

عنوان مقاله:

Impact of Internet Searching Pattern on Online Shopping Behavior: An Empirical Study on Dhaka City

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نویسندگان:

Helaluddin Ahmed - Senior Lecturer, Department of Business Administration, World University of Bangladesh, Dhaka, Bangladesh

Aruna Anwar - Lecturer, Southeast Business School, Southeast University, Dhaka, Bangladesh

خلاصه مقاله:

The key purpose of this research is to determine if there are some connections between the trend of looking for internet goods and the propensity to shop online. This research further shows the association of demographic factors and online purchasing behavior among online customers. It is found from the review of the extensive literature that there have been conflicting opinions on the factors determining e-shopping behavior. A survey on the young adults was performed within Dhaka City. Descriptive statistics like cross-tabulation and independent chi-square tests of significance have been conducted to describe the survey findings. Finally, the researchers concluded that the search and comparison of products has a significant relationship with the positive tendency of the shopper to purchase the product online. Demographic factors like age, gender, and private transport facilities have significant associations among types of product searches, reasons for searching, and online searching platform. Household income also significantly associated with internet expenditure and frequency of product searching. The pattern of Internet use has a significant association with the frequency of online product searches but does not significantly associate it with successful online product purchases. Reasons for product searching, discouraging factors for online purchases, and other demographic factors have a duplex impact on successful online purchases of products.

کلمات کلیدی:

E-Shopping, Online Searching, online shopping behavior, Internet Marketing

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