

**FACTORS AFFECTING ONLINE SHOPING BEHAVIOUR OF
BOUTIQUE PRODUCTS IN KATHMANDU VALLEY**

A Thesis

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RECOMMENDATION

This is to certify that the thesis

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BOUTIQUE PRODUCTS IN KATHMANDU VALLEY**

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DECLARATION

I hereby declare that the work reported in this thesis entitled "**Factor Affecting Online Shopping Behavior of Boutique Products in Kathmandu Valley**" submitted to Office of the Dean, Faculty of Management, Tribhuvan University is my original work conducted in the form of partial fulfillment of the requirement for the degree of Master of Business Studies (M.B.S) under the supervision of respected supervisors Dr. Binita Manandhar of Shanker Dev Campus, T.U.

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TABLE OF CONTENTS

CONTENTS	PAGE NO
<i>Cover page</i>	<i>i</i>
<i>Recommendation</i>	<i>ii</i>
<i>Vice-Voce sheet</i>	<i>iii</i>
<i>Declaration</i>	<i>iv</i>
<i>Acknowledgements</i>	<i>v</i>
<i>Table of contents</i>	<i>vi</i>
<i>List of tables'</i>	<i>viii</i>
<i>List of figure</i>	<i>ix</i>
<i>Abbreviations</i>	<i>x</i>
<i>Abstracts</i>	<i>xi</i>
CHAPTER –I: INTRODUCTION	1
1.1 Background of the study	1
1.2 Problems statement	2
1.3 Objectives of the study	3
1.4 Hypothesis of the study	3
1.5 Rationale of the study	4
1.6 Limitations of the study	4
CHAPTER-II: LITERATURE REVIEW	5
2.1 Conceptual review	5
2.1.1 Concept of online shopping behavior	5
2.1.2 Factors influence online consumer's behavior	6
2.2 Review of empirical studies	7
2.3 Research gap	10
CHAPTER-III: RESEARCH METHODOLOGY	12
3.1 Research design	12
3.2 Population and sample	12
3.3 Source of data	13
3.4 Data collection procedures	13
3.5 Data analytical	14

3.5.1 Descriptive analysis	14
3.5.2 Hypothesis Testing	14
3.5.3 Statistical tools use to analysis	15
3.6 Research framework	15
3.6.1 Definition of variables	16
CHAPTER-IV: RESULTS AND DISCUSSION	18
4.1 Opinion on priority for most important factor influencing online shopping behavior	18
4.1.1 Survey on price	18
4.1.2 Survey on perceived risk	19
4.1.3 Survey on consumer attitude	21
4.1.4 Survey on online shopping behavior	22
4.2 Descriptive analysis	22
4.3 Inferential analysis	23
4.3.1 Correlations analysis	23
4.3.2 Regression analysis	25
4.4 Hypothesis testing	27
4.5 Finding of study	28
CHAPTER-V: SUMMARY AND CONCLUSIONS	30
5.1 Summary	30
5.2 Conclusion	30
5.3 Recommendation	31
BIBLIOGRAPHY	
ANNEX	

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
4.1	Structure of price of sample banks	19
4.2	Structure of perceived risk of sample banks	20
4.3	Structure of consumer attitude of sample banks	21
4.4	Structure of online shopping behavior of sample banks	22
4.5	Descriptive statistics of variable of banks	23
4.6	Correlation matrix of variables of banks	24
4.7	Structure of model summary	25
4.8	Structure of ANOVA table	26
4.9	Structure of coefficient table	26

LIST OF FIGURES

FIGURE NO.	TITLE	PAGE NO.
3.1	Research framework	17

ABBREVIATIONS

%	:	Percentage
&	:	And
ANOVA	:	Analysis of Variance
ATT	:	Attitude Toward Online Shopping
CA	:	Customer Attitude
DF	:	Degree of Freedom
F/Y	:	Fiscal Year
i.e.	:	That is
OSB	:	Online shopping Behavior
P	:	Price
PR	:	Perceived Risk
SA	:	Strongly Agree
SD	:	Strongly Disagree
Sig.	:	Significant
SPSS	:	Statistical Package for Social Science
TU	:	Tribhuvan University

CHAPTER-I

INTRODUCTION

1.1 Background of study

Today, individuals are living in the digital environment. Two decades ago, internet was used to share information only but now life has become practically impossible without it. Business, social contact or commerce virtually everything is related with internet. The changed lifestyle of individuals has changed their method of doing things from traditional to the digital way in which buying is also being switched to online shopping (Kanupriya and kaur, 2016). According to Almahroos (2012) shopping via the Internet does not only offer ease and bring other benefits to consumers, but also gives tremendous advantages to corporate enterprises. It minimizes sales and marketing cost, overall operating cost and in turn boosts efficiency and maximizes profit margin. The online purchase is getting tremendous popularity day by day.

Online shopping gives a variety of things including everyday essentials, groceries, electrical goods, and clothing, as well as stylish apparel. Boutiques, in particular, offer attractive clothing and accessories, along with a distinct assortment of other products (Prasad, 2014).

In Kathmandu, there are several businesses where individuals buy and embroider garments of their choice. Most urban clients flock to boutique for their buy as it carries up a selection of things. So the market is concentrated to the fashion conscious segment (Cuneyt and Gautam, 2010).

The shifting fashion tastes of Nepali customers have improved the boutique sector. Many people now do their domestic responsibilities online. The internet and online shopping help manage boutique shopping and work balance. Increased technological utilization significantly enhances these sectors.

In today's setting of boutique business is one of the most successful enterprises online. In 2019, simply in Kathmandu Valley alone 44% of 25 – 34-year olds shopped online for clothes (Tamrakar, 2020). Lower pricing and overall ease encourages consumer to internet purchasing. The largest obstacle that keep customers from shopping online are trust difficulties, connected to consumers credit card information,

fraud or return procedures. These are some of the most urgent concerns that are now keeping most of the consumers from shopping online in big metropolis such as Kathmandu (Tamrakar, 2020).

Online shopping in boutique business is playing a rising part in the total relationship between markets and their consumer (Koo et al., 2008). There are number of researches which were undertaken to figure out the aspects affecting online purchasing behavior of consumers. But, there are still unexplained elements need to be further explored about online shopping behavior on boutique industry. There are very less study on the particular place in context of Kathmandu valley. Therefore, the goal of this study is to analyze the factors affecting online shopping habits on small boutique products in Kathmandu. This will be done by researching past models on, how previous online producers have gone online who own boutique firms to discover the most crucial elements impacting small clothes shop owners.

1.2 Statement of Problem

In our civilization, tailors have traditionally addressed our clothing needs. With changing influences and western society, we are increasingly more driven to boutique, a new industry. The internet has tremendously revolutionized business and influenced customers buying behaviour, especially for boutique merchandise.

Because of rising Nepalese income, changing fashion trends, globalization, and the desire for attractive apparel, boutique company confronting many obstacles and having opportunities. Nepalese consumers are increasingly investing their money on boutique products that are excellent in quality and unique. Traditionally, boutique clothing was solely linked with female clients, but men are rapidly growing interested in boutique fashion as well (Shakya, 2011).

The rise of online shopping is transforming the face of Nepal's boutique industry. These days many designers contact with their clients via their websites or social media accounts such as Facebook, WhatsApp, Viber, and Instagram. The rise of online business has also made the industry more competitive (Kharel, 2018; Vaidya, 2019). However, there are numerous of issues experienced by boutiques in Nepal.

Despite the expansion of the domestic boutique business, proprietors confront obstacles such as low-cost items being mislabeled as designer clothes. The surge in internet users and online shopping, with consumers choosing various e-commerce platforms, has forced boutique owners to improve their product quality and designs. Nepalese consumers are flocking to internet shopping due to hectic schedules, time constraints, and the unavailability of desired brands in local shops (Kim et al., 2007).

As our society is evolving and is influenced by internet the way the commerce use to be has been modified along with the behavior on online purchasing. In internet platform there are lots of issues experienced by boutique. The biggest difficulty encountered by boutique business is customer online buying behavior. This study seeks to show how online purchasing behavior influences boutique business. This research intends to develop the effects of numerous main aspects which are recognized by past studies on online purchasing behavior. The research questions are so stated as followed.

- What are the elements affecting online customer buying behaviour?
- What is the influence of anticipated benefits on customer purchase behaviour towards online shopping?
- Is there any discrepancy between users experience on the ground and what Kathmandu's boutique owners perceive?

1.3 Objectives of the study

- To analyse the factors affecting online consumer behaviour.
- To analyse the effect of perceived benefits on customer purchase behaviour towards online shopping.
- To explore the difference between customers experience on the ground and Kathmandu's boutique owners perceive?

1.4 Hypothesis of the study

With the above literature review, we have formulated the following hypothesis:

H1: Price offered on online shop has a favorable association with consumers' online buying behaviors.

H2: Perceived risk of online shopping is negatively connected with online purchase behavior of customers.

H3: Costumer's attitude has a favorably association with online buying behavior of consumers.

1.5 Rational of the study

It can be said that marketing is the managerial process by which items are matched with the market. With the assistance of marketing operations, a-producer can disseminate his products "effectively and efficiently while the consumers may acquire their want-satisfying products at a reasonable price. In this way both the producer and consumer can maximize their benefits. The marketing system incorporates, commercial and noncommercial as well as pre-purchase and post-purchase activities, which are in anyway associated with the movement of commodities from the producer to ultimate customers. Marketing obviously encompasses such operations as the movement of commodities, pricing, warehousing, and advertising and so on (Nikhashemi et al. (2013).

Online shopping is a key component of business and marketing nowadays, inspired by modern marketing principles. Marketing managers increasingly make judgments across numerous facets of selling goods and services online. Their mission is to match the demands of online shoppers by supplying the correct product, at the right price, delivered promptly, in the appropriate amount, and to the right location.

Boutique firms are doing well, especially in regions like the Kathmandu Valley, because they understand how consumers behave online. This insight helps them earn more money and acquire a larger market share.

1.6 Limitations of the study

The research was conducted under certain constraints. The limitations of the research are as follows:

- The research is focused on internet shopping behaviour and boutique products.
- The Kathmandu valley is picked for the study.
- This study is based on primary data.

CHAPTER-II

LITERATURE REVIEW

2.1 Conceptual Review

In the Nepalese market, boutique production and marketing is a relatively new phenomena. There is hence a dearth of information and writing on this boutique product. For this thesis, the existing literature has been studied and consulted up until that point. There haven't been many studies conducted in this area. This might be one of the few theses on the issue and future of boutiques.

2.1.1 Concepts of online shopping Behavior

Consumers are defined as individuals who exercise their right to desire and use goods that are sold in the market. He or she might require things that aren't on the market yet, and they won't be content until the business acknowledges this and provides the necessary goods. Additionally, he or she might buy goods to suit their family' needs as well as their own (Chaturongakul, 2000). Additionally, the American Marketing Association defines purchasing behavior as the transaction behavior that takes place in daily life and reflects the ever-changing environment, human knowledge, conduct, and expression. Put differently, consumer behavior pertains to the act of making purchases and the exchange process that involves obtaining, using, and discarding goods, services, experiences, and concepts. Individual and group purchases will be covered by the purchasing unit (Taechasawad, 2006).

The process through which customers choose which things to buy in an online store is known as online consumer behavior. Consumer activities and decision-making processes related to online purchases of goods and services are referred to as online buying behavior. Numerous elements, such as ease, user experience, pricing policies, and merchant initiatives to engage customers, have an impact on this behavior.

A few definitions exist about the conduct of internet shoppers. According to Schiffman and Kanuk (2007), online shopping behavior is the actions that consumers take to find, use, assess, and discard goods and services that they believe will meet their needs. The focus of online buying behavior is on how people choose to allocate their available resources—time, money, and effort—to consumable goods. The study of online buying behavior examines what consumers purchase and how they purchase

it. This covers the following: where they purchase it, when they buy it, how frequently they use it, how they assess it after buying it and the implications of that assessment for the future, and how they dispose of it.

2.1.2 Factors influence online consumer's behavior

According to Kumar and Dange (2014), there are two aspects of perceived risk associated with online shopping: ambiguity and the importance of the possible outcomes of a given purchase. Uncertainty is associated with the potential repercussions of either positive or negative activity as well as the unintended effects of these actions. A potential financial loss during an online purchase of a certain product is also associated with uncertainty (Kumar and Dange, 2014). Online financial transactions are associated with a number of risk concerns (Adnan, 2014). Additionally, Adnan (2014) noted that before sending money to an online retailer, clients consider various risk considerations. These elements could include loss of privacy, security, and money. According to Naiyi (2004), consumers' online shopping behavior has been negatively impacted by various dimensions of perceived risk, including e-retailer source risk, purchasing process & time loss risk, delivery risk, financial risk, product performance risk, asymmetric information risk, and privacy risk regarding online shopping intentions.

As previously noted, the three online criteria were selected through a review of pertinent literature regarding the behavior of consumers when they shop online. The section that follows provides more details on these variables.

a) Prices

When searching for a necessary goods, consumers will initially consider price. According to Acebron and Dopico (2000), price is an objective external feature of a product that has the potential to stimulate consumers. Price is the most significant factor influencing a consumer's decision to buy, according to some consumers. While some customers prioritize brand and quality, others may search for things at a reasonable price.

b) Perceived Risk

Prior studies have demonstrated a connection between the decision to make a purchase through a new channel and the perceived risk of that channel. Although customers consider risk when making most purchases, decisions made outside of

stores typically carry a higher perceived risk (Thompson et al. 2005). Before making a purchase, a consumer will assess any potential hazards. When considering a specific purchasing decision, a consumer's perception of the type and degree of risk is known as perceived risk (Javadi et al., 2012).

c) Consumer Attitude

c) Customer Attitude Each customer has unique qualities that are difficult for sellers to see. A conduct's attitude might be interpreted as a favorable or unfavorable evaluation of engaging in that behavior. Based on their assessment and emotional responses, consumer attitudes will influence their intention to buy a product (Javadi et al., 2012).

2.2 Review of empirical studies

"Consumers' attitude towards online shopping: factors influencing Nepali consumers to shop online" was the topic of Gaudel's (2022) investigation. This study set out to examine Nepalese consumers' perceptions about online buying. The data in this study were analyzed using the Chi-square test and Cronbach's alpha. The study's conclusion showed that convenience, followed by security, time savings, and website design, is the most alluring and significant consideration for online consumers in the Kathmandu Valley among the four characteristics chosen for this research. According to the study's findings, businesses in Nepal should understand how customers shop online and ensure that it's simple and safe for them to do so. Additionally, researchers should continue to explore ways to ensure the security of online transactions.

The goal of Ahmed and Ahmed's study from 2021, "Consumer behavior towards clothing apparel of designer bands: a study on the boutiques and fashion house in Bangladesh," was to identify the primary variables influencing Bangladeshi consumers' purchasing decisions regarding clothing apparel. The data was analyzed using multiple regressions, factor analysis, and the chi-square test. The results demonstrated that consumers like high-end brands when the items are distinctive, well-made, suit their particular tastes, of high quality, and come with excellent customer service. Conversely, they dislike internet shopping, being overly price-focused, or feeling that there is a risk involved. The study's conclusion is that Bangladesh's fashion companies should focus on researching a wider range of product

categories and promoting traditional Bangladeshi goods made by ethnic craftsmen in order to adapt to shifting consumer preferences.

Sah (2021) conducted research on "the factors affecting boutique product online shopping behavior in the Kathmandu valley." The study aimed to investigate the factors that influence online purchasing behavior and to determine the relationship between pricing, trust, company reputation, convenience of use, and online shopping behavior. The data were analyzed using multiple regression analysis and Pearson's correlation coefficient. According to the study's findings, pricing, trust, company reputation, and simplicity of use are all positively and significantly correlated. The study found that the factors that influence online boutique product shopping behavior include price, trust, company reputation, and simplicity of use. Consumer behavior varies depending on the boutique's reputation, the range of products offered, the cost, the website's ease of use, and trust.

The goal of Pandey and Parmar's (2020) study, "The Factor Affecting Consumer's Online Shopping Buying Behavior," was to look at the variables that influence consumers' online purchasing habits. The data was analyzed using the chi-square test and Cronbach's alpha value. The study's conclusions demonstrated that seven factors—perceived usability, perceived risk, perceived utility, impact of website design, economic factor, product availability, and customer satisfaction—have the most influence on customers' online buying behavior.

The goal of Indriani's (2019) research was to determine the elements that impact consumers' decisions to purchase clothing online for Manado residents. The study was titled "Analysis the Factors Influence Consumer Buying Decision on Online Shopping Clothing for Consumer in Manado." The data analysis used in the study included factor analysis, Cronbach's alpha value, and MSA. The study's conclusions demonstrated that while all 20 criteria had an impact on consumers' purchasing decisions, the three most important ones—available products, refunds, and perceived ease of use—helped consumers decide to shop online. According to the study's findings, online retailers could offer pre-order services to meet customer demands in the event that a product is out of stock, improve their refund policies to give customers peace of mind, and update their websites with new features that will aid customers in making online purchases.

Rungsrisawati & Co. In 2019, al. carried out a study titled "Factors Determining Consumer Buying Behavior in Online Shopping." The primary goal of the study was to identify the elements that motivate and impact customers' online purchasing behavior. Multiple regressions and coefficient correlation were employed in the study to analyze the data. The study's conclusions demonstrated that a number of important elements influence consumers' online purchasing decisions. Perceived benefits supplied by e-commerce websites and psychological aspects like truth influence online purchase behavior. The regression model revealed a positive connection, indicating that online purchasing behavior will increase as these parameters rise. Businesses will increasingly rely on technology and digitization, thus it's critical to investigate the variables influencing consumers' online purchasing decisions. This suggests that a number of important aspects influence consumers' online purchasing decisions. Perceived benefits supplied by e-commerce websites and psychological aspects like truth influence online purchase behavior. Additionally, research has shown that, when compared to other elements, psychological and perceived value aspects have the greatest influence.

Chetioui and others. Al. (2018) carried out research on the elements influencing Manado consumers' decisions to purchase clothing online. The goal of this study was to determine the variables that affect Manado consumers' decisions to purchase apparel online. To perform the study, a partial approach of validity and reliability testing was employed. The results showed that all elements were qualified, and that the three most important factors out of twenty based on the communality test were perceived ease of use, refund, and available products. Customers choose to shop online because it was effortless, as evidenced by the first-most important aspect being the availability of products, the second-most important element being refunds, and the third-most important one being perceived ease of use. In the event that a product is out of stock, an online retailer should offer a pre-order service with a short production time.

Alsmadi (2018) looked at the potential variables influencing Irbid consumers' opinions on internet purchasing. The study's goal was to examine the various variables that often influence consumers' online buying habits. Three factors—attitude toward the behavior, subjective norm, and perceived behavior control—were examined based on independent variables. Multiple regression analysis, One-way

ANOVA, and independent sample t-test were employed for data analysis. According to the study, they employed their computer and Internet-related knowledge and abilities with a good perception of how businesses' websites are currently promoted and presented online. However, it appears that one of the main obstacles preventing people from using online shopping more effectively is the concern over transaction security. With the exception of money, analysis of variance reveals no discernible variations in consumer sentiments based on demographic factors.

A study on consumers' attitudes on online buying and the variables that motivate them to do so was carried out by Dani (2017). The purpose of the study was to examine how various aspects of perceived risk, perceived benefits, psychological variables, hedonistic incentives, and website design affected consumers' propensity to shop online. The data was analyzed using chi-square and a one-way ANOVA test. The study's conclusions showed that, out of the perceived risk, perceived benefits, psychological variables, hedonic motivations, and website design that were chosen for analysis, website design/feature was the most alluring and influential factor for online shoppers. Convenience came in second place, and time savings came in third. The findings also indicated that Indian internet shoppers are quite concerned about security. The study also discovered that a few other criteria, such as lower prices, discounts, customer reviews, and product quality, have an impact on online shoppers.

Shahzad (2015) looked at the mediating role of trust in determining consumer sentiments regarding online buying behavior. This study set out to determine the external online variables that, in the context of Sweden, affect consumers' attitudes regarding online buying. Five online aspects were included in this study as independent variables: website design was used for data analysis, trust and security, delivery risk, financial risk, and product performance risk. The association between the variables was measured using multiple regression and descriptive analysis. The study's conclusions demonstrated that the most important and influential component is website design. The remaining categories, financial risk and delivery risk, have no discernible effect on consumers' online shopping behavior, whereas product performance risk, trust, and security have a major impact.

2.3 Research Gap

The goals, methods of analysis, and timeframes for gathering data all differ between this study and others. This distinction emphasizes the necessity to investigate the variables influencing the preferences for boutique products and the habits of online shoppers in the Kathmandu Valley. Although prior research offers a basis, no particular studies have concentrated on the selection of boutique products made during internet purchasing. This study examines customer behavior in this particular scenario in an attempt to close that gap. Numerous books, journals, papers, and dissertations have been cited in order to guarantee effective study.

CHAPTER-III

RESEARCH METHODOLOGY

The process of solving problems by carefully and methodically handling the gathering, analyzing, and interpretation of data and facts is known as research methodology. Research technique, to put it simply, is the set of sequential actions that a researcher must take in order to explore an issue with specific goals in mind. Consequently, the following methodological topics are covered in this chapter:

3.1 Research Design

The conceptual framework that the research is carried out inside is referred to as the research design. It also specifies the procedures and methods to be followed in order to get the data needed to address the challenges. Gathering the data and information needed for the study is the first step in the process. Descriptive research design is used in this study. This research is of the exploratory variety. This study's primary goal is to identify the variables impacting Kathmandu residents' internet buying habits with regard to boutique goods.

3.2 Population and Sampling

For the purposes of the study, a specific subset of the Kathmandu Valley's residents was taken into account. The study looks at the variables that affect Kathmandu Valley boutique product online purchase behavior. It is predicated on a survey of consumers of boutique goods. Therefore, those who consume boutique products in the Kathmandu Valley make up the study's population.

600 respondents in all were included in the study's sample size and given questionnaires. 600 responders make up the population sample. Out of the 600 participants, only 400 completed the questionnaire; the other 200 chose not to reply and sent the questionnaire back. As a result, the study's sample size of 400 respondents represents the study's overall population. Only women in the Kathmandu Valley who are above 20 are included in the sample. The people that answered were the buyers of the boutique goods. They were regarded as the bulk of people living in the Kathmandu Valley. The products were known to the respondents, and convenience sampling was employed to get the data. This approach proved to be the

most beneficial given the time and budgetary limitations, as it provides the most effective means of contacting the participants.

3.3 Sources of Data

Primary sources provided the data that were gathered for the study. A questionnaire that respondents self-administered was used to gather primary data. The respondents were given pertinent questionnaires that had been created. All of the respondents were residents of the Kathmandu Valley who were at least 20 years old.

3.4 Data Collection Procedures

With the use of the self-administered questionnaire, data were gathered. Written questions were included in the questionnaires, which the researchers used to collect and record the data they needed for the study. Respondents provided answers to questions that were intended to look at key study variables. Measurements are used to test the quality of the data after it has been collected. The researcher identified the dependent and independent variables, as well as the demographic features, from a related literature review to create the questionnaire used in this study.

The questions on the questionnaire were split into those measuring the independent and dependent variables. Respondents received the questionnaires via email and, if necessary, printed sets as well. The questionnaire page provided the respondents with an accurate definition of the study's purpose.

The majority of the questionnaires used for data collection at the business were given out in person and returned after 15 to 20 minutes. Participant mistake can result in poor response rates, guesswork, or inability to read and comprehend the question. It can also occur from feelings related to physical, mental, or stress conditions at the time of answering the question. I made an effort to make the questions short and simple to read as a consequence. People's opinions were statistically measured using the Likert scale. In this study, a five-point Likert scale was employed:

1. Strongly Disagree (SD)
2. Disagree (D)
3. Neutral (N)
4. Agree (A)
5. Strongly Agree (SA)

3.5 Data Analytical

Valid replies to the questionnaire were used in the analysis that followed the data collection. SPSS and Microsoft Excel were utilized for statistical analysis of the data. To test the theories, a variety of statistical analysis approaches were employed. The primary instruments employed to achieve the study's goals were descriptive statistics, reliability analysis, frequency analysis, measures of central tendency, and bivariate correlation analysis. Finding the link between dependent and independent variables and testing the hypothesis presented in chapter one constitute the main analysis tasks. ANOVA, Pearson correlation hypothesis testing, measures of central tendency, and frequency distribution for multiple measures.

3.5.1 Descriptive Analysis

The mean and standard deviation of descriptive statistics were employed to characterize the outcomes. The respondents' degree of inclination towards a specific element related to consumer buying decisions was ascertained by utilizing the mean values. The data indicating the degree to which the entire response differed from the mean values were also ascertained using the standard deviation.

3.5.2 Hypothesis Testing

This section examines potential connections between previously developed variables. The researcher used regression and correlation analysis to evaluate the hypothesis.

Coefficient correlation: The relationship between independent and dependent variables is ascertained by correlation analysis. In addition to displaying the link between the independent and dependent variables, the correlation analysis indicates whether there is a meaningful association between the independent and dependent variables. The researcher can clearly see whether variables have a positive or negative impact on online buying behavior and whether a variable has a substantial impact after performing correlation analysis.

Multiple regressions: To create a model and anticipate the link between an independent and dependent variable, regression analysis is carried out. The regression model indicates which variables significantly influence online buying behavior in addition to indicating if the model as a whole fits well. An estimated model that may be used to forecast online buying behavior is also constructed with the aid of regression models.

3.5.3 Statistics Tools use to Analysis

The study was carried out utilizing a quantitative approach. The clients of the conveniently chosen boutique business enterprise in the Kathmandu valley will be surveyed using the quantitative method. Customers' purchase decisions will be the subject of data collection using a self-administered 5-point Likert-scale questionnaire.

Regression Model

The model for the study is:

$$Y = a + b_1P + b_2CA + b_3 PR + e$$

Where,

Y = online shopping behavior

P = prices

CA = Consumer attitudes

PF = perceived risk

e represents the error

The proportionate change in a consumer's online shopping choice as a result of a unit change in the independent variables is represented by the regression coefficients (b1, b2, and b3).

3.6 Research Framework

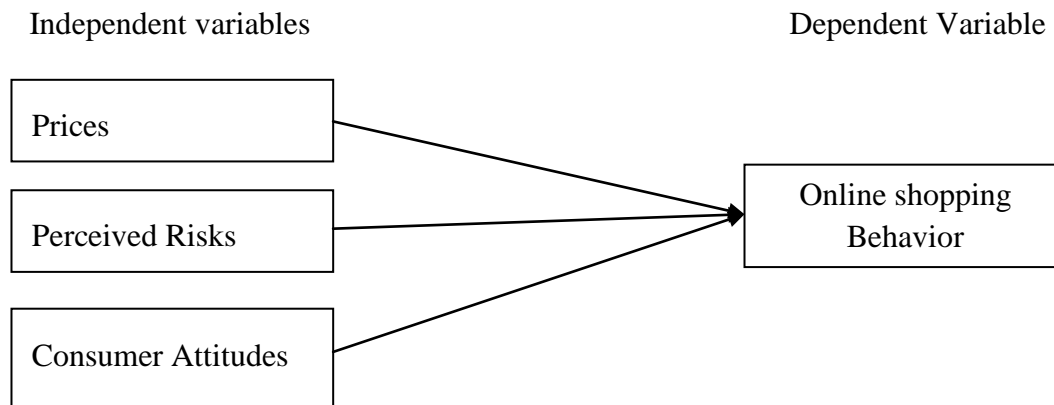
Both formative and reflective estimation approaches were included in the study's conceptual model. Online shopping behavior was measured using the formative measurement paradigm, and price, perceived risk, and customer attitude were measured using the reflecting measurement model. Models of reflective and formative analysis have different statistical prediction criteria. Since formative measurement scale artifacts are more likely to represent a single source and aren't inherently highly correlated, internal precision is an issue in formative calculation models.

Reflective measurement model artifacts, on the other hand, need to be associated and indicate critical outer loading values. Both the formative and reflecting measurement strategies were examined independently for this study. Convergent validity and discriminate validity for formative measurement models (e.g., online shopping behavior) as well as construct reliability and validity for reflective and formative measurement models were evaluated using guidelines. The relationship between the

dependent and independent variables provided in the schematic design below is depicted in

Figure 3.1

Research Framework on online shopping behavior in boutique business



Source: *Indriani, I. A. D. (2016)*

3.6.1 Definition of Variables

a) Prices

A product's pricing is one of the main factors influencing what customers choose to buy. This abstract investigates how price affects consumer decision-making processes, looking at how perceptions of price-quality, perceived value, and price sensitivity affect customer behavior. Pricing has a big influence on how consumers think and act. Prices carry a wealth of information regarding the worth, caliber, and competitiveness of a good or service. They are more than just figures on a price tag. A consumer's choice of decision can be influenced by price. While higher costs can elicit strong emotions, lower prices can appeal to reason and logic. Businesses can adjust their pricing strategy to suit the type of product and target market by knowing these characteristics (Bigne and Alcañiz et al., 2008).

b) Perceived Risk

Risk perception was valued equally with other considerations, such cost. There is a strong correlation between risk and buy intent; a high risk product implies a low intent to purchase, and vice versa. However, Ariffin et al. (2018) clarified that, from the standpoint of the consumer, perceived risk might take various forms. Financial, product, security, time, social, and psychological risks are among the perceived

concerns. All of these risks are connected to the intention to make an online purchase, but social risk was determined to be the most important by this study. Social risk includes both fear and family and friends' criticism of the internet transaction.

c) Consumer attitudes

A consumer's attitude toward a product or behavior is defined as their set of feelings, intentions, and beliefs. One or more of its three compartments—behavioral, affective, and cognitive—can be altered. Each customer has unique qualities that the merchant may not readily observe. According to Chen, cited by Javadi et al. (2012), an attitude toward an activity can be either positive or negative depending on how one feels about engaging in that conduct. Consumer attitudes, which are influenced by their evaluation and emotional responses, will impact their intention to buy a product.

d) Online Shopping Behavior

Online purchasing behavior is a person's general assessment of a product or service during their online shopping experience, which may have positive or negative outcomes. According to earlier research, behavior is a multifaceted term that has been interpreted in a variety of ways (Li and Zhang, 2002). Numerous academics use various metrics to gauge consumer behavior. The consumer's attitude toward a utilitarian incentive (convenience, variety seeking, and the quality of merchandise, cost benefit, and time effectiveness) is referred to as the first dimension, according to Gozukara et al. (2014). Hedonic motivation (happiness, fantasy, escapism, awakening, sensuality, and enjoyment) is discussed in the second dimension, while perceived utility and simplicity of use are mentioned in the third, according to Baber et al. (2014). Perceived danger is another factor that influences how consumers behave when they shop online.

CHAPTER-IV

RESULTS AND DISCUSSION

This research section is based on an examination of primary data obtained via questionnaires from 400 respondents. The testing of the theories developed in the first chapter is also included in this chapter. With the aid of SPSS version 20, the data are analyzed, and the results are displayed in the form of tables and diagrams for easy interpretation.

4.1 Opinion on priority for most important factor influencing online shopping behavior.

Kathmandu is home to the respondents who took part in the questionnaire survey. A survey was created and published, but only 400 of the 600 participants—who are the boutique's regular customers from the Kathmandu Valley—responded. to learn what they think about the main elements influencing consumers' decisions to shop online. Every answer obtained from the distributed surveys was legitimate.

The respondents were asked five-point Likert scale questions for this purpose, with the numbers 1, 2, 3, 4, and 5 representing strongly disagree, disagree, neutral, agree, and strongly agree, respectively. The SPSS version 20 program has been used to examine these answers. In addition, convenience sampling was used for the sample in this investigation.

There are two categories of variables used in this study: independent and dependent variables. The following are the independent variables:

1. Price
2. Perceived Risks
3. Consumer attitude

On the contrary there was only one dependent variable which is:

1. Online buying behavior

4.1.1 Survey on price

Customers in Kathmandu have been asked to rate the perceived importance of various elements impacting their online buying behavior using a 5-point Likert scale, with 5 representing strongly agree and 1 representing strongly disagree.

Table 4.1
Price measure from respond customer

Statements	1(SD)	2	3	4	5(SA)	Total Weighted	Weighted Mean
1) Price is major factor when deciding to buy boutique products online.	20	40	93	167	80	1447	3.6175
2) I often compare prices of boutique products across different online platforms before making a purchase.	12	30	113	185	60	1451	3.6275
3) The price range of boutique products online matches my expectations	57	102	31	86	124	1318	3.295
4) I would buy more boutique products online if prices were lower.	15	88	82	96	109	1366	3.415
5) I find boutique products online to be overpriced compared to their quality.	0	21	8	205	166	1716	4.29
Grand Weighted Mean							3.649

Source: *Questionnaire Survey (2024)*

With a weighted mean value of 3.6175, Table 4.1 demonstrates that the majority of respondents agreed with the assertion that product pricing is essential to them when they purchase online. In a similar vein, the respondents concurred that comparing boutique product costs on various internet platforms is a good idea, providing a mean weighted value of 3.6275. In a similar vein, the majority of respondents concurred that the mean weight of 3.295 indicates that the price range of boutique products sold online matches expectations. Additionally, with a mean score of 3.415, respondents concur that they would purchase more boutique goods online if prices were lower. With a mean score of 4.29, the respondents strongly agreed that boutique products sold online are costly in relation to their quality. The grand weighted mean for the price-related statements is 3.649, indicating that respondents believe price has a significant impact on consumers' online buying decisions in the Kathmandu Valley.

4.1.2 Survey on perceived risk

A five-point Likert scale, with five representing strong agreement and one strongly disagreeing, has been employed to measure respondents' perceived risk in relation to

their safety when buying online. According to our research, safety is the level of protection or resistance against danger.

Table 4.2
Perceived Risk from Online Behavior Stated by Respondent

Statements	1(SD)	2	3	4	5(SA)	Total Weighted	Weighted Mean
1) I am concerned about the security of my personal and financial information when shopping for boutique products online.	0	0	14	112	274	1860	4.65
2) I am afraid that the boutique products I purchase online may not match the descriptions or images provided.	0	5	62	183	150	1678	4.195
3) I worry about the hidden costs (e.g., shipping fees, taxes) when shopping for boutique products online.	0	10	55	163	172	1697	4.2425
4) I feel that there is a risk of not receiving the products I order online on time.	0	0	3	194	203	1800	4.5
5) During online shopping it is difficult to choose and make comparison with other products.	0	33	56	124	187	1665	4.1625
Grand Weighted Mean							4.35

Source: *Questionnaire Survey (2024)*

With a weighted mean of 4.65, Table 4.2 demonstrates that the respondents strongly agreed with the statement that they are concerned about the security of personal and financial information when shopping online for boutique products. The mean weighted value of 4.195 indicates that respondents also agreed that they are scared that boutique things they buy online would not match the descriptions or photographs supplied. With a mean weighted value of 4.2425, the majority of respondents also concurred that they worry about unstated expenses (such as taxes and delivery charges) while purchasing boutique products online. Additionally, respondents with a mean score of 4.5 strongly agreed with the statement that they felt there was a chance they wouldn't receive the things they ordered online in time. The majority of respondents, with a mean weighted of 4.1625, agreed with the statement that it is challenging to choose and compare products while buying online. The grand weighted score for the security-related statements is 4.35, the highest score among the other

independent variables. This suggests that respondents view perceived dangers as a significant factor influencing customers' online buying decisions in Kathmandu.

4.1.3 Survey on consumer attitude

This table uses a 5-point Likert scale, with 5 representing strong agreement and 1 representing strong disagreement, to show respondents' assessed importance of consumer attitudes surrounding online buying behavior. The condition of feeling or behavior toward a product that is frequently produced based on a combination of elements is referred to in our study as the attitude factor.

Table 4.3

Consumer attitude from Online Behavior Stated by Respondent

Statements	1(SD)	2	3	4	5(SA)	Total Weighted	Weighted Mean
1) I find shopping for boutique products online to be convenient and time saving.	12	31	30	215	112	1584	3.96
2) I enjoy the variety of boutique products available online.	75	55	12	123	135	1388	3.47
3) I believe that online shopping for boutique products provides better deals and discounts compared to physical stores.	163	53	0	104	80	1085	2.7125
4) I think that the online shopping experience for boutique products is enjoyable.	0	77	107	107	109	1448	3.62
Grand Weighted Mean							3.44

Source: *Questionnaire Survey (2024)*

With a weighted mean score of 3.96, Table 4.3 indicates that most respondents strongly agreed that online shopping is convenient and time-saving. With a weighted mean score of 3.47, the respondents also concurred that they like the range of boutique products that are offered online. However, with a weighted mean of 2.7125, it was found that there was a moderate degree of agreement and disagreement with the statement that internet shopping for boutique products offers greater deals and discounts compared to physical locations. In a same vein, they strongly agree (mean weighted response: 3.62) that purchasing boutique goods online is a pleasurable experience. The customer attitude statements have the lowest grand weighted mean among the independent variables, 3.44, according to the findings.

4.1.4 Survey of online shopping behavior

The importance of respondents' online buying activity for boutique products is represented in this table. A 5-point Likert scale—with 5 representing strong agreement and 1 representing extreme disagreement—has been employed. According to our research, an individual's general exception and evaluation of goods or services during an online purchase can have positive or negative effects.

Table 4.4
Survey on online shopping behavior

Statements	1(SD)	3	2	4	5(SA)	Total Weighted	Weighted Mean
1) I prefer online purchase because it is easy for me to understand and the information provide is relevant on boutique product.	19	105	11	109	156	1572	3.93
2) I Frequently (once in a month) buy boutique products online.	46	51	110	107	86	1277	3.1925
3) I do not mind paying in advance for the product by the online shopping.	23	33	166	101	77	1243	3.1075
4) In my overall experience I am satisfied with online shopping.	60	121	76	56	87	1234	3.085
Grand Weighted Mean							3.329

Source: *Questionnaire Survey (2024)*

Table 4.4 indicates that, with a mean weighted value of 3.93, the majority of respondents agreed to prefer making purchases online. In a similar vein, the majority of respondents (mean weighted value of 3.1925) acknowledged that they regularly purchase boutique products online. The respondents also concurred that they have no problem paying for the goods in advance, with a mean score of 3.1075. Similarly, with a weighted mean of 3.085 for both overall experience and pleasure with online purchasing, respondents remained impartial. It is discovered that the online buying habit has a grand weighted mean score of 3.329.

4. 2 Descriptive Analysis

the descriptive analysis of the information gathered from the study questionnaire using a variety of central tendency measures, such as frequency, mean, standard deviation, and minimum and maximum values. Using three dependent and one independent variable, this study aims to determine the factors that influence the online boutique produce purchase behavior and consumption patterns of residents of the

Kathmandu valley. Nineteen questions were used to define these factors precisely and gather the responses. These dimensions' central trends will be useful in determining the factors influencing consumers' online buying habits.

Table 4.5

Structure of descriptive statistics of Online Shopping Behavior on Boutique Products

	N	Minimum	Maximum	Mean	Std. Deviation
Price	400	3.295	4.29	3.649	0.266
Perceived Risk	400	4.1625	4.65	4.35	1.227
Consumer attitude	400	2.713	3.96	3.44	1.11
Valid N (list wise)	400				

Source: *SPSS analysis*

Descriptive data for the factors pertaining to online buying behavior are displayed in Table 4.5. The findings indicate that, with regard to several assertions about online buying behavior, respondents' highest mean was 4.35 (SD = 1.227) for perceived risk, while their lowest mean was 3.44 (SD = 1.11) for consumer attitude. Since the means value is higher than the test value (3) and falls within the agreed-upon band, it is evident that all respondents responded positively to the likert statements. This implies that every opinion statement is a significant variable.

4.3 Inferential Analysis

This section aims to evaluate the hypothesis put forward in the previous chapter and present the methodology for assessing the data. Through the application of inferential statistics, researchers can draw conclusions or extrapolate findings from sample data to the entire population. It makes it possible to infer population values from one or more observational samples. To ascertain whether observed differences between groups or variables are true or the result of random variation, inferential analysis evaluates hypotheses. It generates new data by extrapolating generalizations and predictions from samples.

4.3.1 Correlations Analysis

The study examined correlations between variables to determine the direction and intensity of their association. An examination of Pearson's correlations was performed for the variables that had straightforward multi-option responses. To evaluate the

strength or degree of the association between the research variables, a correlation matrix was created. When there is a positive correlation, the relationship is positive in direction, with one increasing in response to the other's increase. An increase in one when the other falls is revealed by a negative correlation, which is the opposite of the above. This is an investigation of the association between price, consumer attitude, and perceived risk as factors influencing online shopping behavior.

Table 4.6		OSB	PRICE	PR	CA	Table 4.6
OSB	Pearson Correlation	1				O.S.B.
	Sig. (2-tailed)					Price CA
PRICE	Pearson Correlation	0.639**	1			
	Sig. (2-tailed)	0.000				
PR	Pearson Correlation	0.251	0.246	1		
	Sig. (2-tailed)	0.046	0.078			
CA	Pearson Correlation	0.766**	0.705**	0.507**	1	
	Sig. (2-tailed)	0.032	0.000	0.004		

** . Correlation is significant at the 0.01 level (2-tailed).
 * . Correlation is significant at the 0.05 level (2-tailed).

Correlation Analysis

Source: SPSS analysis

The bivariate Pearson's correlation coefficients between the various study variables are shown in Table 4.6. The data from 400 respondents who purchased products from boutiques during the 2023–2024 period is the basis for the correlation coefficients. Online shopping behavior (OB) is the dependent variable, and price (PRICE), perceived risk (PR), and customer attitude (CA) are the independent factors. This study section presents the relationship between the dependent and independent variables.

Online shopping (OB) has a positive correlation coefficient ($r=0.639$ v, $r=0.251$ and $r=0.766$ correspondingly) with the explanatory variables PRICE, PR, and CA. A positive correlation was seen with OB; the p-value ($p < 0.05$) for PRICE, PR, and CA is 0.000, and the statistical significance of the positive association with OB at 5% is indicated by the values of 0.046 and 0.032.

4.3.2 Regression Analysis

A statistical test that enables determining the influence of the independent variable over the dependent variable is regression analysis. Most of the time, the outcome that a researcher hopes to discover is the dependent variable. It aids in precisely estimating the amount by which the independent variable will affect the dependent variable (Sarstedt and Mooi, 2014).

To find the association between the dependent variable—online shopping behavior for boutique products—and the independent variables—price, perceived risk, and customer attitude—multiple regression analysis was used. Evaluating many independent factors that simultaneously affect the dependent variables was one benefit of using multiple regression analysis. It gives us further insight about the relationship's incline.

Multiple regression model used in this study is;

$$Y = a + b_1PRICE + b_2PR + b_3 CA + e$$

Where,

Y = consumer purchase decision

PRICE = Price

PR = Perceived Risks

CA = Costumer Attitude

e represents the error

The proportionate change in a consumer's online shopping choice as a result of a unit change in the independent variables is represented by the regression coefficients (b1, b2, and b3).

Table 4.7 *Model Summary of Online Shopping Behavior on Boutique Products*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.825 ^a	0.681	0.645	1.09180

a. Predictors: (Constant), PRICE, PR, CA

b. Dependent Variable: Online Shopping Behavior

Source: *SPSS Analysis*

Values and R are shown in Table 4.7. The correlation between the independent and dependent variables is shown by this simple R. Its correlation coefficient is 0.825, or 82.5%, which is very high. The adjusted measures the extent to which the independent

variables—price, perceived risks, and consumer attitude—can explain the whole variation in the dependent variable, or online buying behavior. The adjusted R square for this study is 64.5%, or 0.645. This indicates that the characteristics included in this study influence online buying behavior 64.5% of the time, while factors other than those illustrated by this model influence the remaining 35.5% of the time.

Table 4.8 ANOVA Analysis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	112.031	5	22.406	18.797	0.000 ^b
	Residual	52.449	44	1.192		
	Total	164.480	49			

Source: SPSS Analysis

As demonstrated in Table 4.8, the ANOVA characterizes the data's fitness over the regression equation, or, to put it another way, how well the data interprets the dependent variable, or online purchasing behavior. Our study's regression model dramatically outpredicts the fitness of our independent variable. According to the results, the regression model of this study strongly predicts the fitness of the outcome variable, and the p-value is less than 0.05, indicating a satisfactory match.

Table 4.9 Results of Factors Affecting Online Shopping Behavior

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	4.996	1.629		2.782	0.008
PRICE	0.133	0.074	0.726	2.653	0.014
Perceived Risk	-0.062	0.059	-0.51	0.370	0.056
Costumer Attitude	0.155	0.058	0.096	0.742	0.048

a. Dependent Variable: Online Shopping Behavior on Boutique Products

Source: SPSS Analysis

Table 4.9 presents the findings from the coefficients table, which will assist us in figuring out the data required to forecast our dependent variables' behavior when making purchases online. We can also see how well our dependent variables statistically contribute to our independent variable by examining our "Significant

column." We will be able to forecast and create the regression equation for our investigation with the assistance of column B under the unstandardized co-efficient. Based on the aforementioned findings, we may analyze how price, perceived hazards, and customer attitude affect online purchase behavior and how much of an impact they have.

The outcome indicates that pricing has a beta of 0.133, meaning that a 1% shift in customer online buying behavior results in a 13.3% price rise while all other variables stay the same. Similar to perceived risk, which has a negative and insignificant impact on online shopping behavior with a negative beta of -0.062 and a sig. of 0.056, consumer attitude has a beta of 0.155, explaining why the two variables mentioned above have a positive and statistically significant impact on online shopping behavior at the 5% level of statistical significance.

4.4 Hypothesis Testing

H1: H1: Price offered on online shop has a favorable association with consumers' online buying behaviors.

Table 4.8 indicates a noteworthy correlation between online purchasing behavior and price. Given that the coefficient B value is 0.133, there is a strong positive correlation between them. As the p-value is smaller than the benchmark, or 0.05, which is 0.05, hypothesis 1 is accepted.

H2: Perceived risk of online shopping is negatively connected with online purchase behavior of customers.

With the aid of the findings, Table 4.8 illustrates that the perceived risks' coefficient B was -0.062. But since the p-value is more than 0.05, or 0.056, hypothesis 2 is accepted.

H3: Costumer's attitude has a favorably association with online buying behavior of consumers.

The coefficient B of consumer attitude is 0.155, as Table 4.8 shows. Furthermore, the p-value is below the 0.05 threshold. As a result, it is significant, and hypothesis 3 is likewise approved.

4.5 Findings of study

Online buying behavior by consumers is one of the most crucial marketing aspects to examine. In order to make money and stay in business, marketers must concentrate on the needs and desires of their customers. Through conducting research, marketers can learn about the most recent trends influencing customer purchasing decisions. This study tested the numerous sets for the study using a likert scale model analysis, descriptive statistics testing, regression analysis, and correlation analysis. It also looked at the influence of internet purchasing behavior on boutique produce in Kathmandu for the year 2023–2024. The parts that follow include a discussion of the test results.

All variables are found to be able to affect online shopping behavior for boutique products in Kathmandu, with three ones being the most influential. Price, perceived risk, and customer attitude are the three primary criteria that have been put to the test. Positive correlation between the factors and OB is indicated by the correlation coefficient. According to the p-value ($p < 0.05$) of 0.000 and 0.032 for PRICE and CA, respectively, the positive correlation with OB is statistically significant at 5%. The P-value is 0.056, and it has a negative link with OB aside from perceived risk. Other than PRICE and CA, there was significance discovered in the results. These findings are also consistent with previous research and literature by Sah (2021), Indriani (2016), Alsmadi (2018), Indriani (2016), and Shahzad (2015), who have consistently argued that there is a positive correlation between independent variables and online shopping behavior.

The correlation between the independent and dependent variables is shown by this simple R. Its correlation coefficient is 0.825, or 82.5%, which is very high. The adjusted R-square for this study is 0.645. This indicates that the study's components account for 64.5% of the influence that these factors have on online buying behavior, with other factors accounting for the remaining 35.5%. Similar to this, an ANOVA with a p-value less than 0.05 is said to indicate a good fit. The beta coefficients for price and consumer attitude are 0.133 and 0.155, respectively. This means that a 1% change in a consumer's online shopping behavior results in increases of 13.3% and 15.5%, respectively, when all other variables stay the same. The results of Gaudel (2022), Indriani (2016), Rungsisawati et al. (2019), and Dani (2017) are in agreement with this one. On the other hand, online purchasing behavior has a negative impact on

perceived risk. The negative beta value of -0.062 for perceived risk explains why a 1% shift in a consumer's online shopping behavior results in a 6.2% drop. This result is in line with research by Yunan Xu et al. (2018) and Azam (2015). Because the tests validated the hypothesis, the hypothesis as a whole was accepted. The findings and the literature, as well as earlier research by Arora and Aggarwal (2018), Al-Debei (2015), and Chen et al. (2015), revealed significance. This study, however, conflicts with research by Alsmadi (2018), Dani (2017), Indriani (2016), Shahzad (2015), Gaudel (2022), and Indriani (2016). According to this study, the variables used to examine respondents' online buying habits in Kathmandu have the most influence on boutique products.

CHAPTER-V

SUMMARY AND CONCLUSION

5.1 Summary

This study examines the elements that influence online purchasing behavior and determine boutique output. The primary goal of the research is to determine the impact, relationship, and gaps between various aspects on boutique products. A descriptive research design with structured questionnaires is employed for the 2023–2024 study.

Three major influencing factors have been identified in research studies to determine the study's outcome: pricing, perceived risk, and client attitude. According to the study, pricing and customer attitude have a positive correlation—a p-value of 0.000 and 0.032, which is less than 0.05, or statistically significant at 5%—with online buying behavior. On the other hand, there is a negative correlation (p-value >0.056) between perceived risk and online shopping behavior.

The basic R in the regression model is 0.825, or 82.5%, indicating a very good correlation. 0.645 is the modified R-square. This indicates that the study's components account for 64.5% of the influence that these factors have on online buying behavior, with other factors accounting for the remaining 35.5%. Similar to this, an ANOVA with a p-value of less than 0.05 indicates a good fit and a significant prediction of the end variable's fitness.

Similarly, the results of the coefficient beta of pricing and customer attitude are 0.133 and 0.155, respectively, indicating that a 1% change in a consumer's online buying behavior results in increases of 13.3% and 15.5%, respectively, while all other variables stay the same. However, perceived risk exhibits negative beta, or -0.062, indicating that a 6.2 percentage drop in PR results from a 1 percentage increase in OB. Furthermore, because the experiments confirmed the premise, the entire theory was accepted.

5.2 Conclusions

The study's conclusions paint a clear picture of how customer behavior affects internet buying. Customers will purchase more in the future and remain devoted to online shopping if they believe there is less risk associated with the goods and

services. Conversely, if a boutique offers high-quality goods at a fair and competitive price, customers will be happy and continue to shop online. Accordingly, this study comes to the conclusion that the three most important considerations for customers when they choose to shop online are perceived risk, pricing, and attitude. Based on the responses that were gathered, these are very important factors. Customers will focus more on the selection of goods and less on price if the price of an item is roughly the same whether it is purchased online or in a local store. If, however, additional costs such as shipping, tax, or other hidden fees are added without clear disclosure to the customer, they will not make any more online purchases.

This study may serve as a catalyst for e-commerce by assisting a large number of online shoppers in realizing the benefits of e-commerce and exploring alternative shopping options beyond traditional brick-and-mortar establishments. Based on all of data, we can thus say that there is a strong and positive correlation between online boutique product and online buying behavior.

5.3 Recommendations

Based on the study's findings, boutiques should take significant steps to protect online shoppers' privacy, attempt to cut down on hidden costs and increase transparency, focus heavily on pricing and quality, and increase product diversity to make online shopping pleasurable.

Additionally, based on the results, online respondents expressed concern about their products. As a result, online boutique businesses should offer clear product details and information to make the decision to buy easy for customers and to build their confidence. This will encourage customers to make more purchases and reduce concerns about the performance of their products.

Future research may take into account additional variables that could influence online purchasing behavior, since these three characteristics are not the only ones that influence it. Moreover, the study's sample is restricted to the Kathmandu Valley. Future research might include a larger sample size from more regions. Additionally, this study aids managers overseeing internet businesses in their understanding of consumer behavior. Additionally, we discovered that people in Kathmandu have begun to use, trust, and place their faith in online websites more frequently. As a result, online businesses should concentrate more on risk prevention and attempt to

motivate customers with discounts, special offers, free delivery, and other incentives in order to build a reliable rapport with them. These findings assist boutique product online firms in upholding their solid reputations through the provision of high-quality products and in comprehending the factors that influence online shopping behavior.

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ANNEX

Questionnaire

Dear Respondents,

I am conducting the research entitled “*Factor Affecting Online Shopping Behavior of Boutique Products*” in partial fulfillment of the requirement of MBS degree. I appreciate your willingness to participate and value your feedback. Your response will remain strictly confidential. Please take few minutes to fill the question. I hope to receive your favorable responses and I would like to acknowledge your participation in this study.

Sushmita Satyal

Researcher

Shanker Dev Campus

Independent Variables

Using a scale of 1 to 5 please rate the following aspect of bond (1= Strongly Disagree (SD), 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Agree (SA))

a) Prices

	1(SD)	2	3	4	5(SA)
Price is major factor when deciding to buy boutique products online.					
I often compare prices of boutique products across different online platforms before making a purchase.					
The price range of boutique products online matches my expectations					
I would buy more boutique products online if prices were lower.					
I find boutique products online to be overpriced					

compared to their quality.					
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b) Perceived Risk

	1(SD)	2	3	4	5(SA)
I am concerned about the security of my personal and financial information when shopping for boutique products online.					
I am afraid that the boutique products I purchase online may not match the descriptions or images provided.					
I worry about the hidden costs (e.g., shipping fees, taxes) when shopping for boutique products online..					
I feel that there is a risk of not receiving the products I order online on time.					
During online shopping it is difficult to choose and make comparison with other products.					

c) Consumer Attitudes

	1(SD)	2	3	4	5(SA)
I find shopping for boutique products online to be convenient and time saving.					
I enjoy the variety of boutique products available online.					
I believe that online shopping for boutique products provides better deals and discounts compared to physical stores.					

I think that the online shopping experience for boutique products is enjoyable.					
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Dependent Variable

a) Online shopping behavior

	1(SD)	2	3	4	5(SA)
I prefer online purchase because it is easy for me to understand and the information provide is relevant on boutique product.					
I Frequently (once in a month) buy boutique products online.					
I do not mind paying in advance for the product by the online shopping.					
In my overall experience I am satisfied with online shopping.					

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ABSTRACT

The objective of this study is to identify the key elements that influence the online purchasing behavior of

consumers who buy boutique products. In an era where the internet provides access to a vast array of information and the digitization of various aspects of life is prevalent, developing and emerging markets lag behind developed markets and must strive to match their standards in order to distinguish themselves. This study will specifically examine three aspects that impact consumer behavior in online purchasing: price, perceived risk, and customer attitude. This study employs a quantitative approach, which facilitates the verification and application of the hypothesis. This is a correlation research that seeks to determine the link between the variables. The study utilized the statistical software SPSS to conduct various analyses, including descriptive analysis, correlation analysis, and multiple regression analysis. The empirical data was gathered using a questionnaire survey administered to a sample size of 400 individuals. The study was specifically aimed towards residents of the Kathmandu valley. vThe purpose

of this study is to find out the influencing elements that affecting the online buying behavior amongst

customers of boutique products. In an era where the internet provides access to a wide range of information and the digitization of various aspects of life is prevalent,

developing and emerging markets are still lagging behind the more advanced markets. To

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