

Factors affecting online buying behavior of consumers: A study on Khulna city

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Abstract

The Internet has created a new market for both customers and organizations, and has been an alternative market to the traditional market. The main purpose of this study is to investigate factors affecting online buying behavior of consumers. To conduct this research 50 customers were selected at simple random sampling methods. This research is based on experimental study. A questionnaire was prepared with 5 point likert scale and close ended question. This study tried to find out some factors that influence customer in making online purchase. It was found that perceived benefit, psychological factors, website features affect the consumer buying behavior. Based on the findings it was recommended that decorated website, connection of E-retailer with customer after selling the product, secured payment method, refund system, more promotional efforts to shift customer from physical to online shopping etc. should be ensured.

Keywords: consumer behavior, online buying, electronic commerce

Introduction

Business world has changed extremely in recent years with the development of internet as essential business platform. There is no doubt that, online buying has grown extensively and rapidly in current business world. Online buying can be defined as an activity of buying goods or services electronically on the internet (Close & Kukar-Kinney, 2010)^[6]. Now most of the companies are trying to gain competitive advantages by using online marketing as business platform (Lee & Lin, 2005). The development of technology and internet has created unlimited opportunities for online shopping due to the compelling advantages, lower cost structures, broader product line, smoother transaction, convenience and customization. Nowadays, the Internet is used widely in daily life. With the existence of the internet, people can easily communicate, learn, entertain, buy products and get services. Of course there also have so many disadvantages which have long been discussed; as the virus threat, the risk of personal information theft, spamming etc. From the beginning of the Internet, individuals have shown interest to the Internet. According to Internet World Stats' statistics (2020) today more than four billion people that means 59 percent of the world population are linked with the Internet. Consequently, the Internet is a powerful.

The Internet has created a new market for both customers and organizations, and has been an alternative market to the traditional market. Web sites provide the facilities to search information about products/services, place a comment or give orders (Hoffman and Novak, 1996). Now organizations are providing different payment methods, different shipping alternatives and even different web interfaces for different geographic. For online marketing activities, analyzing online customers' behavior is very important. Besides, with a view to develop and apply effective marketing strategies the factors that affect consumer behaviors should be investigated. Consumer behavior analysis is not a new phenomenon for scholars. Marketing expert named Philip Kotler studied on this topic. To develop an effective

marketing strategy, many theories about consumer behavior have been used. Moreover, today's marketing world is not possible to think without the Internet. As a result, the academic researchers and the business world started to focus on the consumer side of the online purchasing behavior and a lot of researches and articles were prepared to give guidelines for online shopping development. This research has conducted on the consumers who buy goods through online. This study identified which factors affect the consumers buying behavior during online shopping, their perception of risks toward online shopping. This also helped to know the impacts on buying decision of consumers in terms of demographic attributes.

Objectives

The objectives of the study are as follows

1. To investigate factors affecting online buying behavior of consumers- A study on Khulna City.
2. To assess how perceived benefits, perceived risks, psychological factors and website features affect online buying behavior of consumers.
3. To identify some core factors those affect online buying behavior of consumers.
4. To analyze the impact of online buying behavior of consumers in terms of gender groups.

Literature Review

This part of the study looks at available literature on related terms about the main topic and the factors that influence consumer online buying behavior namely; perceived benefits, perceived risks, psychological factors and website design. A conceptual framework has also shown in this part. This has been done with the aim of providing an understanding of the factors influencing online buying behavior of consumers in Khulna City.

The Concept of Online Shopping

This term online shopping is defined as the exchange of value through online between two parties. This value

exchange can be occurred between companies and their partners, employees, or customers without any geographical or time restrictions (Singh, Jayashankar and Singh 2001)^[15]. In this study, this term means those activities of selling and buying products through online. Online shopping, also referred as a sector of e-commerce which is defined by Oxford Dictionary (2012) as 'commercial transactions conducted electronically on the Internet'. Another definition is buying and selling activity over the Internet made by Financial Times (2012). Finally as a summary we can define online shopping as the buying, selling and exchanging of goods and services by using any electronic medium such as the Internet by businesses people, consumers and other parties without any physical contact and exchange. Due to the rapid growth of technology and other different types of modern innovations, the traditional way of shopping has become inadequate for individuals. Individuals now prefer the way by which how to reach brand and stores easily and it can be said that 'The Internet has fundamentally changed customer's notions of convenience, speed, price, product information and service. As a result, it has given marketers a new way to create perceived value for customers and build strong relationships with them' (Kotler & Armstrong 2012). The rise of these new information and communication technologies and of Internet users, has introduced a new marketing reality. Online shopping provides consumers different facilities such as more choices of products, more information about products and more ways to buy those products through online. It will remain as a medium of selling products, services and content over the internet (Korper & Ellis, 2001). As a result people can buy or sell anything, 'at any time, from anywhere in the world with the help of online shopping' (Ko *et al.*, 2004).

Consumers' Attitude towards Online Shopping

Consumer's attitude towards online shopping refers to their psychological state on terms of making purchases. There have five steps in the process of buying behavior of consumers. Firstly, customers identify a need or want and then define the requirements necessary to satisfy that need. Secondly, gather information about the products and evaluate those options that are available in consumer's hand. Consumers may have likes and dislikes which is different for different individuals. Thirdly, they make evoked set of different options to satisfy needs. Fourthly, they react about a product, service, entity, person, place or thing positively or negatively. These consumer attitudes could affect the marketing activities in different ways. Finally, they take action to purchase the products that satisfy their needs. Marketers try to influence consumer attitudes, and understanding the attitude is the first step to change it if needed. Customer purchasing decisions are influenced by perception, motivation, learning, attitudes and beliefs. The perception focuses on how the customers select and interpret information to form knowledge. Customer's desire to meet their own needs affect the motivation. Learning is reflected to the customers' behavior which they have experienced before. Attitudes are reflected to customers' favorable or unfavorable assessments, feelings, and inclinations towards object or idea. Finally, Beliefs is reflected to customers' thoughts about a product or service (Kotler & Armstrong, 2004). In order to investigate consumer's attitudes, we need to know what the typical characteristics of consumers are and what their attitude in

online shopping are. It has been reported that consumers who have a low perception and trust of online merchants, they are generally unwilling to make purchases through online. Besides that, customer service also highly affection purchase decisions through vendor knowledge, responsiveness and reliability (Baker, 1992)^[2]. Here, consumers don't have the opportunity to physically inspect goods purchased over the internet before purchasing them (Jarvenpaa & Todd, 1996-97). Instead, internet purchasers must rely on representations of the goods being purchased by using multimedia, need to depend on third parties for delivery of purchased goods and there may have anxiety about convenience of product returns. Customer service variables of vendor knowledge, responsiveness and reliability are examined in this study. Lastly, the concept of risk is important for understanding how internet consumers make choices (Hasan & Rahim 2004)^[8]. Amongst the identified perceived risks, financial risk is the most important that affects consumers attitude. It stems from paying more for a product than being necessary or not getting enough value for the money spent (Roehl & Fesenmaier, 1992)^[12]. Perceptions of the online shopping experience confirm consumers' expectations toward products which they are going to purchase. Customers achieve a high degree of satisfaction if their expectations are met, which influences their online shopping attitudes, intentions, decisions, and purchasing activity positively. On the other hand, dissatisfaction is negatively associated with these variables (Ho & Wu 1999). The purchasing decision process starts long before the time of actual purchase and continues long after. Usually in more routine purchases, consumers often avoid or skip some of the steps of purchase decision process (Kotler & Armstrong, 2004). A critical successful factor for e-commerce was security. If internet users feel on lacking a great degree of confidence retail e-commerce would fail (Kesh *et al.*, 2002)^[9].

Factors Affecting Consumer Online Buying Behaviors

In the following subsections, I provide a comprehensive literature review concerning the identified predictors of attitudes toward online shopping along with their antecedents.

Perceived Benefits

Consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior. Previous research has shown that consumers are mostly motivated to shop online for products convenience and time saving (Chen *et al.*, 2010)^[5]. Convenience means consumer shopping practices that can reduce time and effort of the consumers in the buying process by using internet. E-commerce has enabled finding merchants easier by cutting down on effort and time (Schaupp & Belanger, 2005)^[11]. Research also showed that due to convenience and ease of use online shopping is better than conventional shopping (Nazir *et al.*, 2012). In a previous study, it was established that attitude towards online shopping depends upon the consumers views regarding the activities carried out on the internet and it is opposed to conventional shopping environments (Soopramanien & Robertson, 2009). Thus, a consumer who perceives online shopping as beneficial is more likely to make online purchases. Adnan (2014)^[1] established that perceived advantages and psychological factors had a positive impact on consumer attitudes and buying behavior in Pakistan.

Perceived Risks

Perceived risk refers to the risks perceived by a consumer during a particular purchase decision (Sinha & Kim, 2012)^[16]. It is the degree to which consumer expresses uncertainty about purchasing a service or good through online. A consumer typically considers the various risks associated with the purchase before purchasing a product or service. Credit card security, physical product examination inability, difficulty in returning the item, personal information privacy has been the main concerns of online shoppers. Past research has found that a major vanquisher of online shopping is perceived risk associated with the risks of purchasing through online (Suki, 2012; Egelin *et al.*, 2012). Online shopping experience is negatively related to financial risks associated with online shopping regardless of product category. Perceived risks associated with online shopping of a particular product negatively influence online purchase intention and behavior of consumers (Dai *et al.*, 2014). The greater the perceived risk, the more a consumer may choose traditional buy going to retailer shop than online shopping for the purchase of the product. On the other hand, the lower the perceived risk, the greater the likelihood of doing online shopping. The level of uncertainty during online purchasing, influences consumers' perceptions regarding the perceived risks. Most consumers have shown concern on how to order and return faulty merchandise if instead of fearing that ordered items will not be delivered.

Psychological Factors

Online transaction means a temporal separation of payment and product delivery. A consumer must provide financial information such as credit card details and personal information such as name, address and phone number for delivery in order to complete the purchasing process. In a study done by Adnan (2014)^[11] on factors determining online purchasing patterns of Pakistani consumers, psychological factors are highly correlated with online shopping behavior. He then concluded that the most important in determining online purchasing pattern are trust on online vendors and security issues. Psychological factors such as trust, privacy matters and security concerns might affect the buying behavior of online shoppers. Since consumers have to disclose their personal information while shopping online, privacy risk is related to the concern of loss of privacy. Similar findings were made by Nazir *et al.* (2012) whose findings revealed that the behavior of online shoppers are affected by social, psychological, emotional and privacy factors. According to the study, consumers preferred not to shop online because they have huge doubts about the credibility of the transaction and payment procedure of online shopping (Chen *et al.*, 2010)^[5]. Therefore they advise that privacy controls are needed to destroy privacy concerns of online shoppers. The internet is relatively new and challenging way of shopping and therefore it is perceived by the consumer as risky. In addition, a salesperson in the retail stores is a source of trust for the consumer. But the trust diminishes because online shop has no salesperson. Further consumers are unable to monitor the safety of the security when there is need of revealing personal data (Monswé *et al.*, 2004).

Website Features

Website feature is one of the important things that can influence consumers online purchase intention. When

consumers decide what website they should buy from, they can be influenced by the image of the web site (Katawetawaraks & Wang, 2011)^[10]. Online stores can change a shopper into a buyer if the stores provide variety and useful information of product, good customer service, and easy-to-access website (Laudon & Traver, 2009). Businesses should create secured website which are attractive to look and useful to all. The websites should have enough information related to products but it should not be too overwhelming at all. Putting unstructured or useless information in the website can reduce internet usefulness and ease of use (Bigné-Alcañiz *et al.*, 2008)^[3]. If the online store lacks of information, ease in searching and comparing shopping, and products are updated, the consumers' willingness to online purchase will be low. In addition to these, companies and sellers of online site should double-check any single words in their website to reduce mistakes and customers' misunderstanding. Another important thing is customer retention and repurchasing. Information quality and visual design is important effect on repurchasing. Sophisticated design of web and friendly atmosphere are the key to attract visitors. Moreover, if online stores want to convert visitor into buyer, they should improve their website by offering customer a comfortable, easy to access with interesting features and hassle-free process and understandable language with functional design as smooth as possible. In conclusion, if online stores want to create new the customer, they should make their website user-friendly.

Online Buying Behavior

There have five elements which are directly related with online shopping behavior of consumers such as e-stores, logistics support, product characteristics, characteristics of technological, information and home page presentation. According to studies, those people who have wired lifestyles and have time constrained, they spend less time to buy things using online (Johnson, 1999). Consumer behavior characteristics are defined by different authors differently. Turban has defined a model on consumer behavior online where he stated that electronic environment consist of three variables such as independent variable such as personal characteristics, environment characteristics, moderating variables which it is under vendor's control and the decision making process which is effected by independent and intervening variables (Turban, 2010). So it is important to research on behavior of online consumers in order to understand when and how online consumer prepares themselves for purchasing.

Methodology

Research design

The study adopted descriptive survey research design. The major purpose of descriptive research is description of the state of affairs as it exists. The design was adopted as it would be helpful in indicating trends in attitudes and behaviors and enable generalization of the findings of the research study to be done.

Materials and Methods

The followings are the methodologies that have been followed to conduct the study.

Data Collection

Primary Data

In this research study, primary data is collected through the close ended types of questionnaire. The respondents of this study have selected from Khulna City in Bangladesh.

Secondary Data

Secondary resource include articles, books, journals, etc.

Research Instruments

In this study a closed ended survey questionnaire was administered to collect primary data. All variables were measured on a 5-point Likert scale. The questionnaire ranged from 5 = strongly agree, 4 = Agree, 3 =neither agree nor disagree to 1 = strongly disagree. The questionnaire was divided into two parts. The first part of the questionnaire was required to provide respondents demographic information and in the second part all variables were sorted in Likert scale.

Sampling Design

This research titled “Factor affecting online buying behavior of consumers- A study on Khulna City”, sample has designed by choosing a few numbers of people who use online shopping and they represent the entire population.

Target population

According to Zikmund (2003), population is indicated to the specific and complete group that related to the research study. The main objective of this research is to identify the factors affecting online buying behavior of consumers- a study on Khulna city. Therefore, the targeted populations of this study are the consumers who had experiences of online shopping and had purchased products from online stores.

Sampling Frame and Location

Sampling frame is referred to the complete list of all the cases in the population from which the sample will be drawn (Saunders *et al.*, 2009). The target populations are the people who have online shopping experience living in the Khulna city. So, the questionnaires were distributed throughout the targeted population of Khulna City area.

Sample size

Data have been collected from 50 consumers for the convenience of the research, which is determined following a guide line: there should be at least four or five times as many as sample size as there are variables. In this study, total variables are 22 (twenty two). Hence, the sample size is in between four or five times of the variables.

Methods of data analysis

Data analysis usually involves reducing accumulated data to a manageable size, developing summaries and applying statistical techniques. Scaled responses on questionnaires often require the analyst to derive various functions, as well as to explore relationships among variables (Cooper & Schindler, 2010)^[7].

The collected data were analyzed Frequency Distribution. To analyze the collected data SPSS 16.00 was used. Demographic variables of questionnaire are presented in tables and charts. Interpretive analysis explanation and casual relationship.

Result and Discussion

Sample Profile

Respondents of diversified range participated in the survey of the study. The questionnaire required the respondents to provide demographic data such as age, marital status, Gender, family income. A frequency test was conducted to analyze the demographic set of data. Each attributes of the data are illustrated in details in the following section.

Age

Age was taken in account to decide on whether there is any difference in perception among the respondents because of their age differentiation. The respondents were divided into four distinct age groups. The ranges of age groups were (20-25), (26-30), (31-35) and (36 or more) surveyed. In this figure 5.1; 19, 13, 10, 08 were from these age groups respectively. No missing value was found. As it is shown in the figure, 38% of the respondents belonged to age group (20-25 years), 26% of the respondents belonged to the age groups (26-30 years), 20% of the respondents belonged to age groups (31-35 years), 16% of the respondents belonged to age groups (36 or more). The analysis indicates that respondents were surveyed mostly from the age group of 20-25 years.

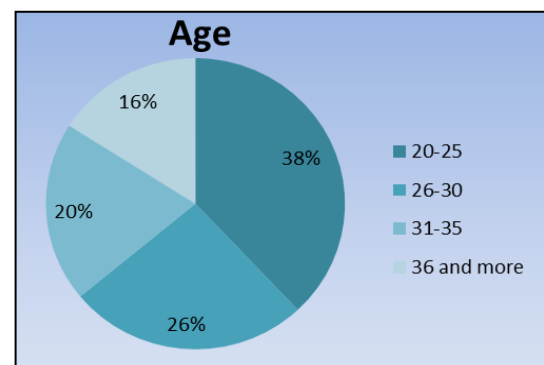


Fig 1: Pie chart of Respondent's Figure Frequency of age

Gender

Gender is an important matter in research study. To find out the result, it is necessary to take the equivalent number of sample from 2 different group of gender. We try hard to get the equal number of male and female. Among the total 50 respondents, 24 were male and 26 were female. As shown in the figure 5.2, male respondents were 48% and 52% of the sample were represented by female. No missing value was found.

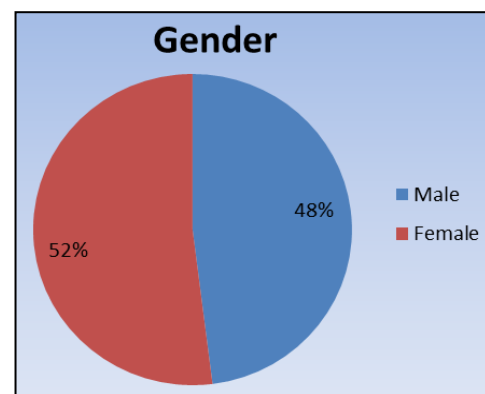


Fig 2: Pie chart of Respondent's Figure Frequency of age

Occupation

As it is shown in the figure that the occupation of the respondents in the study. We divided the occupation in the four groups. We can see that among the 50 respondents, 19 were student, 15 were service holders, 9 were business man, and 7 were others who held the other occupation. In our study, 38% of the respondents were student, 30% were service holder, 18% of the respondents were businessman and 14% of the respondents belonged to the other group. The highest 38% of the respondents were student in our survey.

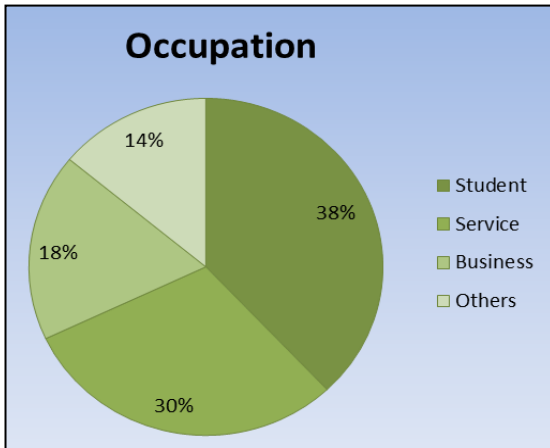


Fig 3: Pie chart of Respondent’s Figure Frequency of age

Purchase frequently online shopping site

As it is shown in the figure that the occupation of the respondents in the study. We surveyed to measure how frequently people buy in the online. We can see that among the 50 respondents, 10 respondents bought weekly, 11 respondents bought fortnightly, 14 were monthly, and 15 were yearly. In our study, 20% of the respondents bought weekly in online, 22% bought fortnightly, 28% of the respondents bought monthly and 30% of the respondents bought yearly. We can see in the figure that people buy the most yearly in the online site and few people buy weekly.

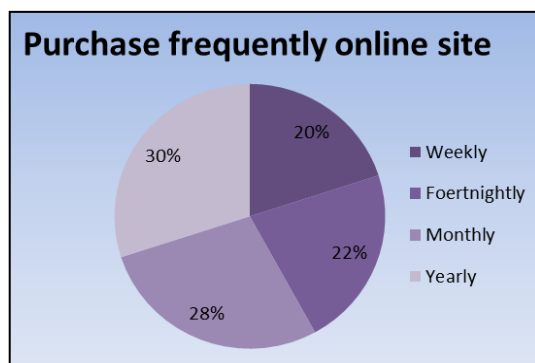


Fig 4: Pie chart of Respondent’s Purchase frequently online shopping site

Analysis based in factors affecting online buying behavior of consumers

Table 1: Analysis based in factors affecting online buying behavior of consumers

SL	Broad dimension	Mean	Standard Deviation
1.	Perceived benefit	3.21	1.286
2.	Perceived risk	2.72	1.419
3.	Psychological factors	3.38	1.225
4.	Website features	3.29	1.523
5.	Consumers online buying behavior	3.30	1.183

Table 1 represents the analysis based in factors affecting online buying behavior of consumers. Generally these five variables influence the online shopping. From the table, we can see that the mean value of the perceive benefit is 3.21 and standard deviation is .1286 that is very close to the satisfactory level. The mean value of perceived risk is 2.72 and standard deviation is 1.419 and which is close to the dissatisfactory level. The mean value of psychological factors is 3.38 and standard deviation is 1.225; it is also close to the satisfactory level but there are some variations in the opinion of the respondents. The mean value of website feature is 3.29 and standard deviation is 1.523 which is very satisfactory level and the mean value of consumer online buying behavior is 3.30 and standard deviation is 1.183: that is very close to the satisfactory level but there is a variation in their opinion.

Analysis based in perceived benefit Shopping on the internet saves time

Table 2: Shopping on the internet saves time

Statements	Frequency	Percent	Mean	SD
Strongly disagree	11	22	2.47	.97332
Disagree	11	22		
Neutral	22	44		
Agree	6	12		
Total	50	100		

Table 2, indicates that shopping internet saves time. From the table, it can been seen that 22% of the respondent strongly disagreed with the statement, 22% of the respondents disagreed with the statement, 44% of the respondents arguedneutral, 12% of the respondents agreed with the statement. None of the respondents were strongly agree with this statement. 44% of the sample was neutral and indifferent attitude towards the statement. The mean value is 2.47 with standard deviation is .9732 which is very close to the dissatisfactory level. So, it is found that it be the matter of consideration that major of the respondent do not believe that shopping on the internet saves time.

Product on internet cheaper than other store

Table 3: Product on internet cheaper than the store

Statements	Frequency	Percent	Mean	SD
Strongly disagree	8	16	3.52	1.554
Disagree	9	18		
Neutral	2	4		
Agree	11	22		
Strongly agree	20	40		
Total	50	100		

Table 3 indicates that product on internet cheaper than the store. From the table, it can be seen that 16% of the respondent were strongly disagreed with the statement, 18% of the respondents disagreed, 4% of the respondents argued neutral, 22% of the respondents agreed with the statement and 40% of the respondents were strongly agree with the statement. The majority (40%) of the respondents believe that product on internet cheaper than other store. The mean value is 3.52 with standard deviation is 1.554 which is very close to satisfactory level and there is a variation in their opinion.

Products option can be compared easily

Table 4: Products option can be compared

Statements	Frequency	Percent	Mean	SD
Strongly disagree		8	3.12	1.189
Disagree		28		
Neutral		20		
Agree		32		
Strongly agree		12		
Total		100		

Table 4 indicates that product option can be compared easily. From the table, it can be seen that 8% of the respondent were strongly disagreed with the statement, 28% of the respondents disagreed, 20% of the respondents argued neutral, 32% of the respondents agreed with the statement and 12% of the respondents were strongly agree with the statement. The majority (32%) of product option can be compared easily. The mean value is 3.12 with

Table 6: Credit card information may be compromised and misused

Statements	Frequency	Percent	Mean	SD
Strongly disagree	5	10	3.60	1.309
Disagree	6	12		
Neutral	8	16		
Agree	16	32		
Strongly agree	15	30		
Total	50	100		

Table 6 indicates that Credit card information may be compromised and misused. From the table, it can be seen that 10% of the respondent were strongly disagreed with the statement, 12% of the respondents disagreed, 16% of the respondents argued neutral, 32% of the respondents agreed with the statement and 30% of the respondents were strongly agree with the statement. The majority (32%) of Credit card information may be compromised and misused. The mean value is 3.60 with standard deviation is 1.309 which is very close to satisfactory level and there is a variation in their opinion.

Website Features
Functional design is excellent

Table 7: Functional design is excellent

Statements	Frequency	Percent	Mean	SD
Strongly disagree	5	10	3.26	1.174
Disagree	8	16		
Neutral	12	24		
Agree	19	38		
Strongly agree	6	12		
Total	50	100		

standard deviation is 1.189 which is very close to satisfactory level and there is a variation in their opinion.

Analysis based on perceived risk
Sometimes online shopping is not safe

Table 5: Sometimes online shopping is not safe

Statements	Frequency	Percent	Mean	SD
Strongly disagree	9	18	2.76	1.207
Disagree	13	26		
Neutral	12	24		
Agree	13	26		
Strongly agree	3	6		
Total	50	100		

Table 5 indicates that sometimes online shopping is not safe. From the table, it can be seen that 18% of the respondent were strongly disagreed with the statement, 26% of the respondents disagreed, 24% of the respondents argued neutral, 26% of the respondents agreed with the statement and 6% of the respondents were strongly agree with the statement. The majority (26%) of sometimes online shopping is not safe. The mean value is 2.76 with standard deviation is 1.027 which is very close to the dissatisfactory level. So, it is found that it be the matter of consideration that major of the respondent do not believe that Sometimes online shopping is not safe.

Analysis based on psychological factors
Credit card information may be compromised and misused

Table 7 indicates that Functional design is excellent From the table, it can be seen that 10% of the respondent were strongly disagreed with the statement, 16% of the respondents disagreed, 24% of the respondents argued neutral, 38% of the respondents agreed with the statement and 12% of the respondents were strongly agree with the statement. The majority (38%) of Functional design is excellent. The mean value is 3.26 with standard deviation is 1.1.174 which is very close to satisfactory level and there is a variation in their opinion.

Consumer online buying behavior
Often buy goods and services online

Table 8: Often buy goods and services online

Statements	Frequency	Percent	Mean	SD
Strongly disagree	9	18	3.02	1.237
Disagree	6	12		
Neutral	14	28		
Agree	17	34		
Strongly agree	4	8		
Total	50	100		

Table 8 indicates that often buy goods and services online. it can be seen that 18% of the respondent were strongly disagreed with the statement, 12% of the respondents disagreed, 28% of the respondents argued neutral, 34% of the respondents agreed with the statement and 8% of the respondents were strongly agree with the statement. The majority (34%) of often buy goods and services online. The mean value is 3.02 with standard deviation is 1.237 which is very close to satisfactory level and there is a variation in their opinion.

Spend a lot of money for online shopping

Table 9: Spend a lot of money for online shopping

Statements	Frequency	Percent	Mean	SD
Strongly disagree	3	6	3.70	1.182
Disagree	7	14		
Neutral	5	10		
Agree	22	44		
Strongly agree	13	26		
Total	50	100		

Table 9 indicates that spend a lot of money for online shopping. it can be seen that 6% of the respondent were strongly disagreed with the statement, 14% of the respondents disagreed, 10% of the respondents argued neutral, 44% of the respondents agreed with the statement and 26% of the respondents were strongly agree with the statement. The majority (44%) of spend a lot of money for online shopping. The mean value is 3.70 with standard deviation is 1.182 which is very close to satisfactory level and there is a variation in their opinion.

Findings

The study focused on “Factors affecting online buying behavior of consumers”- A study on Khulna City. The targeted population was the people who have the experience of online shopping in Khulna city area and the sample size was 50. The responses were sought through 5 points likert scale questionnaire.

From the analysis, we find it perceived benefit mean value is 3.21 that can affect the behavior of the online buyer. Perceived risk mean value is 2.72 that cannot affect the behavior of the online byer. Psychological factors mean value is 3.38 that can affect the behavior of the online byer. Website features mean value is 3.29 that can affect the behavior of the online byer. Consumer’s online buying behavior mean value is 3.30 that can affect the behavior of the online buyer.

Recommendation and Conclusion

Recommendation

After analyzing data and findings, some recommendation can be given. That are-

1. It’s needed to more decorate website to attract customers for online shopping.
2. The people in Khulna region whose age above 30 need to inspire for online shopping.
3. It is needed to increase product quality and satisfying the customers by fulfills Of promise.
4. E-retailer should send product to customer’s door at certain time.
5. E-retailer should stay connect with customer after selling product.

6. The price of product is different in different website. E-retailer should take care of it so that customers may not be panicked.
7. Payment method should be more secured.
8. E-retailer should take care of transportation system so that product may not damage and lost.
9. E-retailer should develop refund system more smooth.
10. It is need more advertisement smoothness to shift customer from physical to online shopping.

Conclusion

E-commerce market has great potential, especially the aspect of online shopping. But in every moves of development, we must understand the key factors that restrict the activity of consumers shopping online. This study examined the factors affecting online buying behavior of consumers in Khulna city. Understanding these factors enables the online shopping to develop. In this study, perceived benefits and psychological factors have significant impact on buying behavior of online consumers. On the other hand, perceived risks have no impact on buying behavior of online consumers. Individuals who purchase online, perceived significantly greater benefit in terms of convenience, price and a wider selection than those who did not have online purchasing experience. The result showed that the consumers of online shopping ignore the risks associated with online shopping and consider the benefits related to purchasing products through the internet. For most of the factors, males and females online buying behaviors do not differ significantly. In conclusion, this study has achieved its aim of identifying factors affecting online buying behavior in Khulna city. But this study may not be representative because of using relatively small sample size. So, further studies can be conducted by increasing sample size and adding more attributes of buying factors to solicit a better understanding of consumer’s online buying behaviors.

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