"ONLINE SHOPPING BEHAVIOR OF CUSTOMERS"

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BACKGROUND: THE LITERATURE

- Main factors affect customer's behaviour when they do shopping online.

- Theory 1   Convenient

- Darian(1987) mentions that customers have many pros in terms of convenience. For example, less physical effort, less time consuming, flexibility and others.

- According to Hofacker (2001) E- shopping is approachable day and night.

- According to survey 58 percent of shoppers do shopping online, in case that it works 24 hours, and 61 percent of people make a purchase online to avoid crowds and wailing lines especially on weekends or when its holiday.

- E-commerce become much more easier and faster. Online shopping can provide many privileges such as diversity services and products . (Lim and Dublnsky ,2004)

- Theory 2 Gender differences also manifest themselves in product research strategies - men tend to seek by a product, and women by brand. Maxwell (2015)

OVERVIEW OF METHODOLOGY USED

- The research work has used primary and secondary resources.

- The research has both used qualitative and quantitative methods to collect the data.

- The researcher has used a questionnaire and interviews

HYPOTHESIS

- Customers prefer to buy products from internet because they believe that it is convenient.

- Customers consider that online shopping saves time.

- Most of customer believe that online shopping saves money.

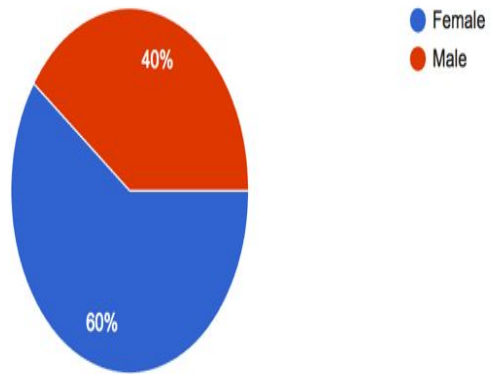- Some customers have fears when they make a purchase.

FINDINGS
QUANTITATIVE RESEARCH

THE RESEARCHER HAS USED A QUESTIONNAIRE THE 13 QUESTIONS WERE GIVEN TO 15 RESPONSES .
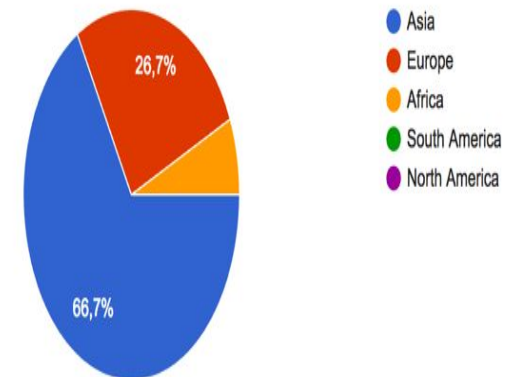

What is your gender?

15 ответов

- Female
- Male

40%

60%

Where are you from?

15 ответов

- Asia
- Europe
- Africa
- South America
- North America

26,7%

66,7%

FAVORITE ONLINE SHOPS -AMAZON. ITS PERCENTAGE WERE 93.3% OTHER AS TAOBAO AND E-BAY WERE POPULAR COMPARE TO OTHERS. WHEN CUSTOMERS MAKE A PURCHASE MOSTLY THEY BUY AIRPLANE, BUS, TRAIN TICKETS, ITS PERCENTAGE WERE 86,7% THE SECOND ONE IS CLOTHES BY POPULARITY, ITS PERCENTAGE WERE 73.3% AND THE THIRD WERE TECHNIQUES, ITS PERCENTAGE WERE 66.7%
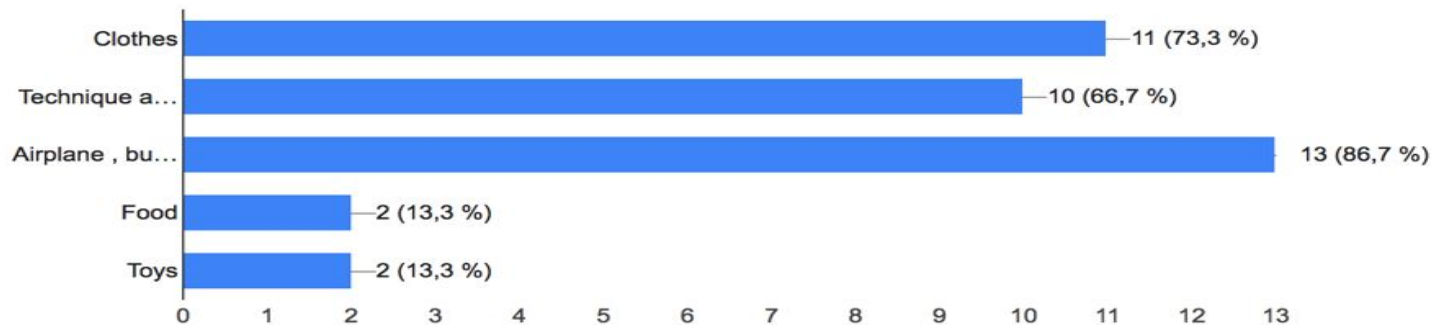
Rank your favourite online sites

15 ответов
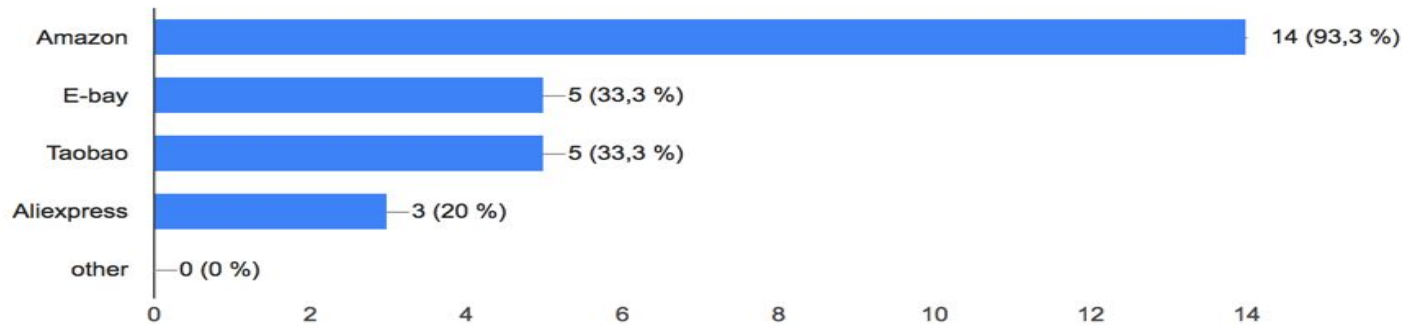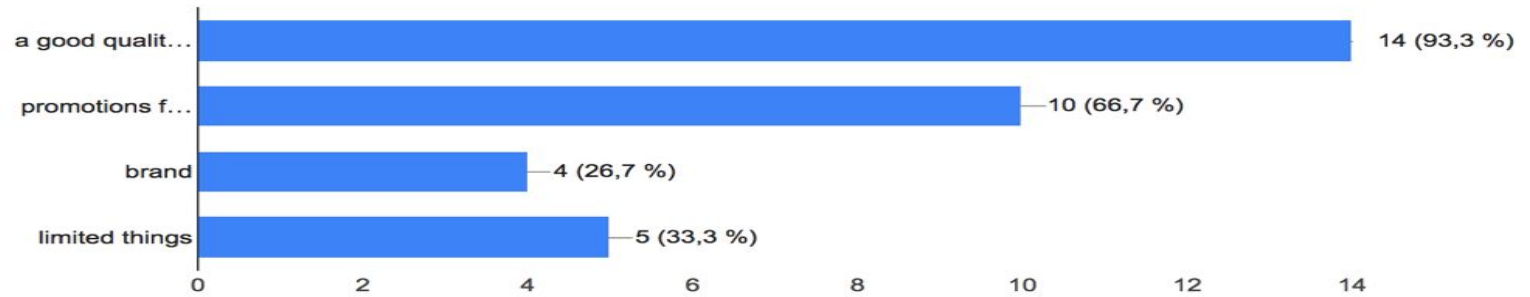

What do you mostly buy when you make a purchase?

15 ответов

1 CHART -LOOK AT THE QUALITY OF THE PRODUCT. 66.7%
THE SECOND CHART -MOST OF CUSTOMERS THINK IT SAVES THEIR TIME 86.7%, 73.3 THINKS ITS
CONVENIENCE AND 20% BELIEVE THAT SHOPPING ONLINE CHEAPER COMPARE TO THE STORE.

Which factors influence your decision on which product to buy ?

15 ответов

Factor	Count
a good qualit…	14 (93,3 %)
promotions f…	10 (66,7 %)
brand	4 (26,7 %)
limited things	5 (33,3 %)

Why do you make a purchase online?

15 ответов

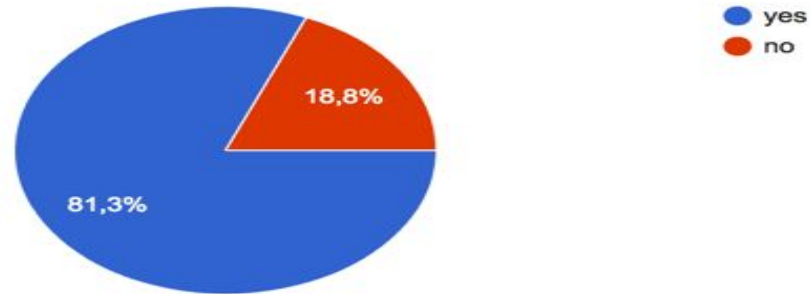| Reason	Count
saves time	13 (86,7 %)
convieneince	11 (73,3 %)
cheaper	3 (20 %)

THE LAST TWO CHARTS SHOW WHETHER THE PROBLEM BUYERS EVER HAD WHEN THEY MADE AN ONLINE PURCHASE

Have you ever had a problem when you ordered something on the internet?
16 ответов

- yes
- no

18,8%

81,3%

If yes,what kind of problem?
13 ответов

- a bad quality of the product
- damaged
- different in real life than on the internet
- non-delivery
- delay in delivery
- other

23,1%

38,5%

15,4%

15,4%

QUALITATIVE RESEARCH I HAVE INTERVIEWED TWO PEOPLE ABOUT SHOPPING ONLINE. I HAVE ASKED SOME QUESTIONS SUCH AS 'WHAT WOULD YOU RECOMMEND TO IMPROVE ONLINE SHOPPING?'

- improve the work of the sites to which shopping is done.

- to provide photos with as real that they look

MATCH FINDINGS TO HYPOTHESIS

- Customers prefer to buy products from internet because they believe that it is convenient. (True)

- Customers consider that online shopping saves time. (True)

- Most of customer believe that online shopping saves money (True)

- Some customers have fears when they make a purchase. (True)

- Women are more interested in making a purchase. (False)

CONCLUSION

- This research had discovered and evaluate different theories,

- The research and analysis of this study was developed by using a primary and secondary resources which have included questionnaire and interviews. Questions and the interviews allowed to do a full analysis of research thanks to participants which were involved in the process, due to participants we got they are opinions and perceptions about making a purchase online.

RECOMMENDATIONS

- limiting factor of this project was lack of the materials relating to a subject

- It would be good for the library to have more resources and books on this topic.

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THANK YOU FOR ATTENTION!