

An Examination of Online Shopping Behaviors of Surat City Consumers.

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Abstract:

The goal of this study was to look into consumer buying patterns for online purchases in the Surat city and pinpoint the variables that influence online shopping. The study focused on how consumers felt about online shopping and which products they preferred to buy there. This gives retailers the opportunity to better support their customers by creating marketing strategies that will draw in potential customers and turn them into active consumers by effectively nudging them toward making a purchase. 100 respondents from the Surat city participated in the study, which aimed to better understand consumer behaviour. In this study, the convenience sampling method was used.

Keywords - Online Shopping, Consumer Behaviour, Consumer Buying Behaviour, Consumer Attitude

1. Introduction:

The Internet is increasingly becoming the most important instrument for communication and the ease of business. The Internet in India has traditionally been used for the purpose of facilitating communication. The number of people who shop and make purchases on the internet has increased dramatically in recent years. Do people prefer to purchase offline or do they prefer shopping online? To put it another way, when it comes to making a purchasing choice, do individuals prefer to buy offline or online at conventional retail stores? When seen from the perspective of merchants and marketers, this is a very crucial concept. The percentage of customers who choose to make their purchases online has seen a considerable uptick in recent years. It encourages retailers to offer items and services via online channels so that they may grow their markets in those ways. Marketers are always coming up with innovative ways to market their goods and services. The speed with which new technology is developed in modern times has a direct and substantial impact on the buying choices of individuals. (Priyabrata Roy¹, CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE AND OFFLINE SHOPPING: A STUDY IN WEST TRIPURA DISTRICT, TRIPURA, INDIA., 2022).

Online shopping was invented by Michael Aldrich in 1979 and provides gain ground in India also. It has added feather to the cap of economic growth of the nation. Online shopping is favourable for both buyers and sellers as it provides a mutual web-mart regarding all the goods and services that are available. Presently online shopping has a major contribution to global economic growth. Online customers are increasing at a faster rate with the use of various

electronic web connected devices. It paves a platform for the businesses to endeavour increased inexpensive advantage via e-commerce to network with customers. Budding number of customers shop online to buying goods and services, convenient to collect product information, or flush browse for enjoyment. (SULAIMAN, 2015)

Consumer

Individuals who buy “marketing components” to provide their personal requirements, desires, and needs or have the ability to buy are called consumer (Tek & Özgül, 2013). The concept of buying, in modern understanding, is expressed as buying or renting but consumer concept was examined and said that the individual who demands to buy the product, who buys and benefits by using it can be different. In this regard, consumer is the one who consumes; user is the one who benefits from it; purchaser, on the other side, is the person who is willing to pay for it.

Consumer Behaviours

Consumer behaviour deals with basic topics such as why individuals choose a product, which brands they emphasize, what kind of stores they do shopping. Also, socio-cultural features like culture, social classes, belief, and attitudes affect the consumer behaviour (Karafakıoğlu, 2012a).

Factors Determining Consumer Behaviours

The behaviour of buyers is influenced by numerous things. The selection, acquisition, and utilization of goods and services by consumers to fulfil their desires is referred to as consumer behaviour.

Marketing Factors

Every component of the market mix, including site, pricing, promotion, and product, has the ability to influence the purchasing process at different points in time.

- **Product:** Factors such as product distinctiveness, physical attributes, and packaging may impact a consumer's purchase choice.
- **Pricing:** Pricing strategy has an impact on consumers' purchasing decisions. When setting prices, marketers need to take the intended customer base's price sensitivity into account.
- **Promotion:** Various elements of sales promotion such as advertising, promotion, public relations, personal selling and sales promotion influence the buying behaviour

of consumers. Marketers choose the advertising mix considering the nature of the customers.

- **Place:** Distribution channels and distribution location influence consumer buying behaviour. Marketers try to choose the right channel and distribute the products to the right place.

Personal Factors

The personal factors of a consumer may affect the buying decisions. The personal factors include:

- **Age Factor:** The purchasing behaviour is significantly influenced by age. For example, corporate professionals might like formal attire, while youngsters would favor modern looks.
- **Gender:** The consumer behaviour varies across gender.
- **Education:** Those with higher education levels could spend money on books, toiletries, and other items. However, a person with little to no education might spend less on books for general reading, personal grooming products, and other items.
- **Income Level:** Spending levels typically increase with income levels and vice versa. However, this might not always be the case, particularly in rural areas of underdeveloped nations.
- **Status In the Society:** Individuals with greater social standing do spend a substantial sum of money on luxuries like fine jewellery, premium brands of apparel, luxury cars, and luxury watches.
- **Other Personal Factors:** Consumer behaviour is influenced by other personal aspects like family size, personality, and way of life.

Psychological factors

A person's buying behaviour is influenced by psychological factors such as

- **Learning:** It refers to changes in an individual's behaviour resulting from knowledge and experience. For example, if a customer buys a new brand and is satisfied with using it, they are more likely to buy the same brand next time. By learning, people acquire beliefs and attitudes, which in turn influence purchasing behaviour.
- **Attitude:** It's the tendency to react in a certain way to a certain situation, object, or concept. Consumers may form a positive, negative, or neutral attitude towards a

productor brand, which would influence their buying behaviour.

- **Motives:** The inner drive that propels someone to act or behave in a particular way is known as a motive. The goal of marketing is to determine the target customer's purchasing motivations and persuade them to respond favourably to the products being promoted.
- **Perception:** It is the opinion that one has about a certain circumstance or item. A driven individual is prepared to take action. However, his or her perception of the circumstances affects how he or she acts.
- **Belief:** A belief is a descriptive idea that an individual has regarding particular subjects. It could be founded on information, judgment, confidence, faith, or trust. People may have preconceived notions about particular products or brands. Concepts shape brand perceptions, which in turn which in turn may influence consumer purchasing decisions.

Situational Influences

Major situational influences include the physical surroundings, social surroundings, time, the nature of the task, and monetary moods and conditions.

- **Physical Surrounding:** The physical environment of the store influences customers' purchasing decisions. For example, when a customer is shopping in a store, the store's location, its interior design, the store's design, the volume, the way the goods are arranged, and so forth.
- **Social Surrounding:** The other individuals in the customer's social environment have the potential to sway their decision to buy at the point of sale. For example, a savvy shopper accompanied by a restless friend might make quick.
- **Time Factor:** The other individuals in the customer's social environment have the potential to sway their decision to buy at the point of sale. For example, a savvy shopper accompanied by a restless friend might make quick

Social Factors

The social factors such as reference groups, family, and social and status affect the buying behaviour.

- **Reference Groups:** A reference group is a small group of individuals, such as coworkers, members of a club, friends, neighbours, family, and so forth. Reference

groups have the following effects on their members:

- They have an impact on members' attitudes and values.
- They introduce participants to novel habits and ways of living.
- They put pressure on consumers to select particular brands or goods.

- **Family:** The primary reference group that can affect a consumer's behaviour is their family. Children today receive a good education about products and services from a variety of sources, including the media and their friends.
- **Roles and Status:** Within a specific group, such as a family, club, organization, and so forth, an individual plays specific role. For example, in a company, one individual might play the senior executive position and another person might play the junior executive role. Compared to junior executives, senior executives may have greater status within the company.

Cultural Factors

Culture includes race and religion, tradition, caste, moral values, etc. Culture also includes sub-cultures such as sub-caste, religious sects, language, etc.

- **Culture:** It significantly affects how consumers behave. Cultural elements and values are transmitted from one generation to the next via social environments, educational institutions, religious organizations, and families, among other channels. Food is influenced by cultural diversity behaviours, attire, traditions, and customs, etc. For example, while there are religious communities where it is acceptable to consume both meat and alcohol, there are other communities where it is not.
- **Sub-Culture:** Every culture is made up of smaller subcultures that give its members a distinct identity. Subcultures comprise geographical areas such as South and North Indians, religious sects, sub-castes, and linguistic groups, among others. People's actions as a part of different subcultures is unique. As a result, marketers may use a multicultural marketing strategy, which involves creating and promoting products and services that are tailored to the interests and preferences of customers from various subcultures. (Kalaivani², 2016)

2. Literature Review

Numerous consumer behaviour models have been proposed in the literature to explain why it is important for businesses and marketers to understand and be able to produce valuable goods and services in an effort to judge the behaviours of clients and satisfy their requests.

Blackwell, R.D., Miniard, P.W., Engel, F.J. (2001)

Numerous consumer behaviour models have been proposed in the literature to explain why it is important for businesses and marketers to understand and be able to produce valuable goods and services in an effort to satisfy client requests. According to Blackwell et al. (2001), consumer behaviour is the act of people acquiring, using, and placing orders for goods or services. (Blackwell, 2001)

Blackwell, R.D., Miniard, P.W., Engel, F.J. (2006) Gabbott, M., Hogg, G. (1998)

Blackwell et al. (2006) and Gabbott and Hogg (1998) provided more clarification, viewing consumer behaviour as encompassing all of the actions and decision-making processes involved in making purchases. (Blackwell, Consumer Behaviour., 2006) (Gabbott, 1998)

Comegys C, Hannula & M. and Váisänen J (2009)

The source risk arises during the information search and assessment phase since the data on the websites could include a few errors. Before using their website, visitors to certain websites must register. As a result, customers run the risk of information security in addition to product risk. (Comegys C, 2009)

DR.E. Murali Dharshan and Japa Asritha Reddy (2019)

Their main objectives were to find out what customer views are about internet shopping and what factors really matter to them when they are deciding what to buy. The main findings of the study indicate that the three factors that have the biggest effects on consumer behaviour are price, convenience, and trust. According to their research, internet shopping is set to grow significantly in the future provided it is used correctly and there is assurance of transaction safety and security. It will also thrive in a highly competitive and dynamic economy. (Reddy, 2019)

Dr. Shefali Tiwari and Dr. Shraddha Sharma (2017)

Their study's main objective was to ascertain consumer perceptions of online shopping.

Understanding the effects of the various components is also essential. (Sharma, 2017)

Erzsebet Hetesi1 - Zoltan Veres (2007)

When buying baby care goods, respondents used comparable risk-reduction tactics, according to both the qualitative and quantitative study. This study looked into how consumers felt about and behaved when purchasing baby care items. According to studies, customers are satisfied with the product's performance, dependability, and packaging. (An empirical investigation on loyalty. The case of packaging industry., 2007)

Ms. Dipti Jain. Ms. Sonia Goswami, MS. Shipra Bhutani (2014)

Examine the four facets of online shopping as perceived by Indian consumers and the many demographic factors that form the main basis for merchants' market segmentation strategies. This study's main objective is to determine how consumers' online purchasing decisions are influenced by perceived risk, perceived pleasure, perceived utility, and perceived ease of use. (Ms. Dipti Jain. Ms. Sonia Goswami, 2014)

Poonam Deshprabhu, Sadekar and Naila Pereira (2018)

Finding out what factors influence people's choices for online shopping was their main objective. Comparative analysis, money-saving strategies, personalized attention, and securely worth the money were found to be the most significant factors in influencing consumers' happiness with online shopping. (Poonam Deshprabhu, 2018)

Prof. Pritam P. Kothari and Prof. Shivganga S. Maindargi (2016)

The perception of online shopping and its impact among Indian consumers. Their main objective was to look into the factors that affect consumers' perceptions of online shopping. Their research's key finding was that most customers have used online shopping and are keen to keep doing so, whereas a minority percentage have done so in the past and are unwilling to keep doing so. The study's findings revealed that there is no connection between a customer's work status and their online purchasing behaviours. (Maindargi, 2016)

Schiffman, L.G., Kanuk, L. (2000)

According to Schiffman and Kanuk (2000), consumer behaviour describes how people choose the things for their homes or themselves by utilizing the resources they have access to, such as money, time, and effort. (Schiffman, 2000)

Wu, L.-Y., Chen, K.-Y., Chen, P.-Y., & Cheng, S.-L. (2014)

If an item is less expensive online than it would be at a store, people are more likely to purchase it there. The factor that matters most to online customers is pricing. Inside The likelihood of making a repeat purchase when buying online is connected with the perceived cost of that purchase. (Wu, 2014)

3. Objective of the Study:

The research has carried out with the intention of achieving the following goals:

1. To assess the perception of consumers towards Online Shopping.
2. To identify the type of products that consumers like to buy Online.
3. To relate the demographic with the preference of the consumers.
4. To determine the major elements that impact consumer buying behaviour towards onlineshopping in the Surat City.

4. Research Methodology:

Collection of Data:

The Study is based on both Primary Data. The Primary Data were collected from the OnlineCustomers using a structured Questionnaire.

Sample size:

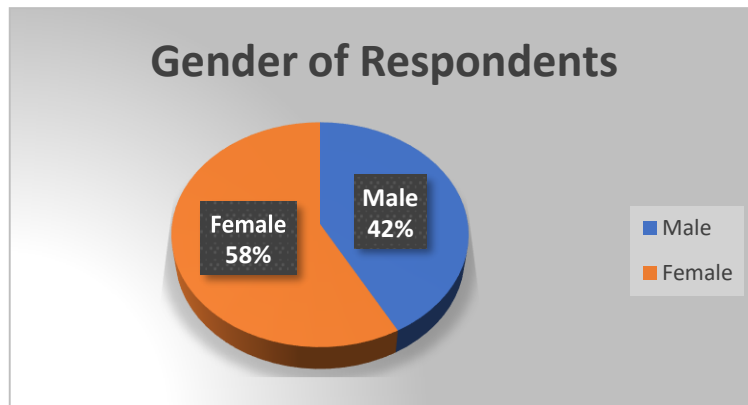
Convenient Sampling method was used in the study for selecting the samples and the samplesize for the study was 100.

Limitations of the study:

1. The study is confined to Surat City only.
2. The respondents might be lethargic while responding to the questionnaire.
3. The data collected for the research is fully on primary data given by the respondents. Thereis chance for personal bias. So the accuracy is not true.

5. Analysis and Interpretation:

Classification Of Respondents On The Basis Of Gender:



The above figure shows that the frequency of online shoppers in Surat City by gender. There are 100 shoppers total, and 42 of them are male (42%). The remaining 58 shoppers are female (58%). The data suggests that there is a gender gap in online shopping in Surat City, with females being more likely to shop online than males.

Classification Of Respondents On The Basis Of Education:

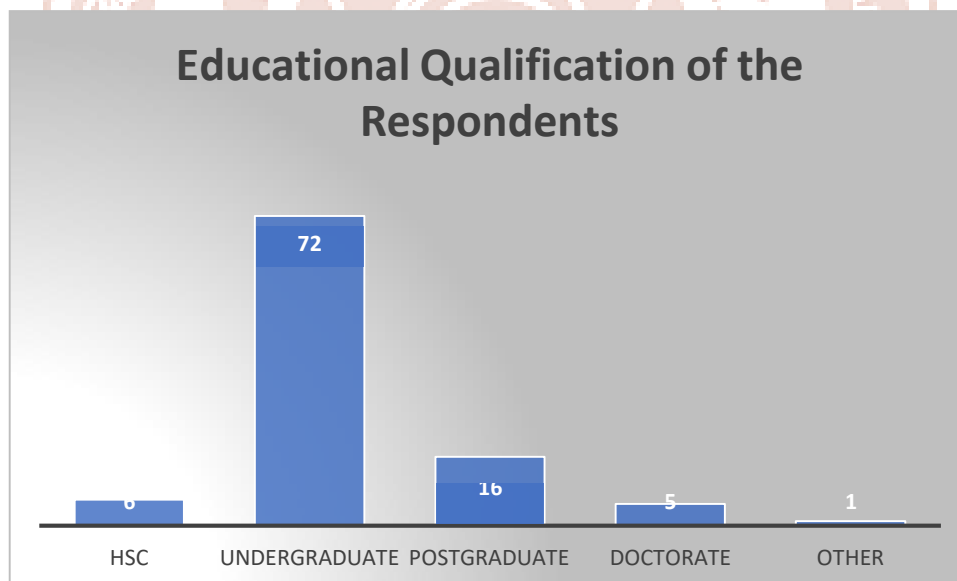


Figure shows that majority of online shoppers in Surat City have an undergraduate degree (72%). This is followed by postgraduates (16%) and those with a Higher Secondary Certificate(HSC) (6%).

Classification Of Respondents On The Basis Of Income:

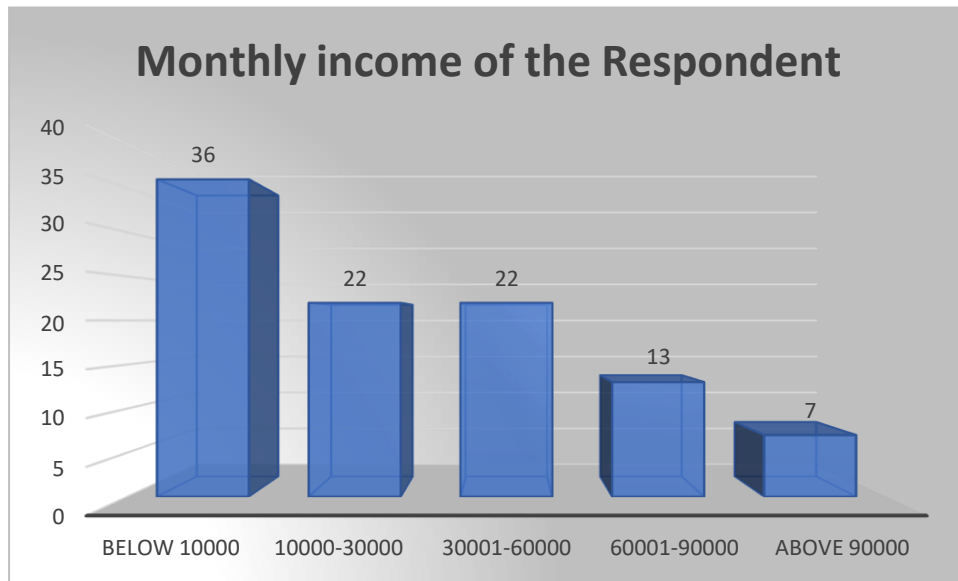
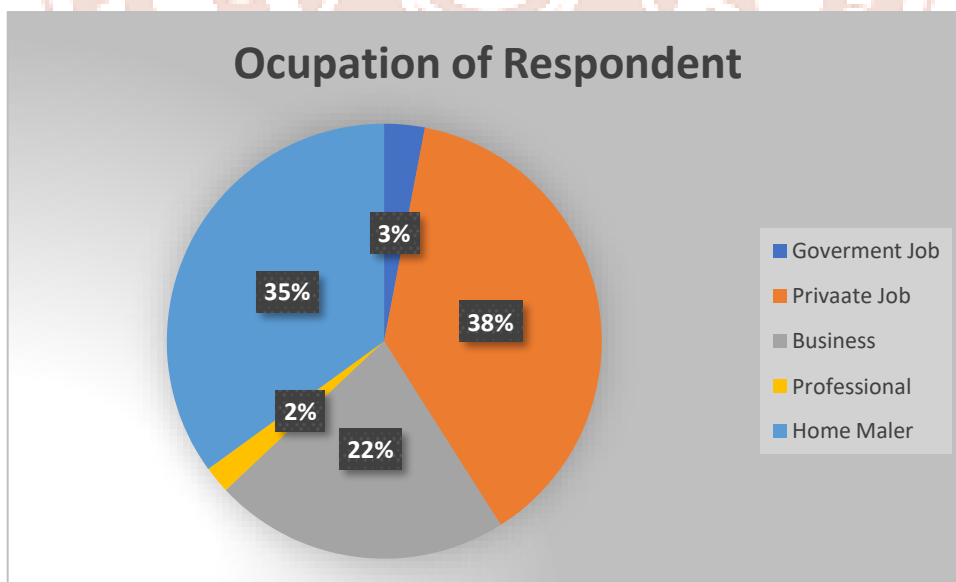


Figure shows that the largest number of respondents (36) fall into the ₹10,000 - ₹30,000 income range. There are also a significant number of respondents in the below ₹10,000 (22) and ₹30,001 - ₹60,000 (22) income ranges. The number of respondents in the ₹60,001 - ₹90,000 income range is much smaller (13), and there are only a few respondents (7) in the above ₹90,000 income range.

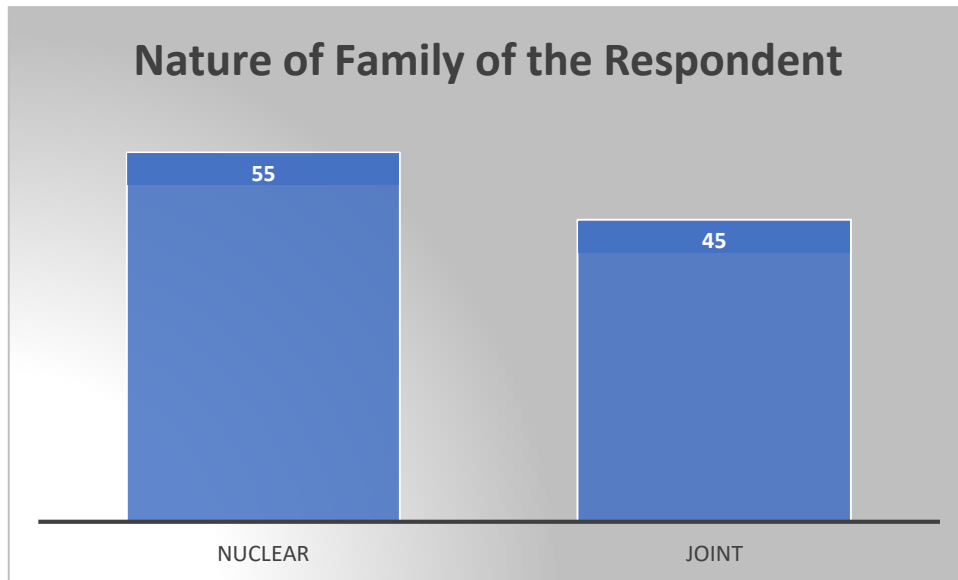
Classification Of Respondents On The Basis Of Income:



Above figure shows analysis of respondents' occupations, it was found that 3% of the total respondents were engaged in government jobs, The largest portion of respondents, constituting 38%, Meanwhile 22% of the total, were involved in business activities. Only

2% of the total, were categorized as professionals. Lastly, 35% of the total, identified themselves as homemakers.

Classification Of Respondents On The Basis Of Nature of Family:



Above figure shows 5% of families are nuclear, while 45% are joint. This suggests that a majority of households in Surat City consist of parents and their children only, rather than extended families including grandparents, aunts, uncles, etc.

Classification Of Respondents On The Basis Of family members:

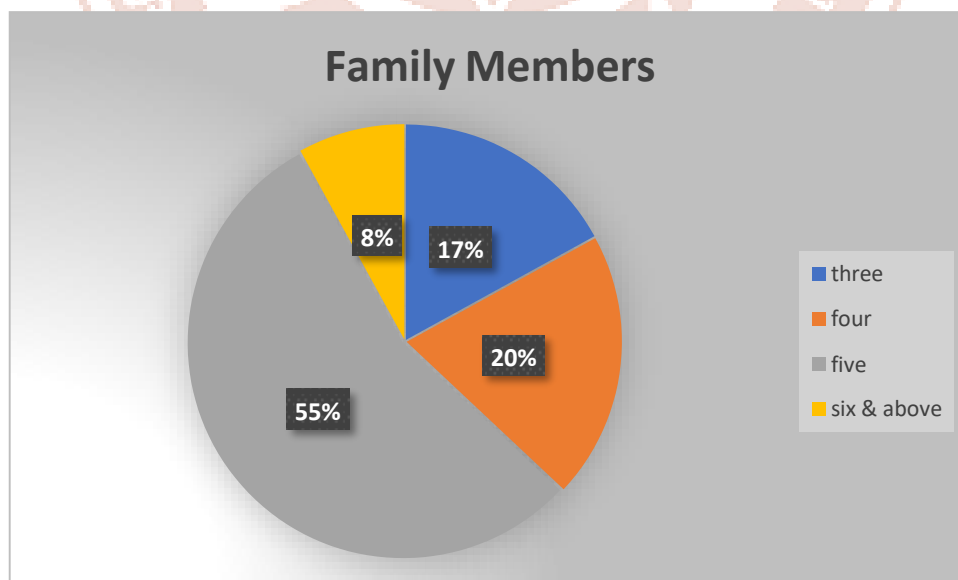


Figure shows that The most common pattern is shopping three times a month, with 17%

of respondents adhering to this habit. A larger group, around 36%, shops between two and five times monthly, split between those who shop four times (20%) and those who shop five times (55%). However, there are also segments who shop less frequently, with 14% shopping only once a month, and 6% never shopping online. Interestingly, a smaller but dedicated group (8%) shops online six or more times per month, suggesting a segment of highly active online consumers.

Products Prefer to buy Online by Respondents:

	Responses		Percent of Cases
	N	Percent	
Online_ buy ^a			
Electronics	34	14.9%	34.7%
clothing & fashion	77	33.8%	78.6%
books	22	9.6%	22.4%
beauty & personal care	46	20.2%	46.9%
Groceries	18	7.9%	18.4%
Home decore & Furniture	31	13.6%	31.6%
Total	228	100.0%	232.7%

According to the data, apparel and fashion were the most popular category for online purchases, accounting for 77 answers or 33.8% of all instances and a noteworthy 78.6% of those who made purchases online. Beauty & personal care received 46 responses, which accounted for 20.2% of all cases and 46.9% of online buyers, in close second place. 34 answers, or 14.9% of all instances and 34.7% of online buyers, were related to electronics. Books accounted for 22 of the responses, or 9.6% of all cases and 22.4% of online buyers. In the meantime, 31 responses were received in the category of home decor and furnishings,

representing 13.6% of all cases and 31.6% of online buyers. Finally, there were 18 answers for foodstuffs, representing 7.9% of all cases and 18.4% of online buyers.

Reliability Test:

Total No. of Cases	No of cases	Items Cronbach's Alpha
Product Selection	3	0.582
Product Quality	3	0.720
Pricing & discount	3	0.701
Order & delivery Process	3	0.708
Customer Support	3	0.746
Overall Satisfaction	2	0.605

Analyzing online shopper feedback in Surat City reveals interesting insights. Product quality and customer support shine with high reliability (alpha values 0.720 and 0.746), suggesting questions effectively measure these aspects. Pricing & discount and order & delivery processes have moderate reliability (0.701 and 0.708), indicating potential for improvement by examining individual questions. However, product selection and overall satisfaction raise concerns with lower alpha values (0.582 and 0.605), suggesting these sections might need revision to ensure they accurately capture the intended concepts.

Descriptive Statistics of buying behaviour of the customers:

Code	Description	N	Mean	Std. Deviation	Variance
PI1	The online store provides a wide variety of products that meet my needs.	100	1.80	.829	.687
PI2	The product descriptions on the website are clear and informative.	100	2.21	.743	.551
PI3	I find it easy to search for specific products on the website.	100	2.02	.804	.646
PQ1	The quality of products received matches the online descriptions.	100	2.44	.880	.774

PQ2	I am satisfied with the overall quality of products purchased online.	100	2.40	.739	.545
PQ3	The online store provides accurate and honest product reviews.	100	2.76	.878	.770
PD1	The prices of products on the website are competitive.	100	1.91	.712	.507
PD2	I feel that the discounts and promotions offered are fair and beneficial.	100	2.22	.786	.618
PD3	The online store provides clear information about any additional costs (shipping, taxes, etc.).	100	2.09	.911	.830
OD1	The checkout process is straightforward and user-friendly	100	1.96	.724	.524
OD2	I receive timely updates on the status of my orders.	100	1.96	.840	.705
OD3	The products are delivered within the promised timeframe	100	2.09	.866	.749
CS1	The online store provides effective customer support for product-related inquiries.	100	2.29	.935	.875
CS2	I am satisfied with the resolution of any issues or concerns related to the products	100	2.38	.776	.602
CS3	I find it easy to contact customer support when needed	100	2.39	.875	.766
OS1	Overall, I am satisfied with my online shopping experience regarding the products.	100	2.06	.736	.542

OS2	I would recommend this online store to others based on my product-related experiences.	100	2.25	.744	.553
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Mixed experiences are shown through an analysis of online shoppers' responses from Surat City. Positive ratings are given to customer service (mean 2.29, 2.38, 2.39) and product quality (mean 2.44, 2.40), although there is room for improvement in areas such as product descriptions (mean 2.21), search functionality (mean 2.02), and the transparency of additional charges (mean 2.09). Discounts (mean 2.22) and price competitiveness (mean 1.91) are well received, although some people feel that there is insufficient information regarding additional charges. In general, the order status updates (mean 1.96), checkout process (mean 1.96), and delivery timing (mean 2.09) are all satisfactory. Customers are generally happy with their purchase experience (mean 2.06), and they would suggest the store (mean 2.25). But improving certain areas—like product flexibility and information, for example—could increase client loyalty and pleasure.

Mann-Whitney Test:

Genders:

H0: There is no significant difference in buying behaviour towards online shopping in the Surat City across genders.

H1: There is significant difference in buying behaviour towards online shopping in the Surat City across genders

	Mann-Whitney U	Wilcoxon W	Z	Asymp. Sig. (2-tailed)
PI	1212.500	2923.500	-.039	0.696
PQ	1214.500	2117.500	-.25	0.980
PD	1149.500	2860.500	0.486	0.627
OD	966.00	2677.00	-1.784	0.074
CS	1166.500	2069.500	0.362	0.718
OD	984.00	2695.00	-1.709	0.087

For Product Information, Product Quality, Pricing & Discounts, Customer Support, and Overall Satisfaction, the p-values are all greater than 0.05. Therefore, we fail to reject the

null hypothesis, indicating no significant difference in buying behaviour across genders for these aspects.

Kruskal Wallis – Test

statistics

H0: There is no significant difference in buying behaviour towards online shopping in the Surat City across age.

H1: There is significant difference in buying behaviour towards online shopping in the Surat City across age.

	Chi-Square	Df	Asymp. Sig. (2-tailed)
PI	6.227	3	0.101
PQ	1.905	3	0.592
PD	4.507	3	0.212
OD	7.811	3	0.050
CS	0.544	3	0.909
OD	2.610	3	0.456

For Product Information, Product Quality, Pricing & Discounts, Customer Support, and Overall Satisfaction, the p-values are all greater than 0.05. Therefore, we fail to reject the null hypothesis, indicating no significant association between gender and these aspects of online shopping behaviour.

6. Findings:

Based on the comprehensive analysis of online shopping behavior in Surat City across various demographics and aspects, several key findings emerge.

Demographic Insights:

Gender: There is a notable gender gap in online shopping behavior, with 58% of respondents being female and 42% male. This suggests that females are more inclined towards online shopping than males in Surat City.

Education: The majority of online shoppers in Surat City possess an undergraduate degree (72%), followed by postgraduates (16%) and those with a Higher Secondary Certificate

(HSC)(6%).

Income: The largest proportion of respondents fall into the ₹10,000 - ₹30,000 income range (36%), followed by below ₹10,000 and ₹30,001 - ₹60,000 (22% each). A smaller percentage falls into the higher income brackets.

Occupation: Most respondents are engaged in private jobs (38%) or are homemakers (35%), while smaller percentages are involved in business (22%) or government jobs (3%).

Behavioural Patterns:

Frequency of Online Shopping: The majority of respondents shop online between two and fivetimes per month, with 36% falling into this category. However, there is a segment of highly active online consumers (8%) who shop six or more times per month.

Preferred Products for Online Purchase: Apparel and fashion are the most popular categories for online purchases (33.8%), followed by beauty & personal care (20.2%) and electronics (14.9%).

Customer Experience Insights:

Reliability Test: Product quality and customer support are rated highly reliable, while productselection and overall satisfaction raise concerns with lower reliability.

Descriptive Statistics: Positive ratings are given to customer service and product quality, although there is room for improvement in areas such as product descriptions, search functionality, and pricing transparency.

Mann-Whitney Test: There is no significant difference in buying behaviour across genders forvarious aspects of online shopping.

Kruskal-Wallis Test: There is no significant association between age and different aspects of online shopping behaviour.

7. Discussion:

The analysis reveals a nuanced understanding of online shopping behaviour in Surat City. While females dominate online shopping demographics, factors such as education, income, and occupation also play significant roles in shaping buying behaviour. Apparel and fashion emerge as the top categories for online purchases, highlighting the importance of catering to fashion-conscious consumers. Improving product descriptions, search functionality, and pricing transparency can enhance the overall customer experience. Additionally, efforts to address gender disparities and target specific demographics can further boost online retail

growth in the region.

Overall, the findings provide valuable insights for businesses and policymakers to tailor their strategies and improve online shopping experiences for consumers in Surat City.

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