Learn About Structural Equation Modeling in SmartPLS With Data From the Customer Behavior in Electronic Commerce Study in Ecuador (2017)
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About This Dataset

Full title of originating dataset

Customer Behavior in Electronic Commerce Data

Data author(s) and affiliations

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Data Universe

This study offers the first measurements in the country about the online purchasing behavior of Ecuadorian consumers; it was developed in partnership with the Ecuadorian Electronic Chamber of Commerce (CECE) and the Electronic Commerce Observatory led by the Espíritu Santo University (UEES) of Samborondón, Ecuador.

Sample/sampling procedures
The data were collected through a convenience sampling of people who met the following criteria: adults, permanent residence in Ecuador, Internet users and who had made at least one online purchase in the last month.

Data collection dates

May–August 2017

Unit of analysis

Answers to a questionnaire

Location covered by data

Ecuador

List of variables

- Age
- Gender
- Performance Expectancy (PE)
- Effort Expectancy (EE)
- Social Influence (SI)
- Facilitating Conditions (FC)
- Behavioral Intention (BI)