

A Comparative Study of Online Marketing Factors Affecting Online Consumer Buying Behavior of Differently Oriented Shoppers

Prachi Goyal* and Bhumija Chouhan

IIIM Jaipur, Rajasthan, India

Abstract

Online retail has become part and parcel of lives while talking about shopping and mobile shopping applications are gaining more and more importance. The research is a Comparative Study of online marketing factors affecting online consumer buying behavior of differently oriented shoppers. Online marketing Factors are similar to 4 P's of marketing along with Technology, Service and security. Shopping Orientation is need based, trail based or combination of both. When studied which online marketing factor affect what type shoppers is interesting; Only "Promotion" and "Technology" were found to have a prominent affect on buying behavior of customers. For all the other factors namely Product, Price, place, Service and security no difference was found in buying behavior of customers with respect to their shopping orientation. Therefore differently oriented shoppers perceive Promotion and Technology differently in building buying behavior while all other factors are perceived by all the customers in a similar manner.

Keywords: E-commerce; Online shopping; Online retail; Online marketing factor; Shopping orientation

Introduction

Online consumer buying behavior

Pre-purchase intention is the key to consumer's online buying behavior, which decides whether they buy or not online. Online buying behavior consists of studies related to factors influencing these intentions. A compilation of some of the determinants researchers have examined are: "transaction security, vendor quality, price considerations, information and service quality, system quality, privacy and security risks, trust, shopping enjoyment, valence of online shopping experience, and perceived product quality" [1-4]. The lists of factors having a positive or negative impact on consumers' willingness to shop do not vary much from that of offline buying store. However, the sensitivities customer display for individual factor might be very different in online retail scenario. Factors like "price sensitivity, importance attributed to brands or the choice sets considered in online and offline environments" can be significantly different from each other [5]. "Uncertainties about products and shopping processes", "trustworthiness of the online seller", or the "convenience and economic utility" they wish to derive from online shopping determine the costs versus the benefits of this environment for consumers.

Shopping orientation

Study identified following online Shopping Orientation of Shoppers:

- **Goal oriented shoppers: (Customers by Need)**

These types of shoppers go to the retailer to satisfy a specific need to buy a particular product.

- **Experimental oriented shopper: (Customers searching for something new)**

These types of shoppers are searching for new experience or product without any specific need in mind.

- **Mixed oriented shoppers:** These types of shoppers enter in a store with a specific need but also search for new products and experiences.

- **No orientation:** these shoppers do not have any intention to either buy nor are they looking for a specific product they just casually browse.

Online marketing factors in study

Following are the factors included in the study:

Product: "Product is anything that can be offered to a market to satisfy a want or need, including physical goods, services, experiences, events, persons, places, properties, organizations, information, and ideas". Product is a main element of market offering. Superior quality products and services that provide unmatched customer value is a key to achieve market leadership.

Price: "Price is the only element of marketing mix that generates revenue; all the other elements only produce cost. Price communicates to the market the company's intended value positioning of its product or brand. A well-designed and marketed product can command a price premium and reap big profits. But new economic realities have caused many consumers to pinch pennies, and many companies have had to carefully review their pricing strategies as a result". With online buying consumers can easily compare the price with just a single click and online retailers have to be careful in devising pricing strategy to match the competitors and consumer's expectations. Intelligent shoppers now a day's take compare price along with ratings and reviews provided by other shoppers to thousands of merchants selling the product.

Place: Traditionally "Place" in marketing mix represented the physical setup from where the business is carried out which is the case in most of the businesses but in online retailer case is different, place provide convenience, product information and personalization for

*Corresponding author: Dr. Prachi Goyal, Research Scholar, RTU Kota, IIIM Jaipur, Rajasthan, India, Tel: +91 9414065528; E-mail: goyalprachi@yahoo.co.in

Received March 07, 2019; Accepted April 04, 2019; Published April 11, 2019

Citation: Goyal P, Chouhan B (2019) A Comparative Study of Online Marketing Factors Affecting Online Consumer Buying Behavior of Differently Oriented Shoppers. J Account Mark 7: 312. doi: [10.4172/2168-9601.1000312](https://doi.org/10.4172/2168-9601.1000312)

Copyright: © 2019 Goyal P, et al. This is an open-access article distributed under the terms of the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original author and source are credited.

vastly different types of consumers and businesses. Goods are directly delivered at customer's desired place (office/home) and place is replaced by delivery. People have done away with cost related to commuting to a retailer, paying for parking and even facing parking issues, high level of congestion etc. Now they just have to relax and order by just a click and pay a minimal amount for shipping, that too only in express delivery otherwise it is free service provided by online retailers.

Promotion: Promotion is a way to push product towards customers and enhance sales volumes, image etc. marketing communication mix consisting of various mode are interchangeably used as promotion here. It includes advertising, sales promotion, publicity, public relation, events, direct & interactive marketing etc. with reference to online retail promotions comprises of huge discounts, coupons, big sale periods, daily deals and massive advertising campaigns. These promotions are run to attract new customer and convert customer from physical store to online marketplace. Habit of online retail is being developed in customers and is lured to compare price and deals and go for best deals.

Technology: Technology with reference to online retail relate to web user interface, website features, all the technical aspects linked with online buying. It plays a pivotal role, as without user friendly, easy to use web interface all the activity related to online retail are a complete waste. Customers are attracted towards online buying is because of convenience and that should be the foremost service provided by online retailer. Review of literature consisted of all the features related to website interface such as ease of ordering, ease of search, website aesthetics, user friendly, easy to understand etc.

Service: "A service is any act or performance one party can offer to another that is essentially intangible and does not result in transfer of ownership. Its production may or may not be tangible in nature". Mostly online retailers are purely service firms working on marketplace model. These websites act as an intermediary to the online retailers and the customers. Service is an important aspect of their offering as product is offered by online retailer, service is offered by the intermediaries that are the websites. It includes how they take care of their individual customers at every point of interaction, their return and exchange policy, fast response to queries etc.

Security: Online retail and security have become inseparable terms, most research were conducted with reference to security issues faced by customers. Online retailers are also taking major steps to eliminate all the loopholes in security. Information privacy, security of transactions and non delivery risk were the major issues faced. It is assumed people prefer to purchase from renowned websites to do away with these issues. Information privacy being foremost as in order to buy online customers have to provide their complete personal details which can be misused, span overload is the issue faced, non delivery of product after payment was a major concern and how customers have developed their trust in websites is studied.

Review of Literature

The research is focused on building a unified model for online shopping experiences, as with the increasing use of e-commerce, m-commerce and social media companies can work on enhancing online consumer experience through behavioral study [6].

Factors affecting online shopping are unleashed till date and drivers of online shopping are still unanswered. The research uses Theory of planned behavior and technology acceptance model. The study borrows two constructs from the TAM model: 'perceived usefulness' and 'perceived ease of use' which are considered to be the main determinants of technology acceptance behavior [7].

The paper focuses on developing marketing strategy by using "Mccarthy's Four Marketing Mix Model" i.e. 4P (Product, Price, Promotion, and Place) and "Porter's Five Competitive Forces" [8]. (i) "The threat of new entrants" (ii) "Rivalry among existing firms within an industry" (iii) "The threat of substitute products/services" (iv) "The bargaining power of suppliers" and (v) "The bargaining power of buyers". Strategies are derived from the four marketing mix i.e. 4P that will affect the five competitive forces and thereby bring a competitive advantage to online businesses.

The paper identifies factors that lead to development of positive attitude of Indian consumers towards online shopping. "Attitudes may be defined as a person's relatively enduring evaluation that develops positive and negative feelings and tendencies toward an object, be it a person, product or idea". The factors discussed in the study are Performance, Convenience, information, personalization, interaction, reliability [9].

And Trust, Security, aesthetics, access To Foreign Goods, Post-Sales Service, Continuous Improvement.

All the online marketing factors after an elaborated Review of Literature were grouped in Online Marketing Factors ie; Product, Price, Place, Promotion, Technology, Service and Security, with sub factors picked from Review of Literature presented in a tabular format below in Table 1.

Objective

To compare online marketing factors affecting online consumer buying behavior of differently oriented shoppers.

This part of research performs comparative study on online marketing factors (Product, Price, Place, Promotion, Service, Security and technology) devised from Review of Literature and its impact of online consumer buying behavior of customers with varied Shopping Orientation (Goal Oriented, Experiential oriented or Mixed). The study finds out whether varied shopping orientation customers perceive various online marketing factors differently or no difference is perceived.

Research Methodology

Data was analyzed using non parametric test as data was found to be non normal. The research data was compiled in ordinal scale. Researcher will use quantitative analysis tools such as:

- Descriptive Statistics: Measures of central tendency: Mean Standard Deviation, Statistical Test: Correlation [10].
- Tests of Normality: "Shapiro- Wilk test and Kolmogorov-Smirnov test is an assessment of the normality of data is a prerequisite for many statistical tests because normal data is an underlying assumption in parametric testing". To test normality there are many methods. There are many methods to evaluate whether data is depicted as "normal distribution" or not. They are divided in two categories: "graphical and statistical". Some common techniques used under statistical test are Shapiro-Wilks test (below 500 data) and Kolmogorov-Smirnov test (more than 500 data). Statistical tests for normality are much more accurate since actual probabilities are calculated, "tests for normality" calculates the probability of the sample that is belongs to a normal population sample [11].
- Non parametric test for comparison: "Kruskal Wallis test: H test (named after William Kruskal andmW. Allen Wallis), or

One-way ANOVA on ranks is a non-parametric method for testing whether samples is derived from the same distribution. It is used for comparing two or more independent samples of equal or different sample sizes” [12-15].

Data Analysis

Factors affecting online buying behavior

Following set of questions were asked to the respondents to judge what all factors affect online buying behavior. Factors were divided in

sub factors: Product, Price, Place, Promotion, Service, Technology and Security which comprises of 4P’s of marketing mix with addition to online buying which is inseparable with other three factors.

All factors had multiple questions within with response in likert scale [16-18]. Respondents had to react to each statement keeping in mind their preferred/ favorite online retailer. Refer Table 2.

Table 3 depicts number of respondents lying in various type of shopping orientation along with the ranks. Goal oriented scoring highest rank with most number of respondents followed by Mixed

1	Product	Product quality, Product information, Product variety Genuine, product Insurance in transit Warranty & guarantee	(Zhuo Dai, 2010) (Chung-Hoon Park, 2003), (Dai zhuo, 2010), (Sangeeta Sahney, 2008) (Gehrt K.C., 2012) (Gupta, 2013) (Mohammad Hossein Moshref Javadi H. R., 2012) (Shaobing YAN, 2010) (Ji Xiaofen, 2009)
2	Price	Product price, Discounts, Price comparison	(Sangeeta Sahney, 2008) (Panda Rajesh, 2014) (Gun Lamiha, 2013) (Rishi, 2008)
3	Place	On time delivery Shipping time Shipping charges	(Dai zhuo, 2010), (Chin-Fu Ho, 1999) (Gupta, 2013) (Zhuo Dai, 2010) (Rishi, 2008)
4	Promotion	Advertisements, Daily deals, Promotional offers, Discount coupons, Loyalty & reference points	(Rishi, 2008) (Kumar, 2013) (Gupta, 2013)
5	Service	Customer care, Return policy, Post purchase reviews, Communication	(Shaobing YAN, 2010) (Chung-Hoon Park, 2003) (Gupta, 2013) (Mohammad Hossein Moshref Javadi H. R., 2012)
6	Security	Trust, Payment security, Website awareness, Privacy	(Shaobing YAN, 2010) (Houshang Mobarakabadi, 2013), (Chung-Hoon Park, 2003), (Dai zhuo, 2010), (Chin-Fu Ho, 1999) (Zhuo Dai, 2010) (Gehrt K.C., 2012) (Mohammad Hossein Moshref Javadi H. R., 2012)
7	Technology	Website design, User interface, Ordering process	(Chung-Hoon Park, 2003), (Chin-Fu Ho, 1999), (Rishi, 2008), (Jain Sanjay K., 2011) (Wang Yong Jian, 2011) (Bhatt Shahir, 2012)
Type of shoppers	I. Goal oriented		(Vangelis Souitaris, 2007), (Jain Sanjay K., 2011) (Ghazali E., 2006) (Kumar, 2013)
	II. Experimental		(Bhatt Shahir, 2012) (Gefen David, 2003)

Table 1: All the online marketing factors after an elaborated Review of Literature were grouped in Online Marketing Factors.

Factors	Particulars	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total
Product	Xyz.Com Only Sells High-Quality & Genuine Products	10.1	9.7	22.8	39.4	17.9	100
	Xyz.Com Has A Large Variety Of Products	4.3	9.1	18.5	40.1	28	100
	I Get Product Information Needed At Xyz.Com	5.4	6	23.5	42	23.1	100
	Xyz.Com Carries A Wide Variety Of Brands	4.7	7.3	21.6	38.1	28.2	100
Price	The Prices At Xyz.Com Are Fair	5.8	6.3	33.6	38.8	15.5	100
	I Get Value For Money At Xyz.Com	5	5.8	31.3	38.8	19.2	100
Place	I Do Not Like Being Charged For Shipping When I Shop Online	5.8	7.3	22.2	28	36.6	100
	I Shop Online Is Product Is Shipped Timely	6.9	8.4	22	38.8	23.9	100
Promotion	I Shop Online Because Of Huge Discounts Provided	4.3	9.3	30.8	34.9	20.7	100
	Advertisements Attract Me To Shop Online	12.3	23.3	30	22.2	12.3	100
	I Shop Online Only When I Have Discount Coupon	17.9	24.6	25.9	22.4	9.3	100
	I Shop Online As Per Daily Deals Available	20.7	23.1	28.9	19.8	7.5	100
	Mobile Shopping Application Provides Better Offers & Discounts.	10.8	14.7	30.6	30.6	13.4	100
Technology	This Website Design Is Attractive To Me	10.1	15.1	34.3	30.2	10.3	100
	For Me, Shopping At This Website Is Fun	8.4	17	33.4	28.9	12.3	100
	I Feel Comfortable Shopping At This Website	6.5	8.4	24.4	42.7	18.1	100
	This Website Has A Search Tool That Enables Me To Locate Products Easily	4.5	8.2	26.9	37.9	22.4	100
	The Mobile Application Is Attractive And Convenient To Use	7.1	11.4	26.7	38.1	16.6	100
Service	The Return Policies Laid Out In This Website Are Customer-Friendly	6	9.7	28.2	35.8	20.3	100
	I Believe That This Website Takes Good Care Of Its Customers	5.4	8.6	26.7	39	20.3	100
Security	Information Privacy Is A Major Concern For Me	5	12.1	25.4	33.8	23.7	100
	Non Delivery Risk Is A Major Concern For Me	10.3	15.9	20.7	31.5	21.6	100
	I Shop Only Through Renowned Website	6.3	7.8	19.6	35.1	31.3	100

Table 2: Factors affecting online buying behavior.

Orientation, experimental oriented respectively and some cases aroused in study with no orientation all [19,20].

The numerical scores were calculated for all the 7 online marketing factors keeping different orientation in consideration. Set of 4 scores based on 4 shopping orientation is developed for each online marketing factor. Data was examined for further analysis [21].

Test of Normality

Hypothesis

H₀: The sample data are not significantly different than a normal population. H_a: The sample data are significantly different than a normal population from Table 4, for the test of normality H_a is accepted, signifying Non Normal Data. As the data is found to be non-normal, non parametric tests for comparison are applied.

Hypothesis

H₀: There is no significant difference in the perception of differently oriented consumers regarding online marketing factors (Product, Price, Place, Promotion, Technology, Service and Security).

H_a: There is significant difference in the perception of differently oriented consumers regarding online marketing factors (Product, Price, Place, Promotion, Technology, Service and Security).

To test the significance in difference the Kruskal Walis test was used as the data was found to be non normal

As we can see from the Table 5, the difference in the mean level for Promotion & Technology is statistically significant (P-value was less than 0.05) and no significant difference statically was found in mean

Shopping Orientation Descriptive			
Type of orientation	Number	Percentage	Rank
Goal oriented	197	42.60%	1
Mixed oriented	192	41.30%	2
Experimental oriented	54	11.60%	3
No orientation	21	4.50%	4
Total	464	100%	

Table 3: Depicts number of respondents lying in various type of shopping orientation along with the ranks.

Factors	Kolmogorov-Smirnov			Shapiro-Wilk			Normality
	Statistic	Df	Sig.	Statistic	Df	Sig.	
Product	0.131	464	0	0.939	464	0	Non- Normal
Price	0.146	464	0	0.929	464	0	Non- Normal
Place	0.155	464	0	0.924	464	0	Non- Normal
Promotion	0.085	464	0	0.896	464	0	Non- Normal
Tech	0.099	464	0	0.974	464	0	Non- Normal
Service	0.144	464	0	0.942	464	0	Non- Normal
Security	0.145	464	0	0.955	464	0	Non- Normal

Table 4: For the test of normality H_a is accepted, signifying Non Normal Data. As the data is found to be non-normal, non-parametric tests for comparison are applied.

Variables	Orientation	N	Mean	Sd	Kruskal Walis Test		
					Chi-Square	Df	P Value
Product	No orientation	21	3.4286	0.9224	4.18	3	0.243
	Goal oriented	197	3.7005	0.8736			
	Experimental	54	3.8472	0.9091			
	Mixed	192	3.6445	0.9648			
	Total	464	3.6821	0.9194			
Price	No orientation	21	3.2857	0.9946	4.062	3	0.255
	Goal oriented	197	3.5533	0.8681			
	Experimental	54	3.7037	0.8982			
	Mixed	192	3.5729	0.9166			
	Total	464	3.5668	0.8981			
Place	No orientation	21	3.4762	0.9934	5.976	3	0.113
	Goal oriented	197	3.6878	0.9873			
	Experimental	54	3.9815	0.9161			
	Mixed	192	3.7396	0.9788			
	Total	464	3.7338	0.9786			
Promotion	No orientation	21	2.9905	0.6244	12.875	3	0.005
	Goal oriented	197	2.9523	1.0067			
	Experimental	54	3.1296	0.7102			
	Mixed	192	3.1979	0.8127			
	Total	464	3.0763	0.8885			

Technology	No orientation	21	3.1238	0.6884	9.513	3	0.023
	Goal oriented	197	3.3553	0.6566			
	Experimental	54	3.5222	0.7376			
	Mixed	192	3.4604	0.8066			
	Total	464	3.4078	0.7356			
Service	No orientation	21	3.3333	0.8564	3.34	3	0.342
	Goal oriented	197	3.5812	0.9708			
	Experimental	54	3.7315	0.8396			
	Mixed	192	3.5469	0.991			
	Total	464	3.5733	0.9604			
Security	No orientation	21	3.3016	0.8021	3.24	3	0.356
	Goal oriented	197	3.5956	0.8855			
	Experimental	54	3.5309	0.9123			
	Mixed	192	3.6128	0.9298			
	Total	464	3.5819	0.9033			

Table 5: Comparison – Orientation.

Hypothesis	Findings	Conclusion
H ₀ : There is no significant difference in the perception of consumers regarding Product	P value 0.243 > 0.05 accepts null hypothesis	Accept
H ₀ : There is no significant difference in the perception of consumers regarding Price	P value 0.255 > 0.05 accepts null hypothesis	Accept
H ₀ : There is no significant difference in the perception of consumers regarding Place	P value 0.113 > 0.05 accepts null hypothesis	Accept
H ₀ : There is no significant difference in the perception of consumers regarding Promotion	P value 0.005 < 0.05 reject null hypothesis.	Reject
H ₀ : There is no significant difference in the perception of consumers regarding Technology	P value 0.023 < 0.05 reject null hypothesis.	Reject
H ₀ : There is no significant difference in the perception of consumers regarding Security	P value 0.342 > 0.05 accepts null hypothesis.	Accept
H ₀ : There is no significant difference in the perception of consumers regarding Service	P value 0.356 > 0.05 accepts null hypothesis.	Accept

Table 6: Hypothesis.

level of perception of differently oriented customers regarding Product, Price, Place, Service and security.

As the mean values of individual factor are compared it can be noticed as to how closely differently oriented shoppers agree to a particular online marketing factor. Let's see how "Product" mean shows its agreement levels; it ranges between 3.4-3.8, through which we can say it lie between neutral to agree, that implies shopping orientation for product is similar and not varied for differently oriented shoppers.

"Price" mean shows its agreement levels; it ranges between 3.2-3.7, through which we can say it lie in agreement level, which implies shopping orientation for price is similar and not varied for differently oriented shoppers.

"Place" mean shows its agreement levels; it ranges between 3.4-3.9, through which we can say it lie in agreement level, which implies shopping orientation for place is similar and not varied for differently oriented shoppers.

"Promotion" mean shows its agreement levels; it range between 2.9-3.1, through which we can say it lie between neutral to agree level, implying shopping orientation for promotion is varied for differently oriented shoppers.

"Technology" mean shows its agreement levels; it ranges between 3.1-3.5, through which we can say it lie in agreement level, that implies shopping orientation for technology is similar and not varied for differently oriented shoppers.

"Service" mean shows its agreement levels; it ranges between 3.3-3.7, through which we can say it lie in agreement level, that implies shopping orientation for service is similar and not varied for differently oriented shoppers.

"Security" mean shows its agreement levels; it ranges between 3.3-3.6, through which we can say it lie between neutral to agree, that

implies shopping orientation for security is similar and not varied for differently oriented shoppers (Table 6).

Conclusion

Shopping orientation of customers was tested and largest numbers of customer doing online shopping are "Goal oriented" followed by "Mixed orientation" and least for "Experiential oriented". Goal oriented customer visit e-tailer's website with a purpose and form an important part as they are sure what to purchase and are much loyal as compared to other orientations. Not all the online marketing factors affect buying behavior of customers with varied shopping orientation. Only "Promotion" and "Technology" were found to have a prominent affect on buying behavior of customers. For all the other factors namely Product, Price, place, Service and security no difference was found in buying behavior of customers with respect to their shopping orientation. Therefore differently oriented shoppers perceive Promotion and Technology differently in building buying behavior while all other factors are perceived by all the customers in a similar manner. One more interesting fact about this study is for all the online marketing factors customer agree that it is important in building online buying behavior but only for "Promotion" some customer are neutral and do not find it as an important factor in influencing buying behavior.

Recommendations

- Goal oriented group of shopper form a largest chunk of customers, online stores should devise strategies, promotions, web appearance keeping the purpose of coming to the online store of these customers in mind. As these shoppers are the real shoppers which turn loyal in future.
- Differently oriented shoppers perceive Promotion and Technology differently in building buying behavior while all other factors are perceived by all the customers in similar

manner therefore online stores should devise strategies according to the orientation for these two factors and a common strategy for all the other five factors.

Future Research Potential

Each of the online marketing factors can be studied in-depth with different kind of orientation, as we know Factor “Promotion” & “Technology” are perceived differently by different shopping orientation groups but positively or negatively and what variables are affecting in a particular factor can be studied in depth.

Reference

1. Liao Z, Cheung MT (2001) Internet-based e-shopping and consumer attitudes: an empirical study. *Information Manage* 38: 299-306.
2. Saeed KA, Hwang Y, Yi MY (2003) Toward an Integrative framework for online consumer behaviour research: a meta-analysis approach. *J Organizational end User Computing* 15: 1.
3. Miyazaki AD, Fernandez A (2001) Consumer perceptions of privacy and security risks for online shopping. *J Consumer Affairs* 35: 27-44.
4. Chen Z, Dubinsky AJ (2003) A conceptual model of perceived customer value in e-commerce: a preliminary investigation. *Psychology & Market* 20: 323.
5. Andrews RL, Currim IS (2004) Behavioural differences between consumers attracted to shopping online versus traditional supermarkets: implications for enterprise design and marketing strategy. *Int J Internet Market and Advert* 1: 38-61.
6. Bilgihan Anil KJ (2016) Impact of Online Reviews on Purchasing Decisions: An Empirical Study among Indian Academicians. *Inter J Quality & Service Sci* 8: 102-119.
7. Rajesh P, Biranchi NS (2013) Online Shopping: An Exploratory Study to Identify the Determinants of Shopper Buying Behaviour. *IJBIT- Inter J Busin Insights & Transformation* 7: 52-59.
8. Azadi S, Rahimzadeh E (2012) Developing Marketing Strategy for Electronic Business by Using Mccarthy's Four Marketing Mix Model and Porter's Five Competitive Forces. *Emerging Markets J* 2: 45-58.
9. Sahney S, Shrivastava A, Bhimalingam R (2008) Consumer Attitude Towards Online Retail Shopping in the Indian Context. *The Icfai University J Consumer Behavior* 3: 34-68.
10. Ross S (2010) *Introductory Statistics*. (3Ed.) Amestradam: Elsevier Publication.
11. Gibbons JD, Chakraborti S (2003) *Non parametric stastical inference*. (4Ed.) New York USA: marcel Dekker Inc.
12. Bhatt SBA (2012) Factors Influencing Online Shopping: An Empirical Study in Ahmadabad. *The IUP J Marke Manage* 11: 51-65.
13. Gefen D, Karahanna E, Straub D (2003) Inexperience and Experienced With Online Stores: The Importance of TAM & Trust. *IEEE Transactions On Engineering Management* 50: 307-321.
14. Gun L, -Duman SA (2013) Behaviors and Trends in E-Purchasing: Case of Turkey. *Canadian Social Sci* 9: 85-89.
15. Gupta V (2013) An Empirical Study to Customer Satisfaction level for E-tailing using ASCI's Model. *Inter J Adv Res in Computer Sci and Manage Studies* 1: 176-183.
16. Xiaofen J, Yiling Z (2009) The Impacts of Online Word-of-mouth on consumers' buying intention on apparel: An emprical study. *Proceedings of the 2009 International Symposium on Web Information Systems and Applications (WISA'09) Academy Publisher* Pp: 24-28.
17. Kumar SR (2013) Online Shopping Behaviour in Visakhapatnam City. *Indian J Commerce & Manage Studies* 4: 110-115.
18. Javadi MHM, Dolatabad HR, Nourbakhsh M, Poursaeedi A, Asadollahi AR (2012) An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. *Inter J Marke Studies* 4: 81-98.
19. Rishi BJ (2008) An Empirical Study of Online Shopping behaviour: A factor analysis approach. *J of Market & Communication* 3: 40-49.
20. Shaobing YAN (2010) The Empirical Analysis of Factors effecting online shopping Customer Satisfaction index in e-commerce model. *Manage & service sci (MASS) Wuhan: IEEE* Pp: 1-4.
21. Jian WY, Michael SM, Jie W (2011) Aesthetics and online shopping environment: understanding consumer response. *J Retailing* 87: 46-58.