

CONSUMER SATISFACTION LEVEL DURING COVID-19 PANDEMIC FOR ONLINE SHOPPING: A CASE STUDY OF GHUMARWIN BLOCK (HIMACHAL PRADESH)

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Abstract: Consumers buy a variety of items from online stores. Online shopping is the biggest part of customer attraction as well as customer satisfaction. In the online shopping has experience an explosive growth due to the fact that it represent economic and convenient approach to purchasing in comparison to traditional shopping. The online shopping culture rapidly changes with the onset of COVID-19 pandemic. The global crisis of COVID-19 pandemic has started to desolate the world economy and healthcare, igniting much fear, panic, and uncertainty among billions of people. As lockdown being implemented in many places, panic buying has emerged as corona virus outbreak. People can purchase anything from companies that provide their product online, i.e. Books, clothing, household appliances, toys and health insurance are some of the hundreds of product that consumer can buy from an online store. The market is flooded with seemingly very little difference between one another, which are often not even perceptible to consumers. Online shopping was not very popular here. Most of the people used to adopt the traditional method of shopping. But now the number of online shoppers has increased. There are many reasons for the popularity of online shopping in Ghumarwin Block. Such as people started using smart-phones more and buying all those products online which they can't buy at local stores. But nowadays people are buying products online because of Corona Virus and the imposition of Lock-down. It is in this regard, a fundamental understanding of factors causing satisfaction in online shopping has attained greater importance.

Keywords: Consumers buy, Online shopping, COVID-19 pandemic, global crisis.

1. INTRODUCTION

Consumer behaviour refers to the behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Some consumer either lack access or resist using this new way of shopping, due to security and privacy concern. Other shoppers choose to browse the web so as to gather information and then visit stores to negotiate the purchase face to face from retailer. Consumer behaviour is the study of individuals, groups or organizations and the processes they use to select, secure and dispose of products, services, experiences or idea to satisfy needs and the impacts that these processes have on the consumers and society. The consumer buys the goods to satisfy a number of needs and desires. Human wants are unlimited and varying time to time, from place to place and man to man. The study of consumers behaviour holds great interested for us as consumers, as students, as scientist, and as marketers.

Himachal Pradesh is a hilly and rural area. It's popularly known as the Dev bhumi "land of the gods" Himachal Pradesh is a state in northern India, a beautiful hill state in India. In Himachal Pradesh marketers have noticed that there have been key changes occurring in consumer attitudes. There has been a change in consumer mindset towards rising aspirations and changing attitudes of lifestyle, recreation and entertainment expenditures. But nowadays people are buying products online because of Corona Virus and the imposition of Lock-down. In the practice of business, the company needs to maintain the transparency so that the customers can show their loyalty and trust towards the company. It is very important to constantly satisfy the customers by providing good quality products and services along with affordable price then company's revenue will increase.

2. REVIEW OF LITERATURE

In this section several times of literature and journals are reviewed as per this topic. Online shopping, referred to as online retailing or e-tailing, is growing every day in India. Literature review is necessary to understand the research subject properly and gathering the information available researched previously by the other authors. This review outline a small number of focused studies with specific reference to the theme of the study .In the literature survey, a review of earlier studies is carried out in the following paragraphs:-

According to Davis (1993), consumer's attitudes regarding internet shopping are depending on the direct effect of relevant online shopping features. Online shopping feature's can be classified into consumer's perception of functional and utilization dimension such as "ease of use" and "usefulness ", or into their perceptions of emotional and hedonic dimensions like "enjoyment".

Pervaiz Ali, Sudha Sankaran, and Peter Stevrin(2010), in their study titled online shopping' customer satisfaction and loyalty in Norway analyzed satisfaction and loyalty of the onli8ne customers in Norway. The results of the survey reveal that the majority of Norwegians are satisfied with online shopping and that only less than half of them stay loyal to their online sellers. The finding of study state that in the long run customer's loyalty can only be attained through customer satisfaction, which can be achieved by providing detailed product information on websites, superior customer service, quality and timely delivery of goods.

Mustafa (2011) explored the factors influencing customer satisfaction with online shopping. The finding of the study revealed that user interface quality, information quality, perceived quality and perceived privacy, the effect of website design are the major factors influencing customer satisfaction in online shopping.

Guo X.Ling K.C., Liu M (2012), examined the factors determining customer's satisfaction towards online shopping and identified that factor such as website design, security, information quality, payment method, e-service quality product quality, product variety and delivery services are the important determinants of customer satisfaction in online shopping.

Sanjeev Kumar and SavitaMaan (2013), The Study provides insights into consumers"" online shopping behaviours and preferences. Moreover, paper also identify the hurdles that customers"" face when they want to adopt internet shopping as their main shopping medium. Present study is a descriptive study based on the detailed review of earlier relevant studies related to the various concepts of online shopping to explore the concept of online shopping. Findings revels that online shopping brings optimum convenience to the consumers. Privacy and security risk emerges frequently as a reason for being wary about internet shopping...

Jarvenpaa (2015), journal of electronic commerce research, vol.6, No.2, (2015) it is an early stage in internet development in terms of building and appropriate dedicated model of consumer buying behaviour.

Sathiya Bama and Ragaprabha(2016), in the study revealed that customer's satisfaction on their online shopping is associated with area of residence, age, gender, occupation and cost of recent purchase.

Lakshmanan A and U. Karthik(2018), in the study examined consumer's buying behavioural pattern towards online shopping. The study aimed at examining the attitude of online shoppers of the Tiruppur district towards online shopping. For the study, a structured questionnaire was used for collecting data from respondents. The study revealed that a maximum number of respondents of online shopping lie in an age group between 26 -30 years.

In the conclusion we find that most of the researchers revealed that in the long run customer's satisfaction on their online shopping is associated with area of residence, age, gender, occupation and cost of recent purchases. Online shopping is more popular among youngest generation and their attitude is determined by trust and their perceived benefit factor like quality and timely delivery of goods. So, the percent study examines shopping service in Ghumarwin Block , Distt Bilaspur (Himachal Pradesh) Block

3. RESEARCH METHODOLOGY

Research methodology is concerned with selecting specific methods, tools and techniques for collecting, classifying, analyzing and interpreting data. It is a philosophical field of enquiry that can be used to conceptualize a problem. The nature of the research is descriptive and goal of this research is to explore the consumer satisfaction measure how these factors are extensive. For this reason, a survey was conducted in Ghumarwin Block to collect primary data by using questionnaire which contains various relevant questions regarding online shopping during pandemic. A simple random sampling has been used to collect data for the research. A quantitative analysis has been used to analyses the research data. Each question is closed- ended because all possible answers were given by the respondent.

3.1. Research design:

Research design is a plan under which observations are made and data is collected. The research design used for the study is descriptive. Descriptive research studies are those which are concerned with describing the characteristics of the particular individual or group. The study concerned with specific prediction with narration of facts and figures. To accomplish the objective of the present study primary data have been used.

3.2. Primary Data Collection:

1. Questionnaire

The Primary data were collected by specially prepared questionnaire and personal interview method from the sampled questionnaire prepared.

2. Observation

While obtaining the information through questionnaire the customer has been collected by means of direct personal observation.

3.3. Need of the study

The present study has been take into know the customer satisfaction services done by the online shopping companies to capture the customer needs and to determine the offer and discount issued by the companies attract the customer and to know the prefer level of the customer towards online during covid-19 pandemic. Consumer satisfaction is a marketing term that measure how product or services supplied by a company meet or surpass a customer expectation. Customer satisfaction is important because it is provided market and business owners with the metric that they can use to manage and improve their business and without a high degree of it, profit can be lower end harder to generate. A satisfied customer is lightly to send more business back to the company while and unsatisfied customer may be more apt to prevent the business. Today's customer is quiet fashion conscious and wishing to experiment with all type of available choices of brand. The unavailability of choice and due to pandemic covid-19 scenario diverts his/her attention to online shopping where wide range of choices is available at different prices. Himachal is a hilly area where online shopping is not given so many preferences. Because of rural area, levels of satisfaction attention by the consumers of Ghumarwin Block do not have much knowledge preference about online shopping. Due to covid-19 people of this area are given preference to online shopping. The need for this study hence arose to determine the approximate in their online shopping activity.

3.4. Objective of the study

- To identify product categories for which customer favors online shopping.
- To identify the features that customer expects at an online shopping portal.
- To know the different payment and delivery system preferred by customer.
- To analysis problem and prospects &online shopping.

3.5. Scope of the study

- The present study has been taken from may2019 to July 2020.
- Research has been done only at Ghumarwin Block of Distt. Bilaspur (Himachal Pradesh).
- The overall scope of study as to analyses the customer buying behavior and the level of satisfaction in online shopping.

3.6. Sample Description

❖ Sampling method

Sample is the selection of a subset of individuals from within a statistical population to estimate characteristics of the whole population. In other words, it is a process of obtaining information about an entire population by examining only a part for it. In this research, we have used simple random method.

❖ Sample size

This refers to the number of respondents to be selected from the total population from the area of Ghumarwin Block. The sample size is 300.

3.7. Sample design

It is definite plan for obtaining a sample from a given population. It is refer to the techniques the researcher adopts in selecting items for the sample. The respondent is selected based on convenient sampling. A survey was conducted in the rural area of Ghumarwin Block, Distt. Bilaspur (Himachal Pradesh) during covid-19 pandemic

❖ Statistical tools

The data collected through questionnaires were analyzed using simple percentage and frequency.

3.8. Limitations of the study

- ❖ This study is confined to Ghumarwin Block only.
- ❖ The data collect for the research is fully on primary data given by respondents.
- ❖ Respondents could be biased sometimes when information is being extracted.
- ❖ The study is based upon the consumer behaviour of online shopping during pandemic.
- ❖ Due to lack of time a sample size only 300 respondents is being included in this study.

4. DATA ANALYSIS

The analysis of research data is considered for gathering and interpreting the data to obtain research objective. The analysis has been conformity with the objectives of the study .Collected data were first structured into the group frequency distribution table. The frequency distribution factor analysis was applied here.

Table 4.1. The Age group of respondents.

Age Group	Frequency	Percentage
18-25	142	47.33
26-35	91	30.33
Above 35	67	22.33
Total	300	100

It has been shown in the table that 47.33% of the respondents belonged of the 18 to 25 year's group and 30.33% of respondents were in the age group of 26 to 35. 22.33% of the remaining respondents confirmed their age to be above 35 years old.

Table 4.2. Respondents of Gender group.

Response	Frequency	Percentage
Male	145	48.33
Female	155	51.66
Total	300	100

After figuring out the age group, the respondents wanted to figure out the gender of the chosen participant. Male and female were two given options. Out of the 300 respondents, 48.33 or 145 of the respondents were in the male category. Remaining 51.66 or 155 respondents were selected as female.

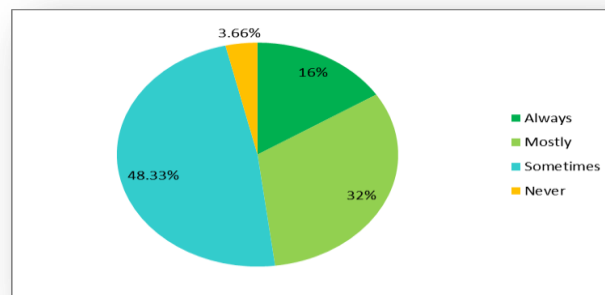
Table 4.3. Perceptions of respondents regarding online shopping provide more facility than conventional shopping method during Pandemic.

Response	Frequency	Percentage
Yes	240	80
No	60	20
Total	300	100

It is evident from the table that 80% of the chosen respondents confirmed as quite positive that there are multiple benefits like efficiency in online shopping facilities which lack in conventional shopping. 20% of the respondents do not agree as they do not believe that scenario of shopping is changed due to online facility in pandemic.

Table 4.4 Opinion of respondents using online shopping facility while purchasing any product

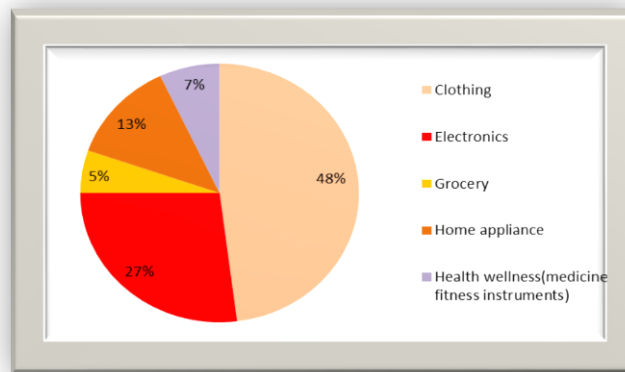
Response	Frequency	Percentage
Always	48	16
Mostly	96	32
Sometimes	145	48.33
Never	11	3.66
Total	300	100



The respondents were asked whether or not they use online shopping facility while purchasing products. It is apparent from table that 16% of the respondents mentioned that they always use online method to purchase numerous products. 32% of the respondents mentioned that they mostly use online method purchase their desire product. 48.33% of respondents mentioned that they sometime use online method to purchase their product.

Table 4.5 Opinion of respondents regarding product category for which they prefer online shopping.

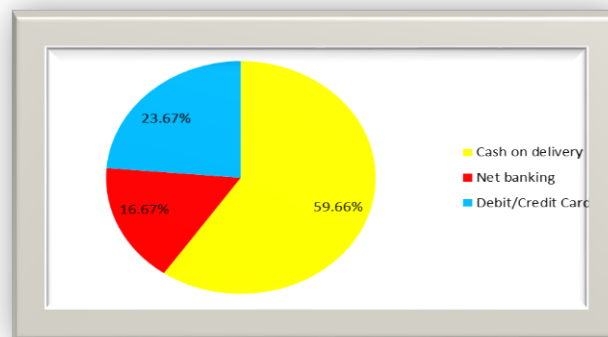
Response	Frequency	Percentage
Clothing	144	48
Electronics	81	27
Grocery	16	5.33
Home appliance	38	12.67
Health wellness(medicine fitness instruments)	21	7
Total	300	100



Above analysis represent that 48% of participants are purchased clothing in online shopping, 27% of respondents purchased Electronics, 5.33% of the respondents are purchased grocery and 12.67% of the respondents are purchased home appliance. Remaining 7% of the respondents are purchase health fitness instruments and medicines during covid-19.

Table 4.6 Opinion of respondents regarding mode of payment.

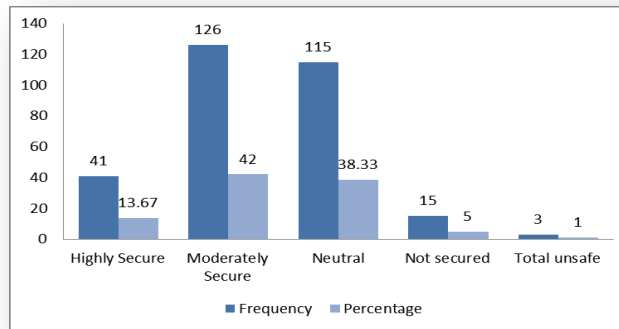
Response	Frequency	Percentage
Cash on delivery	179	59.66
Net banking	50	16.67
Debit/Credit Card	71	23.67
Total	300	100



It is observed from the table that most of respondents i.e. 59.66% preferred payment option cash on delivery whereas 23.67 of the respondents prefer debit /credit card for online shopping and 16.67percentage respondents use Net banking mode of payment.

Table 4.7 Opinion of respondents regarding online shopping is safe and secure.

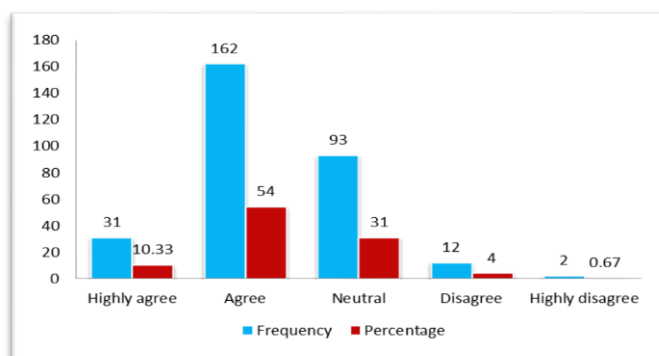
Response	Frequency	Percentage
Highly Secure	41	13.67
Moderately Secure	126	42
Neutral	115	38.33
Not secured	15	5
Total unsafe	3	1
Total	300	100



In the above table shows that respondents provided positive feedback for the online shopping facilities. 13.67% of the respondents mentioned that online shopping portal or systems are highly secure as their sole responsibility is to protect the important information of the customers. There are also very low chances of losing vital information like card number to third party. 42% of the participants said that the sites are moderately secured. They believe that there are few sites which do not provide strong security for the customers. These sites are quite easily breached. Thus, they chose the option moderately confirmed that these online sites are often affected with malwares and viruses and the sole objective of these sites is to steal vital information of the users. Thus, they chose the option not secured. 1% of the remaining respondents totally denied the security aspects of the online shopping portals. They chose the option very unsafe.

Table 4. 8 Opinion of respondents regarding online shopping help them to get best products.

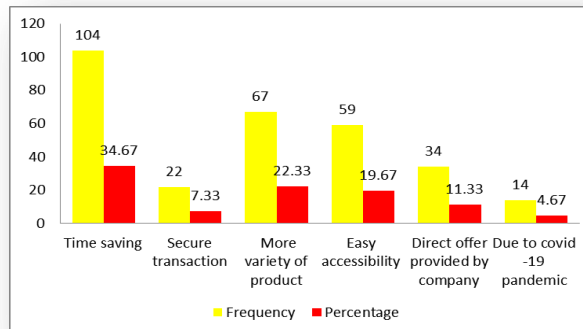
Response	Frequency	Percentage
Highly agree	31	10.33
Agree	162	54
Neutral	93	31
Disagree	12	4
Highly disagree	2	0.67
Total	300	100



Out of 100% respondent (10.33%) of the respondents highly agree that online shopping help those to get best products, 54% of the respondents also agreed, as they believe this unique facility is not possible in traditional shopping procedure. 31% of the respondents remained silent in this question. 4% of the respondents disagreed. Often personal touch from customer service personnel are needed which is provided by traditional shopping process that is by 0.67% of the respondents highly disagreeing.

Table 4.9 Opinion of respondents regarding reason behind online shopping.

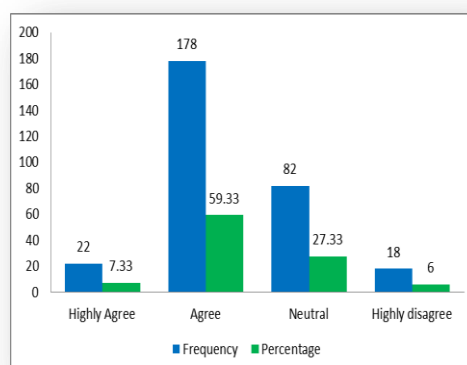
Response	Frequency	Percentage
Time saving	104	34.67
Secure transaction	22	7.33
More variety of product	67	22.33
Easy accessibility	59	19.67
Direct offer provided by company	34	11.33
Due to covid -19 pandemic	14	4.67
Total	300	100



Above analysis shows that reason behind favorability of respondent’s online shopping method to purchase products. 34.67% of the respondents preferred the quality or advantage of times saving for shopping in online medium. 7.33% Of the respondents confirmed that secure transaction is the sole reason behind the prefer ability of online shopping procedure.22.33% expressed that it is due to the variety of products that are available at the plan of one’s hand. 17.67% of the respondents mentioned the advantage of the online process is that it is easily accessible to the customers. 11.33% of the respondents possible 4.67% of respondents also forced to adopt online shopping method due to covid-19 pandemic.

Table 4.10 Opinion of respondents regarding offers provided by the companies in online shopping.

Response	Frequency	Percentage
Highly Agree	22	7.33
Agree	178	59.33
Neutral	82	27.33
Highly disagree	18	6
Total	300	100



From the above diagram shows that 7.33% of the respondents highly agreed that online shopping system facility lucrative offers like discounts and gift coupons to the customers as these are rarely available in traditional shopping procedures. 59.33% of the respondents agreed that famous online shopping portals do provide good offers on various products through online sites and app. 27.33% of the respondents remained neutral commerce during the question. 6% of the respondents disagreed about the topic of the question. They believe many e-commerce portals in the country do not provide adequate offers to the customers and often they are charges with delivery charges. Of the respondents agreed with them as they chose the last option highly disagree.

Table 4.11 Opinion of respondents regarding problems faced in online shopping.

Response	Frequency	Percentage
Unfriendly shopping portal	14	4.66
Lack of knowledge of offer provided by company	41	13.66
Delivery problem due to restricted area	86	28.66
Payment problem	34	11.33
Delivery too slow	44	14.67
Wrong product were sent	48	16
Not good quality of product	33	11
Total	300	100

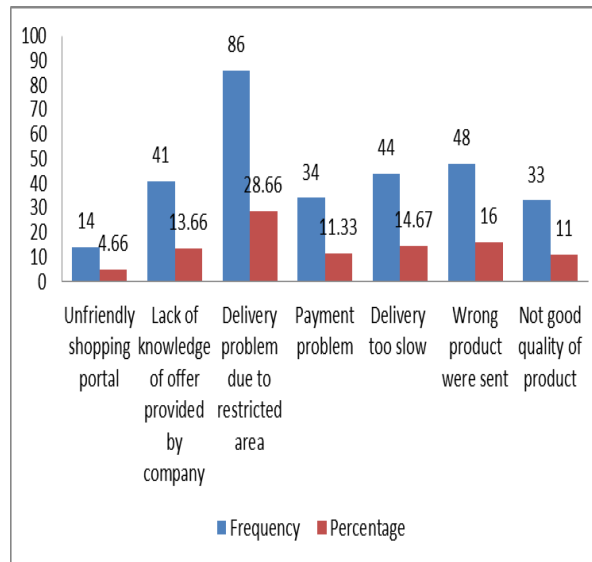
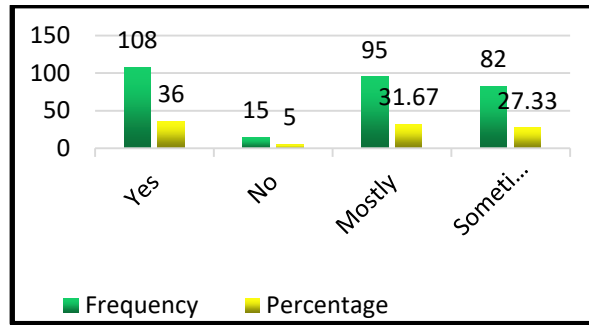


Table 4.11 reveals that different problem face by customer during online shopping. We found 28.66% of respondents suffering with delivery problem due to restricted area, 11.33% of respondents have faced payment problem, 14.67% of respondents have faced slow delivery and other respondents facing 16% of wrong product were sent, 11% of respondents facing problem not good quality of product. Remain the 4.66% & 13.66% suffering with the unfriendly shopping portal and lack of knowledge of offer provided by company.

Table 4.12. Opinion of respondents regarding satisfaction level with online services.

Response	Frequency	Percentage
Yes	108	36
No	15	5
Mostly	95	31.67
Sometimes	82	27.33
Total	300	100



From the above analysis table 4.12 among 300 respondents 36% revealed that they are satisfied with the online service and said that online service literally saves their time and money. Various offers and fast delivery system satisfies them. In addition they added that various information can be gained through the online services which help them to select the best product from the market. 36% of the respondents are not happy with the online service because of wrong delivery and fake information

Table 4.13. Recommendation for improving online services.

Response	Frequency	Percentage
More safe and fast transaction	102	34
Fast and time delivery	153	50.67
Attractive website and application area	45	15
Total	300	100

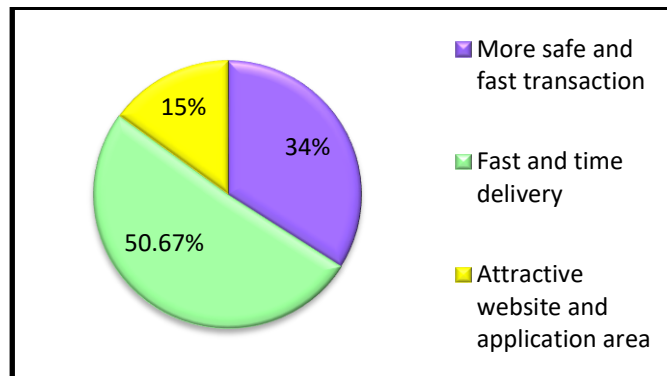


Table 4.13 shows the recommendations for improving online services. Among 300 respondents 34% supported the safe and secure transaction. They revealed that transaction must need to be safer and secure so that no misconduct can be happened. Most of the respondents near about 50.67% said that more fast and on time delivery will help both the customer and organization to provide proper services. Many obligations have been arose regarding the on time delivery and exact delivery which must need to be mitigated. Whereas rest of the 15% suggested the development of the website and mobile application so that consumer can get attracted. Obviously, they said that attractive website and well designed and organized mobile application can attract new customers for the retail organizations and consumer can also get more information easily.

Table 4.14 Opinion of respondents regarding remain with online shopping in future.

Response	Frequency	Percentage
Yes	175	58.33
No	22	7.33
May be	103	34.33
Total	300	100

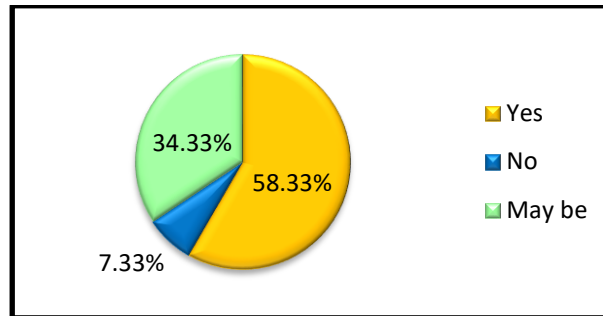


Table 4.14 shows that 58.33% of the respondents want to remain with online shopping. 7.33% of the respondents don't want to remain with online shopping and 34.33% of respondents may also be remaining.

5. FINDINGS & CONCLUSIONS

Findings:

1. From the table 4.1 shown that 47.33% of the respondents are age group of 18-25 years and 30.33% of the respondents are age group of 26-35 years and 22.33% of the respondents are age group of above 35 years.
2. From the table 4.2 shown that 51.66% of the respondents are female and 48.33% of the respondents are male.
3. From the table 4.3 shown that 80% of the respondents think the online shopping is better than conventional shopping and 20% of the respondents think the conventional shopping better than the online shopping.
4. From the table 4.4 shown that 48.33% of the respondents sometime using the online and 32% of the respondents mostly using the online shopping and 16% of the respondents always using the online shopping and 3.66% of the respondents never using the online shopping.
5. From the table 4.5 shown that 48% of the respondents are purchased clothing and 27% of the respondents are purchased of the electronics and 12.67% of the respondents are purchased home appliances and 7% of the respondents are purchased health wellness and 5.33% of the respondents are purchased grocery.
6. From the table 4.6 shown that 59.66% of the respondents of using cash on delivery and 23.67% of the respondents using debit/credit cards and 16.67% of the respondents using net banking
7. From the table 4.7 shown that 42% of the respondents think that online shopping is moderately secure and 38.33% of the respondents that online shopping is natural safe and secure and 13.67% of the respondents think that online shopping is highly secure and 5% of the respondents think that online shopping is not secured and 1% of the respondents think that online shopping is total unsafe.
8. From the table 4.8 shown that 54% of the respondents are agree and 31% of the respondents are natural and 10.33% of the respondents are highly agree and 4% of the respondents are agree and 0.67% of the respondents are highly disagree that online shopping help to get best product.
9. From the table 4.9 shown that 36.67% of the respondents prefer online shopping for time saving and 22.33% of the respondents prefer online shopping for more variety of product and 19.67% of the respondents prefer online shopping for easy accessibility and 11.33% of the respondents prefer online shopping for direct offer provide by the company and 7.33% of the respondents prefer online shopping for secure transaction and 4.67% of the respondents prefer online shopping due to covid-19 pandemic.
10. From the table 4.10 shown that 59.33% of the respondents are agree and 27.33% of the respondents neutral and 7.33% of the respondents are highly agree and 6% of the respondents are highly disagree that online shopping portal provide good offers online shopping are satisfactory.
11. From the above table 4.11% shown that 28.66% of the respondents faced delivery problems
Due to restricted area and 16% of the respondents faced the problem wrong product sent and 14.67% of the respondents knowledge of offer provides by company and 11.33% of the Respondents faced payment problem and 11% of the respondents faced not good quality of product and 4.66% of the respondents faced unfriendly shopping portal problems in online shopping.

12. From the table 4.12 shown that 36% of the respondents are always satisfied and 31.67% of the respondents are mostly satisfied and 27.33% of the respondents are sometimes satisfied and 5% of the respondents are never satisfied with online shopping experiences provided by company.

13. From the table 4.13 shown that 50.67% of the respondents suggest the fast and time delivery

34% of the respondents are suggest the more safe and fast transaction and 15% of the respondents suggest attractive website and application area to improve the online shopping more

14. From the table 4.14 shown that 58.33% of the respondents want to remain with online shopping where as 34.33% of the respondents may also be remain with online shopping and 7.33% of the respondents don't want to remain with online shopping is future.

Dents faced delivery too slow and 13.66% of the respondents faced lake of

Conclusion:

Due to the Covid-19 pandemic existing behaviours and structures are being questioned. We assume that during the current crisis, customers are spending more time online, and we find that the strongest influence on today generations consumer's behaviours intentions to sleep online. The finding and result affect the preference and purchases in Ghumarwin Block. The study bought to the fact that most of online shoppers are educated people and students who have a positive perception towards online shopping. Risk perception particularly concerns about online security are presenting many people from shopping online. Ensure to measure in delivery of a product are challenging task in front of online sellers to increase their sales. The findings reveal that online retailers need to reduce the consumer's perceived risk by making shopping portals easier to navigate, providing secure payment option ensuring quick and quality of delivery to gain and maintain customer trust and loyalty. Most of the online retailers have a customer's feedback system the feedback of an online buyers should be custard to identify slows in service delivery and work towards providing a high customers value. Our study suggests that companies can induce purchasing behaviour by strategically harnessing normative influence and that sophisticated online platform and transparent communications are great importance during crisis.

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