ONLINE SHOPPING MART

1.Demographic Information:

Name:D.Harshitha
Father Name: D.Hanumanth Reddy
Mother Name:D.Revathi

2.Goals and objectives:

Goal:Become a Data Analysist

Objective:Aim to achieve specific

3.Psychrographic Information:

A STUDY ON PERSONALITY TRAITS AND SHOPPING ONLINE:

Abstract: The aim of the article is to analyze inter- relations between online shopping behaviour and personality traits. Online shopping has been developing all over the world. People not only buy locally but also trade internationally via the internet. The method of the study is correlation with the use of SPSS programme. Two different inventories were administrated to 243 university students via online. Big-Five Personality Questionnaire and Compulsive Online Shopping Behaviour were used

Keywords: online shopping, personality, big five personality traits, tendency of buying, university students

Introduction

It is obliviously clear that between the ages of 18 to 60, there isn't anyone who hasn't bought something via online. Especially children and those under the age of 18 have been forcing their parents to buy something from the internet. In an ordinary search in Google, there are 182.000.000 findings which present relations between online shopping and personality. In addition, in Google Academic, 293.000 similar scientific studies can be seen. Moreover, the same topics also indicate 59.303 different manuscripts in Ebscohost scientific search engine. These indications underline the importance of internet buying, in other words, online shopping and personality or character. For private consumers around the globe, the most well-known form of e-commerce falls into the business to consumer category, which includes online retail or online shopping. It refer purchases from bricks-and-mortar retailers, such as Walmart, as well as from web-only online retailing corporations such as Amazon.com or Rakuten. In 2018, an estimated 1.8 billion people worldwide purchased goods online. During the same year, global e-retail sales amounted to 2.8 trillion U.S. dollars and projections show a growth of up to 4.8 trillion U.S. dollars by 2021. In recent years, mobile shopping has been on the rise, with customers increasingly using their mobile devices for various online shopping activities. As of the fourth quarter of 2018, desktop PCs accounted for approximately the same amount of global e-retail orders as smartphones. (Duncan, 2019).
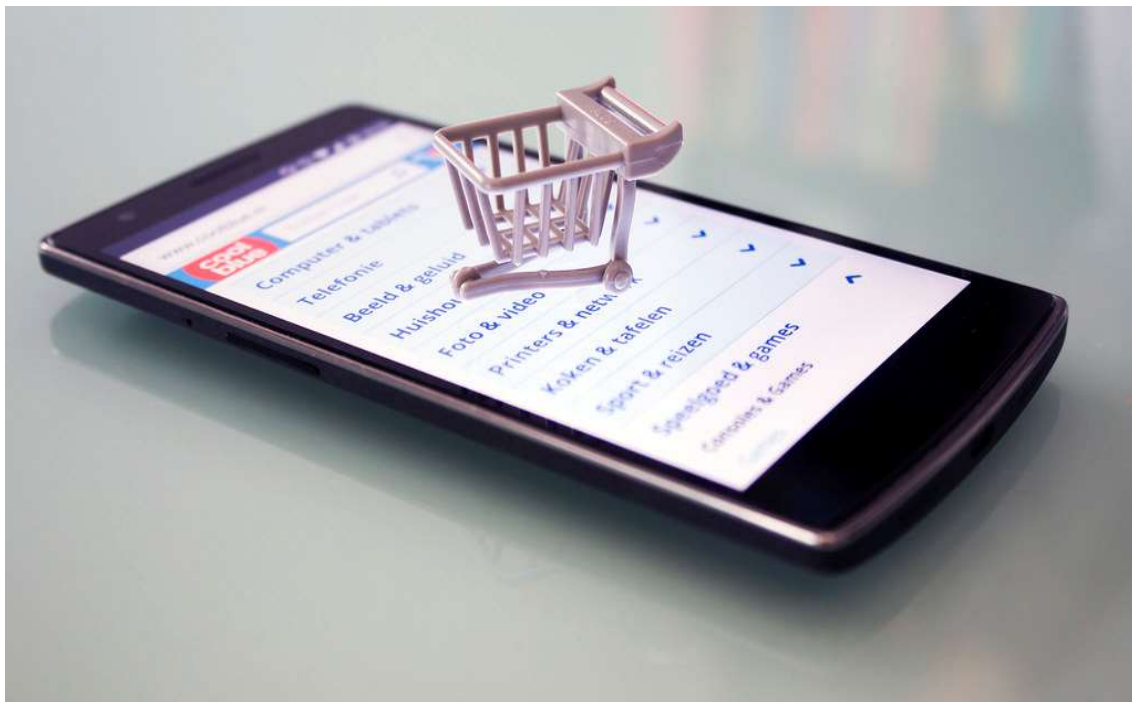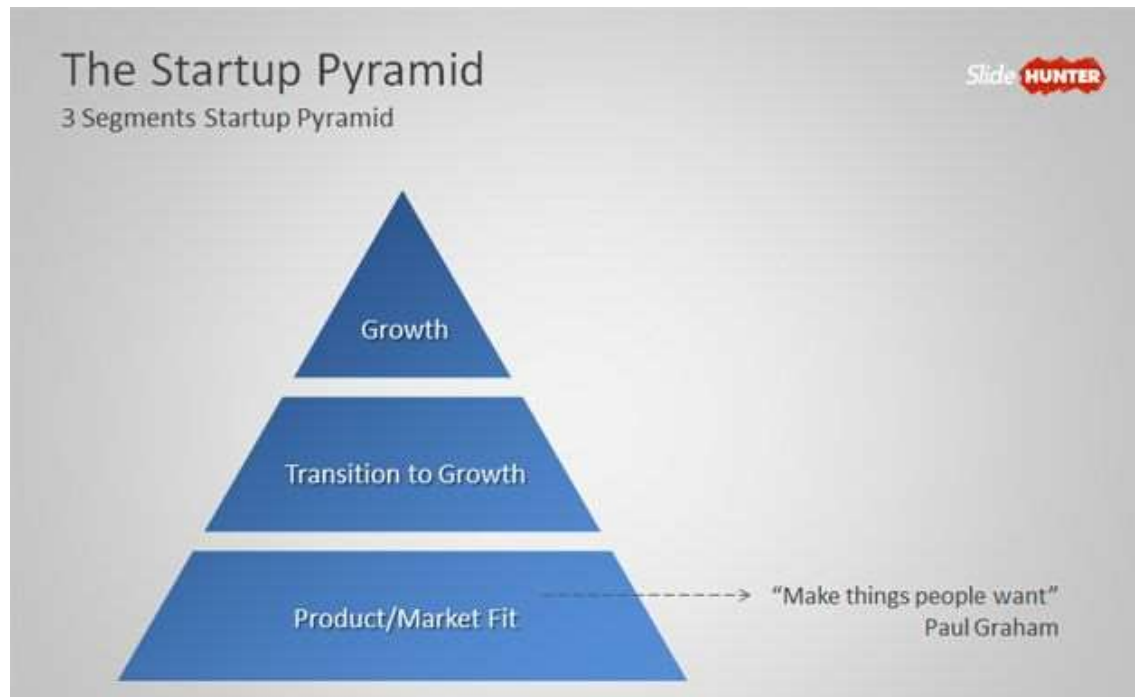
ONLINE SHOPPING MART

4.Behavior and preference:

Common types of buying behaviors include:

- Habitual. When customers practice habitual buying, they typically put little thought or research into their purchases. ...

- Complex. ...

- Dissonance-reducing. ...

- Variety seeking. ...

- Limited decision-making. ...

- Impulsive. ...

- Spendthrift. ...

- Average spending.

The factors which impact customer preference towards online shopping are Information, Easy to use, Security, Satisfaction, Proper utilization of available information to compare the different products available in the market.

5. User journey:

To enhance the customer journey, e-commerce platforms must implement five steps:

- Understand the buyers' persona: ...

- Know buyers' goals: ...

- Outline buyer touchpoints: ...

- Pinpoint customer pain points: ...

- Prioritize issues and remove roadblocks:

6.Challenges and Pain Points:

The 5 Biggest Pain Points In the Online Consumer Shopping Experience

- Pain point #1- Inability to Try Before Buying. ...

- Pain Point #2 – Uncertainty About Quality. ...

- Pain Point #3 – Complex Return Policies. ...

- Pain Point #4 – High Delivery Costs. ...

- Pain Point #5 – Lack of Personal Assistance…..

ONLINE SHOPPING MART

-