

IMPACT OF DIGITAL CONSUMPTION AND FACTORS AFFECTING IT: THE EXAMPLE OF AZERBAIJAN

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ABSTRACT

Digital consumption, which is widespread all over the world, is also developing in Azerbaijan. The increasing number of people operating in this field and the general interest in this field makes it important to investigate the factors that lead to digital consumption and the factors that appear as a result of digital consumption. The purpose of this study is to determine the factors that can affect digital consumption in Azerbaijan and the factors that can appear as a result of digital consumption and to analyze the relationship between these cause and effect variables and digital consumption. At the same time, it was aimed to measure the relationship between the variables for 2 different product categories. In the research, the relationships between the antecedents and consequences of digital consumption in Azerbaijan were considered for 2 different product categories. Also, the suggestions given based on the results reflected the points that companies should pay attention to in the process of implementing digital commerce activities.

Keywords: digital consumption, attitude towards digital consumption, word of mouth, enjoyment, perceived privacy risk

JEL Classification:: L81, M21, M3,

INTRODUCTION

In the modern world along with the development of technology, it brings certain changes in many areas and creates the basis for potential development. Innovations in the consumption of different product categories are one of the most obvious examples of these changes. Thus, in modern times, consumers in many countries make purchases in digital form in many product categories. With the continuous development of technology, the volume of digital consumption is increasing widely and starting to cover new product categories. Although the level of digital consumption in Azerbaijan does not reach very high levels, certain measures are being taken for growth in this area.

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Currently, the development of the non-oil sector in Azerbaijan, especially the development of information communications and the creation of an information society, is one of the priority issues. A number of decisions and concepts such as "Azerbaijan 2020: Looking to the Future" development concept are adopted regarding the development of this field (<https://e-qanun.az/framework/25029>). Considering the contribution of this research on digital consumption to the development of the field and future research, we can note that its importance has also increased significantly in this period when the interest in digital consumption in our country has increased to a large extent. The main goal of this paper is to analyze the effect of the causal variables of digital consumption on digital consumption and the effect of digital consumption on its results for 2 different product categories. In this paper, the definition of the research variables and the explanation of their essence were carried out through a critical literature review using scientific articles, journals, and scientific works. In the analysis part, it was tried to measure the relationship between digital consumption and its cause and effect variables. As a sampling method, convenience sampling and snowball sampling were used, and the questionnaire method was used for data collection. Of the 377 respondents who participated in the survey, 322 were selected for analysis. Frequency, factor and SEM analyses were performed with the collected data using SPSS 25 and AMOS 26 statistical programs. The application of convenience sampling and snowball sampling methods was seen as the main limitation in generalizing the results of the study. In addition, other limitations are related to the lack of local sources and insufficient development of digital consumption in Azerbaijan.

Research goals and objectives: The main goal of the paper is to analyze the effect of the causal variables of digital consumption on digital consumption and the effect of digital consumption on its results for 2 different product categories. In order to achieve this goal and to be able to make suggestions based on the obtained analysis results, the research faces the following tasks:

- Determination of cause and effect variables to be addressed during the research based on literature review;
- Disclosure of the nature of the research variables;
- Analyzing the effect of the causal variables of digital consumption on digital consumption for 2 product categories;
- Analysis of the impact of digital consumption on its outcome variables across 2 product categories.

Antecedents and Consequences of Digital Consumption: Research Variables

There are a number of factors that influence digital consumption and various outcomes that emerge at the end of this process. In this study, digital consumption attitude, internet attitude and perceived privacy risk were taken as causal variables, and word of mouth and enjoyment as outcome variables. Due to the nature of this study, both cause and effect variables are client-based.

Attitudes toward digital consumption (ATD)

E-commerce adoption can also be significantly affected by attitudinal issues. According to the technology acceptance model (Davis, 1989), consumer attitudes toward using new systems or technologies are motivated by both perceived ease of use and perceived usefulness. A number of studies on online food shopping have confirmed a significant relationship between perceived ease of use, perceived usefulness and attitude. It should be noted that Chien, Kurnia, and Westarp (2003) examined a number of variables influencing Australian consumers' attitudes toward online grocery shopping and found that perceived ease of use and perceived usefulness were the best predictors of this attitude. Their findings are supported by Kim and Woo (2016) who argued that South Korean consumers' attitudes toward using QR codes for food tracking systems are motivated by perceived ease of use and perceived usefulness. People with a positive attitude are more motivated to engage in some activity. It should also be noted that this relationship was not only explained at the theoretical level, but also empirically tested. For example, in the context of Internet retailing, consumers' attitudes toward products or the application of a certain technology significantly affect the intention to purchase a product or the intention to adopt a technology application (Zhang, Wang, Cao and Wang, 2019). Previous research has shown that attitude toward online shopping is a significant predictor of online shopping and purchasing behavior (Yang, Lester, & James, 2006). Based on the above, we can claim the following hypothesis:

H1: The customers' attitude towards digital consumption positively affects their digital purchases in Azerbaijan.

Attitudes towards the Internet (ATI)

Customers' opinions about technology have an impact on how they feel about the Internet. According to the Technology Acceptance Model (TAM), perceived usefulness and perceived ease of use are critical determinants of customer attitudes toward technology (Davis, 1989). Customers have a positive attitude toward the Internet when they find it useful and easy to use. A number of studies have examined customer attitudes toward the Internet. For instance, Ha and Stoel (2009) discovered that consumers view the Internet as a practical and convenient buying tool.

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In a similar vein, Kim and Stoel (2004) discovered that consumers view the Internet as a trustworthy source of data. Users' opinions toward the Internet are strongly and favorably associated to user acceptance, according to research utilizing the technology acceptance model (e.g. Jayawardhena, 2004). Referring to the results obtained in the researches of authors such as Ha and Stoel (2009), Jayawardhena, (2004), Kim and Stoel (2004) the following hypothesis is proposed:

H2. There is a relationship between consumer attitudes towards the internet and digital consumption in Azerbaijan.

Perceived privacy risk (PPR)

According to a study by Tanadi, Samadi, and Gharleghi (2015), 8 percent of internet users have abandoned online shopping due to privacy risks, and 54 percent of people have never tried to purchase online because they believed that online shopping is risky for them and they may get into trouble. One of the primary arguments against internet shopping is frequently stated as perceived privacy risk. Consumer intention is negatively impacted by consumer mistrust of the product. Making sure that a customer's personal information is secure and confidential might improve the customer's desire to make a purchase, which will ultimately strengthen the customer's online purchasing behavior. When considering whether to share confidential information, people should make a quick risk-benefit calculation and refrain from doing so if the potential risks outweigh the advantages. Previous literature also supports this idea. Consumers won't engage in e-commerce activities, according to Strader and Shaw (1997), if they believe the amount of risk is too great. Due to privacy issues, users may decide not to use websites that frequently request sensitive information, such as personal or financial information. According to Sheehan and Hoy's (1999) research, the likelihood of registering for a website that asked for personal information was negatively correlated with privacy concerns. Based on the above, we propose the following hypothesis:

H3: There is a negative relationship between perceived privacy risk and digital consumption in Azerbaijan.

Enjoyment (ENJ)

The level of satisfaction experienced during the performance of a specific activity regardless of the results of that performance is referred to as perceived enjoyment (Davis, Bagozzi vø Warshaw, 1992). Perceived enjoyment, in the context of online buying, refers to the client's expectation that the experience would be joyful. While determining how to build their website, online retailers should take this hedonic aspect into account. Online purchasing may impact enjoyment, according to Lu and Hsu (2004). Thong, Hong, and Tam (2006) assert that enjoyment has a major impact on shopping. Internet buying can benefit from offline shopping and be just as fun as the latter.

Online product advertising can offer hedonic value by raising perceived enjoyment in addition to utilitarian value by raising perceived awareness (Hilken, Ruyter, Chylinski, Mahr and Keeling, 2017). An online buying experience that is more interactive and lively can improve enjoyment. The enjoyment element is stimulated by interactive and live encounters, which play a significant role in fostering a more pleasant emotional experience and making transactions more exciting and delightful. Together with technological advancements, the development and enhancement of numerous entertaining aspects like interactivity on websites where digital consumer transactions are completed have raised the entertainment level. This view is also supported by research by Rajamma and Neeley (2005) that shows online shoppers enjoy shopping more than non-internet consumers also supports this idea. Based on the above, we can propose the following hypothesis:

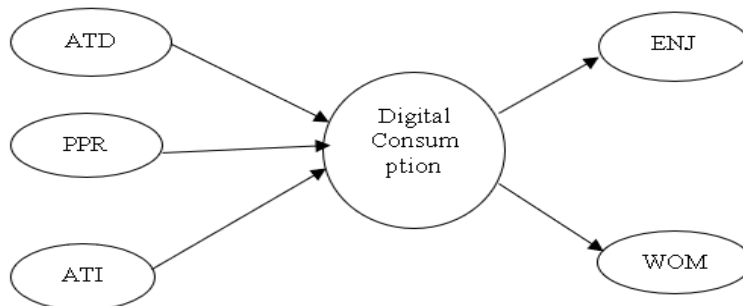
H4: There is a positive relationship between digital consumption and enjoyment in Azerbaijan.

Word of mouth (WOM)

Word of mouth (WOM) is defined as a customer's assessment of a product, which may be based on online shopping and be actual, potential, or past. (Henning Thurau, Gwinner, Walsh and Gremler, 2004). Positive or negative reviews of goods or services posted by customers on social media are known as electronic word of mouth or EWOM (Chan and Yang, 2021). Furthermore, word-of-mouth in business contexts encourages clients to spread their thoughts, ideas, or responses to a firm, a commodity, or a service with others. For firms aiming to influence clients, positive word of mouth is seen as a potent marketing communication method. For social networking and word-of-mouth functions based on trust, people rely on family, friends, and other members of their social network. Based on the above, the following hypothesis is proposed:

H5: Digital consumption has a positive impact on word of mouth among consumers in Azerbaijan.

Figure 1: Research Model



Source: Created by the author

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Data Analysis and Model Testing

In the data analysis section, the respondents' demographic indicators were first analyzed. In order to measure the mentioned demographic indicators, the respondents were presented with questions related to "gender", "work status", "age" and "income". The results of frequency analysis of questions related to "gender", "work status", "age" and "income" are shown in Table 1, respectively.

Table 1: Demographic characteristics of the respondents

Sex	Frequency (N)	Percentage (%)
man	124	38.5
woman	198	61.5
Cum	322	100.0
Job status	Frequency (N)	Percentage (%)
yes (working)	252	78.3
no (not working)	70	21.7
Cum	322	100.0
Age	Frequency (N)	Percentage (%)
18-25	97	30.1
26-35	121	37.6
36-50	89	27.6
51-65	14	4.3
65+	1	.3
Cum	322	100.0
Income	Frequency (N)	Percentage (%)
0-500	117	36.3
501-1000	104	32.3
1001-1500	52	16.1
1501-2500	30	9.3
2501+	19	5.9
Cum	322	100.0

Source: author's calculations using SPSS 25 software

Factor analysis

Factor analysis provides a number of advantages, such as reducing the number of variables, categorizing related ones, obtaining fewer factors, and ease of visualization and interpretation of the analysis by reducing the number of variables.

Table 2: KMO and Bartlett's test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.887
Bartlett's Test of Sphericity	Approx. Chi-Square	2906.300
	df	136
	Sig.	.000

Source: author's calculations using SPSS 25 software

According to Table 2, we can say that the KMO value is 0.887 and the significance (sig.) value is $p < 0.05$. For effective factor analysis, the sampling adequacy value should be 0.6 or higher (Tabachnick and Fidell, 2007). In this way, the research statements seem suitable for factor analysis. Thus, based on the result of KMO and Bartlett's test, we can conclude that the research statements are suitable for factor analysis.

Table 3: Explained common variances of research variables

Component	Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %
1	3,730	21,944	21,944
2	2.348	13,809	35,753
3	2.146	12,623	48,376
4	2.041	12.006	60,382
5	1.988	11,692	72,074

Source: author's calculations using SPSS 25 software

"Principal component" and "varimax" methods were used for factor analysis. Additionally, within the "Extraction" option, "Factors to extract" is selected as 5. As we can see from Table 3, 5 factors are presented as analysis results. These 5 factors respectively, enjoyment (1), attitude towards digital consumption (2), word of mouth (3), attitude towards internet (4), perceived privacy risk (5) are the variables of the study. The first factor determines 21.94% of the variance, the second factor 13.80%, the third factor 12.62%, the fourth factor 12.00%, and the fifth factor 11.69%. In total, the five factors explain 72.074% of the variance. Explaining 60% or more of the total variance is considered successful in the social sciences (Hair, Black, Babin, Anderson and Tatham, 2006).

When evaluating the factor loadings of the statements in Table 4, the factor loadings of the statements measuring the enjoyment variable are between 0.736-0.844, the factor loadings of the statements related to digital consumption are between 0.735-0.776, the factor loadings of the statements related to the word-of-mouth variable are between 0.708-0.796, and those related to the Internet we can observe that the factor loads of the statements vary between 0.589-0.864, and the factor loads of the statements measuring privacy risk vary between 0.716-0.848. Taking into account that the factor loads are above 0.5, it can be noted that the analysis result is good. Table 4 also, shows the Cronbach's Alpha values as a result of the reliability test on the variables. This test was conducted in order to verify the reliability of the scales. the Cronbach's Alpha value of the attitude towards the Internet variable is very close to 0.7, and for the other variables this value is greater than 0.7, we can state that the statements are reliable. According to Hair, Black, Babin and Anderson (2010), the scales are valid because the accepted values are greater than 0.70.

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Table 4 : Factor load analysis results of research variable statements

Factors and expressions	Factor Loads	Cronbach 's p Alpha
1. Enjoyment		
My online shopping is exciting.	.844	.902
My online shopping is interesting.	.803	
I get a good feeling when I shop online.	.778	
My online shopping is fun.	.758	
The online shopping experience (process) was fascinating.	.736	
2. Attitude toward digital consumption		
Shopping online is convenient.	.776	.810
I like to buy what I need from shopping sites.	.736	
I appreciate online shopping.	.735	
3. Word of mouth		
I will recommend online shopping to my friends or relatives.	.796	.853
I will recommend online shopping to anyone who asks me for advice.	.737	
I will write a positive review about online shopping on social forums on other sites.	.708	
4. Attitude towards the Internet		
I have a positive attitude towards the Internet.	.864	.691
I feel comfortable using the Internet.	.789	
The internet allows me to do things I wouldn't be able to do otherwise.	.589	
5. Perceived Privacy Risk		
I'm concerned about online sellers sharing my personal information (eg. email address) with other companies.	.848	.728
I worry about online sellers tracking my shopping habits and purchase history.	.833	
I am concerned about online sellers sending me promotional messages (via email, phone, etc.).	.716	

Source: Author's calculations using SPSS 25 software

AMOS SEM (Structural Equation Modeling) analysis of study variables

SEM analysis was carried out in 2 categories: clothing and food products. Table 5 and Table 6 depict analysis results for the clothing category, while Table 7 and Table 8 show results for the food category.

Table 5: Model fit indices of SEM analysis of study variables (clothing)

Model fit indices	Values	Comments
CMIN /DF	4,679	Acceptable fit
GFI	.829	Poor fit
CFI	.837	Poor fit
RMSEA	.107	Poor fit

Source: Author's calculations using AMOS software

Table 5 shows the model fit indices of the SEM analysis of the study variables. Model fit indices CMIN /DF (chi-square, degrees of freedom), GFI (goodness of fit index), CFI (Comparative Fit Index), RMSEA (root mean square error of approximation) values were determined. In their study, Tabachnick and Fidell (2007) stated that CFI and RMSEA indices are the most analyzed goodness-of-fit indices. Hair et al. (2006) reported that CFI, degrees of freedom-df, CMIN, and RMSEA values provide sufficient information in assessing model fit.

We can see that the value of CMIN/DF is CMIN/DF= 4.679 during the assessment of compatibility indices, which is the result of the analysis . If this value is $CMIN/DF \leq 5$, it means that it is an acceptable fit. GFI value was GFI=0.829. If this value is above 0.90, it is indicated as an accepted value (Şimşek, 2007). If the GFI fit index obtained as a result of the analysis does not coincide with the accepted value, it is marked as poor fit. However, in some literature, GFI values between 0.80-0.89 are also considered acceptable values (Okur and Yalçın-Özdilek, 2012;Segars and Grover, 1993). CFI value was CFI=0.837. A value above 0.900 is considered an acceptable fit. If the GFI fit index obtained as a result of the analysis does not coincide with the accepted value, it is marked as poor fit. The last RMSEA value mentioned in the table was RMSEA=0.107. This value is considered as an acceptable fit when $RMSEA \leq 0.08$.

Table 6: Regression coefficients of AMOS SEM analysis (clothing)

			Regression coefficient	SE	CR	P
clothing	<---	ATD	1.053	.183	5,763	***
clothing	<---	ATI	-.324	.197	-1.648	.099
clothing	<---	PPR	-.258	.115	-2.242	.025
ENJ	<---	clothing	.143	.036	3,919	***
WOM	<---	clothing	.130	.033	3,980	***
clothing – digital consumption, ATD – attitudes towards digital consumption, ATI – attitudes towards the internet, PPR – perceived privacy risk, ENJ – enjoyment, WOM – word of mouth						
*** = significant at $p < 0.001$ level						

Source: Author's calculations using AMOS software

In Table 6, the effect of attitude towards digital consumption, attitude towards the internet, perceived privacy risk on digital consumption (clothing), as well as the effects of digital consumption (clothing) variable on enjoyment and word of mouth variable using SEM analysis conducted with AMOS program investigated and described.

As a result of the analysis, when the attitude of the respondents towards digital consumption increases by one unit, digital consumption (clothing) increases by 1.053, and it can be said that the relationship between these two variables is significant ($p < 0.001$).

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When respondents' perceived privacy risk behaviors increase by one unit, digital consumption (clothing) decreases by 0.258, and this effect is significant ($p=0.025$). At the same time, when digital consumption (clothing) behavior increases by one unit, shopping satisfaction increases by 0.143, word of mouth increases by 0.130, and both effects are significant ($p<0.001$). As can be seen from this table, there is no significant effect of internet attitude on digital consumption (clothing) as $p=0.099$, i.e. $p>0.05$. Overall, attitudes toward digital consumption have the greatest impact on digital consumption (clothing). As the results suggest, H1, H3, H4, and H5 are supported and H2 is rejected.

Table 7: Model fit indices of SEM analysis of study variables (food)

Model fit indices	Values	Comments
CMIN /DF	4,873	Acceptable fit
GFI	.826	Poor fit
CFI	.825	Poor fit
RMSEA	.110	Poor fit

Source: Author's calculations using AMOS software

We can see that the value of CMIN/DF is $CMIN/DF=4.873$ when evaluating the model fit indices resulting from the analysis. A value of $CMIN/DF \leq 5$ indicates that it is an acceptable fit. The GFI value was $GFI=0.826$. If this value is above 0.90, it is indicated as an accepted value (Şimşek, 2007). If the GFI fit index obtained as a result of the analysis does not coincide with the accepted value, it is marked as a poor fit. CFI value was $CFI=0.825$. A value above 0.900 is considered an acceptable fit. If the GFI fit index obtained as a result of the analysis does not coincide with the accepted value, it is marked as a poor fit. The last RMSEA value mentioned in the table was $RMSEA=0.110$. This value is an acceptable fit when $RMSEA \leq 0.08$.

Table 8: Regression coefficients of AMOS SEM analysis (food)

			Regression coefficient	SE	CR	P
food	<---	ATD	.155	.123	1.259	.208
food	<---	ATI	-.083	.140	-.595	.552
food	<---	PPR	-.081	.080	-1.011	.312
ENJ	<---	food	.046	.055	.835	.404
WOM	<---	food	.024	.049	.494	.622
food-digital consumption, ATD – attitudes towards digital consumption, ATI – attitudes towards the internet, PPR – perceived privacy risk, ENJ – enjoyment, WOM – word of mouth						
*** = significant at $p<0.001$ level						

Source: Author's calculations using AMOS software

Table 8 describes the effects of attitude towards digital consumption, attitude towards the internet, and perceived privacy on digital consumption (food), as well as the effects of digital consumption (food) on enjoyment, and word-of-mouth variables.

As a result of the analysis, it is possible to see that the regression coefficients are 0.155, -0.083, -0.081, 0.046, and 0.024, respectively, but when looking at the p values, it is observed that all of them have a value above 0.05. Thus, we can say that attitude towards digital consumption, attitude towards the internet, and perceived privacy risk have no significant effects on digital consumption (food), at the same time, digital consumption (food) has no significant effects on enjoyment and word of mouth. Thus all hypotheses are rejected for the food category.

CONCLUSION AND RECOMMENDATIONS

Attitude toward digital consumption has a significant positive effect on digital consumption (on apparel products). This is consistent with the results of studies conducted by Lee and Chow (2020), and Suleman and Zuniarti (2019). Based on the positive effect of the attitude towards digital consumption on digital consumption in the clothing sector, we can point out that companies selling online should create a positive attitude towards digital consumption in consumers and maintain the existing attitude. This can be achieved by organizing various campaigns that will create a positive attitude towards digital consumption (short informative videos, social media sharing, etc.).

The second variable of the study, the attitude towards the Internet, does not have a significant effect on digital consumption (in apparel sector). In general, we can explain the reason why the attitude towards the Internet has no effect on digital consumption with the reasoning that "the Internet is a broader concept than digital consumption". So, as we know, the internet offers many different types of benefits to people and has a fairly wide user base. In contrast, digital consumption is a field of activity on the Internet. As a result, any person can have a positive attitude toward the Internet and a negative attitude toward digital consumption. Due to the lack of influence of internet attitude on digital consumption (in terms of apparel), brands should not make decisions based on internet attitude.

Perceived privacy risk has a significant negative impact on digital consumption (in apparel sector) as suggested in the study. This is consistent with the findings of a study conducted by Chopdar, Korfiatis, Sivakumar and Lytras (2018). Based on the result, it is recommended for companies pay attention and give importance to the privacy measures implemented in the platforms where they build their online business. So, companies should pay special attention not to collect unnecessary information from customers and not to leak the collected information. In addition, informing customers in advance about the information that will be collected on online platforms will be successful.

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The analysis confirmed that digital consumption (for the clothing category) has a significant positive effect on enjoyment. This is consistent with the finding of a positive relationship between online impulse buying and enjoyment in a study conducted by Gulfraz, Sufyan, Mustak, Salminen and Srivastava (2022). Based on the obtained result, it will be successful for companies to implement various measures that will increase the enjoyment factor in consumers. For these measures, it is possible to show examples such as increasing interactivity on websites, a personal approach to the individual, conducting some campaigns with fun tools such as games within the website, etc.

On the other hand, digital consumption (for apparel products) has a significant positive effect on word of mouth. This is consistent with the findings of a study conducted by Kousheshi, Aali, Bafandeh Zende and Iranzadeh (2020). Based on this conclusion, it will be successful for online sellers to implement measures that will trigger consumer recommendations in blog forum. An example of this is a notification to a consumer who spends a certain amount of time on a website about writing a recommendation on a popular forum. In addition, companies that sell online can increase word of mouth by increasing their activity in this area and reaching more customers, meaning more people will talk about the brand and make recommendations.

In contrast to the study by Peña-García, Gil-Saura, Rodríguez-Orejuela and Siqueira-Junior (2020), this study found no significant effect of attitude toward digital consumption and attitude toward the Internet on digital consumption of food products. These results can be explained on the basis of some considerations. So, no matter how good the attitude of consumers towards digital consumption and also the Internet is, the delivery of food products in a fast and fresh way is desirable. Due to the lack of development of digital consumption in Azerbaijan, local customers usually turn to foreign brands for digital consumption. In this case, it is naturally not possible to expect such qualities as the mentioned fast delivery or fresh product. Therefore, no matter how positive the attitude of consumers towards digital consumption and also the Internet is, it will not affect their online shopping. The way out of this is for local brands to give importance to digital trade in this area and quality platforms should be built in this regard.

There is also no relationship between privacy risk and digital consumption (in food sector). This is consistent with the finding of a study by Zimaitis, Degutis, and Urbonavicius (2020) that privacy concerns did not have a significant effect on online shopping attitudes. A number of reasons for this can be explained on the basis of examples. First of all, it should be noted that food is a necessary product and the address must be specified for its delivery. In this case, the privacy risk for consumers buying food online would be negligible.

That is, consumers who consume food digitally will continue to shop online because it is a necessary product, whether the resulting privacy risk increases or decreases. Another example of this is the elasticity coefficient, which is widely used in economics.

Contrary to the study by Hasan, Sumon, Islam and Hossain (2021), digital consumption of food products has no effect on shopping enjoyment. The majority of domestic online food consumption is via the Bolt Food or Wolt mobile apps, and the orderers are often employees. These apps have very few features to increase the enjoyment factor. As a suggestion, adding 3D images of food or comments in the description can increase the enjoyment factor for consumers.

Additionally, as mentioned, the majority of consumers are office workers, and when workers order during lunch breaks, they often tend to order the same product as their previous order. In this case, naturally, no matter how much digital consumption increases, the pleasure factor is not affected because it becomes a habit. To avoid this situation, companies can increase the variety and organize campaigns to attract the attention of different consumers to different types of products.

Finally, in contrast to the study conducted by Liang, Ekinci, Occhiocupo and Whyatt (2013), digital consumption of food products was found to have no effect on word-of-mouth communication. The reason for this may be the avoidance of negative situations that may arise as a result of the recommendation. For example, a digital consumer may prefer not to recommend digital consumption or share their opinion with another consumer, considering the incidents of adverse events such as food poisoning, or product becoming undesirable during delivery. For this, the optimal way is to add a comment section that supports the anonymity function on platforms.

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