

## To Study the Consumer Buying Behaviour Pattern Regarding Online Shopping

Trupti Sachin Gupta and Riddhi Zaveri  
PTVA's Institute of Management, India

### ABSTRACT

Online shopping industry has been booming now days, and after the current pandemic situation everything becomes more convenient on online shopping sites where websites like Amazon, Flipkart, Myntra, E-bay and other sites where one can find literally everything under a single roof leads to a great shift for online and E-commerce industry. Knowing the factors affecting consumer buying habit and their behaviour could create a great buzz and hike in online industry, This research paper focuses on various factors affecting consumer's buying habit and their buying behaviour which when analysed could work in favour of online industry and entrepreneur and they can use this data for marketing and advertising their product to create a greater impact on their consumer and also form a strong brand base creating a loyal customer. This research paper also shows the impact of factors like social , economic , monetary , sale , coupons , variety, great quality and authenticity .It is observed that when there is a sale like Big billion day or Great Indian festival people tend to buy more as well as when brands use various techniques like social media marketing, influential marketing and digital marketing, where a survey was conducted which justifies the fact that various factors do affect buying behaviour and buying habit of consumer and also profits the business.

Keywords: Online shopping, social media marketing, Influential marketing, Factors affecting consumer buying habit, Consumer behaviour.

### 1: INTRODUCTION

In these global pandemic eras, where people were locked inside their house feeling basic necessity was a difficult task for many people, this was the moment when the E-commerce business rise to its pick of around 18% which was 13.6% in 2019 and is said to be around 21% in 2024. This rise in the market was influenced by various factors observing the current environment ,with the rise of E-commerce the industry has also seen an elevation for technology. The online market is a rapidly marketplace, and online buying is a fastgrowing condition. Increasing numbers of people are shopping for things online. For online buying, the quality of the services and products is quite crucial. [1] As a result online shopping environment are becoming more important in the overall connection between marketers and consumers creating wonderful opportunity for brands like Amazon, Flipkart, Myntra, Lens-kart and many more to create a market where they can market their product effectively leading to profits for their business. Online shopping has seen a sudden rise as there is a shift observed by Gen-z and millennials, as now we can easily buy or find anything and everything online creating a greater demand of online shopping which is used as an advantage by many firms in influencing consumers buying habit. Marketing on social media not only helps in promotion of products at minimum cost but also reaches to maximum people as now-a-days right from children to adults they all have one thing in common that is mobile phone and internet where you can literally buy your favourite pair of shoes or any apparel all around the world at just a single click by sitting in your comfort zone. [2]. Technology is like cherry on cake for E-commerce websites as it makes the marketing of product quite convenient and interesting. Technology has introduced us to numerous new brands and website similarly new areas to analyse consumers buying habit and understand their behaviour and use this information to their own benefits and form a brand's base. Brand is a reference to a business which helps people identify a product, or company , It is said to be a promise to consumer that the product they are using is of a superior quality like Nike ,Audi, Apple all the brands mentioned here are a statement. Consumers have a blind faith on these brands and these products do serve its purpose, once you have a strong base over brand you don't need to market your product the brand itself brings in customer loyalty which is one of the essential thing for an Entrepreneur.

For retail shoppers, the internet is a more useful shopping medium. In recent years, online stores have become increasingly crucial in terms of services and time savings. People's desire to shop via the Internet is largely motivated by the need to save time [3]

One of the most significant challenges to internet buying is a lack of consumer trust in the product. The link between knowledge and quality, on the other hand, is undeniable.

Millennials are the primary consumers and followers of social media, which has become one of the most boomi

ng areas. Regardless of whether they are in the private or public sector, social media marketing (SMM) has become the trendiest medium of promotion for most businesses.

The majority of entrepreneurs, whether small, medium, or large, use social media to promote their businesses and generate leads.

Entrepreneurs have recognized the value of social media in terms of brand awareness and consumer relationships. [4]

In comparison to traditional shopping, the internet platform adds a more convenient and appealing place to shop for consumers, such as the ability to view and buy new products at any time, visualize their needs with products, compare different brands of products with other consumer options up on delivery, and so on. [5]

## **2:-SECTOR OVERVIEW**

Online shopping was introduced long ago, with a limited number of companies but as the consumer sales increased, we saw a rise in companies providing their products online. Online shopping has seen an increase of around 25% from the year 2020, witnessing a pandemic rise, as majority of consumers found it very convenient to buy products online right from electronics to basic essential necessities, consumers could find it all under a single roof. However for online shopping, consumer satisfaction holds an important spot as with the rise in consumer shift there is also a rise in competition so it is very essential for a brand or company to witness consumer loyalty by providing them superior services and products [6]. Amazon, Flipkart, Myntra, Lenskart are some of the leading online shopping websites who have succeeded in online selling of their products by successfully understanding consumer's buying behaviour and using it for their own benefit to market their product as they had a brief understanding of what exactly does a consumer look upon for buying a product online. This sector increased its sales drastically as consumers get a wide range of varieties, along with quite reasonable pricing. Here one can compare two or more products quite easily and also could return the product if you are not satisfied without going anywhere which saves a lot of time on consumers' end and the consumer is satisfied as he gets what he wants by sitting at any corner and order goods from any website he wishes to [7]. With this basic understanding of consumer companies can market their product quite conveniently by providing ads of the product and also promoting their product on social media like Facebook marketing, Instagram post, WhatsApp marketing, linked in marketing, also on twitter these social media applications have laid a helping hand in rise of online shopping. As today's generation has a screen time of around 6-8 hours a day, while the maximum time spent is on Instagram and other social media applications, hence the companies have got a new approach of starting to market and advertise their product on social media apps so as they can get maximum views leading to an increase in demand of consumers buying the goods. On an average around 2.14 billion people have purchased goods online till 2021, [8] because of global pandemic and also various lucrative offers provided by online shopping websites like "Big Billion Day", "Great Indian Festival" and many other seasonal sales which motivates people to buy more and more products online leading to a higher profit for online shopping websites.

## **3:-LITERATURE REVIEW**

### **1. Factors Influencing Online Shopping Purchases**

Yi jin lim, Abdulla Osman, Shahrul Salahuddin, Abdul Rahim Romle along with Safizal Abdullah in their paper discussed about how internet became an essential tool used for marketing in the business world and predicted their results with the help of proper analysis and research conducted on around 600 people by the data was then evaluated using analytic software such as SPSS and AMOS.

The Theory of Planned Behavior serves as the foundation for this study (TPB). [12]

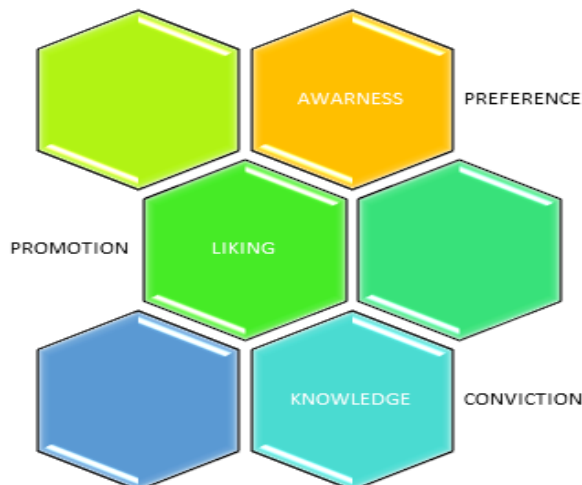
.claim that the modified TPB model has superior interpretation ability than the pure TPB and TRA models. Because online shopping is technologically oriented, it is appropriate to alter TPB model in this empirical investigation to provide a more complete architecture of online shopping behaviour. The theoretical foundation for this study was updated to suit the current study by adding one variable (perceived usefulness) to the TPB model in order to improve Ajzen's Theory of Planned Behavior (TPB). Obtained from three assumptions were found to be supported.

### **2. Consumer Online Purchases and Social Behaviour**

This paper has its major focus on few techniques used for marketing like Search engine optimisation where advertisers pay to certain search engine as a part of mechanism where when people search for that word it directs them their shopping site or for instance when a person looks for a particular product on search engine, that product is seen flashing over all the social media sites visited by the user as a part of marketing strategy

used by giants like amazon ,Flipkart ,Myntra and other shopping sites .It is said to be one of the most useful and effective form of social media marketing where either by consumers will or due to being annoyed due to repetitive ads ends up buying certain product which leads to increase in sale of online products also depicting a major part of behaviour of consumers on online shopping site.[13]

The purchasing funnel (also known as the purchase funnel, buying cycle, or purchase cycle) is a staged process by which customers purchase a product from the first time they become aware of it to the ultimate act of acquiring it [14] Advertisers who are familiar with the buying funnel will be able to better monitor and consumer behaviour throughout the sales cycle. This tunnel includes various phases like



Whenever a consumer wants to buy a good he needs to be aware initially after which he will gain more knowledge on the same after which the consumer most probably develops liking for product.

The three key roles of advertising are represented by the six steps listed here [15]

(1) Information or concepts are associated to awareness and knowledge, (2) attitude or sentiments about the object are related to liking and preference, and (3) the next two phases, conviction and purchase, are tied to action.

### 3. Influence of Social Media on Consumer

As per author Dr.Vinoth and Dr. Dilip in their research paper concludes that, in comparison to traditional shopping, the internet platform adds a more convenient and appealing place to shop for consumers, such as the ability to view and purchase products at any time, visualize their needs with products, compare different brands of products with other consumer games up on delivery, and so [16]

Now a days we can witness a shift in consumer buying behaviour as maximum people have started shopping online and lead to a shift of segmented market to standard , Which leads to a conclusion of a great potential of social media and online shopping sites with digital marketing as to comprehend their customer's post purchase behaviour ,author also emphasize on future research should include customer concerns with social media marketing, engagement , post purchase behaviour and the influence on promotional campaigns as per this study

Numerous obstacles have hampered the expansion of e-commerce in these economies.

According to Uwemi and Fournier-Bonilla), [17]

Consumers in industrialised nations have grown accustomed to using the Internet and have benefited from e-commerce, which has changed their lifestyles.

Consumers in poor countries, on the other hand, are accustomed to face-to-face transactions, do not trust computerised systems, and cannot afford the risk.

This situation highlights the importance of researching the critical aspects that may lead customers in developing countries to adopt e-commerce in order to reap the same economic and social benefits as developed countries.

The goal of this study is to evaluate the key ideas concerning consumer behaviour and decision-making from a social psychology approach. Here they even try to understand aspects of culture in consumer behaviour and they have a great impact on national culture. As per indices of the features that characterize the national culture, [18]

#### 4. Impact Of Social Media Celebrity's Post On Consumers.

According to author Abaid ullah zafar and Mohsin Shahzad, multiple interacting variables, social commerce has changed the consumption experience users are more likely to buy impulsively in such environment in case of S-commerce, with help of latent state trait theory this study looks into influence of celebrity's post authenticity, emotion polarity, observational learning and impulse purchase behaviour. [19]

#### 4: -RESEARCH METHODOLOGY

##### PRIMARY DATA

Primary data is referring as data which is collected in form of questionnaires, survey data, examination and other form in order to generate more detailed view of research topic and get a better idea on the same.

For the research 95 samples were collected by providing a questionnaire consisting of around 16 questions based on various marketing techniques and consumer's buying behavior and analyzing it and understand various factors affecting consumer's buying decision

##### SECONDARY DATA-

Secondary data refers to a part of organizational record maintenance using existing data created by huge government institute, healthcare services and others, which is then retrieved from a variety of data files.

##### SAMPLE DESIGN-

A sample design is a method for selecting a representative sample from a sample of participants which refers to method or strategy used by the study to pick things for the sample.

##### OBJECTIVE-

1. To analyze consumer behavior -
2. To understand consumer's buying habit
3. To recognize factors affecting buying habit
4. To understand influence of social media marketing and various tools used for marketing



To facilitate the transition to online activities, particularly in commercial aspects, demand for online data services and logistics has expanded. Although the sale rate has been considerably greater for seller as evidenced by the aforementioned data, negotiating power has migrated to the customer because they can acquire more information about products and compare costs more easily before purchasing.

This has resulted in an increase in online purchases of items and digital services, which may influence consumer's attitudes toward online shopping as a result of the convenience. This makes it more competitive to satisfy buyers in an online market, and it makes brand loyalty less important. [9]

In the current pandemic scenario we all noticed increase in sales and purchase of particular products like mask, sanitizer, gloves etc. similarly consumer's buying habit depends on the external environment like we see rise in clothing apparel sales during Diwali, Ganpati, or other such occasion whereas during months of February to April we observe a decline in apparel purchases and in case of any sale or big billion days we observe consumer ends up buying much more than what would be needed indicating variation in consumer's buying habit.

Similarly, there are various factors affecting buying habits of consumer



Consumer buying behaviour is highly influenced at various stages of consumers decision making process during buying.

Consumer behaviour has changed as a result of it. Consumers are no longer waiting for corporations to send them messages; instead, they are searching for information immediately on social media. By permitting mutual connection, social media has drastically impacted consumer-business relationships [10] and a new advertising method known as "Social Media Marketing" has emerged.

Consumers' goals for using social media provide insights into their lives. Consumers have three primary goals or purposes while using the Internet as a medium: information, entertainment, and social interaction [11]

## 5:-DATA ANALYSIS AND INTERPRETATION

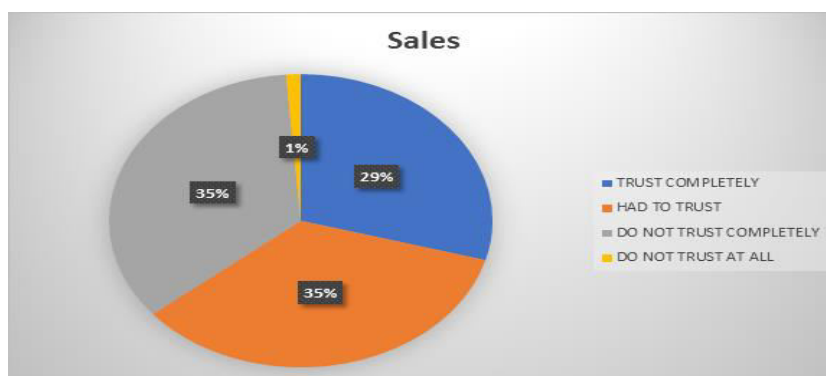
### 1. Familiar Online Shopping Sites-

Sr.No	Particulars	Frequency	Percentage
1	Amazon	35.37	35.37
2	Myntra	23.60	23.60
3	Flipkart	9.8	27.83
4	E-bay	1.6	4.71
5	Shopee	1	2.83
6	Meesho	2	5.66

The above table and chart represent various online shopping websites used by consumer on a regular bases, according to the data collected around 35%no of people are quite familiar with Amazon while few people find Myntra more relevant then flip kart at 23.60% and 27.83% range, with just 4.71%, 2.83%, 5.66% no of clicks E-Bay, Shopee and Meesho were a little fewer known website.

### 2. Authenticity of Product-

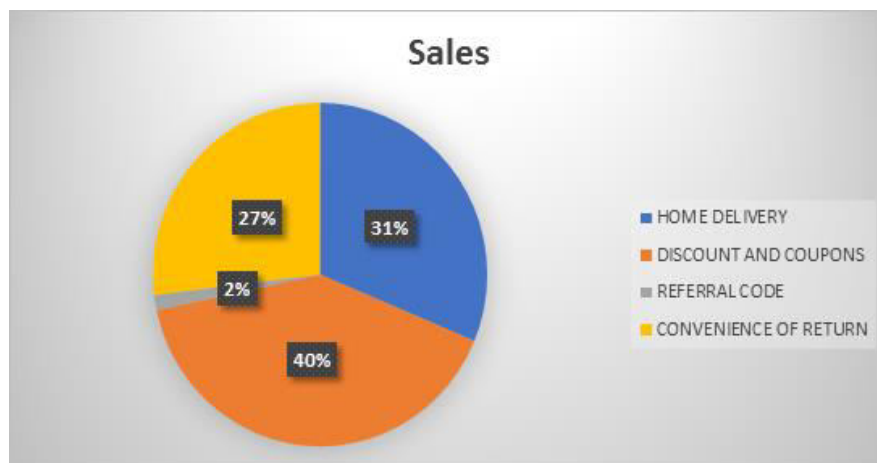
Sr.No	Particular	Frequency	Percentage
1	Trust Completely	28.7	29
2	Had To Trust	34	35
3	Do Not Trust Completely	34	35
4	Do Not Trust At All	3.2	1



The above data and chart represent consumers experience on authenticity of product which plays a major role in consumer buying behavior as 29% no of people feel they can trust completely, while 35% no of people had to trust the authenticity of product, while 35% with 1% are the people who do not trust authenticity of products online.

### 3. Attractive Point

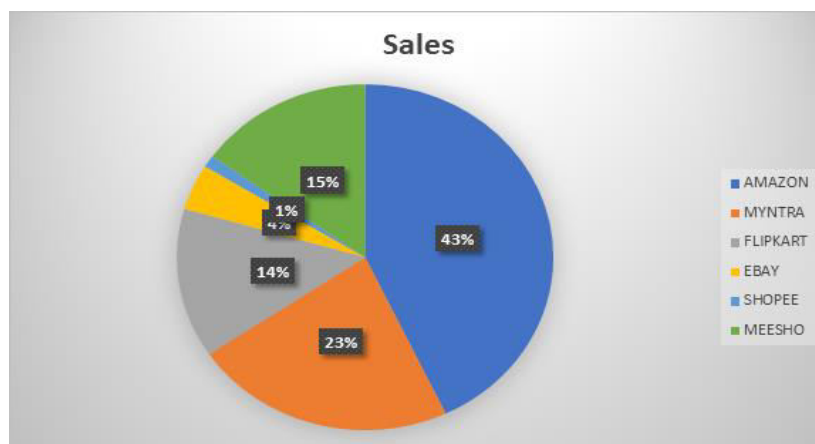
Sr.No	Particular	Frequency	Percentage
1	Home Delivery	30.4	31
2	Discount And Coupon	39.1	40
3	Referral Code	4.3	2
4	Convenience Of Return	26.1	27



The above data and chart represent several attractive points according to consumer 31% no feel home delivery is an attractive point, while 40% no of people find discount and coupons as an attractive part of online shopping where as convenience of return is an important point for 27% people and only 2% people feel referral code as a main point.

### 4. Last Viewed Advertisement

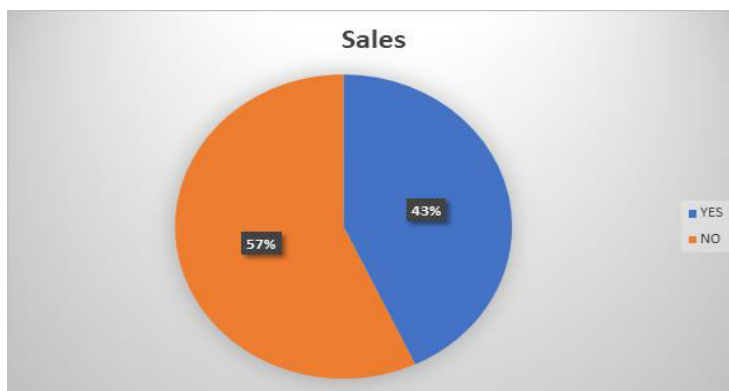
Sr.No	Particulars	Frequency	Percentage
1	Amazon	22.6	43
2	Myntra	14	23
3	Flipkart	22.6	14
4	Ebay	15.1	4
5	Shopee	4.3	1
6	Meesho	1.1	15



The above data and chart represent few last viewed advertisements where 43% people saw amazon's ad, 23% saw Myntra's ad, and 14% people saw flip kart's ad and 4%, 1% and 15% people viewed eBay, Shopee and meesho ad.

**5. Product showcased on digital advertisement**

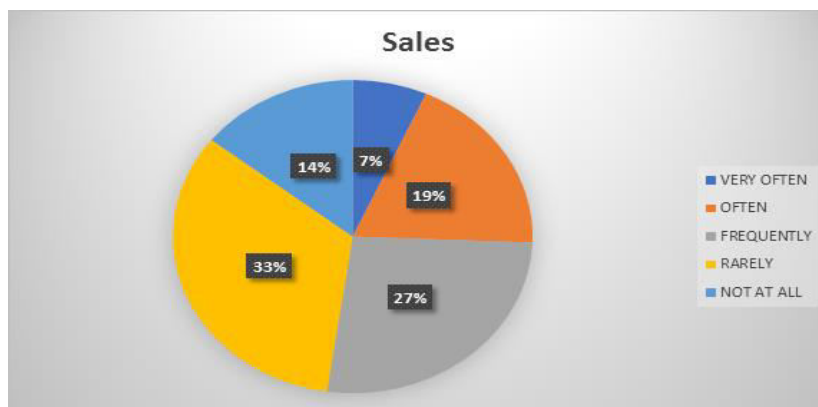
Sr.No	Particular	Frequency	Percentage
1	Yes	41.9	43
2	No	58.1	57



The above data and chart represent advertisement decision made by people where around 57% people control the advertisement on their social media handles while 43% do not do the same.

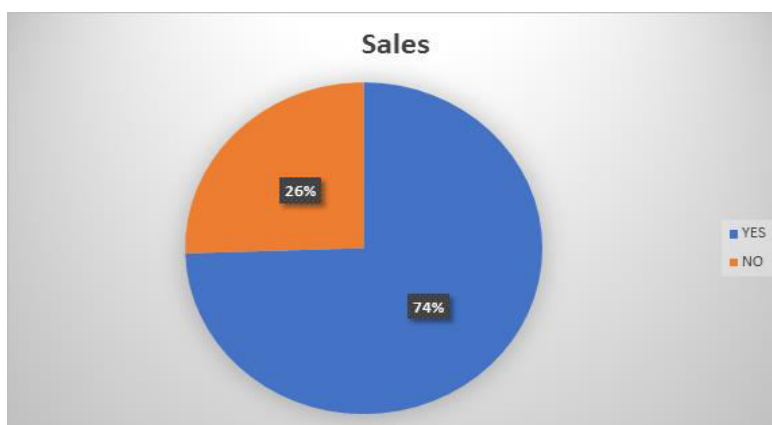
**6. Purchase from Repetitive Ads**

Sr.No	Particular	Frequency	Percentage
1	Very Often	6.7	7
2	Often	18.9	19
3	Frequently	26.7	27
4	Rarely	33.3	33
5	Not At All	14.4	14



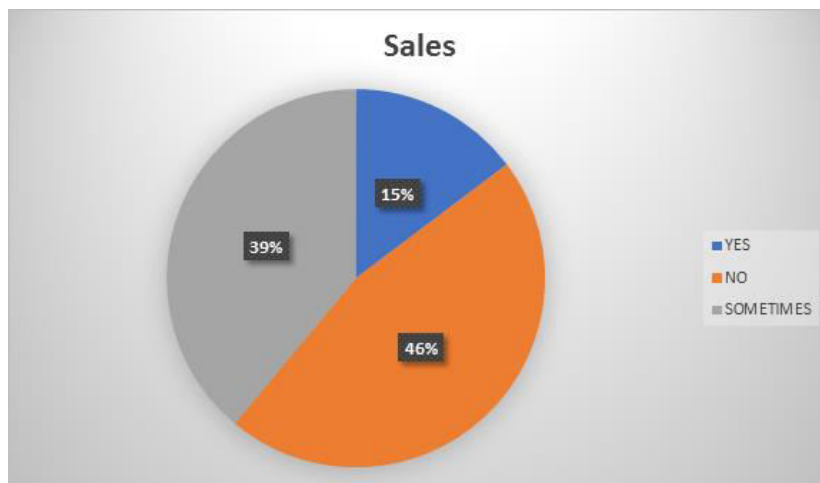
The above data and chart represent what is the occasion of them buying the product where around 7% people buy products very often, 19% buys it often, 27% buys it frequently, 33% buys rarely and 14% do not buy it at all.

**7. Emerging Innovation**



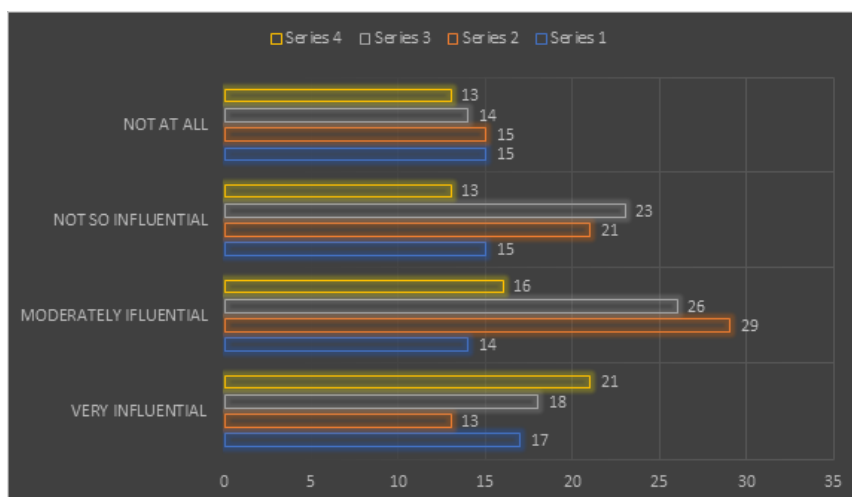
The above data and chart represent consumer's buying behavior on bases of emerging innovation where around 74% do believe and buys the emerging innovation where 26% do not.

### 8. Products by Influencers

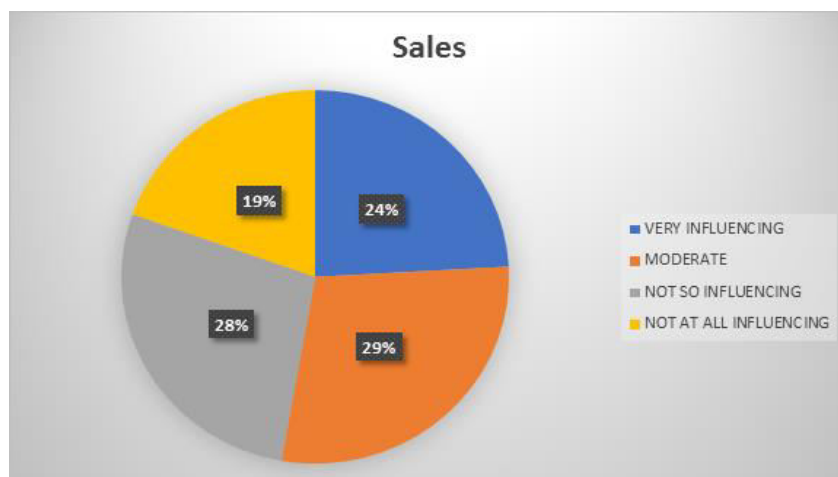


The above data represents the effect of influential marketing where around 15% people buys the product, 46% do not and 39% buys the product at times.

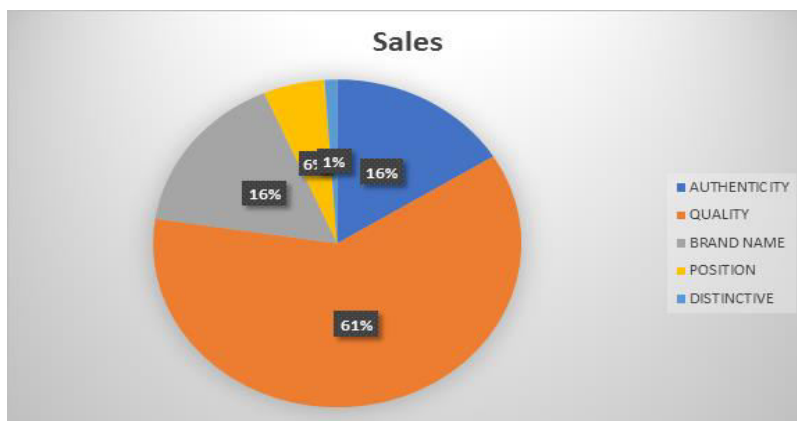
### 9. Influential Marketing



The above data and chart represent how influential is influential marketing for people where it was found around 24% people found influential marketing very effective ,29% while people found it moderately influential, while 28% found it not so influential and 19% found it not at all influential.

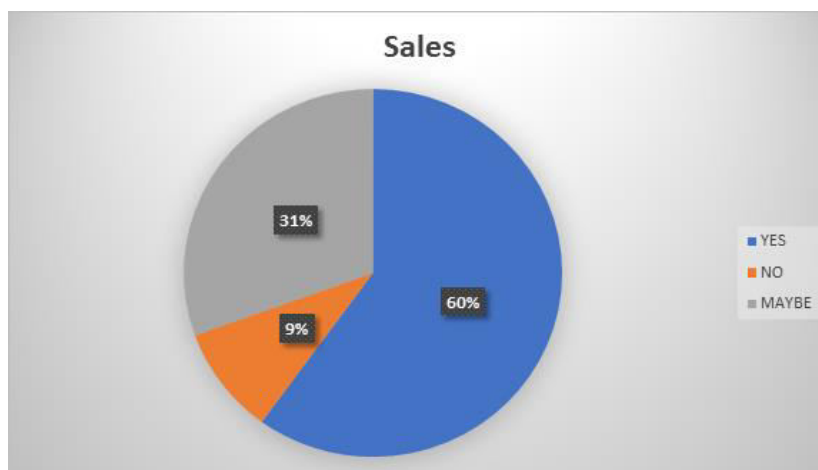


### 10. Attributes of a Brand



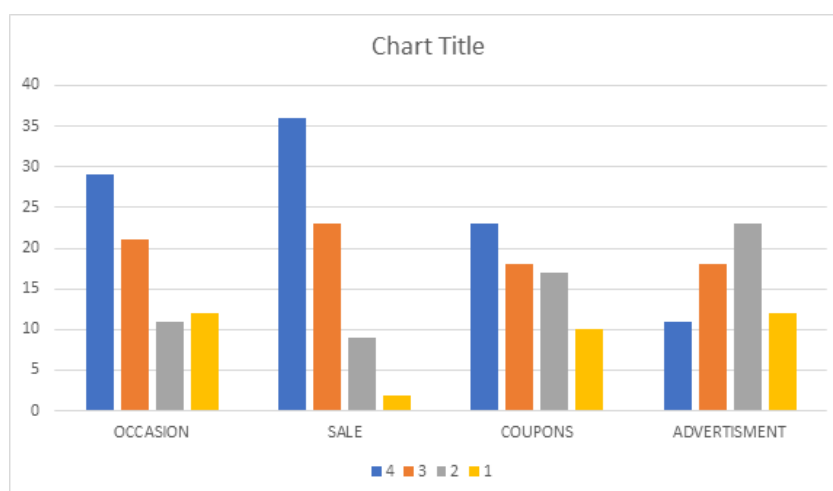
The above data and chart represent various attribute of brand where around 61% feel quality is a major attribute while 16% find brand name as an attribute and 16%, 5% and 1% feel position, authenticity and distinctive as a major attribute respectfully.

### 11. Referral Code /Coupons



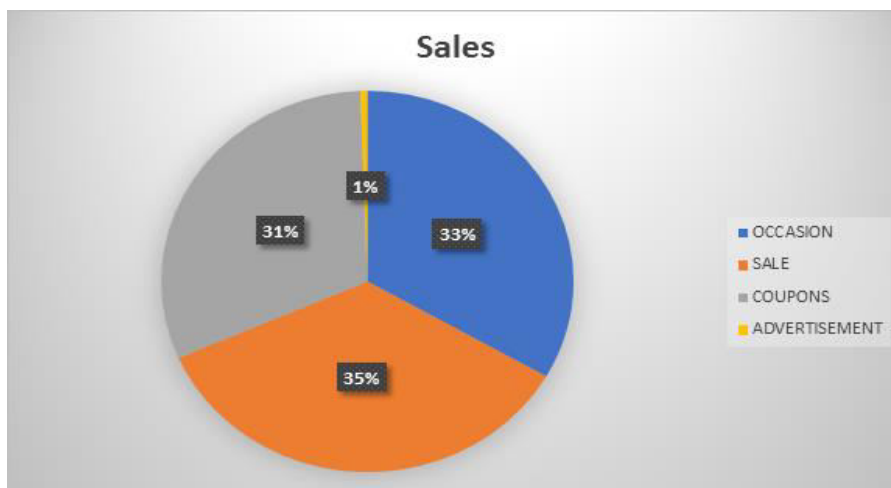
The above data and chart represent use of referral coupons and discount on online sites where around 60% people use this coupon, 9% do not use it and 31% may use it at times.

### 12. Factors Affecting Buying Decision

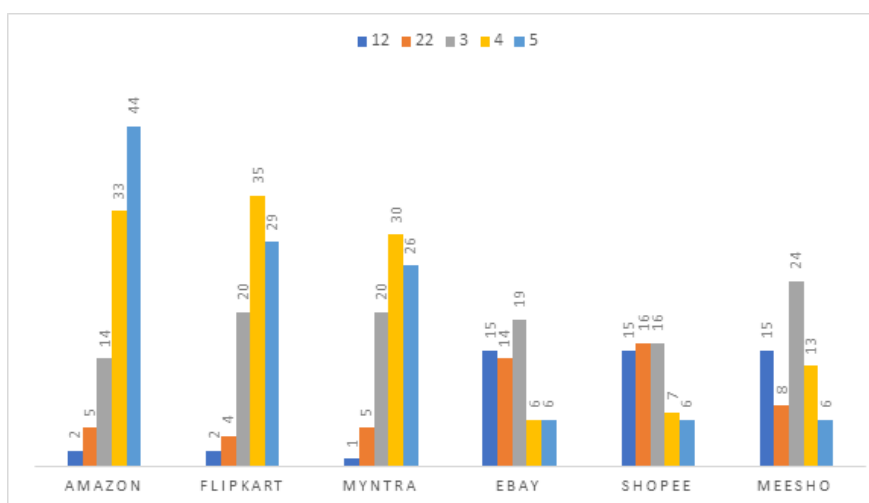


The above data and chart represent various factors affecting consumer's buying behavior

Where occasion influences 35% people, sale influences 33% people, coupons affect 31% people and advertisement affects 1% people



### 13. Rating of Websites



The above data and chart represent what do people feel or how was their experience on online shopping sites where 30% people found Amazon better, while 30% people feel flip kart effective, while Myntra liked by 30% number of people, while eBay, Shopee and meesho were loved by 4%, 2%, 4%.

### 6: SUGGESTION

- Online shopping websites are indeed a boon for our society and is utilized on its maximum quantity
- Technology has paved the path for betterment of our society bringing new innovations in online shopping and innovative product formation as well
- This technology along with right strategy leads to a new brand formation and also innovation of existing brands creating wonderful opportunities for consumers and entrepreneur as well
- Online shopping websites have a complete understanding of various factors affecting consumers buying behavior delivering correct product at correct time and correct place.
- A proper analysis of consumers buying habit can be benefitted to both consumer and business person creating a wonderful opportunity for marketing of a product

### 7: CONCLUSION

As in the current scenario technology is booming all round the world, noting down the current scenario of the global pandemic where it would have been next to impossible to survive without technology and online shopping site have paved the path for betterment of worldwide. Currently online shopping sites have millions of user and with the help of same we can find any goods from any random place at any time for a comparatively lower cost and numerous varieties and also superior quality luxury products at our comfort zone or just by clicking few websites at the comfort of your home. Be it Louie Philippine or a local apparel brand we find it listed all together sharing the same platform, also online shopping has created marvellous opportunity for locals or small-scale business solving problem of inflation. Online shopping and technology go hands in hands and

created a great buzz amongst consumers and entrepreneurs creating an amazing platform benefiting both ends. Online shopping is one of the best solutions in today's hectic world, and maximum number of consumers are shifting online as not only is it quite convenient but also consumer gets the overall benefits and leverages, while studying consumer behaviour we observe that various factors affecting consumer buying needs to be studied and its future scope should be explored.

#### REFERENCES AND WEBLIOGRAPHY

1. <https://reader.elsevier.com/reader/sd/pii/S2666518221000383?token=377F996126655277AC66A74700D2E1FAB014E5FC6CAB051A4E76CD6D112F0C4C0F1B1250FF20E0485B65EB5EF7C6E06F&originRegion=eu-west-1&originCreation=20220218070439>.
2. A.S. Ajina The perceived value of social media marketing: An empirical study of online word of mouth in Saudi Arabian context. *Entrepreneurship and sustainability Issues*, 6(3) (2019), pp. 1512-1527].
3. [https://www.scirp.org/\(S\(czeh2tfqyw2orz553k1w0r45\)\)/reference/ReferencesPapers.aspx?ReferenceID=2170757](https://www.scirp.org/(S(czeh2tfqyw2orz553k1w0r45))/reference/ReferencesPapers.aspx?ReferenceID=2170757) Bhatnagar, A., Misra, S., & Rao, R. H. (2000). 'On risk, convenience and internet shopping behavior', association for computing machinery. *Communication of the ACM*; Nov 2000 43, ii, ABI/INFORM Global pg.98.]
4. [https://www.researchgate.net/publication/331344176\\_Social\\_Media\\_as\\_an\\_Effective\\_Tool\\_to\\_Promote\\_Business-An\\_Empirical\\_Study\\_social\\_media\\_as\\_an\\_Effective\\_Tool\\_to\\_Promote\\_Business-An\\_Empirical\\_Study](https://www.researchgate.net/publication/331344176_Social_Media_as_an_Effective_Tool_to_Promote_Business-An_Empirical_Study_social_media_as_an_Effective_Tool_to_Promote_Business-An_Empirical_Study)].
5. [https://www.researchgate.net/publication/358124126\\_Influence\\_of\\_Social\\_Media\\_on\\_Shopping\\_Behaviour](https://www.researchgate.net/publication/358124126_Influence_of_Social_Media_on_Shopping_Behaviour) Kanchan, U., Kumar, N., & Gupta, A. (2015). A Study of Online Purchase Behavior of Customers in India. In *ICTACT Journal on Management Studies* (Vol. 01, Issue 03, pp. 136-142) <https://doi.org/10.21917/ijms.2015.0019>.
6. <https://www.sciencedirect.com/science/article/pii/S0747563217306489S>. Gounaris, S. Dimitriadis, V. Stat hakopoulos "An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping *J. Serv. Mark.*, 24 (2-3) (2010), pp. 142-156.
7. <https://www.semanticscholar.org/paper/E-Service-Quality%3A-A-Meta-Analytic-Review-Blut-Chowdhry/ad806accba410bb54ebdad9459342938115fa1dM>. Blut, N. Chowdhry, V. Mittal, C. Brock E-service quality: a meta-analytic review *J. Retail.*, 91 (4) (2015), pp. 679-700.
8. <https://www.statista.com/statistics/251666/number-of-digital-buyers-worldwide/>
9. <https://www.sciencedirect.com/science/article/pii/S2405844021022726>
10. O. Ratchatanon, K. Sanlekanan, C. Klinsukon, J. Phu-ngam, Bank of Thailand Impact of E-Commerce Business on Local Entrepreneurs Bank of Thailand, Thailand (2019), pp.
11. [https://www.bot.or.th/Thai/MonetaryPolicy/EconomicConditions/AAA/ECommerce\\_paper.pdf](https://www.bot.or.th/Thai/MonetaryPolicy/EconomicConditions/AAA/ECommerce_paper.pdf)]
12. Hoyer, W.D, and MacInnis, DJ. (2010) *Consumer behavior*. 5th edn. London: South-Western engage Learning, pp. 389-390
13. [https://www.researchgate.net/publication/260259691\\_Consumer\\_Activity\\_In\\_Social\\_Media\\_Management\\_Approaches\\_To\\_Consumers'\\_Social\\_Media\\_Behavior](https://www.researchgate.net/publication/260259691_Consumer_Activity_In_Social_Media_Management_Approaches_To_Consumers'_Social_Media_Behavior) [(Heinonen (2011). Consumer activity in social media: Managerial approaches to consumer 'social media behavior *Journal of Consumer Behaviour* -Wiley Online Library. (n.d.). <https://onlinelibrary.wiley.com/doi/epdf/10.1002/cb.376> The influence of social media on purchasing behaviour can manifest itself in a variety of ways.]
14. <https://reader.elsevier.com/reader/sd/pii/S2212567116000502?token=ED634F4A1BF22C34D1C208BE865F44A3D976021F9CDF503DAAE92EB5D0745CDE4AA76E41239EEE74169E27BB7ABF8857&originRegion=eu-west-1&originCreation=20220226175714> Taylor and Todd (1995) Taylor, S., Todd, P. A., 1995. Understanding Information Technology Usage: A Test of Competing Models. *Information Systems Research*, 6(2), 144-176.
15. <https://reader.elsevier.com/reader/sd/pii/S2212567116000502?token=9DF85A37A3AB723A118AD0C863A86C4FE353218042D885A829944610052FD80D845385807490632C78844DE277677CDE&originRegion=eu-west-1&originCreation=20220222171234X>. Lu, X. Zhao Differential effects of keyword selection in search engine advertising on direct and indirect sales

16. Journal of Management Information Systems, 30 (4)(2014), pp. 299-326
17. <https://www.sciencedirect.com/science/article/pii/S2212567116000502> B.J. Jansen, S. Schuster Bidding on the buying funnel for sponsored search and keyword advertising Journal of Electronic Commerce Research, 12 (1)(2011), pp. 1-18
18. <https://www.sciencedirect.com/science/article/pii/S2212567116000502> R.J. Lavidge, G.A. Steiner A model for predictive measurements of advertising effectiveness Journal of Marketing, 25 (6) (1961), pp. 59-62.
19. <https://www.sciencedirect.com/science/article/pii/S2212567116000502>
20. <https://www.sciencedirect.com/science/article/pii/S2405844020311282>.Kanchan, U., Kumar, N., & Gupta, A. (2015). A Study of Online Purchase Behaviour of Customers in India. In ICTACT Journal on Management Studies (Vol. 01, Issue 03, pp. 136–142). <https://doi.org/10.21917/ijms.2015.0019>.
21. <https://www.sciencedirect.com/science/article/pii/S2405844020311282>K.H.U. Uwemi, S.D. Fournier-Bonilla Challenges of E-commerce in developing countries: Nigeria as case study Northeast Decision Sciences Institute Conference(2016), p. 31
22. <https://reader.elsevier.com/reader/sd/pii/S2405844020311282?token=D666B96F3DC50A28DC339225B2E2E9EBF07788D537F153EBC35085DA5265A75826923E95F9AACB2ACFE310E669069353&originRegion=eu-west-1&originCreation=20220222171418D>. Burton Cross-cultural Marketing: Theory, Practice and Relevance Routledge (2008)
23. <https://www.sciencedirect.com/science/article/pii/S2405844019363509#bib5>

#### ANNEXURE

##### 1. Amongst the websites listed below which are the most familiar online shopping websites?

- Amazon
- Myntra
- Flipkart
- E-bay
- Shopee
- Meesho

##### 2. How much do you trust the authenticity of the product purchase online?

- Trust completely
- Had to trust
- Do not trust completely
- Do not trust at all

##### 3. Which point attracts you the most?

- Home Delivery
- Discount and Coupons
- Referral code
- Convenience of return

##### 4. Among the brand mentioned below, which was the last viewed advertisement?

- Amazon
- Myntra
- Flipkart
- E-bay

- Shopee

- Meesho

**5. How do you find the quality of product ordered online?**

- Superior
- Optimum
- Low
- Vet low

**6. Do you decide product showcased in digital advertisement?**

- Yes
- No

**7. If yes, how often do you buy from repetitive ads?**

- Very often
- Often
- Frequently
- Rarely
- Not at all

**8. Do you trust emerging innovation in online shopping?**

- Yes
- No

**9. Do you buy products advertised by influencers?**

- Yes
- No
- Sometimes

**10. How influential is social media marketing for you?**

- Very influential
- Moderately influential
- Not so influential
- Not at all influential

**11. How often do you visit the website?**

- Once or twice
- More than twice a week
- Thrice a week
- More than twice a month

**12. What attributes makes you choose a brand?**

- Authenticity
- Quality
- Brand name

- Position
- Distinctive

**13. How much money do you spend per month on online shopping?**

- Below 500
- 500-1000
- 1000-3000
- Above 3000

**14. Rate the website? ?[On scale of 5 to 1 , where 5 being highest and 1 being lowest]**

- Amazon
- Flipkart
- Myntra
- E-bay
- Shopee
- Meesho

**15. Do you use coupons/referral codes during online purchase?**

- Yes
- No
- Maybe

**16. Rate the factors affecting buying decisions?[On scale of 5 to 1 , where 5 being highest and 1 being lowest]**

- Occasion
- Sale
- Coupons
- Advertisement