IBM SPSS Statistics Viewer.

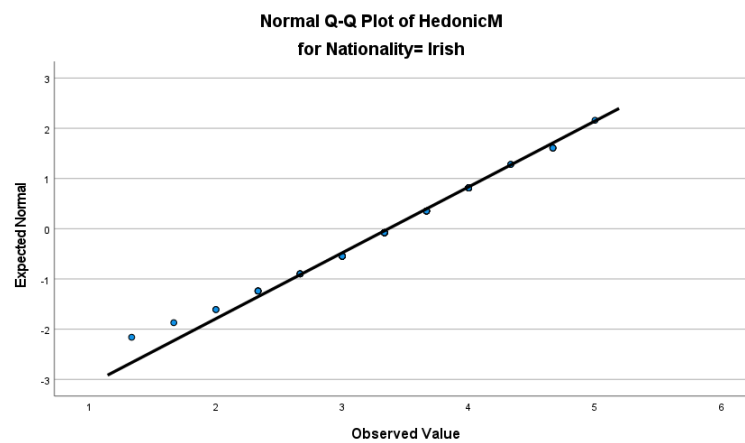


Figure 12. Normal Q-Q Plot of Hedonic motivations for Nationality Irish. Source: IBM SPSS Statistics Viewer.

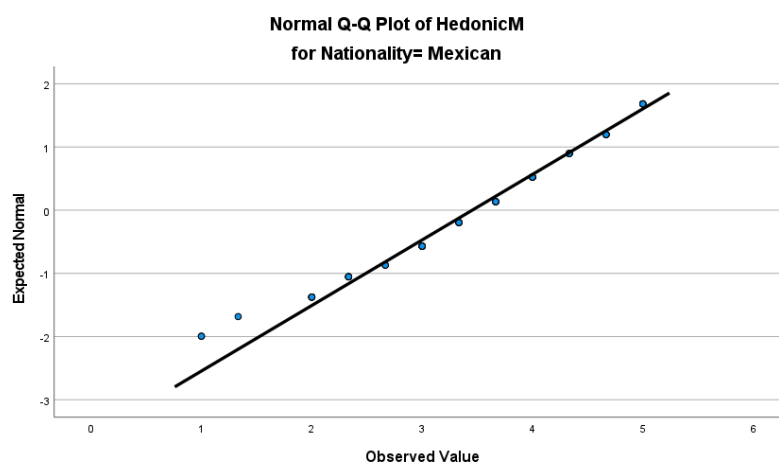


Figure 13. Normal Q-Q Plot of Hedonic motivations for Nationality Mexican. Source: IBM SPSS Statistics Viewer.

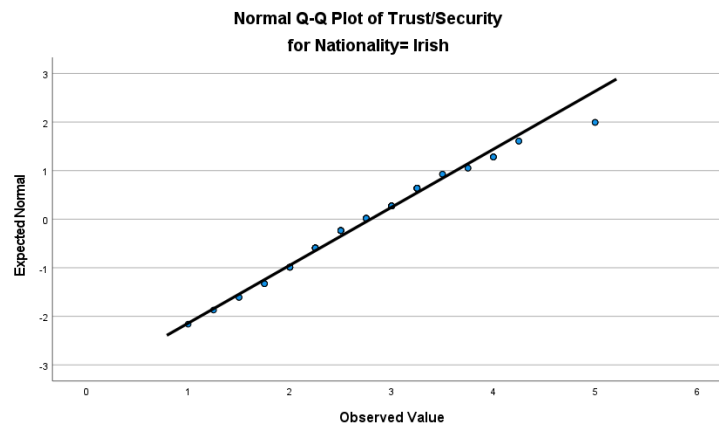


Figure 14. Normal Q-Q Plot of Trust/Security for Nationality Irish. Source: IBM SPSS Statistics Viewer.

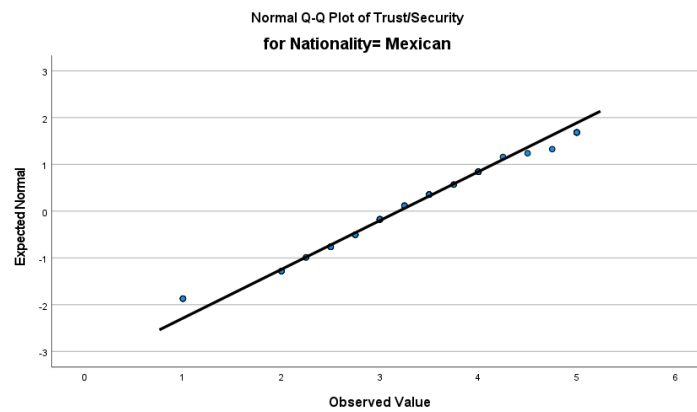


Figure 15. Normal Q-Q Plot of Trust/Security for Nationality Mexican. Source: IBM SPSS Statistics Viewer.

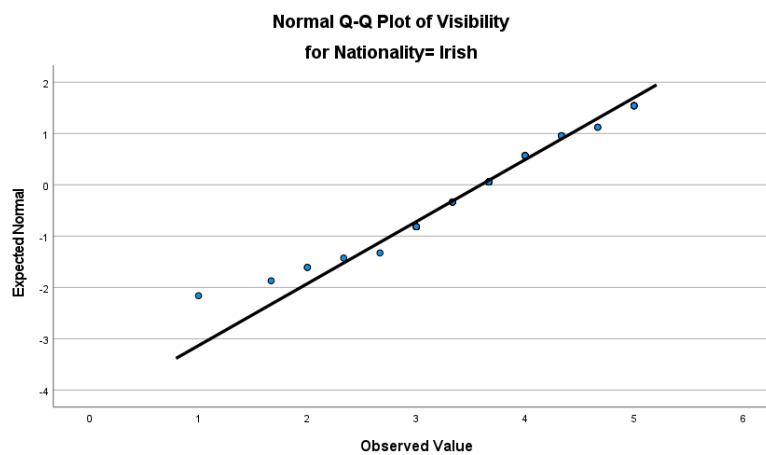


Figure 16. Normal Q-Q Plot of Visibility for Nationality Irish. Source: IBM SPSS Statistics Viewer.

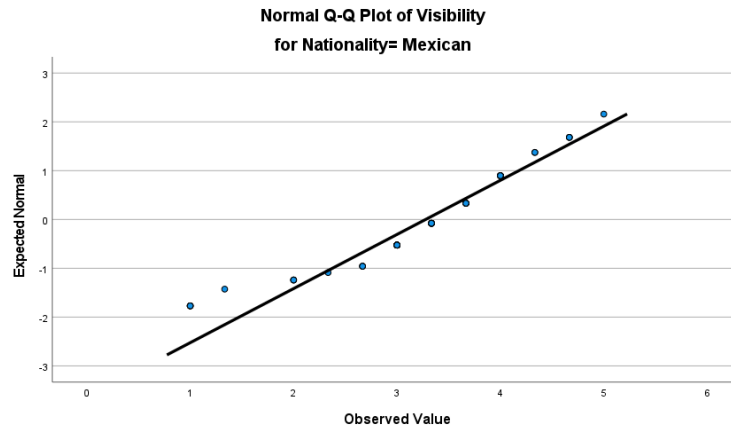


Figure 17. Normal Q-Q Plot of Visibility for Nationality Mexican. Source: IBM SPSS Statistics Viewer.

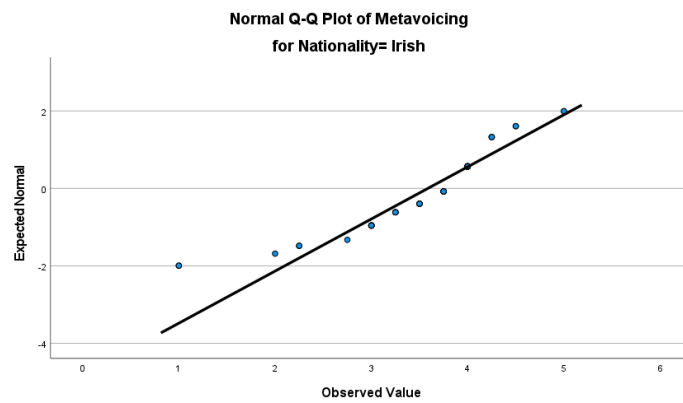


Figure 18. Normal Q-Q Plot of Metavoicing for Nationality Irish. Source: IBM SPSS Statistics Viewer.

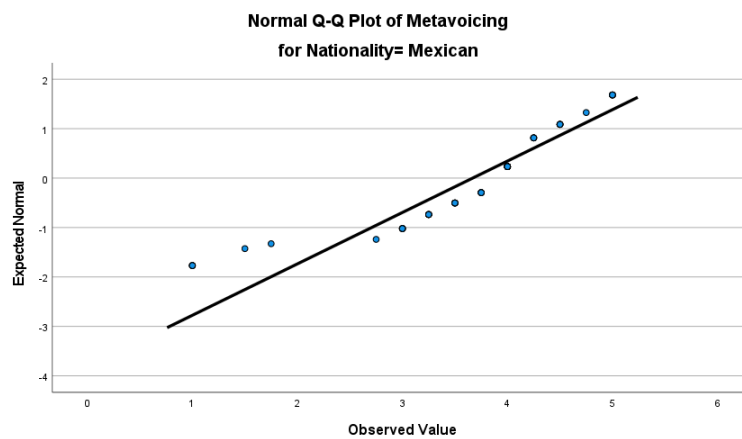


Figure 19. Normal Q-Q Plot of Metavoicing for Nationality Mexican. Source: IBM SPSS Statistics Viewer.

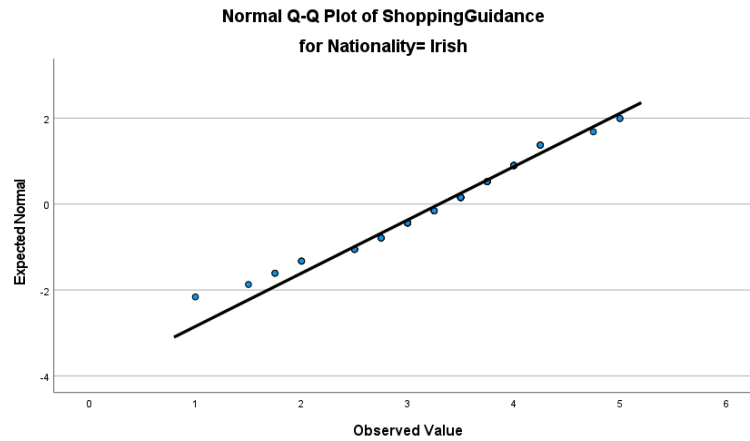


Figure 20. Normal Q-Q Plot of Shopping Guidance for Nationality Irish. Source: IBM SPSS Statistics Viewer.

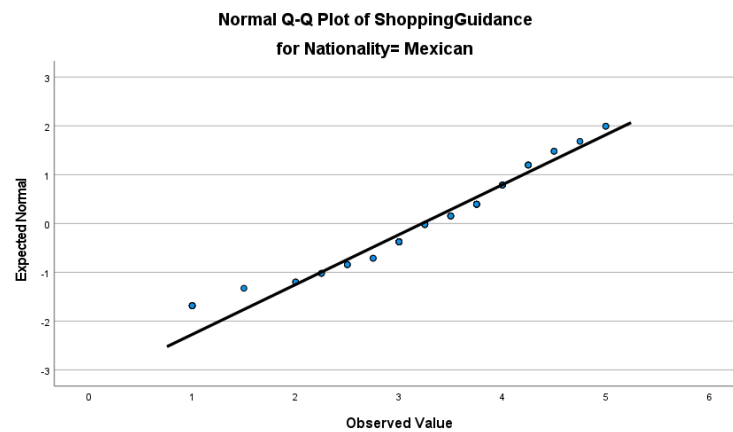


Figure 21. Normal Q-Q Plot of Shopping Guidance for Nationality Mexican. Source: IBM SPSS Statistics Viewer.

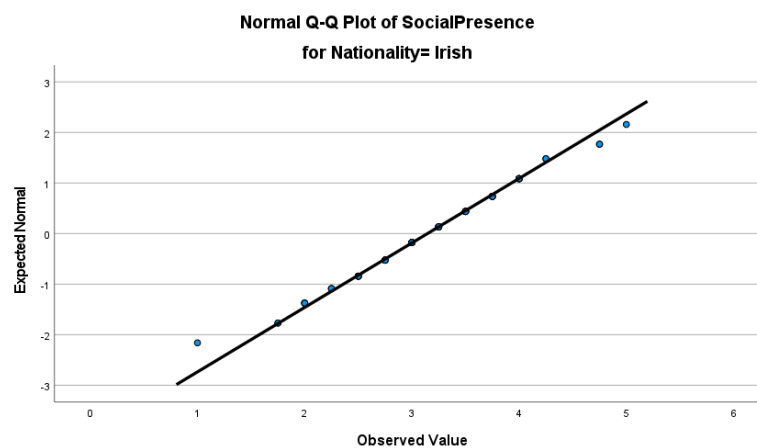


Figure 22. Normal Q-Q Plot of Social Presence for Nationality Irish. Source: IBM SPSS Statistics Viewer.

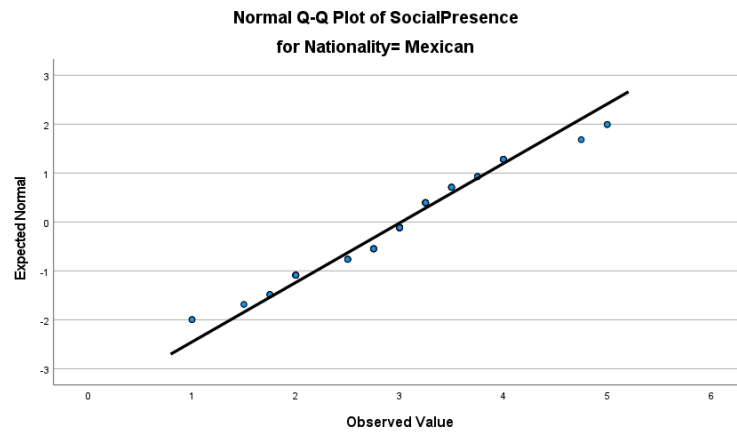


Figure 23. Normal Q-Q Plot of Social Presence for Nationality Mexican. Source: IBM SPSS Statistics Viewer.

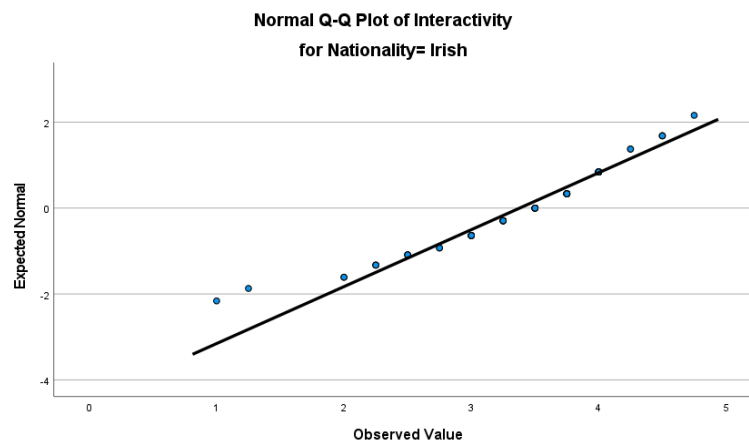


Figure 24. Normal Q-Q Plot of Interactivity for Nationality Irish. Source: IBM SPSS Statistics Viewer.

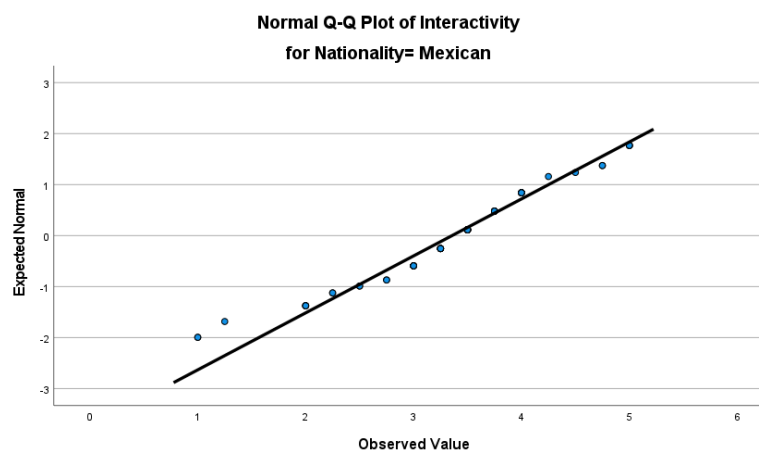


Figure 25. Normal Q-Q Plot of Interactivity for Nationality Mexican. Source: IBM SPSS Statistics Viewer.

Based on the previous results, the distribution of the data showed by Shapiro-Wilk Test is not normally distributed in all the cases for both groups Irish and Mexicans and it is supported and assessed by visual inspection of Normal Q-Q Plots where in some cases present slight deviations but in other cases, there are more significant deviations especially in the extremes. This means that that should be a better option to use nonparametric test such as Mann-Whitney-U test.

4.5 Mann-Whitney-U test

As mentioned before, due to the data distribution is not normally distributed for all the cases in both groups (Irish and Mexicans), a non-parametric test was run, Mann-Whitney-U test which evaluates between two independent groups the differences on a continues measure, that is this test compare medians (Pallant, 2020).

4.5.1 Population pyramid analysis.

From the results of our test, once analysed the population pyramid of each dependent variable (Perceived benefits of online shopping, Perceived risks and disadvantages of online shopping, Hedonic motivations for online shopping, Trust and security issues in online shopping, Visibility, Metavoicing, Shopping Guidance, Social Presence, Interactivity), according to the two groups of the independent variable (Nationality: Irish and Mexican) by visual inspecting we can see that the distributions are similarly shaped which means we are able to determine if whether any differences existing liked to the dependent variable and taken into consideration the median score of the two groups (Laerd Statistics, 2015).

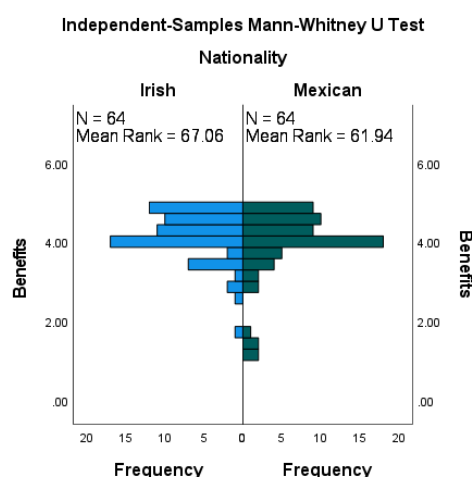


Figure 26. Population pyramid Benefits.
Source: IBM SPSS Statistics Viewer.

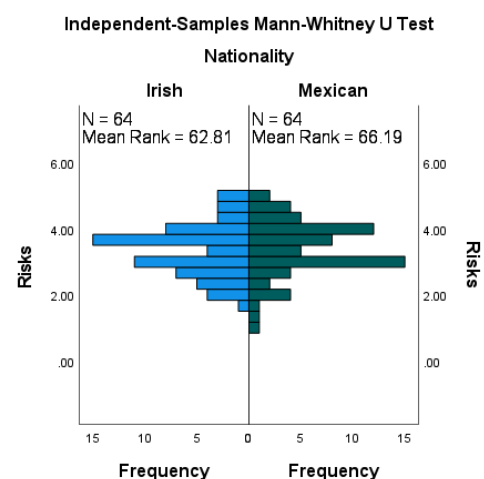


Figure 27. Population pyramid Risks.
Source: IBM SPSS Statistics Viewer.

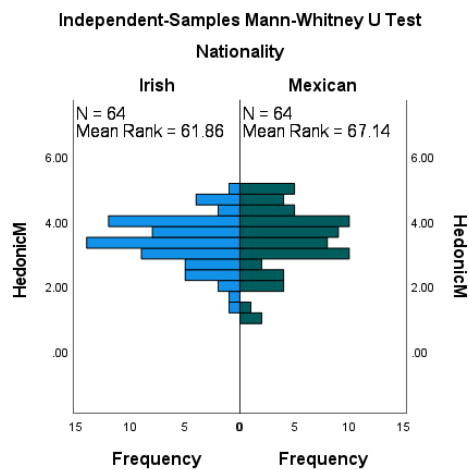


Figure 28. Population pyramid Hedonic Motivations.
Source: IBM SPSS Statistics Viewer.

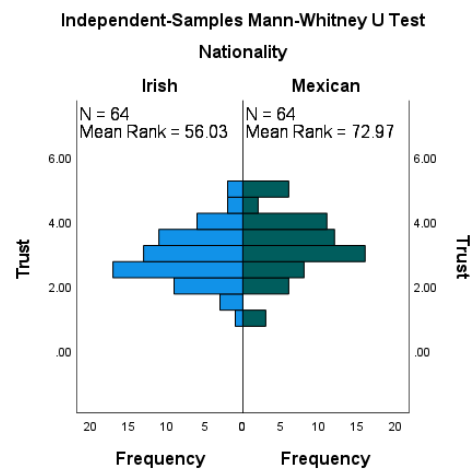


Figure 29. Population pyramid Trust.
Source: IBM SPSS Statistics Viewer.

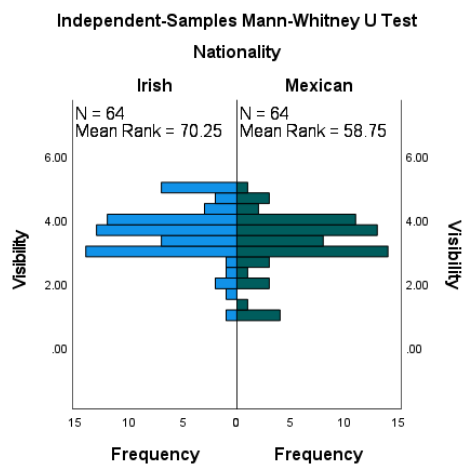


Figure 30. Population pyramid Visibility.
Source: IBM SPSS Statistics Viewer.

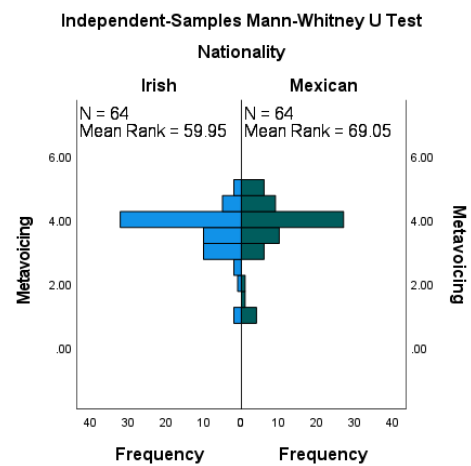


Figure 31. Population pyramid Metavoicing.
Source: IBM SPSS Statistics Viewer

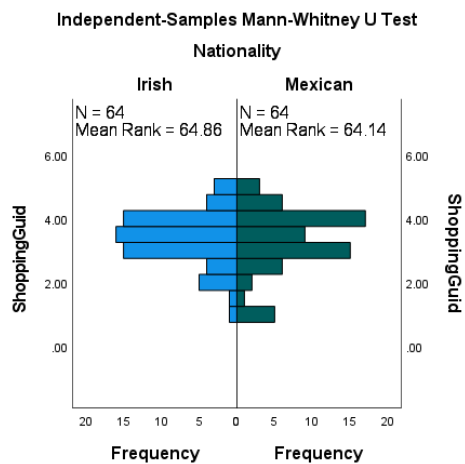


Figure 32. Population pyramid Shopping Guid.
Source: IBM SPSS Statistics Viewer.

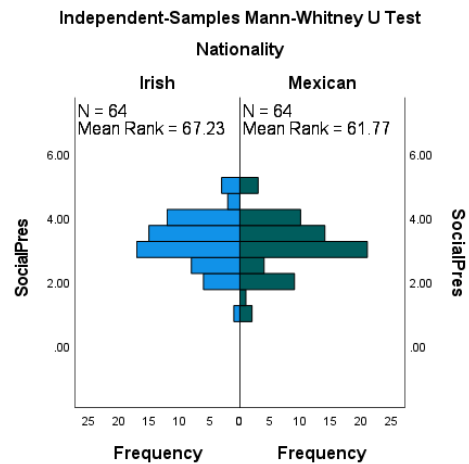


Figure 33. Population pyramid Social Pres.
Source: IBM SPSS Statistics Viewer.

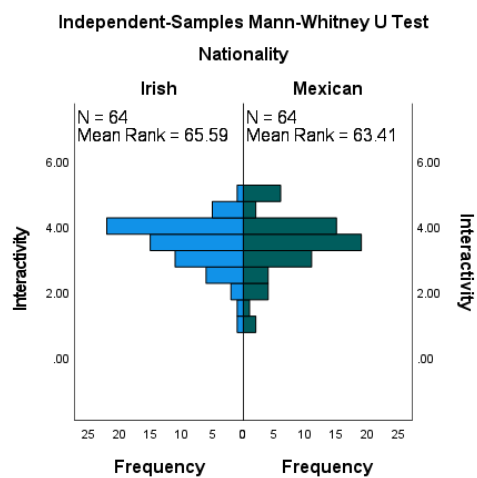


Figure 34. Population pyramid Visibility
Source: IBM SPSS Statistics Viewer.

4.5.2 Comparison of medians

To compare the medians, apart from the report of the median, two tables from the results of the Mann-Whitney-U test were taken into consideration, Hypothesis test summary which is linked to the Independent-Samples Mann-Whitney-U test summary for each dependent variable, the most important value to evaluate in the information provided by those tables is

the statistical significance of the test. At this point it is important to mention that SPSS Statistics not always calculates the exact statistical significance level, however, it does always calculate Asymptotic statistical significance level which refers to as the sample size increases the p value approaches the real value (Laerd Statistics, 2015) as happened in the results of our case.

Hypothesis Test Summary				
	Null Hypothesis	Test	Sig. ^{a, b}	Decision
1	The distribution of Benefits is the same across categories of Nationality.	Independent-Samples Mann-Whitney U Test	.432	Retain the null hypothesis.
2	The distribution of Risks is the same across categories of Nationality.	Independent-Samples Mann-Whitney U Test	.606	Retain the null hypothesis.
3	The distribution of HedonicM is the same across categories of Nationality.	Independent-Samples Mann-Whitney U Test	.417	Retain the null hypothesis.
4	The distribution of Trust is the same across categories of Nationality.	Independent-Samples Mann-Whitney U Test	.009	Reject the null hypothesis.
5	The distribution of Visibility is the same across categories of Nationality.	Independent-Samples Mann-Whitney U Test	.075	Retain the null hypothesis.
6	The distribution of Metavoicing is the same across categories of Nationality.	Independent-Samples Mann-Whitney U Test	.156	Retain the null hypothesis.
7	The distribution of ShoppingGuid is the same across categories of Nationality.	Independent-Samples Mann-Whitney U Test	.912	Retain the null hypothesis.
8	The distribution of SocialPres is the same across categories of Nationality.	Independent-Samples Mann-Whitney U Test	.401	Retain the null hypothesis.
9	The distribution of Interactivity is the same across categories of Nationality.	Independent-Samples Mann-Whitney U Test	.739	Retain the null hypothesis.

a. The significance level is .050.

b. Asymptotic significance is displayed.

Table 6. Hypothesis Test Summary. Source: IBM SPSS Statistics Viewer.

Report									
Median									
Nationality	Benefits	Risks	Hedonic Motivations	Trust and security	Visibility	Metavoicing	Shopping Guidance	Social Presence	Interactivity
Irish	4.2857	3.4167	3.3333	2.7500	3.6667	3.7500	3.5000	3.1250	3.5000
Mexican	4.0000	3.3333	3.6667	3.0000	3.3333	4.0000	3.2500	3.0000	3.5000
Total	4.1429	3.3333	3.3333	3.0000	3.6667	4.0000	3.3750	3.0000	3.5000

Table 7. Report of Median across Nationality. Source: IBM SPSS Statistics Viewer.

- ❖ Difference in the degree of Perceived benefits of online shopping between Mexican and Irish consumers.

**Independent-Samples Mann-Whitney U
Test Summary**

Total N	128
Mann-Whitney U	1884.000
Wilcoxon W	3964.000
Test Statistic	1884.000
Standard Error	208.883
Standardized Test Statistic	-.785
Asymptotic Sig.(2-sided test)	.432

Table 8. Independent-Samples Mann-Whitney-U test summary Benefits. Source: IBM SPSS Statistics Viewer.

For the purpose of this study, a Mann-Whitney-U test was carried out to looking for differences in the perceived benefits of online shopping scores between Irish and Mexican nationalities and the results showed through a visual inspection that the distributions of perceived benefits of online shopping scores were similar for both groups. The median of benefits scores for Irish (4.28) and Mexicans (4.00) was not statistically significantly different, $U=1884$, $z = -.785$, $p=.432$.

These results support what Srivastava and Thaichon (2023) pointed out about the benefits that many people, both Irish and Mexicans consumer in this case, find in the process of shopping online such as less time and effort involved which means convenience, the availability of product information, accessibility, etc. and how the external stimulus impact the purchase process decision which make them to opt for this way of buying.

- ❖ Difference in the degree of Perceived risks and disadvantages of online shopping between Mexican and Irish consumers.

**Independent-Samples Mann-Whitney U
Test Summary**

Total N	128
Mann-Whitney U	2156.000
Wilcoxon W	4236.000
Test Statistic	2156.000
Standard Error	209.244
Standardized Test Statistic	.516
Asymptotic Sig.(2-sided test)	.606

Table 9. Independent-Samples Mann-Whitney-U test summary Risks. Source: IBM SPSS Statistics Viewer.

For the purpose of this study, a Mann-Whitney-U test was carried out to looking for differences in the perceived risks and disadvantages of online shopping scores between Irish and Mexican nationalities and the results showed through a visual inspection that the distributions of perceived risks and disadvantages of online shopping scores were similar for both groups. The median of benefits scores for Irish (3.41) and Mexicans (3.33) was not statistically significantly different, $U=2156$, $z=.516$, $p=.606$.

As the previous literature review shows in the first chapter of this research, the possible risks that people perceived in the process of purchasing online has not been deeply studied and as Ariffin, Mohan, and Goh (2018) suggests, this factor plays an important role that interfere in the purchase decision when buying online. The findings in this study address that gap in the literature, for the specific case of comparison between Irish and Mexican consumers, where both samples perceive potential risks and disadvantages in online shopping such as get damage products or just do not get the product ordered, difficulty in evaluate the quality or a good after sales service, among others.

- ❖ Difference in the degree of Hedonic motivation for online shopping between Mexican and Irish consumers.

**Independent-Samples Mann-Whitney U
Test Summary**

Total N	128
Mann-Whitney U	2217.000
Wilcoxon W	4297.000
Test Statistic	2217.000
Standard Error	208.064
Standardized Test Statistic	.812
Asymptotic Sig.(2-sided test)	.417

Table 10. Independent-Samples Mann-Whitney-U test summary Hedonic Motivations.

Source: IBM SPSS Statistics Viewer.

For the purpose of this study, a Mann-Whitney-U test was carried out to looking for differences in the Hedonic motivations for online shopping scores between Irish and Mexican nationalities and the results showed through a visual inspection that the distributions of Hedonic motivations for online shopping scores were similar for both groups. The median of benefits scores for Irish (3.33) and Mexicans (3.66) was not statistically significantly different, $U=2217$, $z=.812$, $p=.417$.

The results above modify a bit the previous findings by To and Sung (2014) in a previous study where it is suggested that privacy and social aspects such as the fact that be able to choose whether interact or not interact with other people and learn new things in the online shopping process are the two main aspect of hedonic motivations. However, the findings of this

research show that for both Irish and Mexican consumers hedonic motivations related to online shopping are more focused on enjoy shopping online per se, plus the good way to spend time and the funny and fact of searching information on internet.

- ❖ Difference in the degree of Trust and security issues in online shopping between Mexican and Irish consumers.

Independent-Samples Mann-Whitney U Test Summary	
Total N	128
Mann-Whitney U	2590.000
Wilcoxon W	4670.000
Test Statistic	2590.000
Standard Error	208.862
Standardized Test Statistic	2.595
Asymptotic Sig.(2-sided test)	.009

Table 11. Independent-Samples Mann-Whitney-U test summary Trust. Source: IBM SPSS Statistics Viewer.

For the purpose of this study, a Mann-Whitney-U test was carried out to looking for differences in Trust and security issues in online shopping scores between Irish and Mexican nationalities and the results showed through a visual inspection that the distributions in Trust and security issues in online shopping scores were similar for both groups. The median of Trust and security issues scores for Irish (2.75) and Mexicans (3.00) was not statistically significantly different, $U=2590$, $z=2.595$, $p=.009$.

In this particular variable analysed, the results contrast with the findings exposed by Al-Adwan, Kokash, Adwan, Alhoranim and Yaseen (2020) about the concepts of trust and security in the whole activity of shopping online, the authors highlighted these concepts as decisive and a barrier to purchasing decisions, nevertheless, for Irish and Mexican consumers the features that integrate trust and security issues named credit card details, personal information, lack of strict cyber security laws for hackers or frauds, were not highly scored which means a moderate level of feeling of vulnerability or direct impact in the online shopping decision.

- ❖ Difference in the degree of Visibility affordance in social media shopping between Mexican and Irish consumers.

**Independent-Samples Mann-Whitney U
Test Summary**

Total N	128
Mann-Whitney U	1680.000
Wilcoxon W	3760.000
Test Statistic	1680.000
Standard Error	207.016
Standardized Test Statistic	-1.778
Asymptotic Sig.(2-sided test)	.075

Table 12. Independent-Samples Mann-Whitney-U test summary Visibility. Source: IBM SPSS Statistics Viewer.

For the purpose of this study, a Mann-Whitney-U test was carried out to looking for differences in Visibility in Social Media Shopping scores between Irish and Mexican nationalities and the results showed through a visual inspection that the distributions in Trust and security issues in online shopping scores were similar for both groups. The median of Visibility scores for Irish (3.66) and Mexicans (3.33) was not statistically significantly different, $U=1680$, $z=-1.778$, $p=.075$.

As it is shown in the above findings, the aspects evaluated such as detail product images and video, make the product clearly visible, usage information were perceived in a good level, for both Mexican and Irish samples, for visibility in social media shopping which aligns with the results of a previous study by Tuncer (2021) where was demonstrated that visibility is an important factor provided by sellers or content creators which allows consumers to access all the needed information and motivate them to purchase.

- ❖ Difference in the degree of Metavoicing affordance in social media shopping between Mexican and Irish consumers.

**Independent-Samples Mann-Whitney U
Test Summary**

Total N	128
Mann-Whitney U	2339.000
Wilcoxon W	4419.000
Test Statistic	2339.000
Standard Error	205.055
Standardized Test Statistic	1.419
Asymptotic Sig.(2-sided test)	.156

Table 13. Independent-Samples Mann-Whitney-U test summary Metavoicing. Source: IBM SPSS Statistics Viewer.

For the purpose of this study, a Mann-Whitney-U test was carried out to looking for differences in Metavoicing in Social Media Shopping scores between Irish and Mexican nationalities and the results showed through a visual inspection that the distributions in Metavoicing in Social Media Shopping scores were similar for both groups. The median of Metavoicing scores for Irish (3.75) and Mexicans (4.00) was not statistically significantly different, $U=2339$, $z=1.419$, $p=.156$.

The results exposed above show, for both samples, Mexican and Irish consumers a good engagement level with metavoicing activities in social media shopping and it supports what Tuncer (2021) exposed related to metavoicing about meet the needs of the buyers of useful specific products or services information through interactive, inclusive and fun activities, for example, searching, shopping and recommendations while the interaction on social media increases giving as a result a reliable platform and the increase of customers' trust.

- ❖ Difference in the degree of Shopping Guidance affordance in social media shopping between Mexican and Irish consumers.

**Independent-Samples Mann-Whitney U
Test Summary**

Total N	128
Mann-Whitney U	2025.000
Wilcoxon W	4105.000
Test Statistic	2025.000
Standard Error	208.478
Standardized Test Statistic	-.110
Asymptotic Sig.(2-sided test)	.912

Table 14. Independent-Samples Mann-Whitney-U test summary Shopping Guidance. Source: IBM SPSS Statistics Viewer.

For the purpose of this study, a Mann-Whitney-U test was carried out to looking for differences in Shopping Guidance in Social Media Shopping scores between Irish and Mexican nationalities and the results showed through a visual inspection that the distributions in Shopping Guidance in Social Media Shopping scores were similar for both groups. The median of Shopping Guidance scores for Irish (3.50) and Mexicans (3.25) was not statistically significantly different, $U=2025$, $z= -.110$, $p=.912$.

The results above showed that Irish and Mexican consumers ranked with a good level of trust shopping guidance on social media shopping factors such as alternative products information, the requests are not limited to a product, help to choose the product best suits the needs and product customization. These findings are linked to the previous information exposed by Tuncer (2021) where it is explained that shopping guidance influences social commerce intentions.

- ❖ Difference in the degree of Social Presence affordance in social media shopping between Mexican and Irish consumers.

**Independent-Samples Mann-Whitney U
Test Summary**

Total N	128
Mann-Whitney U	1873.000
Wilcoxon W	3953.000
Test Statistic	1873.000
Standard Error	208.357
Standardized Test Statistic	-.840
Asymptotic Sig.(2-sided test)	.401

Table 15. Independent-Samples Mann-Whitney-U test summary Social Presence. Source: IBM SPSS Statistics Viewer.

For the purpose of this study, a Mann-Whitney-U test was carried out to looking for differences in Social Presence in Social Media Shopping scores between Irish and Mexican nationalities and the results showed through a visual inspection that the distributions in Social Presence in Social Media Shopping scores were similar for both groups. The median of Social Presence scores for Irish (3.12) and Mexicans (3.00) was not statistically significantly different, $U=1873$, $z=-.840$, $p=.401$.

With the findings explained above for a moderate level of social presence on social media shopping in both Irish and Mexican consumers with factors such as interact with other viewers, the privacy is maintained, intimacy between viewers, and all of this supports the previous information from Sun, Shao, Li, Guo and Nie (2019) which suggests that social presence makes the websites seem to be transparent, secure and the sense of intimacy is increased, as result it has an impact in the purchase intention.

- ❖ Difference in the degree of Interactivity affordance in social media shopping between Mexican and Irish consumers.

**Independent-Samples Mann-Whitney U
Test Summary**

Total N	128
Mann-Whitney U	1978.500
Wilcoxon W	4058.500
Test Statistic	1978.500
Standard Error	208.270
Standardized Test Statistic	-.334
Asymptotic Sig.(2-sided test)	.739

Table 16. Independent-Samples Mann-Whitney-U test summary Interactivity. Source: IBM SPSS Statistics Viewer.

For the purpose of this study, a Mann-Whitney-U test was carried out to looking for differences in Interactivity in Social Media Shopping scores between Irish and Mexican nationalities and the results showed through a visual inspection that the distributions in Interactivity in Social Media Shopping scores were similar for both groups. The median of Interactivity scores for Irish (3.50) and Mexicans (3.50) was not statistically different, $U=1978$, $z=-.334$, $p=.739$.

The findings mentioned above, on the one hand, they are aligned with the information provided by Dong and Wang (2018) about the importance of the interaction between sellers and consumers in the shopping process and the activities related to it such as two-way communication, verification, providing information, feedback, the social media shopping platforms facilitate this process. On the other hand, the authors mentioned the emotional support and the mutual confiding which means the interactions are not all the time superficial and not related to the product or service offered. However, the findings in the present research do not evaluate the emotional support in this context and it cannot be supported.

Chapter 5. Discussion.

Based on the analysis of the information collected through the survey on Google forms and the findings explained in the previous chapter, the following discussion of the results is presented:

Benefits such as availability 24/7, detailed product information, broader selection of products and deals, price comparison, reviews of the product by other users, the possibility to buy products that are not easily available and more payment options are perceived overall among Irish and Mexican consumers, the participants agreed to perceived significant benefits from online shopping. There were no significative differences, however the Irish sample shows higher degree in the perception of benefits than the Mexican sample. As expected, the results are aligned to the literature review and previous studies that suggest these benefits do implicate less time and effort in the purchase process.

Risks and disadvantages of online shopping such as high risk of receiving malfunctioning merchandise, hard to judge the quality of the merchandise, difficulty in settling disputes, might not receive the product ordered, the fact of being charged for shipping and after sale service, were moderate perceived between Irish and Mexican nationalities, the difference found was not significant being the Mexican sample who has the lower score which means . The previous literature supports the fact that the final decision may be interfered by those risks and disadvantages.

Hedonic motivations for online shopping such as a good way to spend time searching for product information, information searching on the internet is fun, and shopping online is enjoyable, were perceived with a moderate to high degree. The differences were minor being the Irish sample who showed the lowest score. Unlike the previous literature that contemplate

two main aspects of hedonic motivations such as learn new things in the process of online shopping and to be able to choose to interact or not with other people, the findings of the present research modify a bit the previous literature.

Trust and security issues in online shopping such as credit card details may be compromised and misused, get overcharged, personal information compromised, and lack of strict cyber laws were surprisingly moderate scored between Irish and Mexican consumers. The differences showed were not significant although Mexican people have the highest score. The findings in this case, contrast the previous literature mention the concept as a barrier and decisive for purchasing decisions.

Visibility in Social Media Shopping was scored with a good level between Irish and Mexican nationalities in aspects such as detailed product images and videos, product clearly visible, information on how to use the product, and helps to imagine the product as it is in the real world. The differences were not significant, being the Irish sample who owns the highest score. The findings are aligned with previous research in the literature that define visibility as the motivator for purchasing.

Metavoicing in Social Media Shopping contemplating aspects such as provide feedback through the comments, react to products, interact with other viewers about the product, and share shopping experience with other viewers showed an excellent score for Irish and Mexican nationalities that engage with these activities. The difference was minor, but Mexicans' score was the highest. The results are supported by the previous literature that mentions the importance of interaction in the reliability and trust of a website or platform.

Shopping Guidance in Social Media Shopping contemplating aspects such as information about alternative products, no limit in service requests regarding a product, help to choose the product that best suits the needs, it was scored with a high level between Irish and Mexican consumers. A minimal difference was shown between the scores of both samples, the Irish sample has the highest score. The results of this study are linked to the fact exposed in the previous literature about how shopping guidance influence the social commerce intentions of costumers.

Social Presence in Social Media Shopping evaluating factors such as interact with other viewers, privacy maintained, intimacy between viewers, see the reactions of other viewers, was moderate scored between Irish and Mexican samples. A minimal difference was showed in the scores being the Mexican sample with the lowest score. The results are supported by previous research that the aspects that makes platforms and websites to be perceived as transparent and secure is the social presence, all together impacts the purchase intention.

Interactivity in Social Media Shopping scores between Irish and Mexican consumers was scored with high levels, contemplating two-way communication between consumers and the seller, to give feedback to sellers, sellers can respond questions quickly, and get information from the seller quickly. In this case amazingly there were no differences in the scores between the samples. The results of this study support the previous literature where it is exposed that the interaction between sellers and consumers facilitate the shopping process, however, the

findings of this research cannot reinforce the emotional support addressed in previous literature.

Chapter 6. Conclusion and recommendations.

6.1 Overview of the research.

The present work it is proposed to explore the factors that may affect the online shopping behaviour comparing Irish and Mexican consumers due to the fact that both countries have different economic and cultural backgrounds as demonstrated in the literature review chapter and it may affect or influence the perception of online shopping and the factors that influence that perception. The research is focused on examine the online shopping process is influenced by specific factors such as perceived benefits of online shopping, the perceived risks and disadvantages of online shopping, hedonic motivations for online shopping, trust and security issues of online shopping, and some technological affordances related to the social media shopping, for example, visibility in social media shopping, metavoicing in social media shopping, social guidance in social media shopping, social presence in social media shopping and interactivity in social media shopping; as well as the level or degree of differences between both Irish and Mexican samples.

In total, 128 surveys were conducted among 64 Irish and 64 Mexican consumers who meet the criteria selection to explore the factors involved in online shopping and the level of influence for each sample and then be able to compare the findings. Once collected the data, it was analysed and following by the extraction of the findings, linked them with the objectives and research questions and now moving forward the conclusions.

Significant differences are expected in the research questions; however, no hypothesized direction was included in the paper since the study is exploratory.

6.2 Conclusions in relation to each question research.

Nine research questions set out to be met in this study, they are listed as follows:

RQ1. Is there a difference in the degree of Perceived benefits of online shopping between Mexican and Irish consumers?

The statistical difference found for the perceived benefits of online shopping (availability 24/7, detailed product information, broader selection of products and deals, price comparison, reviews of the product by other users, the possibility to buy products that are not easily available and more payment options) was not significant, 4.28 for the Irish sample and 4.00 for the Mexican which suggests that both samples perceive in a similar way the benefits of buying online.

RQ2. Is there a difference in the degree of Perceived risks and disadvantages of online shopping between Mexican and Irish consumers?

The results showed that despite the difference found is not significant statistically, 3.41 for Irish consumers and 3.33 for Mexican consumers, both samples perceive potential risks and disadvantages of online shopping (get damage products or just do not get the product ordered, difficulty in evaluate the quality or a good after sales service, etc) in a very close level.

RQ3. Is there a difference in the degree of Hedonic motivation for online shopping between Mexican and Irish consumers?

Hedonic motivation (good way to spend time searching for product information, searching information on the internet is fun, and shopping online is enjoyable) as shown by the results of this study, has not a significative difference between Irish sample (3.33) and Mexican sample (3.66) which means that for both samples it was perceived in a moderate to high degree in the process of online shopping.

RQ4. Is there a difference in the degree of Trust and security issues in online shopping between Mexican and Irish consumers?

Surprisingly, this is one of the factors that was expected to be scored considerably high, however for the Irish sample 2.75 and 3.00 for the Mexican sample, without a significative statistical difference in the scores. Both samples the trust and security issues in online shopping (credit card details, personal information, lack of strict cyber security laws for hackers or frauds) are not perceived as highly significant, for Irish consumers mainly.

RQ5. Is there a difference in the degree of Visibility affordance in social media shopping between Mexican and Irish consumers?

The results indicated that not big difference was found between the scores in Irish sample 3.66 and Mexican sample 3.33 related to visibility in social media shopping (detail product images and video, make the product clearly visible, usage information) both consumers perceive a moderate level influence of this aspect in online shopping.

RQ6. Is there a difference in the degree of Metavoicing affordance in social media shopping between Mexican and Irish consumers?

No significant difference was found between both samples, Irish (3.75) and Mexicans (4.00) scored for metavoicing in social media shopping (feedback through the comments, react to products, interact with other viewers about the product, and share shopping experience with other viewers) this affordance is similar perceived in both samples, however, Mexican sample shows to engage a bit more in the activities.

RQ7. Is there a difference in the degree of Shopping Guidance affordance in social media shopping between Mexican and Irish consumers?

Shopping guidance in social media shopping (alternative products information, the requests are not limited to a product, help to choose the product best suits the needs and product customization) was scored 3.50 for Irish sample and 3.25 for the Mexican sample, not showing

significant difference, both groups of consumers perceive shopping guidance in a similar level of impact in the process of online shopping.

RQ8. Is there a difference in the degree of Social Presence affordance in social media shopping between Mexican and Irish consumers?

A minimal difference was shown in the results of the research concern to the social presence in social media shopping (interact with other viewers, the privacy is maintained, intimacy between viewers), 3.12 for Irish consumers and 3.00 for Mexican consumers which means that both samples perceive in a similar way the social presence in the activity of buying online.

RQ9. Is there a difference in the degree of Interactivity affordance in social media shopping between Mexican and Irish consumers?

Slightly high score for interactivity in social media shopping were shown in the results of the research, amazingly in this case there was no difference in the scores for both samples, 3.50 for both Irish and Mexican samples, which means the same level of perception for interactivity (two-way communication between consumers and the seller, to give feedback to sellers, sellers can respond questions quickly, and get information from the seller quickly) in social media shopping.

- Overall view of the variables.

In general terms, without considering differentiation by sample, the following are the three variables on the top of the list according to the mean scores. The highest mean score among the variables goes for the perceived benefits of online shopping with 4.1670, followed by metavoicing affordance in social media shopping scored 3.6270, and visibility affordance in social media shopping 3.4349, while surprisingly the lowest mean score registered is 2.9922 for trust and security issues in online shopping.

6.3 Practical implications

The results showed in this research may represent a valuable source of information for professionals in areas of marketing and e-commerce, it can be helpful for a better understanding of the socio-cultural differences between countries that own different backgrounds, how they perceived the online shopping process, and once taken into consideration the differences between markets it will be possible to decide the best way to approach or reach consumers. By identifying either similarities and differences or identifying insights about the most important aspects involved in the process, can help companies to adapt their marketing or communication strategies in a more effective way.

6.4 Limitations of the study.

It is important to take into consideration that the findings of the present research are based on two specific samples integrated by Irish consumers and Mexican consumers and such

results may not be used as a piece of general information for the entire Irish or Mexican population or in some other context, even if they share similar backgrounds. The samples selected were representative for the purpose and requirements of this research.

In terms of the data analysis, the study was intended to be analysed through a two sample T-Test, however, due to the fact that the data was not normally distributed for all the variables, a non-parametric test was used instead, in this case Mann-Whitney-U test.

6.5 Recommendations

Nowadays the process of purchasing online has become more and more popular making many people integrate it into their lifestyles. However, identifying and understanding differences across markets (nationalities in this study), the factors involved in the activity and how they may be influencing the decision-making process is relevant to the creation of strategies and value, face challenges and reach opportunity areas.

In the first place, since the results of this research have shown that the most important factors influencing online shopping for both samples are the benefits they perceive, it is recommended that in the campaigns this benefits of buying online such as availability, convenience, deals, etc. can be highlighted.

Second, the study showed through metavocing affordance is the second most important factor for consumers, in this case it is recommended to promote the active interactions between users taking advantage of the facilities that platforms offer. Involved the users in the creation or share of the content can be also a good strategy that helps to create trust.

The third recommendation goes for visibility which was shown as the number three most important factor influencing online shopping for both consumers. It is vital to share clear and detailed product information, pictures, videos and honest demonstrations of how to use the products.

Finally, despite the fact that trust and security issues were not shown as crucial factors influencing online shopping, it will always be important offer to the users and consumers security measures that offer a peace of mind while shopping online.

All the above recommendations are made based on the findings of the research which can help enterprises to offer value to the consumers, improve client satisfaction, create loyalty and make conversions.

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Appendix I: Participant materials.

“Factors influencing online shopping: a comparative study of Mexican and Irish consumers.”

Dear Participant,

I am inviting you to take part in important research exploring the factors that may affect online purchasing behaviour comparing Irish and Mexican consumers. This survey is part of the requirement for the completion of my Master of Science in Entrepreneurship at the National College of Ireland.

The focus of the research is to examine how online shopping is influenced by specific factors and technological affordances and the level of differences between Irish consumers vs Mexican consumers. From the study, some insights may be gained that could be useful in the formation of marketing strategies and improving our understanding of online purchasing considered globally, taken into consideration the differentiation between markets. By completing brief anonymous self-report questionnaires, this research will help contribute to a better understanding of the impact of the analysed factors on Mexican and Irish samples, and those differences may affect the perception of online purchasing. The information obtained may be useful to form part of more effective strategies for companies to reach specific markets from diverse contexts. And so, your input is highly valuable.

To be eligible to participate in this study you must be 18+, be an Irish and/or Mexican citizen, have previously used social media and previously purchased goods online and/or through social media sites (e.g., Instagram, Facebook, TikTok, Pinterest).

The information you provide will be treated with strict confidentiality. The survey does not require any personal, identifiable information (i.e., your name, email address) or any information which can be traced to you and so your participation is anonymous. The data from this study will be held on a password-protected computer, to which only the lead researcher will have access. A report of the study will be produced to meet course requirements and may be submitted for publication, but the data will be analysed on an aggregate level, and no individual participants will be identifiable. Your data may be shared with other researchers if requested after publication. However, there is no identifying information in the data and your responses will be completely anonymous. Your data will be retained and managed in accordance with the NCI data retention policy, this anonymous data may be archived on an online data repository and may be used for secondary data analysis.

Participation in this research is voluntary. You can discontinue the study simply by closing your internet browser window. However, you will be unable to withdraw after completing the study, as the data analysis process may have begun and as all responses are anonymous, we will not be able to identify your data.

The survey will take approximately 10 mins to complete. At the conclusion of this study, you will receive further information to inform you about the nature of this research. Should you have any concerns or need clarification at any point, you may reach out to the lead researcher through the following email: x23156881@student.ncirl.ie

By completing this survey, you are consenting to participate in this study. If you do not wish to participate you can close this internet browser window.

Thank you.

Karen López

Lead Researcher.

Consent Form

In order to continue onto the questionnaire please tick the boxes presented below. By clicking these boxes, you are confirming that you have read and understood all the information provided above and voluntarily consent to participate in this study. Once any data has been submitted, it cannot be retrieved or deleted as all data is anonymous.

Please tick this box if you have read the Information Sheet about this study. ☐

Please tick this box to confirm you meet the inclusion criteria. ☐

Do you consent to participate in this study? Yes ☐ No ☐

Survey.

Please fill in the questionnaire only if you have an online shopping experience. Tick the option that you find most suitable. Do not tick more than one option.

Section 1. Demographic Information

1.- Gender

- a) Woman
- b) Man
- c) Non-Binary
- d) I prefer not to say
- e) Prefer to self describe: [Provide free text box for response]

2 What is your age in years? [Provide free text box for response]

3.-Nationality / Country

- a) Irish / Ireland
- b) Mexican / Mexico

4.- How often do you use Internet for shopping?

- a) Less than once a month
- b) 1-2 times a month
- c) 3-5 times a months
- d) 6-10 times a months
- e) More than 10 times a month

5. What do you prefer buying online? [Note: Allow them to tick as many as applies for this question]

- ☐ Apparel and accessories
- ☐ Electronic goods and gadgets
- ☐ Books and magazines
- ☐ Cinema tickets
- ☐ Financial services
- ☐ Unique daily use items

o Other (Please specify) _____

6.- How long have you been using social media?

- a) Less than 6 months
- b) 6-12 months
- c) 1-3 years
- d) 3-5 years
- e) More than 5 years

Section 2. Factors affecting online purchases.

Please indicate the degree to which you agree or disagree with each of the following statements.

Perceived benefits of online shopping	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I shop online as I can shop whenever I want to. (24/7 availability)					
2. I shop online as I get detailed product information online.					
3. I shop online because I get a broader selection of products and better deals available.					
4. Online shopping gives the facility of easy price comparison. (Hence, price advantage)					
5. I shop online as I get user/expert reviews on the product.					
6. I use online shopping for buying products which are otherwise not easily available in the nearby market or are unique/new					
7. I shop online as there are more payment options available					
Perceived risks and disadvantages of online shopping	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I hesitate to shop online as there is a high risk of receiving malfunctioning merchandise.					
2. It is hard to judge the quality of the merchandise over the internet.					

3. I feel that there will be difficulty in settling disputes when I shop online. (e.g. while exchanging products)
4. I might not receive the product ordered online.
5. I do not like being charged for shipping when I shop online.
6. Getting good after sale service is time taking and difficult for online purchases.

Hedonic motivations for online shopping	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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1. Searching for product information on the internet is a good way to spend time.
2. Information searching on the internet is fun rather than tedious.
3. Shopping online is enjoyable.

Trust and security issues in online shopping	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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1. I feel that my credit card details may be compromised and misused if I shop online.
2. I might get overcharged if I shop online as the retailer has my credit card information.
3. I feel that my personal information given to the retailer may be compromised to a third party.
4. Shopping online is risky because of a lack of strict cyber laws in place to punish frauds and hackers.

Section 3. Influence of Social Media Shopping engagement and IT affordances.

Please indicate the degree to which you agree or disagree with each of the following statements about shopping on social media (e.g., Instagram, Facebook, TikTok, Pinterest etc.).

Visibility	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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1. Social Media Shopping provides detailed product images and videos clearly						
2. Social Media Shopping makes the product clearly visible to me						
3. Social Media Shopping makes information on how to use the product visible to me						
4. Social Media Shopping helps me imagine the product as it is in the real world						
Metavoicing	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1. I can provide feedback through the comments column when doing shopping on Social Media						
2. I can react to products while doing shopping on Social Media						
3. I can interact with other viewers about the product while doing shopping on Social Media						
4. I can share my shopping experience with other viewers while doing shopping on Social Media						
Shopping Guidance	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1. I feel that Sellers on Social Media Shopping can provide me with information about alternative products						
2. I feel that Sellers on Social Media Shopping do not limit service requests regarding a product						
3. I feel Sellers on Social Media Shopping can help me choose the product that best suits my needs						
4. I feel Sellers on Social Media Shopping can provide product customization based on my request						
Social Presence	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1. I feel I can interact with other viewers while shopping through Social Media						

2. I feel that my privacy is maintained while shopping through Social Media
3. I feel that there is intimacy between viewers in Social Media Shopping
4. I can see the reactions of other viewers when doing shopping on Social Media

Interactivity	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I feel two-way communication between me and the seller on Social Media Shopping					
2. I can give feedback to sellers on Social Media Shopping					
3. Sellers can respond to my questions quickly on Social Media Shopping					
4. I can get information from the seller quickly on Social Media Shopping					

Further Information

This study was conducted to explore the factors and some technological affordances influencing online shopping, comparing two sample groups: Irish consumers vs Mexican consumers. Since countries have different economic and cultural backgrounds this may affect the perception online shopping and the factors that influence this perception. From the current study, some insights may be generated that could inform marketing strategies and enhance our understanding of online purchasing considered globally, taken into consideration the differentiation between markets. This research will help contribute to a better understanding of the impact of the analysed factors on Mexican and Irish samples which may represent different markets. The information obtained may be useful to form part of more effective strategies for companies to reach specific markets from diverse contexts.

Please click the ‘Submit’ button at the end of this page to submit your data for inclusion in this study. Again, we wish to reassure you that the information you provided is anonymous and will be treated with strict confidentiality. No individual will be identifiable, all data will be analysed at an aggregate- or group level. If you do not want wish to participate you can close out of this internet browser window. You will be unable to withdraw after completing the study and submitting your responses as the data analysis process may have begun and, as all responses are anonymous, we will not be able to identify your data.

We would like to thank you for your participation. Should you require a follow up or have any further questions, you may reach out to the lead researcher Karen López at the following e-mail address: x23156881@student.ncirl.ie

Thank you.

Karen López

Lead Researcher.