

Online purchases are the bane of most of the population. It can control and keep a hold of customers attention, all while making sure they get the latest product through the security of the worldwide web. The topic of this review stems around the idea and effect of online purchasing on the mind and actions of individuals, ranging from how the person may feel or their intentions when buying product, to the reputation and “social presence” having said item will entail. This topic displays a wide variety of the principles behind social sciences strictly based off the idea behind online purchasing and content. Immediately, the first two principles that are displayed here are objectivity and ethical neutrality. Objectivity in the case where customers will use their past and future intentions to approve of their choices when choosing to buy a product. This also relates to some types of vulnerabilities when having the option to buy some types of product. Alnaim explains that “Researchers have defined vulnerability as the customer's perception of the possibility of identity theft or theft” (Alnaim 2022). Being able to properly understand the future effects of online purchasing and even just normal purchasing proves to be beneficial to the long-term goals and thought process of said individual.

Alnaim’s studies are based on the methods of determining whether the individuals’ choices are based on situational factors or individual factors. Individual factors can range from perceived identity theft to individual attitude (Alnaim 2022). Situational factors can range from the quality of said websites to the effectiveness and social presence the item will bring for said individual. He created a questionnaire which stemmed on the ideas of respondents with this topic. Being based on a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree, the respondents were initially asked about their interests and demands when it comes to shopping online.

He created a table which showed exactly the averages of each topic regarding the respondents' choices on the subject. These included measurements like the security of the website, social presence, perceived threat to identity, perceived usefulness, and cognitive trust. This survey resulted in the top one being "Attitude" which is essentially how the customer felt about getting the product, and the effect the product had on their emotions and actions afterwards (Alnaim 2022).

This challenge heavily relates and displays the struggles of the average person on their conquest of getting items online. The intentions and attitudes of the individual are relied on when making decisions, and understanding how it may affect your attitude towards other people is very important (Alnaim 2022). Depending on the type of shopping you do, how frequently you may do it, and the reasoning behind doing it can stem from the different categories explained within this article. Alnaim did a great job exercising the importance of how technology heavily impacts the thought process of many individuals, especially when using their money to gain items and necessities online. The websites reputation also has a huge impact on how frequently shoppers may visit their website (Alnaim 2022). The quality and range of variety are smaller yet needed things to look at when trying to understand the reasoning behind said individuals.

This topic spreads awareness to the heavy use of technology in today's society, and how having a little bit of self-control can go a long way for your mental health and physical health. It opens the mind up for the more important questions, and it stems the need for increased knowledge on the subjects like this for the future. Since this type of shopping will not be going away anytime soon, being able to answer those questions just in case will help in the long run in our society.

## References

- Alnaim, A. F. (2022). *Effects Of Individual (Perceived Identity Theft, Cognitive Trust, and Attitude) and Situational (Website Quality, Perceived Reputation, Social Presence) Factors on Online Purchase Intention: Moderating Role of Cyber Security*. View of effects of individual (perceived identity theft, cognitive trust, and attitude) and situational (website quality, perceived reputation, social presence) factors on online purchase intention: Moderating role of Cyber Security. <https://cybercrimejournal.com/menuscript/index.php/cybercrimejournal/article/view/113/37>