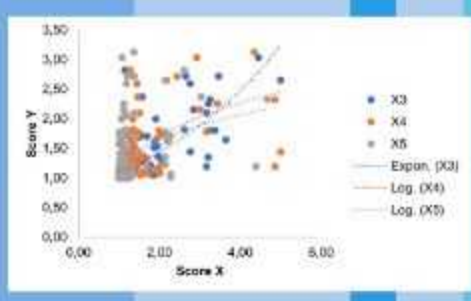


USER INTERFACE ANALYTICS
shop success factors
product success factors



finished



CUSTOMER PREFERENCES
UI based purchase intention
cross-country differences
new normal behavior

**INA
VS
SIN**



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further



USER INTERFACE ANALYTICS
product based factors
time based factors

CUSTOMER PREFERENCES
tracing behavior

SELLER PREFERENCES
seller-buyer gap

HIBAH PDUPT 2021

BASIS

- User interface analytics
- Customer preferences
- Seller preferences
- Special cases



ONLINE SHOP REFERENCE MODELS

A Research Roadmap 2018-2023 and Results

on going

SPECIAL CASE
perishable online shop SC



USER INTERFACE ANALYTICS
platform based success factors

CUSTOMER PREFERENCES
platform based purchase intention
user interface ergonomics

SELLER PREFERENCES
seller analytics