

Everyone's Smart University

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1. Introduction

Online shopping is the medium that is using for shopping. However, it is the most popular term of shopping among the community of the internet. It does not matter about electronics, clothes, or any types of materials, with each passing day the online shopping is the most popular. Many different applications and websites created, used, and installed every year to provide and give benefits to people to rising the demand for comfortable shopping. Online shopping is one of the tools to make a suitable way to make the purchases, where you can purchase from home or various country. For the developed countries, every store has its application and website that you can purchase from. The trend of online shopping is increasing in the Asian region, such as Saudi Arabia and UAE. This trend most commonly adopted in Saudi Arabia as compared to UAE. Saudi Arabia is various furniture, food, and fashion websites. Also websites of other companies such as eBay and Amazon. The adoption of these trends has more difficult to maintain. Other factors that are mostly involved in online shopping for the growing markets in Saudi Arabia help the IT companies to flourish in Saudi Arabia. The purpose of this study to reveal the following:

2. Research questions

- 1) What will be the purpose of online shopping?
- 2) What is the scope of online shopping?
- 3) What is the objective of online shopping?

3. Literature Review

3.1. Online shopping

With the availability of the internet, it is very easy to purchase goods and services through an online process. In the community of the internet, the process of online is very popular and easy to understand. The main advantage of the internet or online shopping is provides multiple choices and detailed information to the consumers, the consumers compare the price and products online (Wu & Tsai, 2017). With the selection of more choices and accessibility, it is very easier to find the products or services you desired. Online shopping provides more information and detailed to gain the satisfaction of their

modern consumers who searching for pace and convenience (Rahman, Islam, Esha, Sultana, & Chakravorty, 2018).

3.2. **Consumer Buying Behavior**

Consumer behavior defined as the study of groups, individuals, associations that can select, dispose of products, secure, experiences, services, or the plan to satisfy the needs, wants and influence the consumer or society. In the current year, the E-commerce business increases in the whole world. Online selling is one of the most important factors in the economy. Around the globe it more obvious to increase the trust of consumers towards purchasing online. Saudi Arabia is one of the fastest adoption online shopping in the list of the world (AlGhamdi, Drew, & Alfarraj, 2011). The development of the internet also helped to increase the number of consumers online, most people are hesitant due to more concerns about personal and privacy safety.

3.3. **Variety of product**

The continuous increase in online shopping in a different country has increased the influence towards the total amount of sales retail as well and increase the examination of spending per person. To purchase more products online, the goods or services that have been purchase must satisfy the client. To understand what clients want from the website, it is very effective for the researchers to improve valid metrics that capture the attitudes and feelings of consumers to increase online shopping widely. Many researchers who focused on that different types of product and different variety of goods that being sodding online in the market. Most of products that are purchasing that is purchases have the same features as purchases from the stores. The decision-making of customers can either base on features that online sellers provide have the best quality of products, customize the products, give value, selling more easily, and variety of products that comes to satisfy the online buyer (Huseynov, Yildiz Huseynov, & Ozkan, 2016).

3.4. **Convenience**

The convenience and labeled goods the customer purchase more frequently that are easily available in stores on the immediate demand of consumers it called convenience goods. There are four opportunities are come to retailing to provide consumers with more convenience.

- Access: Easily available of the customer to come, retailer.
- Possession: Availability of product to obtain desire.
- Search: Identify and choose the products they want.
- Transaction: Change and influence on the transactions.

Convenience is one major and positive characteristics to obtain consumers through online shopping previous researchers treated convenience to show a particular predictor variable that influences variables outcomes such as customer service for the satisfaction of the customer and one of the facts of online quality with accuracy (Tsoukatos, 2007). Convenience is one of the most powerful factors that concern with online shopping willingness and online shopping you can do any time of the day as compared to shop on a traditional basis. These stores are open 24/7. The service of convenience is one of the factors that mostly related to consumer's time and efforts. There are more perceptions towards online shopping when you come to buying or using such great service (Changchit, 2006). The service convenience that reduces the saving effort of emotional, physical, and cognitive actions that consumers buy goods and services to purchase online.

4. Methodology

The collection of data using a specified instrument measurement. This instrument completely developed on self-basis and questionnaire portions. The first portion aimed to collect the general data from the opponents. Generally, these questions are scaled and categorized into different parts (Delafrouz, Hj, Paim, & Khatibi, 2009). The second portion of collecting the data directly related to the research. The scale is used for the measurement is base where the answering range from one to five, strongly agree or disagree separately. The respondents agree to show a different level of agreement, which is the basis of different criteria, consumer behavior buying, product variety, and convenience. The score that chosen higher should give significance to the respondents that allocated to the standard that are shopping online (Jiang, Yang, & Jun, 2013).

5. ***Results and Discussion***

The conducting of this research comes to certain results. The factor, which is more relevant, that influences the buying behavior of consumer towards the online shopping when the youth come to the factor of trust on online shopping of products. If the consumers show trust towards a popular website, then the other consumers have prone to that website (Al-Debei, Akroush, & Ashouri, 2015). The different respondents do not believe in online purchases due to privacy that affects consumer behavior. Most of the respondents are worried about personal data online cash on delivery that consumers should the home address. Convenience is another important, when people come to online shopping most people preferred to stay at home as compared to going out and searching for stores.

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