

# A study on consumers attitude towards online shopping on

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**What is consumer attitude towards online shopping?** Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services.

**What is the consumer buying behavior towards online shopping?** Findings depicted that when a consumer decided to purchase online, they are motivated by multiple factors like ease of purchasing or convenient, time saving, price effective, anywhere-anytime, cost effective, and broad categories availability.

**What is the perception of consumers towards online shopping?** On the basis of data analysis it is found that most of the customers were perceived that online shopping is better option than manual shopping and most of the customers were satisfied with their online shopping transactions. Customers are accessing their net at their home and office/ college.

**What are the dependent variables of online shopping?** Source Papers (5) Dependent variables of online buying behavior include low price, convenience, perceived ease of use, attitude, time consciousness, trust, and variety seeking. Availability, promotion, comparison, and customer service are not direct factors.

**What is an example of a consumer attitude?** For example, a customer might believe (cognitive) that a car brand is reliable. Their cognition may lead to feelings of trust and satisfaction (affective) when considering a purchase. Ultimately, these positive attitudes drive the customer to choose this brand over others (behavioral).

**What is the research gap in consumer behavior toward online shopping?** The research gap on online consumer behavior lies in understanding the psychological and behavioral characteristics, shopping needs, motivation, price perception, and risk perception of online consumers.

**What are three factors that influence consumer's online behavior?** According to Hayden Noel (2009, p. 13), there are many factors that can influence a consumer's behaviour. In fact, he grouped these factors into three conceptual domains: external influences, internal processes, and post-decision processes.

**How has online shopping changed consumer behavior?** Shoppers Have Greater Access to Goods Today's consumers have access to more information, and ecommerce has given them access to products from around the world. New trade agreements and advances in ecommerce technology has opened the door for brands to sell outside their domestic markets and customers are bought in.

**What are the factors affecting consumer preference in online shopping?** 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.

**Do consumers prefer online or in person shopping?** Around 76% of US adults shop online. At the same time, 46% of shoppers say they still prefer to shop in-store.

**What is the perception of consumer attitude?** Consumer perception directly impacts buying behavior. It influences consumer attitudes, purchase decisions, and brand choices. Positive consumer perceptions can drive purchase intent, increase brand loyalty, and lead to repeat purchases.

**What is risk perception in online shopping?** Forsythe and Shi (2003) define risk perception in online shopping as 'the subjectively determined expectation. of loss by an internet shopper in contemplating a particular online purchase' (p. 869). Bhatnagar, Misra and Rao (2000) used factor analysis to investigate advantages.

**What are the determinants of online shopping behavior?** According to the findings of statistical analysis of data, customers trust, product variety, convenience and privacy has statistically significant relationship with the online consumer

behaviour.

**What are the variables affecting consumer behavior?** Several factors influence consumer behavior, including psychological, social, cultural, personal, and economic. Product marketers must understand how these factors impact the customer buying process so that they can also understand what turns a lead into a converted customer.

**What are the situational variables influence on shopping behaviour?** Situational influences are temporary conditions that affect how buyers behave. They include physical factors such as a store's buying locations, layout, music, lighting, and even smells. Companies try to make the physical factors in which consumers shop as favorable as possible.

**What influences consumer attitudes?** Personal factors, including age, occupation, lifestyle, economic situation, and personality, directly impact consumers' buying choices and preferences.

**What are the three components of a consumer attitude?** The ABC's of Attitudes Our attitudes are made up of cognitive, affective, and behavioral components.

**What are the four types of consumer behavior?**

**What influences consumer online shopping behavior?** Decision-making process: how customers decide what to buy, influenced by factors like product descriptions, reviews, price comparisons, and brand reputation.

**What is consumer Behaviour towards online shopping?** Online consumer behavior is the process of how consumers make decisions to purchase products in ecommerce. The behaviors themselves — such as identifying a problem or deciding to make a purchase — are based on ever-evolving expectations and needs.

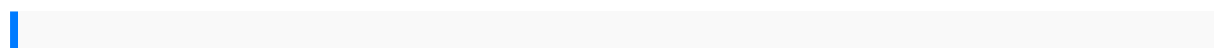
**What is the psychology behind online shopping addiction?** “Online, the urge to shop can be satisfied much more quickly, making it more difficult to resist.” Anxiety and depression seem to intensify those effects. “One thing that can certainly make it riskier is something like untreated depression, because people are looking for a quick, temporary boost to their mood.”

**What is the consumers attitude toward the product?** Consumer attitudes refer to a set of behavioral intentions, cognitive beliefs, and emotions regarding a product or behavior. Consumer attitudes are influenced by three different components: behavioral, affective, and cognitive. The affective component describes one's feelings and emotions towards a product.

**Do consumers prefer online shopping?** 57% of global consumer spending is online. 41% of Americans shop online at least once per week. 90% of shoppers believe they can find better deals online than in-store. Ecommerce sales increased 25% during the COVID-19 pandemic.

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**What is consumer brand attitude?** BRAND ATTITUDE: opinion of consumers toward a product determined through market research. The BRAND ATTITUDE will tell what people think about a product or service, whether the product answers a consumer need, and just how much the product is wanted by the consumer.



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