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CUSTOMER BEHAVIOUR ON ONLINE SHOPPING

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Abstract— Online shopping has become the most common form of shopping and a major way that most business in today's world use to grow. There are many important factors that are to be considered while shopping online. This is what called as customer behavior towards online shopping. Some of the factors include time and energy saving, fast delivery, wide range of products and a lot more. In this product, we consider four major attributes that would complete dedicate towards the customer behavior on online shopping. They are User convenience, time saving, Website design or UI/UX design and safety of the customer transaction on the internet. This study has been done on 1000 users living in the state of Andhra Pradesh, India. A questionnaire of 13 questions has been distributed to people of different age groups including private and government employees living in AP, college students, home makers, elderly people irrespective of their gender. The questionnaire has questions related to the demographic profile of the people and also those questions that would explain about the customer choices and behavior of purchasing products from an online store. From the results presented in this work, these four factors chosen has proved to be the most considered factors by a customer while purchasing a product from an online store.

Index Terms—Consumer Buying Behavior, online Shopping behavior, convenience, website design, website design, website safety security.

I. INTRODUCTION

In this day and age, online shopping is the simple solution for those who are preoccupied. The manner in which customers shop has changed dramatically over the last decade. Regardless of whether or not customers continue to shop in physical stores, they find internet shopping to be incredibly beneficial. Online buying saves time for today's people, who are so busy that they can't or won't devote much time to shopping.

In the twenty-first century, exchange ad trade have been expanded to such an extent that multichannel has occurred and online shopping has expanded fundamentally all through the world(Johnson, Gustafsson, Andreassen, Lervik, and cha, 2001). Universally, internet business comprised about 2.29 trillion dollar market(John, 2018) and expected to arrive at 4 trillion dollars by 2020 (eMarketer, 2016) because of the twofold digit overall development in deals (15%) and request (13%) (eMarketer, 2018) altogether kinds of online business like business-to-business (B2B), business-to-consumer (B2C) (Zuroni and Goh, 2012) .

When compared to developed markets such as the United States, the United Kingdom, Japan, and European countries, Asia Pacific is leading the development of internet commerce. The Asia Pacific region, notably China, has seen tremendous growth. In 2016, the Asia Pacific region generated approximately \$1 trillion in online sales, with China

accounting for the lion's share at \$899 billion (eMarketer, 2016). With an ever-increasing number of consumers becoming increasingly familiar with the Internet and its benefits, online shopping is becoming more well-known and popular among a group of consumers seeking a better deal in terms of data, lodging, cost, and decision. Adolescents in Bangladesh, like other young Asians, are investigating new pathways for better shopping experiences, which has resulted in the widespread use and development of online shopping in Bangladesh.

Unlike a physical store, internet stores display all of their merchandise using text, photographs, and mixed-media documents. Many internet retailers include links to a wealth of supplementary information about their products. Some, on the other hand, are sceptics of new ideas and refuse to believe that the item will be delivered. As a result, online consumer behaviour (client behaviour when browsing for, purchasing, and using products) has become a popular research topic for a growing number of analysts trying to figure out what makes online shopping so unique.

A company's main goal is to provide products and services that best meet the needs of its customers. A company that excels at fulfilling customer requirements is more profitable than its competitors, as satisfied customers are more likely to make repetitive purchases. Furthermore, online shopping in Bangladesh has been rapidly growing, and it is expected to grow further in the near future as Internet access spreads throughout rural areas. In any event, it is clear that Bangladeshi people are traditionally conservative when it

comes to purchasing. However, as modernity and high-speed life become more prevalent, reliance on internet shopping will increase. As a result, the goal of this study is to better understand consumer attitudes on online shopping, as well as their preferences, dislikes, and dislikes, fulfilment level.

Benefits and inconvenience in online shopping:

Online stores don't have space limitations and wide assortment of products can be shown on sites. It assists the scientific purchasers with buying an item after a decent pursuit.

1. Comfort of online shopping

Customers can shop from the comfort of their own homes or offices. The internet makes shopping easier and more convenient for customers. It's also simple to get rid of the trades.

The aspects that entice online customers to buy things online are depicted in the table below.

Top 6 reason given by customers in purchasing through web

- Saves time and endeavors
- The comfort of Shopping at home.
- Wide assortment/scope of product are accessible.
- Great limits/lower costs.
- Get define data of the item.
- We can analyze different models/brands

2.No pressing factor shopping

By and large, in actual stores, the agents attempt to impact the purchasers to purchase the item. There can be some sort of pressing factor, though the customers are not compressed at all in online stores.

3.Online shopping saves time

Customers do not need to wait in long lines at cash registers to pay for the items they have purchased. They can purchase from the comfort of their own home or workplace, saving time and energy. Customers can also use web crawlers or enter catchphrases to find the things they require.

4.Corrletaion

To attract clients with a variety of tastes and demands, organizations display the whole range of products they offer. This allows buyers to examine at a variety of models after looking at the correlations, which are also available online.

5.Accessibilty of online shop

The shopping center is open on 365 x 24 x 7. In this way, time doesn't go about as a boundary, any place the merchant and purchasers.

6.Online Following

Online consumer can follow the request status and conveyance status following delivery is likewise accessible.

7.Online shopping sets aside cash

Customers are given limits by e-posteriors and advertising to entice them to shop online. Because of the end of support and the rising cost of land, businesses may now sell things online at attractive prices. Large online shopping sites occasionally provide store inspection.

Inconveniences of Online Shopping

Usability is one of the most important factors in the success of an online business. Despite the fact that the internet provides a quick and easy way to purchase a product, some organisations prefer to use it only in limited ways. They perceive the internet as a way to gather additional information about an item before purchasing it at a store. Several groups are also concerned that they will become addicted to online buying. The following are some of the major roadblocks to internet shopping.

1.postponement in conveyance:

Shipment delays are caused by long lengths and a lack of proper stock management. Despite the fact that selecting, ordering, and paying for an online item may take less than 15 minutes, delivery to the customer's home can take up to three weeks. Customers are perplexed, and they avoid shopping in line as a result.

2.Absence of critical limits in online shops

Customers are given restrictions and are drawn in by physical stores, making it difficult for e-rears to deal with the unconnected stages.

3. Absence of touch and feel of the product in online shopping

The lack of a touch-feel-attempt raises concerns about the nature of the product on offer. Customers can't try on clothes when they shop online, so it's not ideal for them.

4. Absence of intelligence in online shopping

Actual storefronts allow for price negotiations between buyers and sellers. Specialist delegates from the showroom meet with consumers on an individual basis and assist them in making purchases. A few online buying stores provide the option of speaking with a salesperson.

5. Absence of shopping experience

The traditional shopping experience provides a lot of fun, such as show-room air, savvy salespeople, aromas, and sounds that can't be replicated on a website. Indians, for the most part, enjoy shopping. Consumers look forward to the opportunity to go shopping.

6. Absence of close assessment in online shopping

A customer must purchase an item without first seeing it in its entirety. Customers may be tempted to buy something they don't really need. Electronic images of an item can be misleading at times. The tone and appearance are authentic, however they may not match the electronic images.

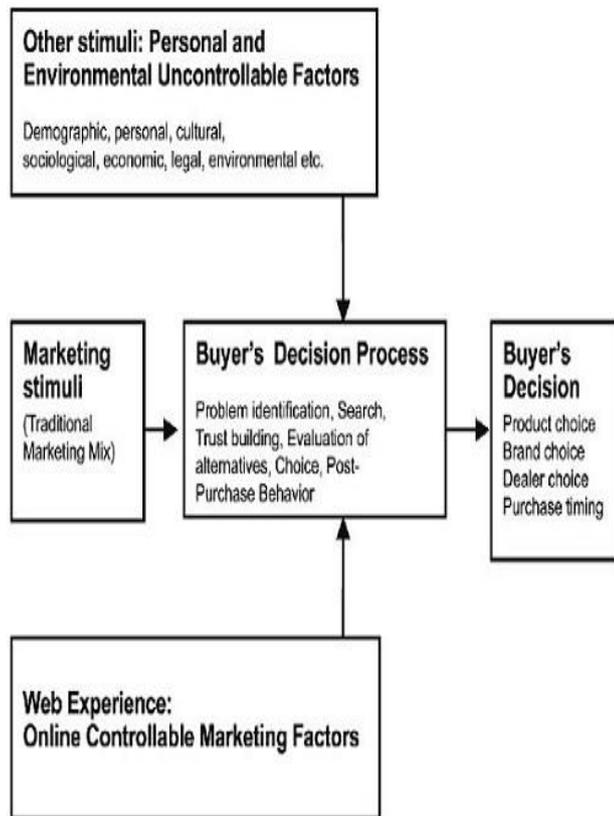
People enjoy going to physical places and getting a close look at the products, but it takes time. When people purchase products based on electronic images, the electronic images differ from the genuine appearance.

7. Fakes in online shopping

Every now and then, the shopping site itself vanishes. Regardless, online instalments are infrequently accessed. As a result, it is critical for e-advertisers and retailers to pay attention to this issue in order to aid the growth of the internet business. The rate of digital violations has been increasing, and customers' Mastercard and bank details have been misused, posing security concerns. Customers must be cautious when revealing their personal information. Some of the e-posteriors are untrustworthy. The challenges of online purchasing will not stifle its growth; in fact, it has aided businesses in their recovery from the slump.

To make online shopping profitable, vendors should focus on the obstacles and ensure a secure instalment structure. The following advice may be followed by E-dealers and online clients. Customers can now see online announcements of various brands thanks to the expansion of online correspondence via the internet. It is simple to discover consumer purchasing habits, and it is a big source of exposure for specialist sectors as well as established businesses. This is the better strategy for advanced transformation, and businesses all around the world have recognised its benefits.

Models – Online lists, Websites, or Search motors. At the point when customers have adequate data, they should contrast and the selections of products or administrations.



Online Consumer Behavior Process

They may search for item audits or customer comments in the pursuit stage, as shown in the diagram above. They'll figure out which brand or firm is the best fit for their hypothesis.

During this stage, a well-designed website and an appealing layout are critical in persuading customers to buy a product or service.

- Stage 1

The most significant feature of the internet is that it supports the pre-purchase stage by allowing customers to compare several options.

- Stage 2

During the purchasing process, item combination, ideal administrations, and data quality tend to be the most important factors in assisting customers in deciding which item to buy or which merchant to buy from.

- Stage 3

Following their online purchase, their post-purchase behaviour will become increasingly important. In some circumstances, customers are having problems or are

concerned about the item, and they should exchange or return it. As a result, return and trade administrations become increasingly important at this point. ‘

Elements of Online Customer Behavior

The most important elements to separate are those that encourage clients to buy items or services online. They are divided into two categories: external variables and inward factors.

- External factors are those that are beyond the control of the customer. They can be divided into five categories: finance, innovation, and public approach; culture; subculture; reference gatherings; and promotion.
- Individual traits or activities that include mentalities, learning, insight, inspiration, and mental self-view are known as inner factors.
- The Functional Motives are associated with consumer demands and include things like time, the convenience of shopping online, value, the climate of the shopping location, product selection, and so on.
- The Non-Functional Motives, which are associated with a way of life or social features such as a store's or item's brand.

Sifting elements

Customers use these three criteria to guide their shopping selections and make the final decision about which stores they will shop at. They use the data to channel their purchasing decisions based on three factors.

- Security
- Protection
- Trust and trustworthiness

Factors Influencing online shopping behavior of consumer

Because delving into the points of view of each individual consumer is difficult to predict, the secrets of online client decisions are speculative, best-case scenario. Scientists have been studying online consumer behavior for the past decade since it is a confusing socio-specialized wonder. Attempting to judge the mental state of consumers while they are making purchases is subtly difficult. Diverse studies have come out theorizing various components as a result of this difficult job of creating summed up determinations.

Socioeconomics, channel information, and shopping orientation have all been shown to influence purchasing behaviour in the past. In any case, there are a slew of factors that can contribute to greater exchange rates, including a quick examination of shopping habits.

Monetary Risk

People who shop online are often concerned about their financial security. The monetary risk is defined as the possibility of losing a specified amount of money while purchasing or attempting to make an item work properly from an online purchase. Particular age groups are more concerned about their financial balance data security and protection. Recent college graduates are likely to be less concerned than those of older generations, who are more cautious while making internet purchases. Furthermore, the danger of your personal financial data being exposed through internet trade is an unavoidable concern. Customers are seeing increased odds of experiencing potential disaster while shopping online.

- Item Risk

The benefit of shopping in a traditional physical store is the ability to have the item delivered before the consumer arrives.

This allows you to cope with the assumptions that a buyer may have while purchasing a product. When a web-based firm provides detailed product depictions and the ability to zoom in on item photographs to offer the buyer a precise idea of the item. Consumers lose their powerlessness to analyse the nature of the item as a result of the limited data that is occasionally supplied to them.

- *Comfort Risk*

The nicest thing about online buying is the convenience. This is the primary reason why people believe that internet shopping is a huge benefit in their life because it saves them time throughout the day. People can save time by not going out and spending it on things they truly need to do instead of going out and spending it on things they don't. With such a large number of different types of retailers, almost any item can be found online.

- *Non-conveyance*

Although this is not a common occurrence when shopping online, clients frequently express their fear of not receiving their things after purchasing them online. The most likely loss of a conveyance occurs when merchandise is lost or damaged, causing clients to be concerned that they will not receive their products within the agreed-upon time frame. There are a number of factors that determine whether or not a consumer receives their delivery, such as ill-advised postage during shipping. With so many possible outcomes that could go wrong, a customer may be hesitant to complete a transaction based on delivery guarantees. Customers can be reassured about transportation and non-conveyance by receiving accurate reports on when they should anticipate the item they requested. Merchandise exchange .

Finally, a definitive "escape the buy card" is the scandalous merchandise exchange. The merchandise exchange is the main thing that enables customers to return an undesirable thing or buy something that doesn't compare their assumptions or necessities. Without a legitimate merchandise exchange, a customer's shopping conduct is seriously hindered in light of the fact that they are compelled to put an excess of confidence into the online business, which is difficult to accomplish because of double-dealing and erroneously depicted products. There isn't anything more terrible for the consumer than accepting an item and feeling like their cash was squandered on the grounds that the item doesn't compare assumptions.

- *Social Differences*

With internet retailers present in various countries across the world, social disparities and inclinations toward online shopping are prevalent. Every social order esteem framework is unique; yet, it is the online business company's responsibility to give the buyer a sense of security. With 43% of buyers hailing from non-English speaking countries, there is a wide spectrum of social contrasts that must be represented. Understanding the consumer's relationship with online purchasing and the Internet in particular might have an impact on their behaviour.

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II. Purpose Statement

This examination is led to see the effect of customer behavior on online shopping. The essential motivation behind this examination is to see the effect of brand image on consumer loyalty of people living in Andhra Pradesh, India. This examination will empower to understand the factors that would influence the behavior of customers and customer buying decision on online shopping.

III. Research Question

- What attributes customer see while shopping online?

IV. Objectives of the Study

- To identify the impact of online shopping on customer behaviour.
- To study the attributes that would influence the customers to purchase online products.

V. Significance of the Study

This study signifies the importance of different factors a customer would consider for buying a product online.

The four major attributes we considered to play an integral part a customer would see while shopping online include-

- Convenience
- Website design
- Time saving capacity
- Security

VI. Implications of Research and Marketers

This model limited to the factors or attributes, future researchers can incorporate the brand attachment and brand involvement as antecedent and customer satisfaction and commitment as possible consequences to achieve more clear idea about the importance of these factors.

VII. Restrictions of the Study

The work introduced in this examination paper restricts just to people living in Andhra Pradesh. Likewise the target audience size chose for this examination is comparatively smaller section.

VIII. Literature Review

Kumar Amit et al., referenced that Online shopping has gotten a vital situation in the 21st century as the vast majority are occupied, stacked with a feverish timetable. In such a circumstance online shopping turned into the least demanding and most appropriate model for their shopping. The Internet has changed the method of consumer's store and has quickly formed into a worldwide viewpoint. An online shop stimulates the actual likeness of purchasing products just as administrations from internet shop and this cycle of shopping is called business-to-consumer online shopping. The current paper depends on the understanding of old-style model conduct. This paper analyzes the conduct and impression of online customers in Aizawl.

M. Vidya et al., his examination investigations the Consumer Conduct towards Online Shopping with due contemplations with the item related measurements. Segment profile of the respondents, the consciousness of online shopping, the impact of item measurements on Online Shopping Behavior were the targets outlined for the examination. The spellbinding exploration study is received and snowball referring to technique was utilized for test ID. The example size established was 412 which incorporate 188 examples from Erode area and 224 examples from the Trichy region. Information were investigated utilizing SPSS and devices like chi-square, ANOVA and The connection was applied. The outcomes showed that the online customers are happy with all the item measurements and the factors like instructive capability, information on online shopping, recurrence of online buys and favored method of instalment had a huge relationship with the mindfulness level on online shopping. With due regard for item conveyance at distant places and expanded commercials, online deals can be expanded throughout some stretch of time.

Dr. S. Sanath Kumar et al., gave an investigation of the target of financial aspects examination on online shopping and its effect of socio-financial matters factors on purchasing conduct. The primary goals of the investigation are consumer conduct and mindfulness and fulfillment. this examination is additionally assisted with evaluating the capacity of online shopping locales to pull in and hold the customer, to break down the purchasing conduct, and to investigate the reasons why potential customers don't incline toward online shopping. The examination approach was exploratory and illustrative. in the examination, the example depended on ion purposive, judgment, and comfort testing. The exploration is in favor that there is a social-social climate in the buy dynamic interaction. consequently, the current investigation coordinates the organizations they should zero in ion these angles to draw in the customers towards electronic shopping.

Chayapa Katawetawaraks et al. gave an outline of online shopping choice measures by contrasting the disconnected and online dynamic and recognizing the variables that persuade online customers to choose or, not to choose to purchase online. it is discovered that showcasing correspondence measures varies among disconnected and online consumer choices. administrative ramifications are produced for online stores to improve their site.

Jozef bucko et al., determine factors that influence the consumer's ability to buy an item from the online store. iThey assessed the measures independent ion which clients settle ion choices when buying online. iThey led head parts examination to decrease the quantity of these models and made seven components. To affirm factors are precise, they executed corroborative factor examination that demonstrated that the model comprising of the recently made variables fits the information well.

Yi Jin Lim et al. decided the connection between abstract standard, seen handiness, and online shopping conduct while intervening by buy aim. College understudies matured somewhere in the range of 18 and 34 that presently seeking after their investigations in University Malaysia Perlis were chosen as the subject of examination. i662 out of 800 arrangements of surveys disseminated were substantial for coding, examining, and testing the theory. The gathered information was then broken down by utilizing SSPS adaptation 18.0 and AMOS form 16.0. Underlying equation

modeling to look at the model fits and speculation testing. The end can be portrayed that abstract standard and saw helpfulness huge decidedly impact online buy goal however emotional standard immaterial impact shopping conduct negatively. it is fascinating to take note of that apparent handiness likewise unimportantly impact online shopping conduct. discovering likewise uncovered that buy expectation critical emphatically impacts online shopping conduct. For future exploration, most it from working grown-ups and different factors that identified with online shopping were to be incorporated to limit inspecting predisposition.

Vinay Kumar et al., inspected the key components which influence purchasing thought processes of consumers for online purchasing or E-shopping. For this reason, various models from various examination researchers have been contemplated. One online consumer purchasing conduct thought process model, (FFF Model), has been planned and recommended based on existing audit of literary works. Future examination could utilize our proposed factors (F), sifting components (F)and afterward separated purchasing conduct(F), (FFF Model) system as a premise to experimentally investigate the variables influencing the online consumer buying measure and to test the recommended model by the intrigued analysts with regards to the significant territory of exploration.

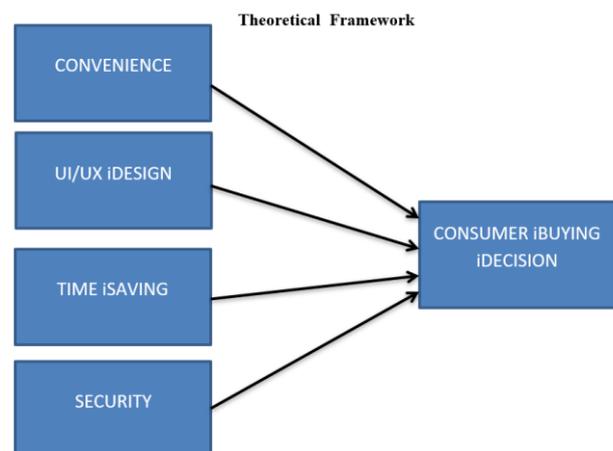
IX. Theoretical Framework

A theoretical framework comprises ideas and, along with their definitions and reference to pertinent academic writing, the existing hypothesis that is utilized for the specific examination. The theoretical framework should show a comprehension of speculations and ideas that are pertinent to the subject of your exploration paper and that identify with the more extensive subject matters being thought of.

In this project, the theoretical framework describes the relationship between the consumer's behaviour attributes about online shopping and consumer buying decision.

The four major consumer buying attributes from a online shopping basically depends ion-

- Convenience
- Website design
- Time saving capacity
- Security



X. Research Methodology

The qualitative examination includes a top to bottom comprehension of consumer conduct and the reasons that oversee that conduct. Qualitative examination to a great

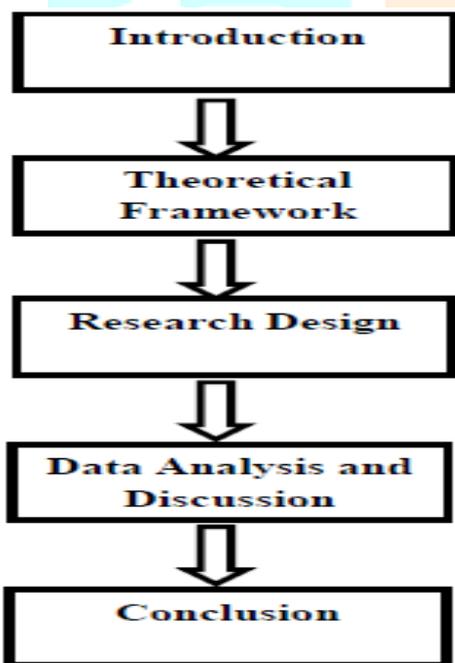
extent depends on the explanations for different parts of conduct.

The strategies incorporate methods, for example, top to bottom meetings, centre gatherings, representation investigation, and projective procedures. In this strategy, the example sizes are little, so it can't be summed up to the bigger populace. This strategy examines the why and how of dynamic, when contrasted with what, where and when of quantitative examination.

As quantitative exploration relies solely upon the investigation of mathematical or quantifiable information, qualitative examination comes in numerous mediums, including text, sound, actually pictures, and moving pictures.

In this strategy, reactions are verbal and not in numbers and the respondent is approached to rate the appropriate response in his own words. This methodology permits the specialist to find the utilization of thought processes, perspectives, sentiments, discernments, inclinations, encounters, activities, and so forth of the consumers.

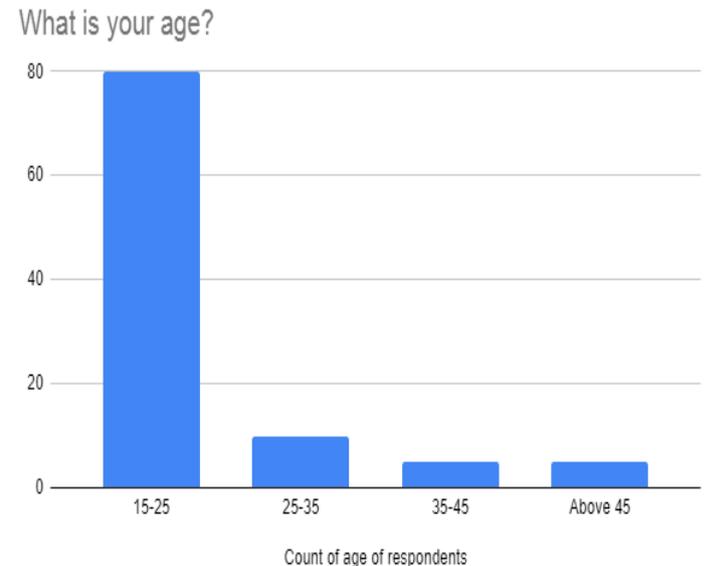
By consolidating both the examination approaches, the advertisers can plan more successful showcasing methodologies to find and anticipate consumer responses dependent on authentic information of limited time crusades.



This study is based on descriptive research method and analytical in nature. The study areas confined to Andhra Pradesh state of India. These districts were selected based on the random selection from Per Capita Income of the districts during the year 2020-2021. It collected data from both primary sources and secondary sources. Secondary data were collected through research journals, bulletins, books, published reports, and online resources. Further, an interview schedule was prepared, administered and finalized through Pilot study. The finalized interview schedule was used for the purpose of primary data collection. The snowball sampling method was used to identify the consumers who make online shopping. After identifying them, primary data were collected from 1000 consumers.

Empirical Findings

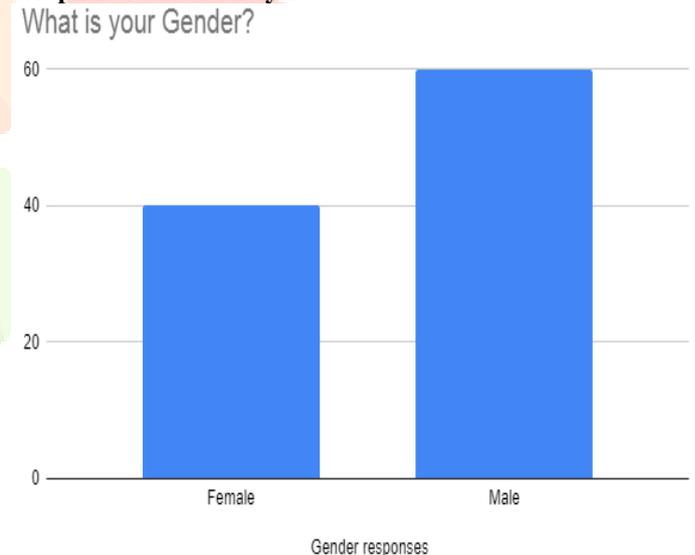
Graph 1: Age of respondents



Interpretation from Graph 1:

Among the 1000 respondents, most of the people lie in the 15-25 age groups with 80%. Followed by the 25-35 age group with 10%.

Graph 2: Gender analysis

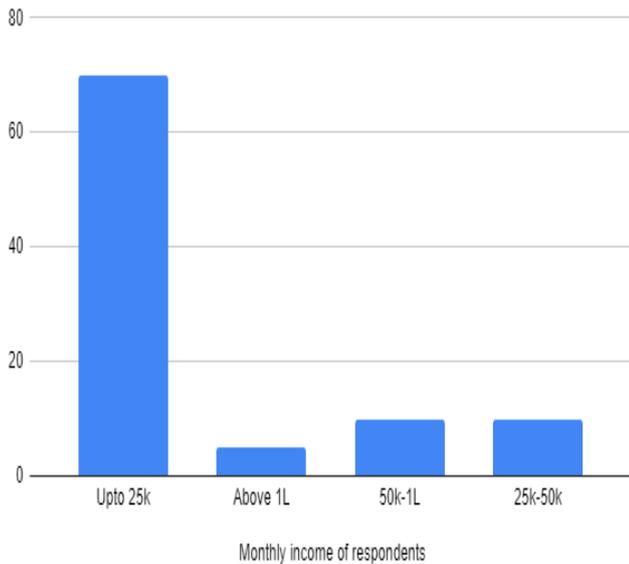


Interpretation from graph 2:

The graph above clearly depicts that there are 60% male respondents who attended the questionnaire while there are 40% people who are female.

Graph 3: Monthly income of respondents

What is your monthly income?

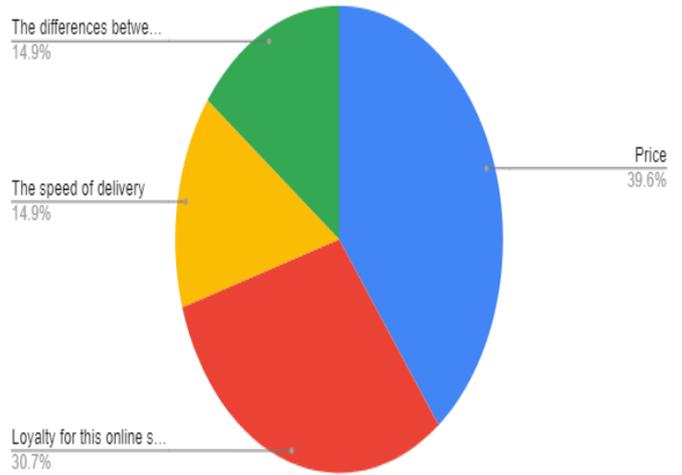


Interpretation from graph 3:

The average house-hold monthly income of people who displayed loyalty towards the brand to be in-between 25k to 50k. Followed by the people with 25k to 50k and 50k to 1 lakh income with 10.5%. It also seems like, people who earn above 1 lakh didn't actually spend much on online shopping.

Graph 5: Factors that affect satisfaction

Count of respondents who indicated satisfaction during your previous shop online experience?

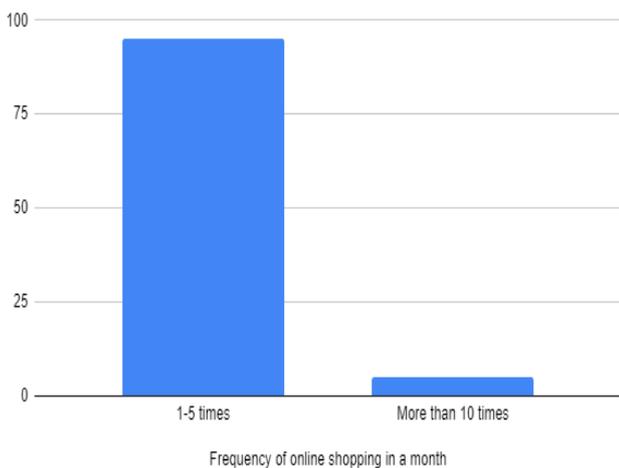


Interpretation from graph 5:

From the graph it is clearly evident that people preferred online shopping because they considered price as the first priority in choosing products. The second choice of buying online products is due to brand loyalty. These are some of the factors that depend on customer satisfaction from online shopping experience.

Graph 4: Frequency of online shopping

How many times do you shop online in a month?

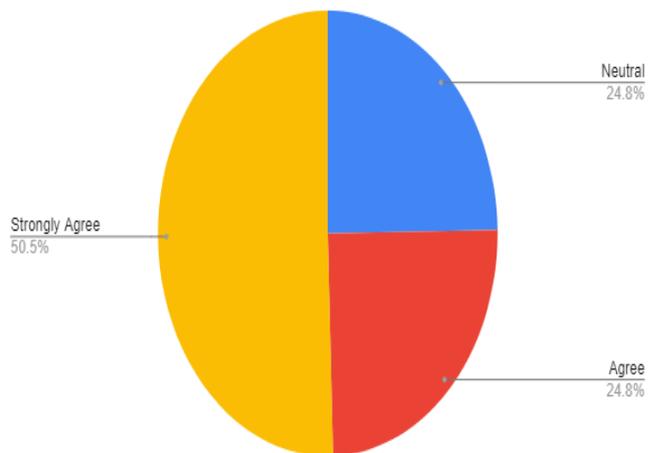


Interpretation from graph 4:

From the graph, it is clearly evident that the majority of the respondents preferred to shop online from 1 to 5 times in a

Graph 6: Role of price while shopping online

Role of price as an important factor when shopping online

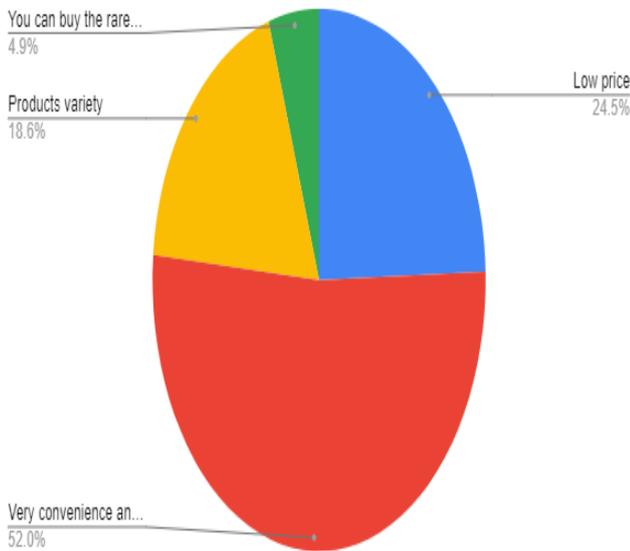


Interpretation from graph 6:

The graph describes that, majority of the responded people strongly consider price as an important factor while shopping from online sites.

Graph 7: Reason for online shopping

Count of Why are you choosing shop online?

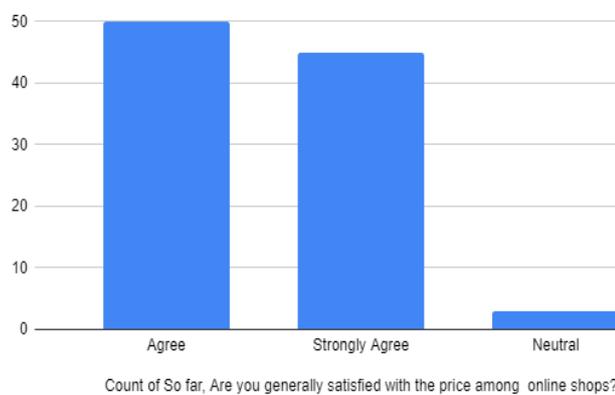


Interpretation from graph 7:

Most of the people from the 1000 respondents seem to prefer that purchasing different kinds of products from online stores is more convenient. I.e., More than 50% of the people voted for convenience.

Graph 8: Satisfaction from online shopping

Count of So far, Are you generally satisfied with the price among online shops?

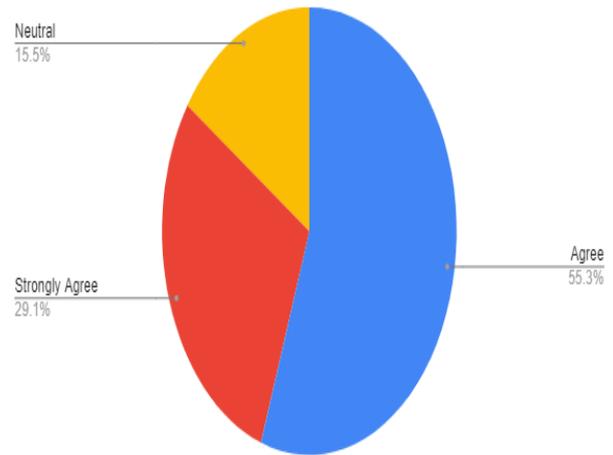


Interpretation from graph 8:

The analysis shows that, consumers believed that prices in online stores are reasonable and more than 95% of the consumers strongly agree to the prices that were put on the online websites.

Graph 9: Overall satisfaction

Count of Are you overall satisfied with your experience of shopping online?



Interpretation from graph 9:

The graph above describes that more than 85% of the people who have responded to the survey voted that, they have been quite satisfied with the overall online shopping experience and have not actually faced any kind of discrepancies

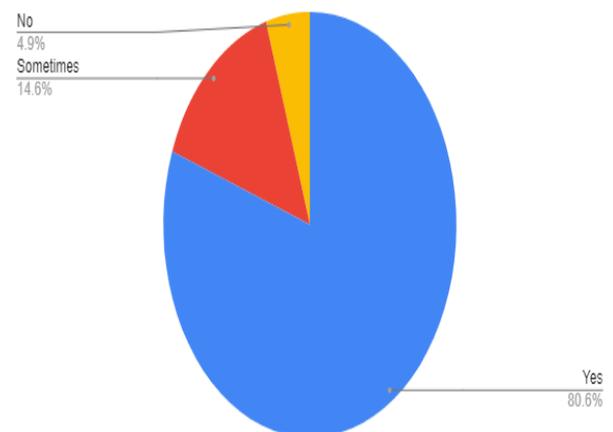
Factor 1: Website Design

A website design plays a crucial role in formulating the first impressions of your site. It also plays a huge role in making users trust a website. According to several Stanford studies, good site design is important for establishing the credibility of your website.

It's not difficult to understand why users might mistrust a site with a so-so design. A well-designed site indicates that the business has actually invested money in setting up the online store. Poor site design usually means the site owner is not particularly vested in customer service or appearances. Internet users are savvy enough to know that badly designed sites are associated with scammers. Potential customers may suspect that your online store is just a front for a spurious online operation. If you want the target audience to take your e-retail venture seriously, then the site design must look professional.

Graph 10: Website design

Count of Do you choose shopping sites basing on website design and easy user interaction on the site?



Interpretation from graph 10:

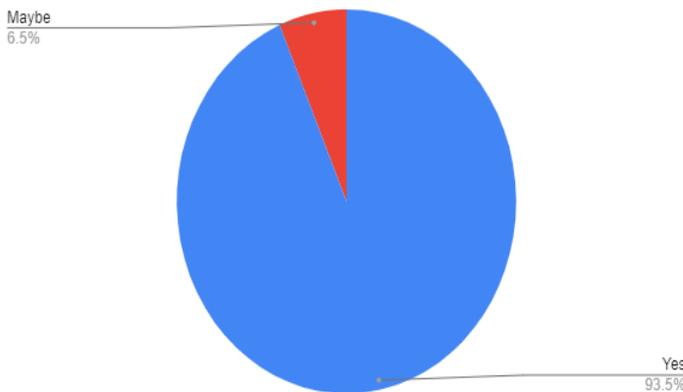
More than 80% of the respondents found that the website design is a basic requirement for choice of purchasing goods from any particular online site. It plays a crucial role in, predicting if a particular website is a genuine one or not.

Factor 2 and 3: Website safety and Convenience

Convenience is the backbone of e-commerce and a huge reason that online shopping has boomed over the last few years. Shopping online offers the convenience of purchasing items when and where it suits you, via a payment method of your choice while also having your item delivered via a method that suits you.

Graph 11: Brand safety and ease of access

Count of While shopping online, Do you prefer to purchase from a website that provides safety and ease of navigation a...

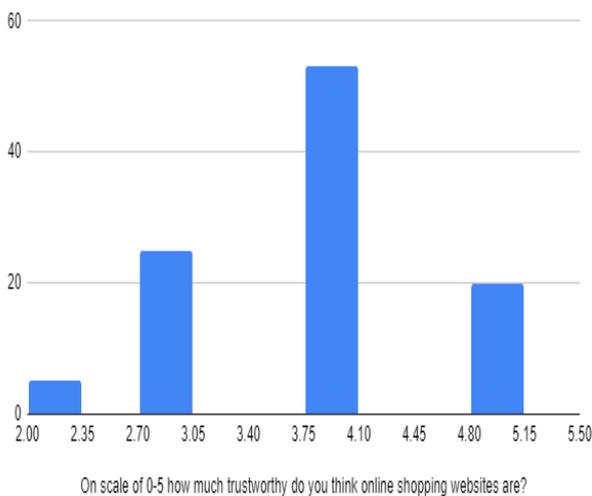


Interpretation on graph 11:

The brand safety and convenience is a major factor that a customer would see while shopping online. This has been clearly observed from the graph where more than 90% of the customers recommended ease of accessibility to resources on the shopping website is considered.

Graph 12: Online shopping trust

Histogram of On scale of 0-5 how much trustworthy do you think online shopping websites are?



Interpretation on graph 12:

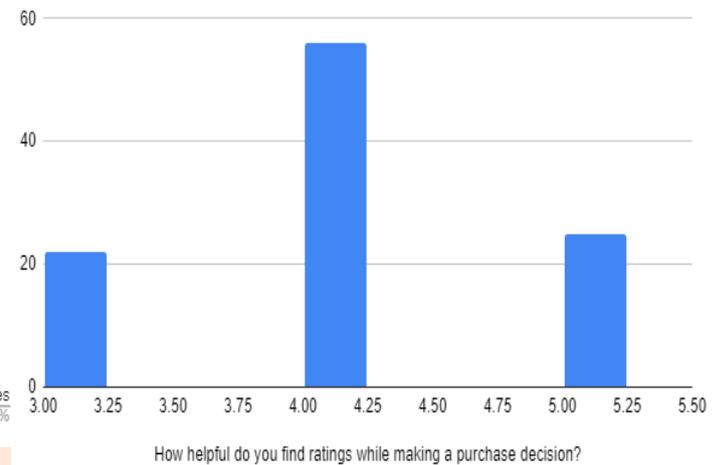
Majority of the people rated between 4 and 5 which shows there is enough trust gained by the customers from shopping online.

Factor 4: Time saving

Online reviews are transforming the way consumers choose products and services. Managed well, a review system creates value for buyers and sellers alike. Trustworthy systems can give consumers the confidence they need to buy a relatively unknown product, whether a new book or dinner at a local restaurant etc.

Graph 13: Brand expectation

Histogram of How helpful do you find ratings while making a purchase decision?



Interpretation on graph 13:

Nearly 75% of the respondents found that reviews and ratings actually helped them to save time in buying products online.

XI. Conclusion and Recommendations

The results depict that consumers are benefited with facilities like convenience, less procedure, timely delivery, product offers, low cost etc. The product dimensions are identified to be satisfactory and highly correlated. The understanding of the nature, needs and wants of the consumers as such in other business is very much vital for the study. The results obtained in this work show that most of the people who responded in the polls. The present study considers only four kinds of the online product features. Further research can be made on website features and many more. The study can be conducted specifically by choosing a product or a company. Concepts like Omni Channel can be identified for online shopping.

XII. Future Implications

From the above end it ought to be suggested that the specialists can apply more tests on this investigation. They can utilize more example size and add a greater number of urban communities. Or may increase the number of other factors that may influence the customer behavior on online shopping on different kinds of products and services.

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