

A Study on Trends in E-Shopping : An Extended Technology Innovation in Commerce

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Abstract: *Online shopping is a novel retailing method and, without a doubt, the future of ecommerce. According to Aventus Capital's "India goes Digital" report, the Indian e-commerce market was valued at 28,500 billion dollars in 2011. Forrester predicts that between 2012 and 2016, the ecommerce market in India will expand at the fastest rate in the Asia-Pacific region at a CAGR of 57%. Online sales of goods and services are taking place for both single-brand and multi-brand businesses. The idea for this study came from the growing population. In this unique circumstance, research paper investigates three factors that impact buyer goals to buy items on the web: price-focused, convenience-focused, and safety-focused. The intention and attitude of 150 Bangalore online shoppers, as well as their perceptions of convenience, safety, and price, are examined in this study. Online shoppers were given a structured, closed-ended questionnaire to fill out. The gathered information were broke down in two phases. In the principal stage relationship was performed to examine between web based shopping highlights and shopper buy expectation. In the second stage, factor analysis was used to identify the crucial factors that influence consumers' intentions to buy online. According to the findings of this study, "safety" creates trust, "convenience" creates user friendliness, and "price" provides economy. All three of these factors had a direct impact on consumers' intentions to make purchases online. The researchers can use the information in this paper to better understand how consumers feel about their plans to shop online.*

Keywords: e-commerce; attitude; safety; convenience; price.

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