

A Study On Customer Satisfaction Towards Online And Offline Shopping

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Abstract

Shopping is part of everyday life. Some people get the essentials when shopping, while others get a little more. It is seen as a way to relieve stress, satisfy the jones of the heart, and add flavor to mechanical life. Shopping is presumably one of the oldest terms for what we have been doing over times. There are two main types of shopping Traditional shopping and online shopping. moment, with the spread of computers, further and further people are "shopping" over the Internet shopping Online shopping (e-shopping) is a type of electronic commerce that allows a consumer to purchase goods and services directly from sellers over the Internet using her web browser. Other names include e-web store, e-shop, e-store, internet shop, web shop, web store, online sorting, and virtual store. Since the advent of the Internet, shopping has certainly been given a new definition. Because of what the Internet has to offer, any person or business that can list and sell products through a website on the Internet can do so from anywhere in the world. Moreover, you don't have to worry about exchanging banknotes as well as online banking. Consumers have the option to pay with various payment methods. Today, it's even easier for customers to find the hardest of all products by simply typing in the product or item they're looking for. Because logistics companies are also on board the train to help ensure product availability worldwide. In fact, online shopping has more and more benefits and advantages, which is why people choose to shop this way over traditional Just click the keyboard to elect and the goods will be delivered directly to the point. Online shopping has come decreasingly popular in the 21st century. In this paper we have to discuss about the customer satisfaction towards online and offline shopping to collect the information through primary data and secondary data like journal, websites, Magazines etc.

1 Introduction:

Online shopping is gaining access within the population. Other brands are coming up with different schemes and programs to engage guests online. The maturity of the population using the internet makes online businesses include effective marketing strategies to induce further profit. With online shopping, there are creating limitations like the quality of the product can't be determined, insulation issues, and manhandling of a product during delivery. These challenges have impacted the purchase intention and customer satisfaction position. The limitations of online shopping have made guests return to the traditional mode of shopping. Having the ability to physically select and examine what an item or product looks like and its characteristics is a perk of traditional shopping. Tend to prefer because e-shopping is not where buyers and sellers meet, product awareness is low. Lack of confidence, lack of physical touch and feel, and security concerns are some of the reasons why customers visit an online shopping site but are not interested in purchasing a product. With the traditional model, guests can physically communicate with products and anatomize their mileage. While online shopping

is buying anything through the internet from your house.

The increase in technology provides better openings for the dealer to reach the client in an important briskly, easier in a profitable way. Online shopping is arising truly presto in recent times. Now a day the internet holds the attention of retail requests. Millions and millions of people shop online. On the other hand, the purchasing of products from a traditional request is continuing for times. Multitudinous guests go for copping offline to examine the product and hold possession of the product just after the payment for the product. In this contemporary world, customer dedication depends upon the harmonious capability to deliver quality, value, and satisfaction.

Some go for offline shopping; some for online and multitudinous go for both kinds of shopping. The focus of the study is on the consumer's choice to shop on the internet and at traditional stores during the information-gaining period still, online shopping is easier for people and has lower prices than offline shopping. While making any purchase decision consumers should know the medium to buy whether online shopping or the offline shopping

ONLINE MARKETING VS OFFLINE MARKETING

Present request modes are more competitive. An online and offline request is highly competitive for business. utmost of the consumer has using internet buying the product fluently. this consumer conduct change is a further impact on offline merchandisers. Online marketing companies are expending a lot of time and have to promote their product and increase their deals by giving digital announcement which is fairly veritably less precious than the offline announcement. A business has also come advanced according to the current trends because every business needs guests. Companies are spending a lot of time on online marketing because they need client retention and clients buy their products at any time(24 * 7). But in this script, offline businesses think is an important response they buy the product. And getting down their business slowly. Quick access to information, which is available through both online and offline media of communication

1.OBJECTIVES:

- 1) To find out the satisfaction level of the customers for online and offline purchase
- 2) To analyse features that consumers expect at online and offline shopping.
- 3) To identify the challenges faced by customers while engaging offline mode of shopping
- 4) To examine the influence of offline shopping on customer satisfaction.

2. Review of Literature

Neger and Uddin (2020) mentioned in their study that lower time-consuming, accessible modes of payment and other organizational factors impact the online purchasing geste

Olalonpe Ige (2018) assessed “varying kinds of similarities online shopping had with conventional Non-store shopping. It discussed factors influencing Internet shopping, the benefits, motives, and risks. In an empirical World Wide Web Survey, some factors were found to increase the likelihood to shop on the Internet. Previous activities in home shopping; computer or Internet-related work; Internet; experience; active Internet use, and product uniqueness. Risks due to the inability to inspect the product; payment method, and slowness of buying were found to decrease the likelihood to shop Online. One of the challenges to researchers and marketers alike is determining the demand for online versus offline services for different classes of products, and for different types of consumers.”

Kim K. Johnson and others (2018) examined “differences in the retail channel use of rural consumers for searching product information, and for purchasing food and fiber products between channel use groups. Multichannel shoppers rated themselves as time pressed, dissatisfied with local offerings, unattached to their community, and unconcerned with financial security while shopping

Zhang, H., Zhao, L., and Gupta, S.(2018) 6 set up that consumer product screening cost and decision-making quality have a significant influence on consumer loyalty whereas product webbing cost is negatively associated with tone-reference

and appreciatively associated with deceptiveness and information load.

Chen, L., Gillensen, M.L. and Sherrell, D.L. (2017) assessed “utility maximization perspective based on the consumers’ preferences to use the Internet for online shopping if the utility of doing so was greater than the utility of using another shopping medium. The utility derived from using a shopping channel for purchasing any product was a function of increasing as well International Journal of Social Sciences & Economic Environment, Vol. 4, Issue 1, 2019, ISSN: 2456-7485 39 as decreasing or disutility attributes. An example of a utility-increasing attribute of online shopping was the convenience or the benefit of having a larger choice of retailers.”

Kiely (2016) suggested that “products with a higher physical presence should provide as much sophisticated information as possible. In other words, on the Web, due to the inherent limitation in delivering sensory information, it was hard to make sound decisions for sensory products regardless of the time and effort spent on the information search. However, in the in-store environment, there was a good chance that decision quality increases if customers spent more time and effort in the information search for sensory products. It suggested that on the Website, tools for more detailed and sophisticated information would be needed for products that had such attributes. Therefore, it was interesting to see the impact of the quality of information on the customers’ dissatisfaction based on the product continuum”.

Sandy Farag (2016) studied “online shopping and its relationship with In-store shopping to assess its association with behavioural and attitudinal variables of online shoppers which revealed that they made more shopping trips than non-online buyers and had a shorter shopping duration. Its results indicated that the relationship between online buying and in-store shopping was not one of substitution but of complementarily”

This part of study defines all the process of data collection. When it comes to data collection, there are two methods in general used by researcher to collect data, primary and secondary method. Primary method includes observation method, questionnaire method, and case study method. Secondary method is the method in which already collected data. The present study is based on quantitative data. Random consumer is selected for the sampling purpose. The sample individual is selected from different age group, different sex and from different location of Chennai. The different group of people including student, employee and unemployed, housewife, etc are considered as sample for the study.

3.Data Analysis and Interpretation:

Research Methodology involves:

- Choosing the subject.
- Data collection techniques/tools.
- Procedures/Steps for collecting data.
- Data analysis techniques/tools.
- Procedure/Steps for analysis data.

RESEARCH DESIGN:

The purpose of research design is to ensure that the data collected is accurate and relevant. Any research work requires clarity of objective to be achieved effectively research. The two kinds of research design were used in this study i.e. Descriptive research design used for this survey.

DATA COLLECTION:

Collection of data is of primary importance in the research process. Data which is collected for the purpose of research helps in proper analysis which is helpful to conduct research effectively. The data source, which is very important in collection of data, is primary and secondary data are taken into consideration for the study of customer satisfaction towards online and offline shopping.

Primary data:

Most of the relevant information was gathered through primary sources. The method was used to collect primary data: Questionnaire

Secondary data:

The necessary data was collected through different websites, magazine, journal reference book etc.

SAMPLE DESIGN:

Sample size:

A survey of approximately 104 respondents at Chennai.

Sample technique:

The selection of respondents was done on sampling Non probability method because the respondents were selected on the basis of the needs of the researcher and data collection convenience sampling because the respondents were selected on the basis of researcher convenience.

ANALYSIS: The data collected was analyzed with the help of Chi – square, Arithmetic mean and standard deviation

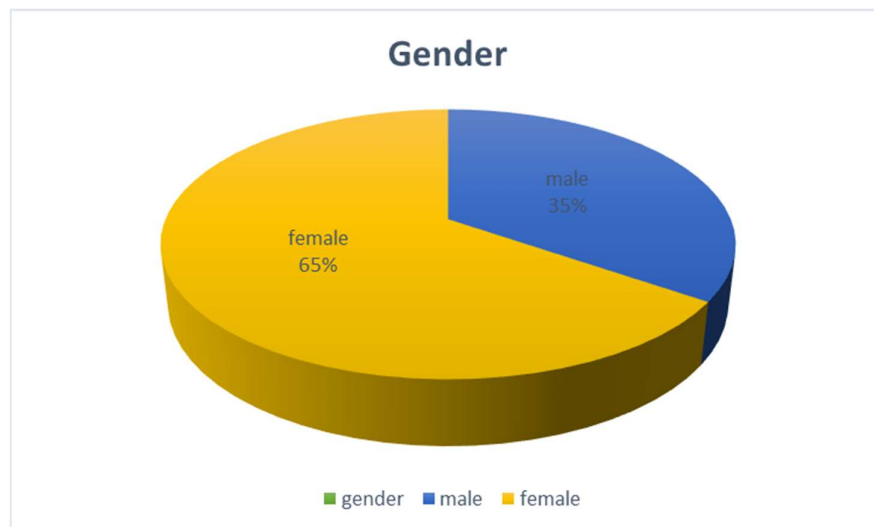
4. DATA ANALYSIS AND INTERPRETATION:

Table 4.1: Gender

PARTICULAR	RESPONDENTS	PERCENTAGE
Male	36	35%
Female	68	65%
Total	104	100%

Source : Primary data

Figure 4.1.1



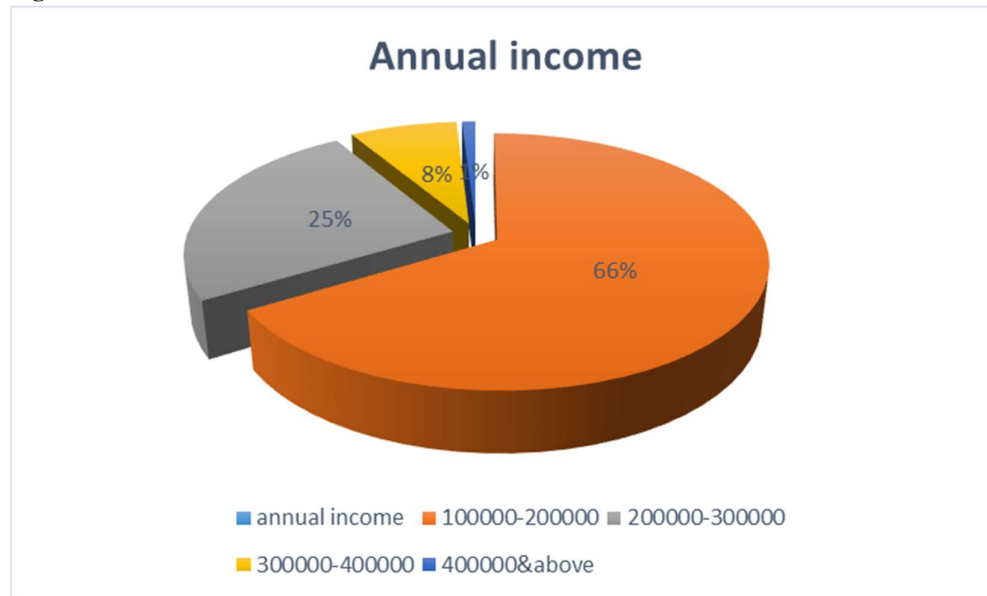
INTERPRETATION:As per findings 65.4% people are women and 34.6% are men from this we can understand that there women respondents are more.

Table 4.2: Age

PARTICULAR	RESPONDENTS	PERCENTAGE
15-20	15	14.4%
21-30	78	75%
31-40	5	4.8%

41-50	4	3.8%
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Figure 4.3.1



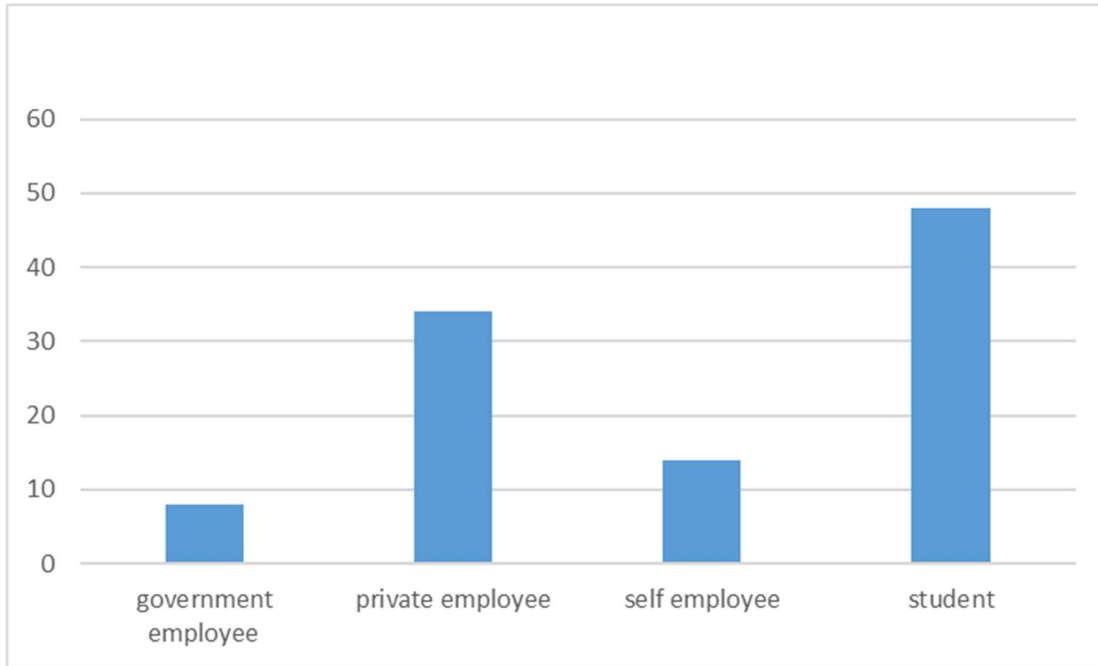
INTERPRETATION: From this research, it can be seen that there are 66% respondents whose income is between Rs.100000-200000 i.e. Maximum people in the survey fall under this category. Apart from this, the second highest income group people fall under category of Rs.200000 - 300000 which is 25% respondents. Theremaining twocategory Rs.300000 – 400000 i.e. 7.7% and Rs.400000 & above has approximately 1% of respondents

Table 4.4: Occupation

PARTICULAR	RESPONDENTS	PERCENTAGE
government employee	8	7.6%
private employee	34	32.7%
self-employee	14	13.4%
student	48	46.2%
total	104	100%

Source : Primary data

Figure 4.4.1



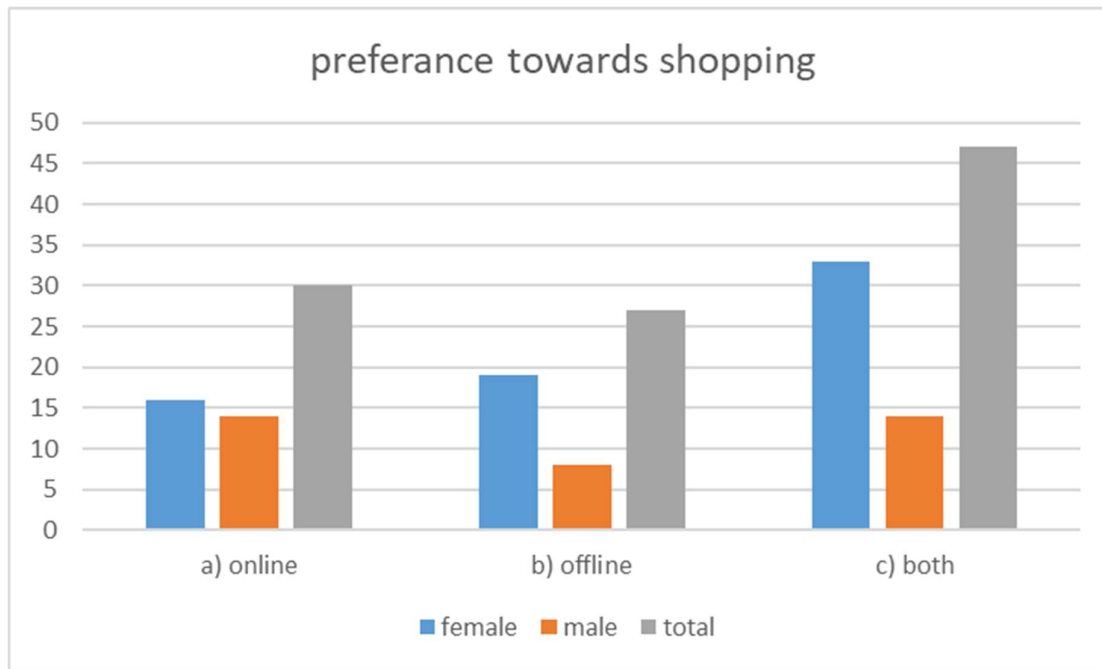
INTERPRETATION: From the survey, it can be found that maximum respondents were student (46.2%) followed by private employees (32.7%) and remaining private and government employees respondents are less.

Table 4.5: Which option do you prefer to choose?

PARTICULAR	RESPONDENTS	PERCENTAGE
Online	30	28.8%
Offline	27	25.9%
Both	47	45.21%
total	104	100%

Source : Primary data

Figure 4.5.1



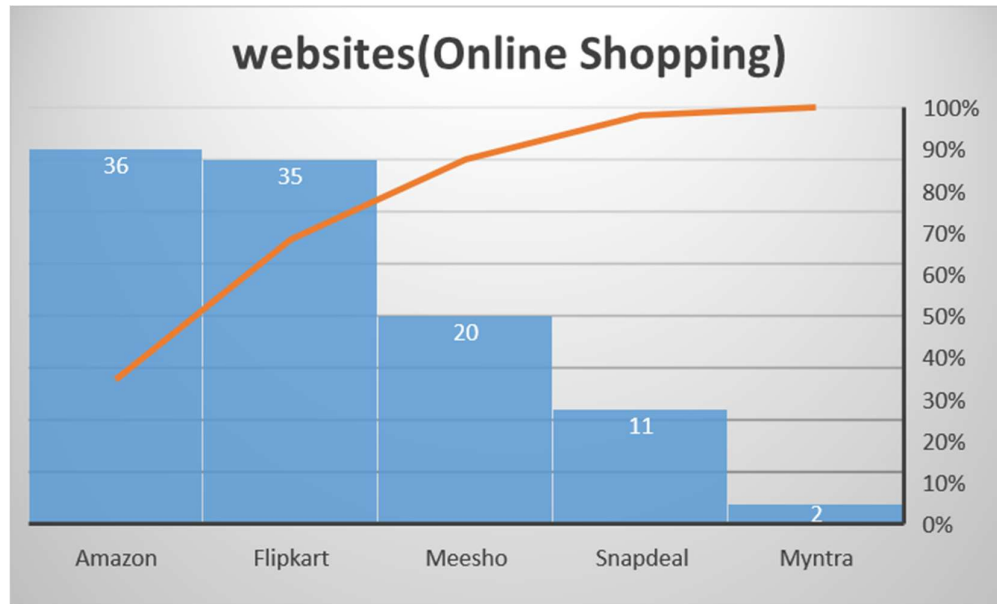
INTERPRETATION: 45.2% of the people prefer to do online as well as physical shopping followed by online shopping indicating that online shopping is more preferred than physical store.

Table 4.6: If you prefer online shopping on which website did you shop?

PARTICULAR	RESPONDENTS	PERCENTAGE
Flipkart	35	33.6%
Snap deal	11	10.5%
Meesho	20	19%
Amazon	36	35%
Myntra	2	2%
Total	104	100%

Source : Primary data

Figure 4.6.1



INTERPRETATION: Maximum people prefer to shop in online website is Amazon i.e. 35% respondents followed by flip kart& Meesho respondents where slightly increased by 34%and 20%. Preferences of other respondents are less.

Table 4.7: What is the most important criterion when you buy in online shopping?

PARTICULAR	RESPONDENTS	PERCENTAGE
Delivery	39	37.5%
Price	33	31.7%
Quality	25	24%
Payment security	7	6.7%
Total	104	99.9%

Source : Primary data

Figure 4.7.1



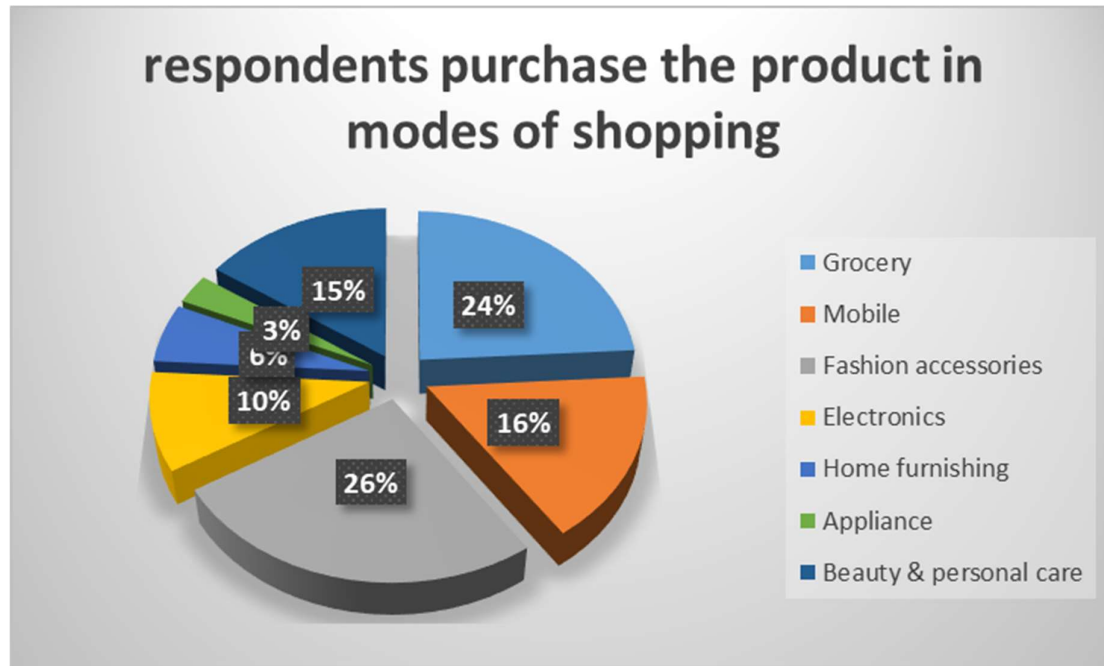
INTERPRETATION: The number people having criterion in online shopping more in Delivery which is 37.5% followed by price i.e. 31.7%. The remaining percentages of respondents are less in online shopping.

Table 4.10: What type of products normally purchased by the respondents in offline and online shopping?

PARTICULAR	RESPONDENTS	PERCENTAGE
Grocery	25	24%
Mobile	17	16%
Fashion accessories	27	26%
Electronics	10	10%
Home furnishing	6	6%
Appliance	3	3%
Beauty & personal care	16	15%
Total	104	100%

Source : Primary data

Figure 4.10.1



INTERPRETATION : The analysis of data indicates that maximum are 26% of Fashion accessories where respondents is 27 people, 24% of Grocery where respondents is 25 people and 16% of mobile shopping respondents is 17 people followed by remaining less percentage of respondents are beauty & personal care, electronics, appliance etc.

Table 4.12: Overall satisfaction level towards online and offline shopping.

PARTICULAR	RESPONDENTS	PERCENTAGE
Very much dissatisfied	22	21%
Dissatisfied	8	7.6%
Neutral	34	33%
Satisfied	32	30%
very much satisfied	8	7.6%
Total	104	99.2%

Source: Primary data

Figure 4.12.1



INTERPRETATION : The analysis of data indicates that majority of the respondents are satisfaction is Neutral with (32.7%) as followed by second majority respondents are satisfied with (30.8%) and very much satisfied ,very much dissatisfied, dissatisfaction shopping with (21.2%),(7.7%) are minimum respondents.

CHI – SQUARE

Table 4.13: What is the most important criterion when you buy in offline shopping?

PARTICULAR	Salesman advice	Price	Quality	Payment facility	total
female	11	16	40	1	68
male	9	9	17	1	36
Total	20	25	57	2	104

Solution: The Chi Square denoted by χ^2 . The Chi-Square formula is:

$$\chi^2 = \sum (O_i - E_i)^2 / E_i$$

Where

O_i = Observed value (actual value)

E_i = expected value

OBSERVED	EXPECTED	$O_i - E_i$	$(O_i - E_i)^2$	$(O_i - E_i)^2 / E_i$
11	13.01	2.01	4.0401	0.3105
16	16.34	0.34	0.1156	0.0070
40	37.26	2.74	7.5076	0.2014
1	1.307	0.307	0.094249	0.0721
9	6.923	2.077	4.313929	0.6231
9	8.653	0.347	0.120409	0.0139
17	19.73	2.73	7.4599	0.3780

1	0.065	0.935	0.874225	13.449
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ANSWER: Chi Square = 15.055

HYPOTHESIS TESTING

H0: There is no significant difference between customer satisfaction towards online & offline shopping

H1: There is a significant difference between customer satisfaction towards online& offline shopping

CHI SQUARE TEST

significant level	5.00%
Degree of freedom	3
Test statistic	15.055
p value	0%
critical value	7.814727903

INTERPRETATION: Level of Significance = 5%

The p-value signifies that the t-statistic is significant which means that null hypothesis holds to be false that is rejected and inferred that therefore alternative hypothesis is accepted for most important criterion when buy in offline shopping is independent of the respondents.

Table 4.14: What type of products normally purchased by the respondents in offline and online shopping?

PARTICULAR	Grocery	Mobile	Fashion accessories	Electronics	Home furnishing	Appliance	Beauty & personal care	Total
female	14	8	24	2	3	3	14	68
male	11	9	3	8	3	0	2	36
Total	25	17	27	10	6	3	16	104

Solution :

OBSERVED	EXPECTED	$O_i - E_i$	$(O_i - E_i)^2$	$(O_i - E_i)^2/E_i$
14	16.34	2.34	5.475	0.335
8	11.11	3.11	9.672	0.870
24	17.65	6.35	40.322	2.284
2	6.538	4.538	20.593	3.149
3	3.923	0.923	0.851	0.216
3	1.961	1.039	1.079	0.550
14	10.46	3.54	12.531	1.197
11	8.653	2.347	5.508	0.636
9	5.884	3.116	9.709	1.650
3	9.346	6.346	40.271	4.308
8	3.461	4.539	20.602	5.952
3	2.076	0.924	0.853	0.410
0	1.038	1.038	1.0774	1.037
2	5.538	3.538	12.517	2.260

ANSWER: Chi Square = 24.854

CHI SQUARE TEST

significant level	5.00%
Degree of freedom	6
Test statistic	24.85

p value	0%
critical value	12.5916

INTERPRETATION:

Since the calculated value is greater than the table value. So, the Null hypothesis is rejected therefore alternative hypothesis is accepted for the type of products normally purchased by the respondents in offline and online shopping is independent in each respondents to choose the option.

4.15: Please indicate which one effects your satisfaction most during your previous shop online experience.

PARTICULAR	Price	The way of solving your complaint	Loyalty for this online shop	The speed of delivery	The differences between your expectation and the real products or services	total
Female	26	4	4	24	10	68
Male	17	6	7	4	2	36
Total	43	10	11	28	12	104

Solution:

OBSERVED	EXPECTED	$O_i - E_i$	$(O_i - E_i)^2$	$(O_i - E_i)^2/E_i$
26	28.115	2.115	4.473	0.159
4	6.538	2.538	6.441	0.985
4	7.192	3.192	10.188	1.416
24	18.307	5.693	32.410	1.770
10	7.846	2.154	4.639	0.591
17	14.884	2.116	4.477	0.3007
6	3.461	2.539	6.446	1.862
7	3.807	3.193	10.195	2.677
4	9.692	5.692	32.398	3.342
2	4.153	2.153	4.635	1.116

ANSWER: Chi Square = 14.218

CHI SQUARE TEST

significant level	5.00%
Degree of freedom	4
Test statistic	14.218
p value	0%
critical value	9.487729037

INTERPRETATION:

Since the calculated value is greater than the table value. So, the Null hypothesis is rejected therefore alternative hypothesis is accepted for the effects of satisfaction most during your previous shop online experience is independent by the respondents.

4.16: Overall satisfaction level towards online and offline shopping.

PARTICULAR	Very much dissatisfied	Dissatisfied	Neutral	Satisfied	very much satisfied	total
female	11	6	25	20	6	68
male	11	2	9	12	2	36
Total	22	8	34	32	8	104

Solution:

OBSERVED	EXPECTED	$O_i - E_i$	$(O_i - E_i)^2$	$(O_i - E_i)^2/E_i$
11	14.384	3.384	11.451	0.796
6	5.230	0.77	0.592	0.113

25	22.230	2.77	7.672	0.345
20	20.923	0.923	0.851	0.040
6	5.230	0.77	0.592	0.113
11	7.615	3.385	11.458	2.190
2	2.769	0.769	0.591	0.213
9	11.769	2.769	7.667	0.651
12	11.076	0.924	0.853	0.077
2	2.769	0.769	0.591	0.213

ANSWER: Chi Square =4.751

CHI SQUARE TEST

significant level	5.00%
Degree of freedom	4
Test statistic	4.751
p value	0%
critical value	9.487729037

INTERPRETATION: The p-value signifies that the t-statistic is significant which means that null hypothesis holds to be true that is accepted and inferred that therefore alternative hypothesis is rejected for the overall satisfaction level towards online and offline shopping is dependent by the respondents.

5. FINDINGS OF THE STUDY

The primary object of this study was to customer satisfaction towards online and offline shopping modes. The findings are:

- The survey showed that 65% of online and offline shopping are female and 35% are male.
- The survey showed, that majority is 75% respondents are 21-30 years old.
- The survey showed that majority of annual income groups is 66% respondents belongs to 100000-200000 category and remaining income category respondents are less
- The study shows the most of the respondents in belongs students group.
- From the study, it is seen that majority portion of respondents are satisfied in both online and offline shopping i.e. 45%.
- Most of the respondents are using amazon with 35% for online shopping and remaining websites prefers less for online shopping.
- The analysis showed that most of the respondents think that is delivery, 37.5% is the most important criterion when they buy in online shopping and remaining price, quality& payment security are less.
- Most of the people respondents saving valuable time in online shopping that is 81%,and easily pay the cost of the product within the seconds in full secured.
- The survey showed that majority of the respondents normally purchased the product in online and offline shopping that is grocery items with 24% are more.
- The study shows 76% of respondents said yes online shopping is affordable and remaining 24% of people said no
- Maximum number of respondents often to shop in offline is monthly which is 38% and remaining daily, weekly and annually are slightly more.

- Majority of the respondents feel that online shopping is addiction compared to offline shopping.
- The survey showed analysis of overall customer or people satisfaction level is Neutral ,33% towards online and offline shopping

6. SUGESSTIONS:

This study has provides increased insight into the customer satisfaction towards towards online and offline shopping, dimensions of customer preference towards online and offline shopping, perception of consumer towards online and offline shopping, influence of various factors on consumer in online and offline shopping, etc. Moreover, this research has also helped in analyzing reasons for going online or offline method for shopping.

By providing more refined understanding of all these things, this research will make useful contribution not only to the small segment, but also to the overall ambit of marketing. This study takes into account number of factors regarding customer satisfaction while shopping online and offline which has been missing in many researches till date as most of the studies have focused on customer satisfaction towards offline shopping independently, however in this research customer satisfaction towards offline shopping as well as Online shopping both have been taken into consideration.

This research marks its usefulness because the existence of both the facets of shopping will never replace one another rather rule the market hand in hand. Certain managerial implications both for online shopping and offline shopping can be derived from the resulting research work.

Firstly, the research draws attention towards consumer's perceptions towards online and offline shopping. Secondly, it draws attention towards consumer's preferences of products while shopping online and offline. Thirdly, it focuses on frequency of shopping by consumers. Fourthly, it focuses on methods of purchasing used by consumers while shopping online and offline and various factors influencing the consumer perception while shopping online and offline. The dimensions of consumer's perception, preferences, frequency of shopping, methods of shopping and various influencing factors in this research can help managers to formulate business strategies and plans in a superior manner.

Researches like this can help the e-vendors to track the online shopping satisfaction of the customer and increase the future market by providing suggestions for future purchase and notify in case of arrival of related products that will click their taste buds. Online shopping has many unexplored areas that can increase the penetration of consumers in the online shopping market. Online shopping would be the most preferred option apart from electronics and durables for transactions like ticket booking, accommodation booking, reservations, recharges, net banking, mobile banking, etc.

The suggestion lays an emphasis on coverage of online shopping options for the above mentioned areas. With easy internet access to make the most of the available opportunities and get people from rural areas, senior citizens addicted towards online shopping seminars catering to the basic guidance sessions on how to use these facilities will be a vital force driving them towards online shopping patterns. With more cash on delivery options and quick response time in all areas including remote ones the frequency of consumers for online shopping will show an alarming increasing trend.

7. CONCLUSION

The findings of this study show that there are significant differences in the purchasing habits of people who shop online and those who shop offline. Even though online sales have grown tremendously and are expected to continue to rise, the majority of customers still prefer the 'real' experience of purchasing goods (i.e. offline approach). According to some studies, India's rapid growth in internet shopping is mostly driven by the country's young population. Many brick-and-mortar retailers have been adversely affected by the emergence of online shopping. Retailers' bottom lines have been put under severe strain by retailers' aggressive discounting. It turns out that offering large discounts on goods and services was the final straw for them. To reach as many people as possible, companies are embracing the concept of Omni-channel marketing, in which they market to customers via both traditional and digital channels

During this research, it was found that consumers who traditionally prefer offline shopping use the Internet to research and compare products, pricing, and features before turning to online retailers. While compared to offline shopping, it was discovered in the course of this study that one cannot disregard the presence of risk factors when engaging in online shopping. Consumers prefer to buy offline since it allows them to connect with the products, establish trust, make smaller purchases, and build relationships with store employees. Convenience, Huge variety, Discounts, Offers, Time Savings, and Prices are the Key Motivators to Induce consumer toward Online Shopping Convenience, Huge variety, Discounts, Offers, and Prices are the Key Motivators to Induce Consumers toward Online shopping.

From this research following conclusions can be drawn:-

1. Result showed that in offline shopping Poor Replacement procedure, Retailer Behaviour was the major problem faced by customers followed by Insufficient Description.
2. In online shopping Hidden Terms & Conditions, poor packaging, and delay in delivery was the major problem faced by customers followed by Insufficient Description.
3. There is a significant difference between problems faced by consumers during online & offline shopping

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