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# The Factors That Influence Consumers Towards Online Shopping

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# Introduction

- Online shopping, sometimes known as e-shopping, is a type of electronic commerce that allows customers to buy goods or services directly from a vendor through the Internet using a computer browser.
- E-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online frontend, and e - shopping are some of the other names for it. Purchasing through an online retailer's mobile-optimized internet site or app is referred to as mobile commerce (or m-commerce)."

*(Zuroni & Goh, 2012).*



# Consumer behavior

- Consumer behavior is ‘the study of people, groups, or organizations and the procedures they use to choose, obtain, and dispose of products, services, experiences, or ideas to meet wants, as well as the effects these activities have on the consumer and society.’ (*Kuester, 2012*)
- Every individual's consumer behavior is unique, based on their purchasing preferences, which are impacted by purchasing habits and preferences, which are in turn influenced by psychological and social factors that impact the buyer behavior. (*Brassington, F. and Pettitt, S., 2000*)



# Types of consumer behavior

Complex buying behavior

Dissonance-reducing buying behavior

Habitual buying behavior

Variety seeking behavior



# E-commerce

- *The World Trade Organization* defines e-commerce as, "e-commerce is the production, distribution, marketing, sales or delivery of goods and services by electronic means."
- Global retail e-commerce could be worth \$27 trillion by 2020. *(Rodriguez, 2020)*
- **There are three main types of e-commerce:**
  - Business-to-business (websites such as Shopify)
  - Business-to-consumer (websites such as Amazon)
  - Consumer-to-consumer (websites such as eBay)



# Consumer behavior over the internet

- Consumers on the internet are always looking for new items, fresh appeal, and, most importantly, price suitability with their budget. The online is the finest method to save time and money by shopping online at home or anyplace within their budget. *(Imran Khan, 2018).*
- Online shoppers have no restrictions when it comes to buying. They also use the internet to compare pricing of goods and services, read news, access social media sites, and seek for information, among competitors . *(Imran Khan, 2018).*



# Factors that effect consumers towards E-shopping



**Web design**



**Security**



**Information quality**



**Payment methods**



# Advantages and disadvantages of online shopping

## Advantages:

- Saves time and efforts.
- Convenience of Shopping at home.
- Wide variety / range of products are available.
- Good discounts / lower prices.
- Get detailed information of the product.
- Customers can compare various models / brands.

## Disadvantages:

- Delay in delivery
- Lack of touch and feel of merchandise in online shopping
- Frauds in online shopping
- Hidden costs

# Literature review

- Most of the papers are recent the oldest article was published in 2013 and the newest paper was published this year in 2021.
- 90% of the articles agreed that when making an online purchase, customers disregard the value of price, convenience, trust, and loyalty.
- 10% of the articles on the other hands, the results were different a fair amount of the population is afraid to shop online due to the following reasons: **first they don't trust the online process when it comes to shopping, most consumers like to have face to face interaction when they want to purchase a product**, they like to feel the tangible material of the product, I noticed these results came out of the papers that were done in small cities or in regions with small population.

**CONCLUSION!**

In conclusion, many people around the world prefer to shop online and buy products from several brands and companies that they cannot find or are not available for purchase in their home countries. Nowadays, and with the help of the new technology and the support of the internet, people from all around the world started to purchase items online by simply sitting in their homes. Purchasing items and products through the Web is a very easy task to do.



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**THANK YOU!**

**ANY QUESTIONS?**