

Project Paper
On
Consumer Buying Behavior toward Online Shopping

Project Paper Submitted to the School of Business and Economics in Partial Fulfilment of the
Requirements for the Degree of Bachelor of Business Administration.

Submitted To

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Letter of Transmittal

February 08, 2022

Md. Kaium Hossain

Assistant Professor

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Subject: Submission of Project Paper on “Consumers buying behavior toward online shopping”.

Dear Sir,

It gives me great pleasure to submit this research paper titled “Consumer Buying Behavior toward Online Shopping” I do my hardest to make it as appealing as possible. I've written this project paper as per your guidelines. This study demonstrates how Bangladeshi customers feel about internet purchasing.

Thank you for your assistance and participation with the report's development. Finally I want to express my gratitude to you for providing me with this chance.

Sincerely,

Kaniz Fatema Badhon

Student ID: 111 161 279

Declaration

I am Kaniz Fatema Badhon, a student of Bachelor of Business Administration (BBA), United International University, Bangladesh, declare that this Project Paper titled “Consumers buying behavior toward online shopping” is the work I did with the help of my honorable supervisors Md. Kaium Hossain.

I further certify that this is a unique work that has never been submitted for any other degree at a united international university or other institutions.

Kaniz Fatema Badhon

Student ID: 111 161 279

Acknowledgement

I'd like to express my sincere gratitude to Allah for helping me to finish my project paper on time. This paper partially fulfils the requirements for a Bachelor of Business Administration degree (BBA). I'd also like to convey my heartfelt gratitude and gratitude to my supervisor, Md. Kaium Hossain, for always leading me with enthusiasm during the study. Because of his ongoing cooperation, encouragement, and aid, I completed this project paper.

Abstract

Buyers conduct extensive research online before speaking with a salesperson. Rather than visiting traditional brick-and-mortar establishments, buyers increasingly make direct purchases online and through their smartphones. This project paper aims to identify customer behavior regarding online buying, such as their preferences, dislikes, and payment methods. The project paper, titled "Consumer Buying Behavior toward Online Shopping," has been prepared for the fulfillment of the internship program, which is also a requirement of the BBA program. In this descriptive type of research, both primary and secondary data were used. The sample size was 34 and chosen randomly. All of the participants were students. The majority of respondents had both positive and negative experiences purchasing online. Customers may find it easier to buy from those websites if suppliers can give prompt and essential help, including answering all of their questions within a 24-hour service availability.

Key Words: Online shopping; consumer buying behavior, Bangladesh.

Table of Contents

Declaration	4
Acknowledgement.....	5
Abstract.....	6
Chapter 1: Introduction.....	8
1.1 Background of the Study.....	10
1.2 Broad Objective of the Study:.....	11
1.3 Scope of the Study	11
1.4 Limitations of the Study	11
Chapter 2: Literature Review.....	12
2.1 Introduction.....	13
2.2 Perceive Benefit in Online Shopping	14
2.3 Perceived Risk in Online Shopping	15
2.4 Influences in Online Shopping.....	15
2.5 Online Shopping in Bangladesh.....	16
Chapter 3: Methodology.....	17
3.1 Introduction.....	18
3.2 Research Design	18
3.3 Sample	18
3.4 Sample Size	18
3.5 Data Collection Method	19
Chapter 4: Analysis and Finding.....	20
4.1 Data Analysis	21
4.2 Analytical Tools	21
Chapter 5: Recommendations and Conclusion.....	37
5.1 Recommendations.....	38
5.2 Conclusion.....	39

Chapter 1: Introduction



1.1 Background of the Study

In today's environment, online buying is a popular option. It's like you only need to click once, and your purchase is in your hands. People are becoming more engaged on internet platforms these days. The visitors' buying habits had shifted dramatically. People today believe that internet shopping saves them a significant amount of time. In our hectic world, internet buying significantly influences working people. Internet shopping has more advantages than traditional buying and is increasingly popular due to its convenience and accessibility. On the other hand, the perceived hazards associated with online buying enhance online consumers' anxiety and lack of trust.

The Asia Pacific region had tremendous growth, particularly in China. In 2016 the Asia Pacific area generated almost \$1 trillion in online sales, the majority of which came from China, accounting for approximately \$899 billion (Sales, W. R. E., 2016). It is critical for the growth of online shopping in the Asia Pacific region in comparison to developed markets such as the United States United Kingdom Japan and European countries. Bangladesh is experimenting with new buying methods, which has aided the reputation and growth of online shopping in Bangladesh. The procedure through which a client purchases a service or product over the internet is known as online buying.

A company's primary goal is to propose products and services that best meet the demands of its customers. Because satisfied consumers are more inclined to make repeat purchases, a firm that delivers exceptional customer service is more successful than its competitors. Furthermore, as internet connectivity becomes more widespread in Bangladesh's rural areas, online shopping is fast expanding and has immense promise in the future. While Bangladeshis are usually cautious about purchasing technology, a faster-paced lifestyle will increase their reliance on online shopping. This research aims to identify customer behavior regarding online buying, such as their preferences, dislikes, and payment methods.

1.2 Broad Objective of the Study: The main objective of this study is to know online consumer buying behavior.

Specific Objectives of the Study:

- a) To determine the factors responsible for internet shopping.
- b) To determine customer perception of online purchasing.

1.3 Scope of the Study

My research was created primarily to identify consumer behavior during online transactions in Dhaka among the youthful generation. The project's primary goal is to determine what attitudes are at work when customers buy things online. What are their thoughts on payment methods, product quality, and security? This research has given me insight into consumers' attitudes on internet shopping platforms.

1.4 Limitations of the Study

This research focuses solely on the consumers' perception of internet buying. Due to the limited sample size, the data gathered from random respondents may not provide a comprehensive picture. The limitations of the project paper are mentioned below:

- 1. Time limitation
- 2. Small sample size
- 3. The majority of responders did not take the questionnaire seriously. As a result, they did not understand the questionnaire's essential goal, which the researcher truly wanted to know from them.

Chapter 2: Literature Review



2.1 Introduction

Web-based supermarket run is an electronic business to purchases items or administrations straightforward from the dealer however the Internet. This web based model is really a swap for the customer brick and mortar plan of action. These days individuals are relying upon this web shop. Like individuals are purchasing everything from online little or large. Explaining on the web customer conduct is as yet a significant issue as studies accessible spotlight on a various arrangement of factors and depend on various strategies and hypothetical establishments. Studies on web-based shopping conduct have zeroed in essentially on segment psychographic and character attribute Bellam (1999) forewarned that segment factors alone clarify an extremely low level of fluctuation in the buying choice.

Another specialist Burke (2002) said important segment factors age, gender orientation, schooling and pay significantly affect shopper disposition toward web-based shopping. According to Delafrooz (2009), the degree of internet purchasing goal was generally high and the course of inclination toward web-based shopping was favorable postgraduate understudies. In terms of age it has been discovered that younger people are more eager to use new technology such as the internet to search for similar information about products (Wood, 2002). More seasoned buyers avoid purchasing online because the anticipated benefits are countered by the obvious cost in the expertise required to accomplish it (Richford, 2001). More youthful people are associated with lower income; it has been discovered that the higher the pay and age the greater the proclivity to buy online (Bellman 1999; Liao and Cheung, 2001). Sex differences linked to unlike attitudes near online shopping. Regardless of the fact that men are more certain about using the web as a shopping medium female customers who like to shop on the web do so more frequently than male customers. Nonetheless, Slyke (2002) stated that because women regard shopping as a social activity they are less likely to shop online than men.

A major disadvantage of online retailing according to Huseynov and Yldrm (2014) is the loss of physical communication followed by the confidentiality of individual information and the security of financial transactions over the Internet. Demangeot and Broderick (2010) on the other hand. On the other hand he suggested that perceived ease of use has a minimal impact on behavior patterns around the topic and that security and privacy concerns are more important even if a consumer spends hours online the consumer does not develop a relationship with the Internet given the online perception .Save threats (Zuroni and Goh 2012). According to Santhi and Gopal (2018) the sales process has become more complicated as marketers become aware of the wants and needs of their online transaction customers.

Consumer views about the online purchases are influenced by two factors: the first is acceptance and the second is perceived benefits (Hoque Ali & Mahfuz 2015). Nonetheless belief and perceived benefits are likely vital estimations of consumers drawn to virtual acquiring (Al-Debei. Akroush & Ashouri 2015; Hajli 2014). Several independent studies have discovered that factors such as data quality product quality website design transaction capability payment privacy delivery self-consciousness state of mind consumer time wisdom and consumer comfort are all highly predictive of on-line buying pleasure (Katawetawaraks & Wang 2011). According to Peterson (1997), the key aspect of the customer related trade structures and product features will all influence selection arrangements.

2.2 Perceive Benefit in Online Shopping

As indicated by a few authors (Childers et al. 2001; Mathwick et al. 2001; Menon and Kahn 2002;) internet shopping designs can be either buyers' impression of practical or valuable aspects or their view of enthusiastic and indulgent aspects. Enthusiastic or epicurean estimations mirror buyers' insights with respect to the likely delight or amusement of Internet shopping (Doolin 2005; Monsuwé 2004). Also AL Debei (2005) expressed learning about purchaser mentalities toward web-based shopping that it is created with the presence of components like trust and saw benefit.

2.3 Perceived Risk in Online Shopping

Monetary danger item hazard security hazard time hazard social danger and mental danger are totally viewed as seen risks. These kinds of dangers are related with the aim to purchase anything on the web yet the main danger distinguished in this investigation social danger which incorporates family and companion disappointment with the item procured on the web just as dread. A few exploration tracked down that shoppers' perspectives or aims to purchase anything on the web were affected by their view of hazard (Doolin 2005;Liu and Wei 2003;van der Heidjen 2003).Nonetheless the two examination had contrasting perspectives (Corbitt 2003; Jarvenpaa 1999).As indicated by their discoveries the risk of web based purchasing littly affected individuals' penchant to purchase from a site.

2.4 Influences in Online Shopping

Numerous specialists give their work to analyze the elements that impact clients what are mentality and discernment to make web-based business buys though internet shopping. Perception toward web-based shopping are characterized as a customer's good or negative sentiments connected with achieving the buying conduct on the web(Chiu et. 2005;Schlosser 2003). Christy and Cheung (2003) proposed an exploration structure featuring expectation the reception and keep on investigating the internet-based on customer conduct in a methodical manner. In a review, Shergil and Chen (2005) researched how various shorts of online purchasers saw sites in an unexpected way. From their review they said web architecture site dependability satisfaction site client care and site security were the four prevailing variables which impacted customer view of internet buying.

2.5 Online Shopping in Bangladesh

Consumers have access to the entire globe as a result of the convenience of internet buying. They can make a request that allows them to compare rates throughout the country and location. Also determine whether the price fluctuates according on order fragmentation get aware of essential products 2015 (Jagonews24.com). In the Bangladesh market online business has grown more prevalent. People have become accustomed to the fact that everything nowadays is so fashionable. According to UNCTAD this is because it has set regulations and standards for all forms of global e-commerce transactions. Because of the addition of globalization the isolated sector in Bangladesh should be well prepared to match the desire and prospects of the customer while also standing out in rivalry against rivals from home and abroad (khan 2014). As a result of this scenario organizations must automate their internal operations with ICTs in order to remain competitive and productive in a global economy. Businesses must recognize their existence and engagement in the internet world in this day and age. These two challenges in particular are becoming increasingly important for Bangladesh's economic segment (Dhaka tribune, 2015).

Chapter 3: Methodology



3.1 Introduction

The procedures or strategies used to find, select, process, and analyze information about a topic are referred to as research methodology. It discusses an investigation technique as an exact measure or approach used to find excellent procedures and evaluate a topic's information. It enables a person who reads to examine the validity and reliability of the learning in the research article. In a nutshell, it outlines what you did and how you arrived at this conclusion.

3.2 Research Design

A researcher's research design is a technique and approach. It's similar to a structure. The research design demonstrates how the study's findings will be used. Depending on the nature of the issues, there are three categories of business research: exploratory, descriptive, and causal. I employed descriptive research in this project paper. Descriptive research, as we all know, is used to portray the characteristics of a population, condition, or event under study.

3.3 Sample

I choose the youthful group ages between 18 and 32. They were university students and conversant with internet buying. The majority of them were accustomed to purchasing online.

3.4 Sample Size

The size of the sample was 34. All of the participants were students. I conducted an online survey on them to assist them in defining their point of view and making an informed decision about internet buying.

3.5 Data Collection Method

I collected data from two different sources. This report is categorized based on primary and secondary sources.

Primary Source:

I created a questionnaire using Google Docs and shared the URL with respondents to answer the questions in their spare time. A self-administered questionnaire was used to obtain primary data. The sample size was 34 people. The questionnaire was divided into two sections. The first phase involved describing descriptive information such as gender, age e-mail address and phone number. The second section of the study focused on participant behavior when purchasing online.

Secondary Sources:

I considered several secondary sources like websites, journals, and articles for collecting data.

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Chapter 4: Analysis and Finding



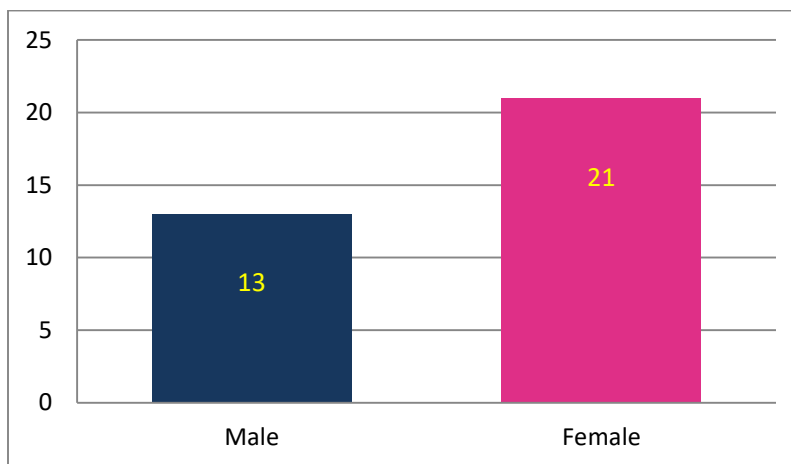
4.1 Data Analysis

In my research, I considered 34 students, all of them are from a younger age. I chose them at random by emailing them a link to my google doc.

4.2 Analytical Tools

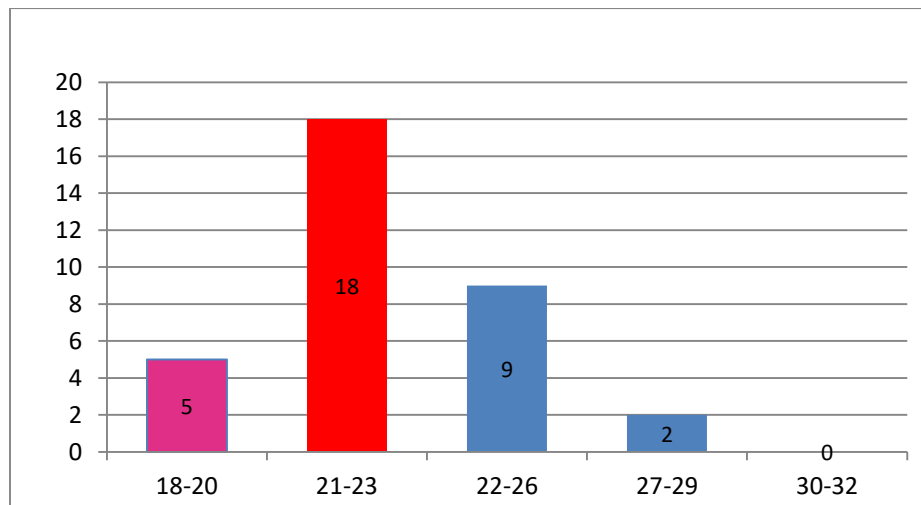
I began my survey by developing questionnaires. Google Doc was used to create this questionnaire. After obtaining the data, I used MS Excel to evaluate it. To make my report more appealing, I used a variety of pie charts.

4.2.1 Gender



Interpretation: The result shows that most participants are female (61.76%), and only 38.24% are male.

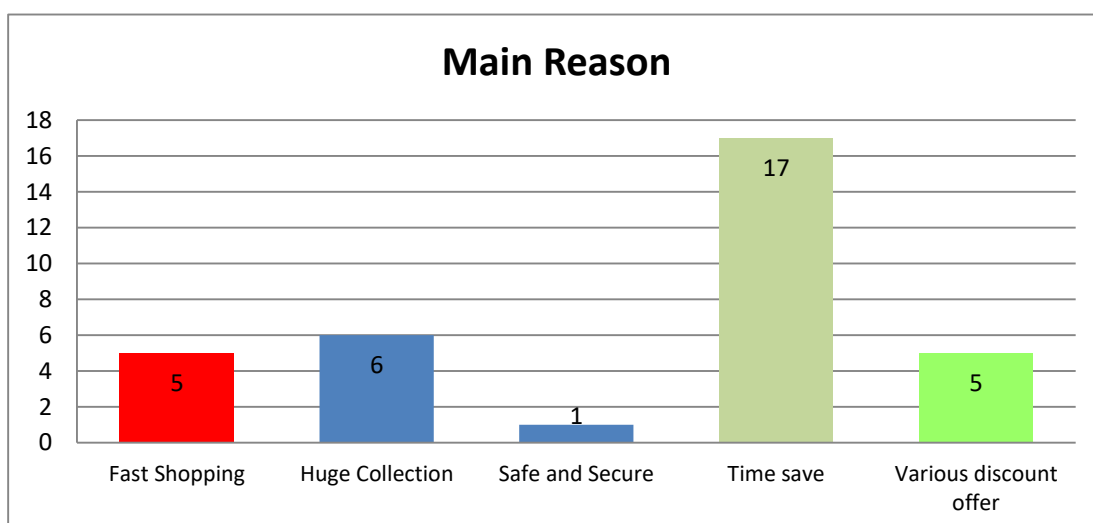
4.2.2 Age



Interpretation: The bar diagram shows that most of the respondents were between the ages of 21 and 23, with 18 respondents (52.94%). There were five (14.70%) participants between the ages of 18 and 20. There were nine people in the group, ranging from age 22 to 26. Only two participants were between the ages of 27 and 29. There aren't any between the ages of 30 and 32.

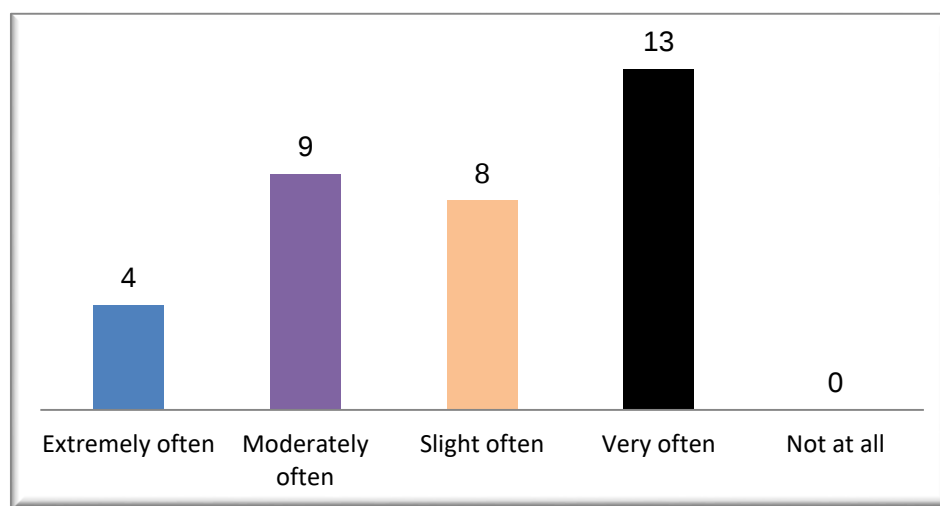
The section of the questionnaire is concerned with the understanding of client behavior regarding online buying.

4.2.3 What is the main reason for your online shopping?



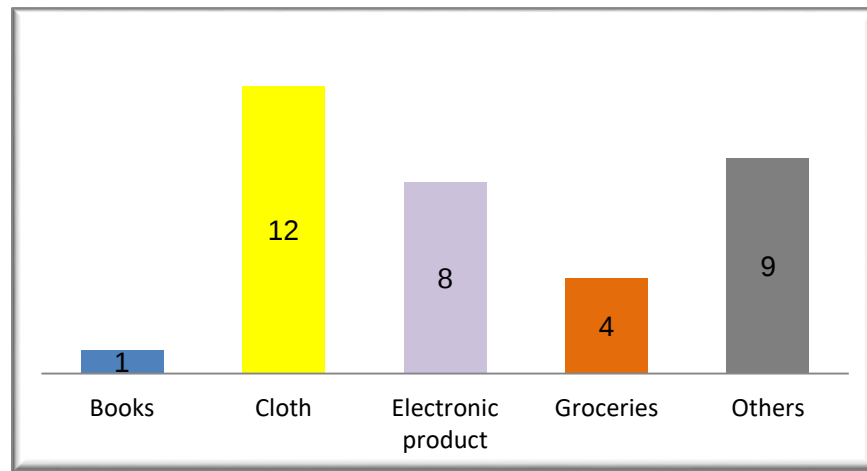
Interpretation: According to the bar diagram it appears that 17 respondents frequent internet shopping because they believe it saves them time. 6 respondents are use online shopping for huge collection.5 are used for fast shopping another 6 are used for discount offer. Only 1 participant was utilized for the safe and secure factor.

4.2.4 How often do you buy products/services online?



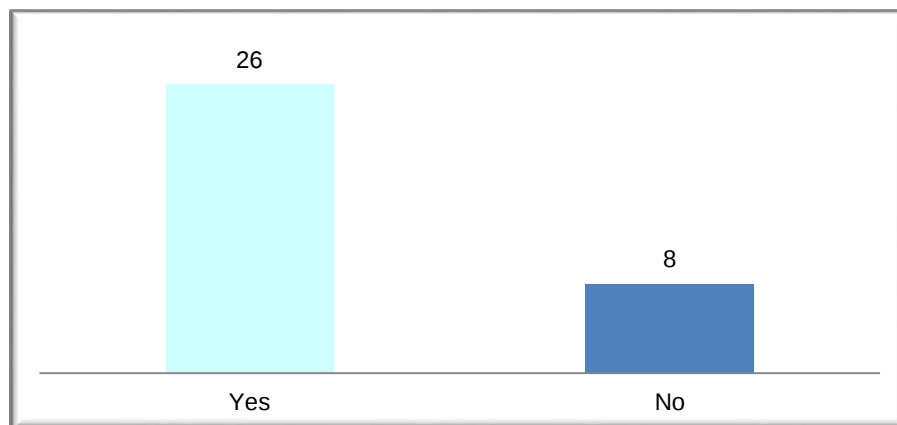
Interpretation: According to the bar diagram it appears that 13 respondents often buy things using internet channels. It indicated that internet purchasing is more popular among young people. The number 9 is frequently used. 8 are in a little amount and regularly. 4 are rather frequent.

4.2.5 What types of products/services do you buy online?



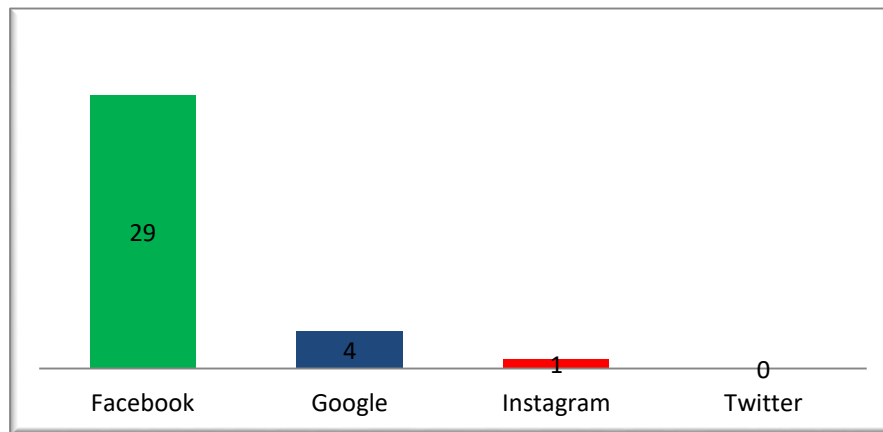
Interpretation: According to the bar diagram it appears that 12 of those polled shop their clothes online. 1 is the purchase of books. 8 are shopping for electrical stuff. Buying groceries is number 4. The 9 are purchasing others and staffs.

4.2.6 Do you follow the advertisement links of the retailer/service provider on social media channels to their product/service?



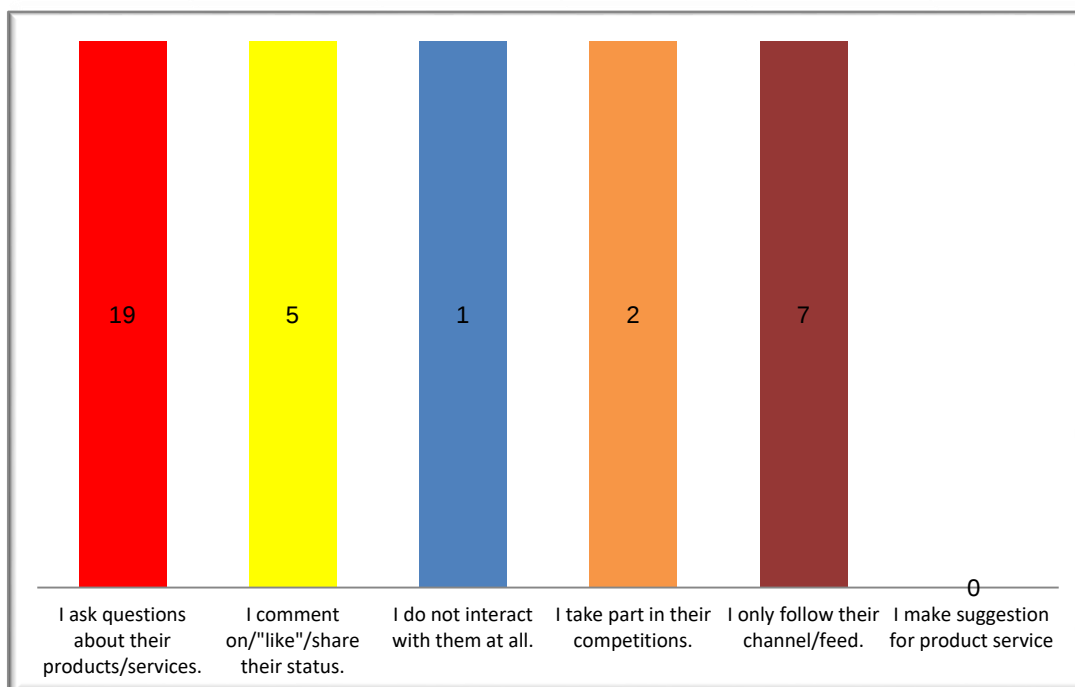
Interpretation: According to the bar diagram it appears that the advertisement drew the attention of 26 individuals. And the remaining 8 contestants do not follow the advertisement.

4.2.7 What are the sources of online shopping information?



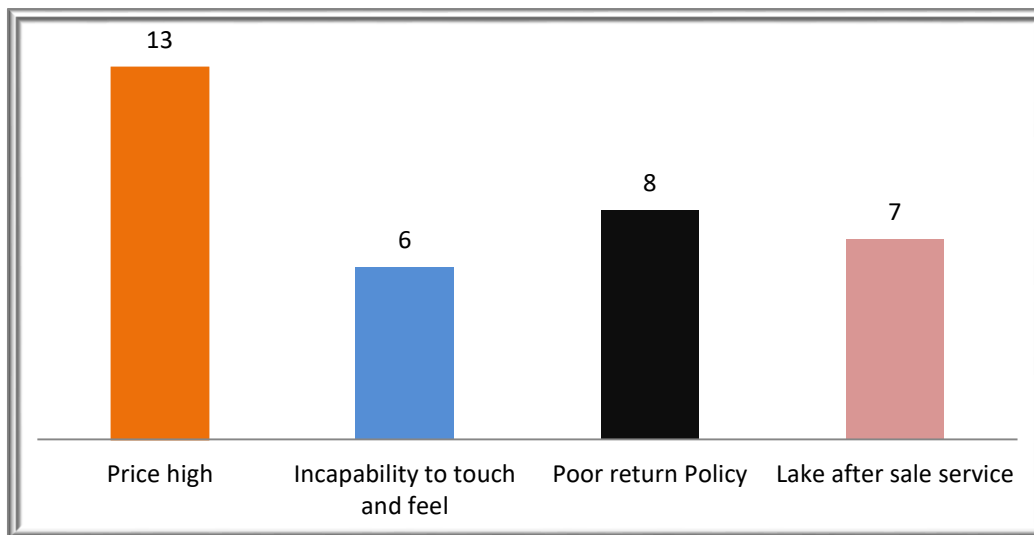
Interpretation: According to the bar diagram it appears that Facebook is the main source for gathering evidence about online product around 29 respondents vote for Facebook. Then 4 from google.1 from Instagram.

4.2.8 How do you interact with your favorite retailers/service providers?



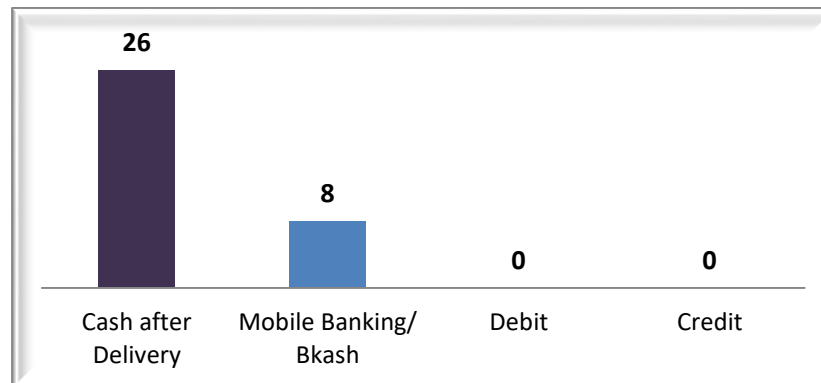
Interpretation: According to the bar diagram it appears that 19 of respondents are inquiring about their products/services. 5 of students are subscribed to their channel. 7 are commenting/liking/sharing their status. 2 are participating in their competition. Only 1 participant do not interact with them.

4.2.9 Factors for disliking online shopping



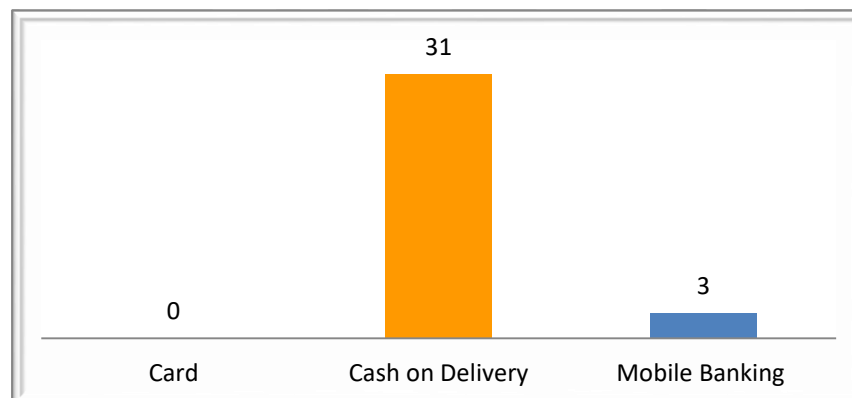
Interpretation: According to the bar diagram the high price aspect appears to be the primary reason for disliking online shopping with nearly 13 respondents agreeing. 8 respondents are things return policy. 7 dislike for lake after sale service. 6 respondents dislike for inability to touch and feel. 8 respondents are things return policy. 7 dislike for lake after sale service. 6 respondents dislike for incapability to touch and feel.

4.2.10 Modes of payment preferences



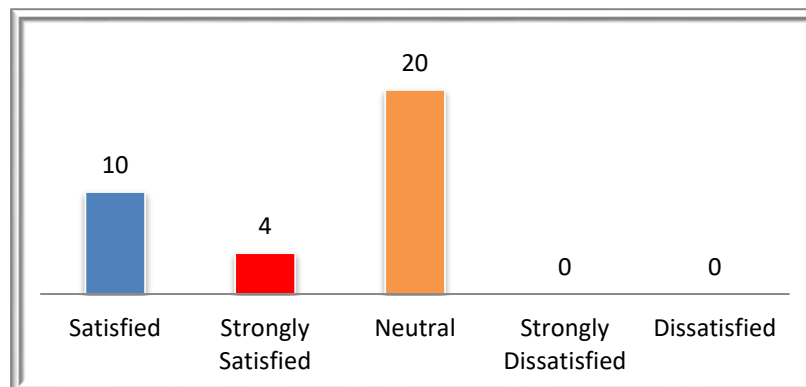
Interpretation: According to the bar diagram it appears that 26 respondents adores to pay cash after delivery. The remaining 8 respondents used mobile banking to make payments.

4.2.11 For payment mode which mode you think safe?



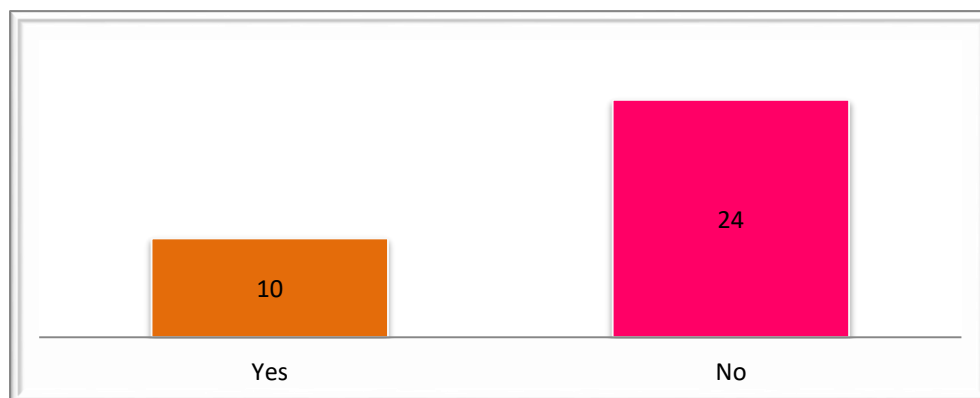
Interpretation: According to the bar diagram it appears that most of the respondents vote for cash on delivery. 3 vote for mobile banking.

4.2.12 Satisfaction on online shopping?



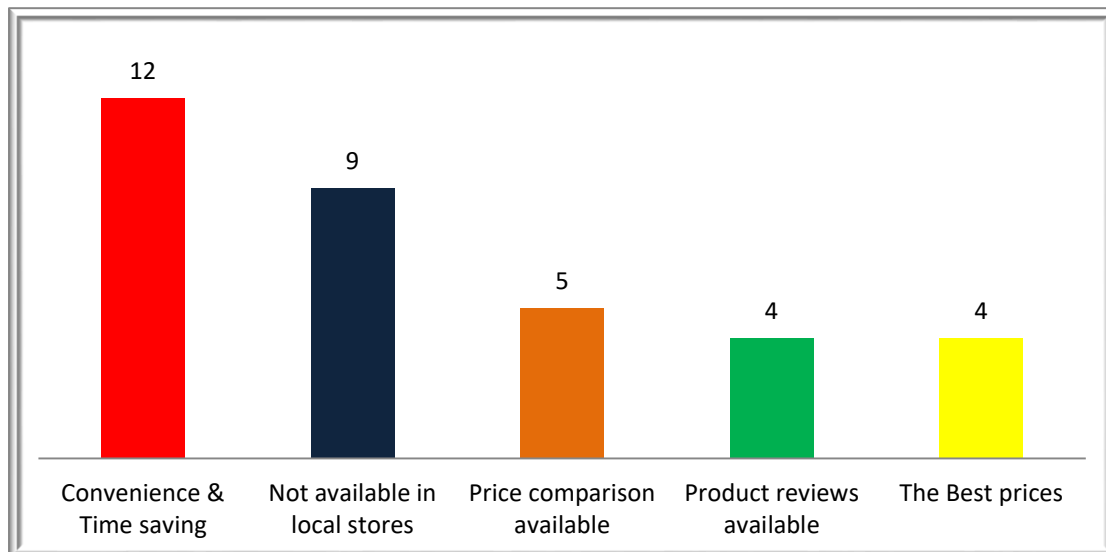
Interpretation: According to the bar diagram outcome it's give me dissatisfaction because 20 of the respondents state they are neutral. As a result of this outcome I am unable to comprehend the genuine opinion. 10 of the respondents are satisfied. 4 respondents are strongly satisfied

4.2.13 Do you go to a retail store first before making your final purchase online?



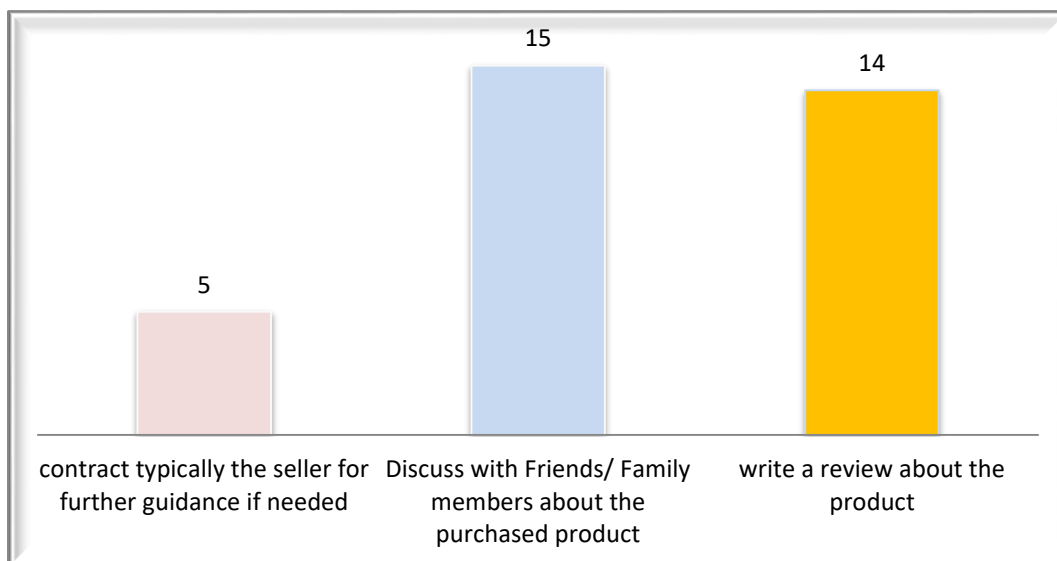
Interpretation: According to the bar diagram it appears that majority of respondents are hesitant to go to a store before making any purchase. The store is being visited by 10 of the responders.

4.2.14 What are the crucial factors which affect your decision making in the final selection of the product?



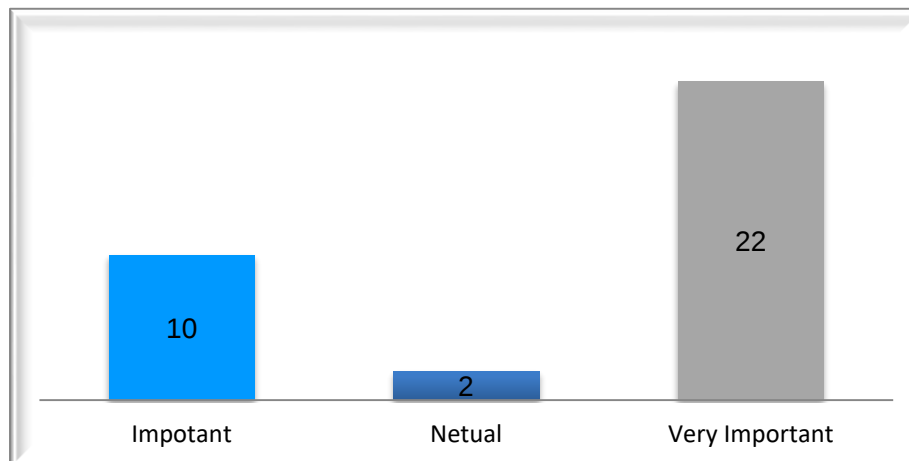
Interpretation: According to the bar diagram it appears that Convenience and time savings were chosen by 12 of the respondents. 9 of them were rejected because they were not available at a neighboring store. For price comparison and availability 5 vote for it. 4 for the greatest value. 4 for the number of product reviews that are accessible.

4.2.15 After receiving the product do-you?



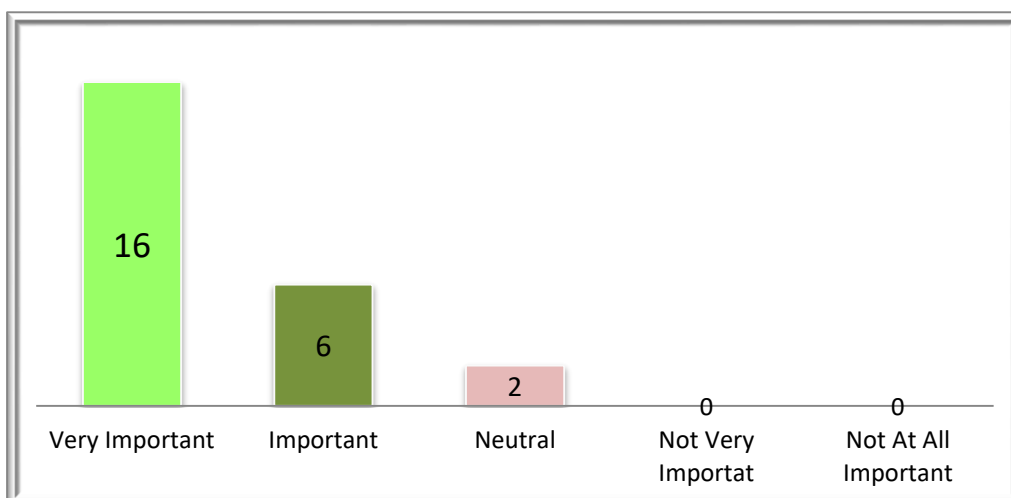
Interpretation: According on the bar diagram it appears that 15 people tell their friends and family about their purchases.14 respondents write a product evaluation. 5 respondents go for more counsel if needed.

4.2.16 How Important is brand loyalty for your online purchasing process?



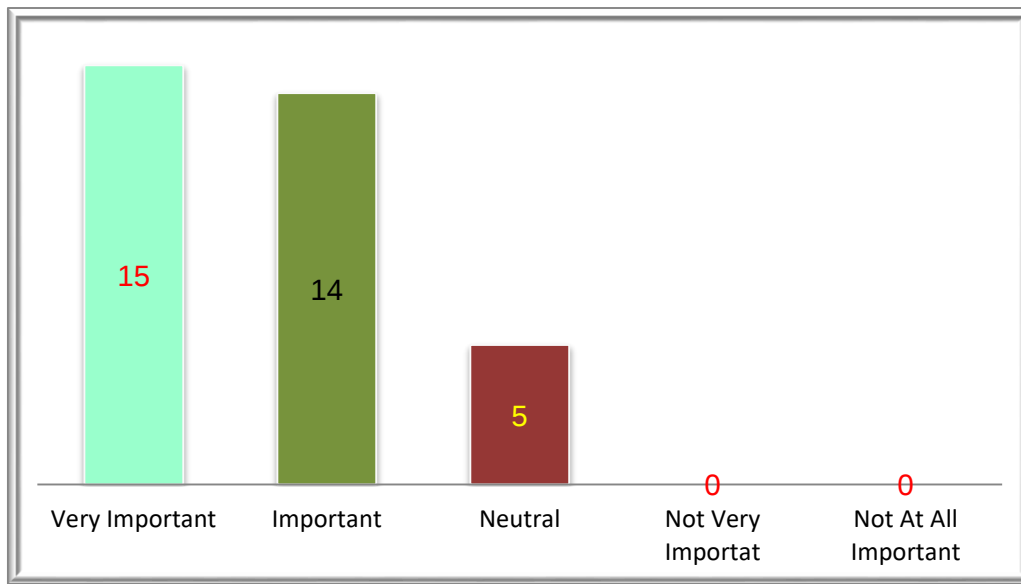
Interpretation: According to the bar diagram It appears that the majority of respondents believe it is extremely significant.10 respondents believe it is extremely important. While just 2 are neutral.

4.2.17 How Important is customer feedback for your online purchasing process?



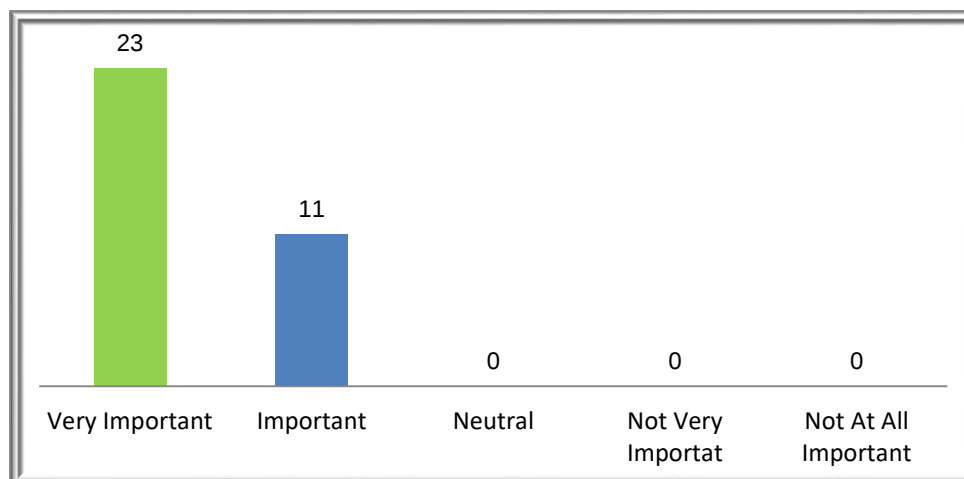
Interpretation: According to the bar diagram it appears that Customer reaction is highly crucial for online acquiring procedure according to the majority of respondents. 6 stated that it is crucial. 2 stay neutral.

4.2.18 How important is discount/promotion for your online purchasing process?



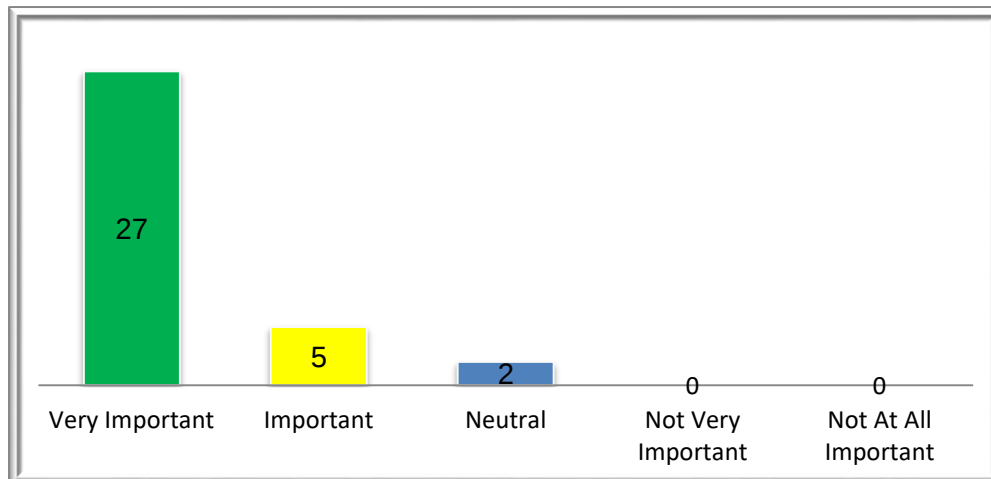
Interpretation: According to the bar diagram it appears that Discounted in online purchasing is extremely essential for them. 15 loves discounting in online purchasing. It is very important for them. It is vital according to 14 responders. 5 stay neutral.

4.2.19 How important are payment options for your online purchasing process?



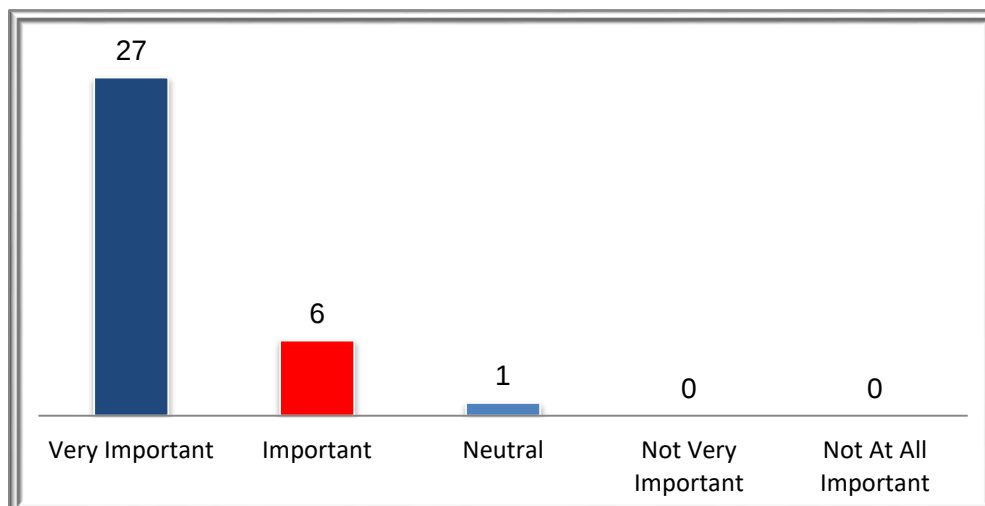
Interpretation: According to the bar diagram it appears that It is highly significant according to 23 responders. It is vital according to the rest of the 11 respondents. Essentially it demonstrates that all of the students consider it to be an important component of the online purchasing process.

4.2.20 How important Secure payment for your online purchasing process?



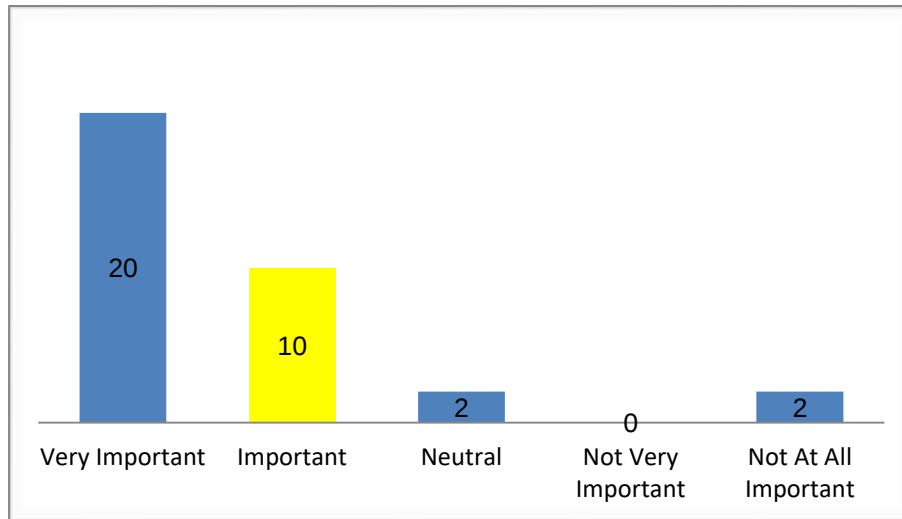
Interpretation: According to the bar diagram it appears that People who are secure and oriented account for 27 of the survey's respondents. It's crucial they said. They said it's very important. 5 said it is important. 2 stay in neutral

4.2.21 How important is service quality for your online purchasing process?



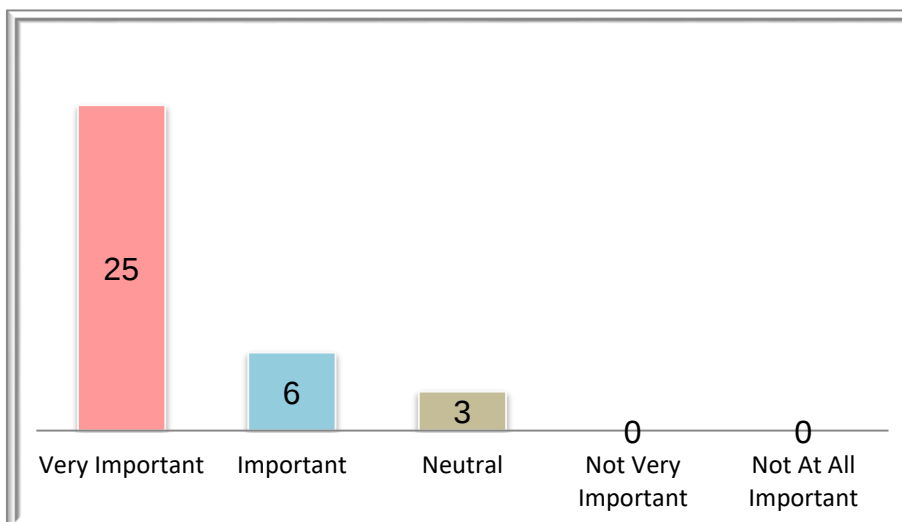
Interpretation: According to the bar diagram It indicates that quality is important. Because it is extremely important to 27 of the responders. 6. said it is also significant. Only 1 remains in neutral mode.

4.2.22 How important is time for your online purchasing process?



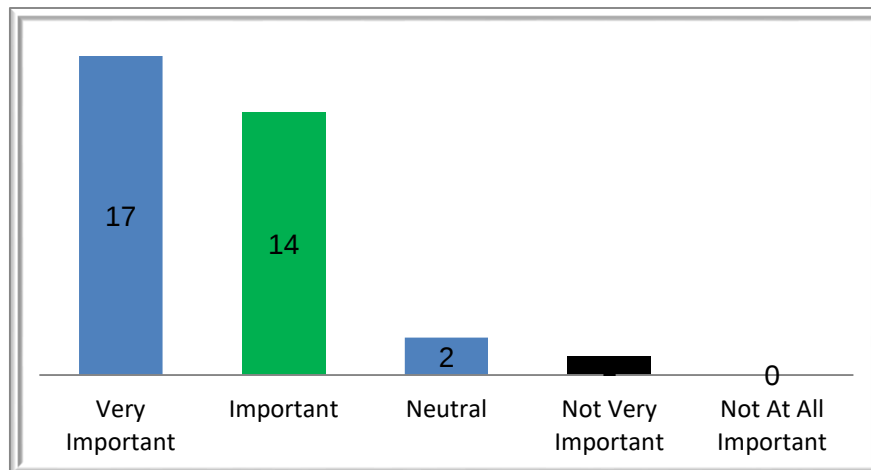
Interpretation: According to the bar diagram it appears that 20 respondents believe that time is a very essential aspect in the online acquisition process. 10 believe it is significant. 2 neutral and remain

4.2.23 How important is speed of the purchase process for your online purchasing process?



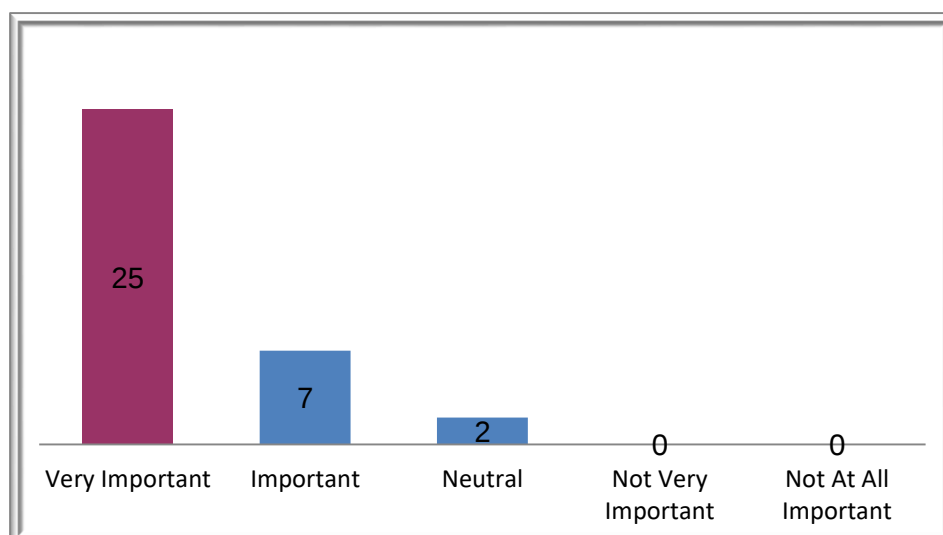
Interpretation: According to the bar diagram It indicates that rapid processing is in high demand among the younger population. 25 vote because it is crucial. It is crucial as stated by number 6.3 keep your mind in neutral mode.

4.2.24 How important is design of an online retailer website for you?



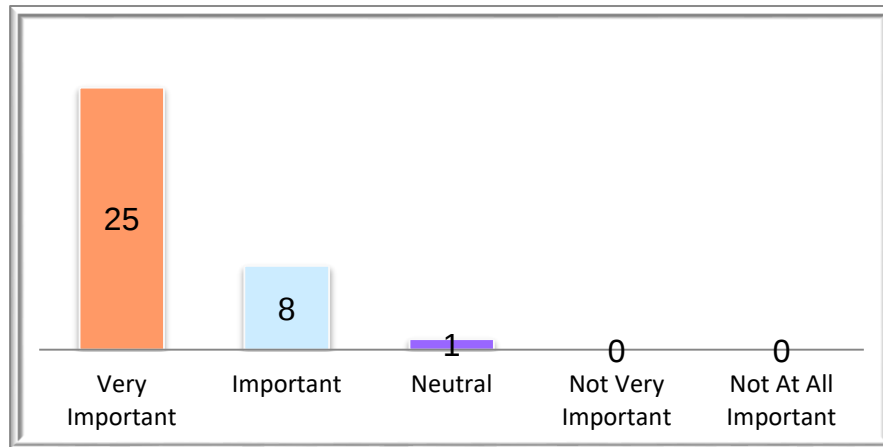
Interpretation: According to the bar diagram Half of the respondents said it is very important. How an online store designs their website has an influence on young customers.14 said it is important. 2 said it is neutral.1 said not very important.

4.2.25 How important is the user-friendliness of an online retailer website for you?



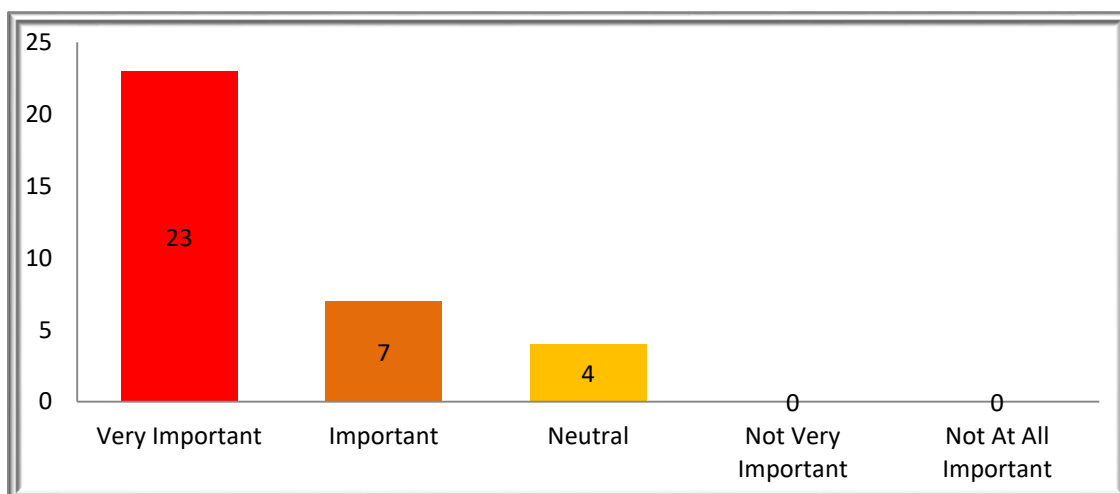
Interpretation: According to the bar diagram it appears that 25 respondents liked accessibility of an online retailer's website. They stated that it is really significant. 7 said that it is significant. 2 remain in neutral.

4.2.26 How important is the payment security of an online retailer website for you?



Interpretation: According to the bar diagram it appears that It is highly crucial that 25 of the respondents vote for it. It is crucial as stated by number 8. 1 remain on and neutral

4.2.27 How important is the reputation of an online retailer website for you?



Interpretation: According to the bar diagram it appears that 23 of the respondents voted for it is very important .and 7 said it is very important.4 remain on and neutral

4.3 Major Findings

- ❖ The majority of respondents purchase online is to save time.
- ❖ 17 respondents said that convenience and saving time are important considerations in their ultimate product decision.
- ❖ Most of customers frequently purchase products online.
- ❖ Cloth and electrical products are popular choices for internet buying.
- ❖ The majority follow the retailer/service provider's marketing links to their product/service on social media networks.
- ❖ For online buying the vast majority rely on Facebook advertising sources.
- ❖ Most of them like discount promotions.
- ❖ The majority of students inquire about products/services before purchasing.
- ❖ Most of them share their thoughts with family/friends.
- ❖ The majority of students provide significant payment options. They are looking for the transaction safety of a site of an internet merchant.
- ❖ The majority believe that cash on delivery is a safe alternative.
- ❖ The majority of pupils want quick processing when buying.
- ❖ The majority of pupils want quick processing when buying.
- ❖ They like the simplicity of an online retailer's website.
- ❖ Previously purchasing it stands critical to obtain client feedback.
- ❖ Brand loyalty is really vital.
- ❖ A well-known and well-designed website influences client preference.
- ❖ The majority of students believe that the cost of purchasing online is higher.
- ❖ The majority of respondents had both positive and negative experiences purchasing online.

Chapter 5: Recommendations and Conclusion



5.1 Recommendations

- To encourage online purchasing online stores must develop stronger return policies acquire higher-quality items provide after-sales services and charge reasonable prices.
- According to my findings the majority of people (91%) prefer to pay with cash on delivery. Due to my student survey no one uses the card. Students are also not permitted to use credit cards in our nation. Since we are in the age of the internet banks should provide some sort of service for students where they can use credit cards also.
- Actions should be taken by the online store. It assists them in moving from the unsatisfied and unbiased categories of online customers to the pleased or extremely fulfilled group.
- Customers may find it easier to buy from those websites if suppliers can give prompt and essential help, including answering all of their questions within a 24-hour service availability.

5.2 Conclusion

In a lot of ways online buying is a good idea. It has aided a large number of individuals. It has a few flaws but they may be worked out with time. Online shoppers in Bangladesh are similar to those in other areas of the world. They also purchase online since it saves them time allows them to obtain home delivery makes shopping more convenient and provides them with a wider selection of clothing equipment and tickets.

The emergence of the internet has given businesses the opportunity to stay competitive by giving customers with a more convenient, faster, and less expensive method of completing transactions. When the online business policy became more convenient many firms began to use the Internet with the purpose of reducing marketing expenses and therefore lowering the value of their goods and activities in order to operate in fiercely modest marketplaces. Companies routine the Internet to tolerate connect and share information to sell products collect response and conduct customer satisfaction surveys.

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