

Consumer Buying Behavior towards Daraz Nepal

Aayush Shrestha*

Abstract

This study examines the consumer buying behavior towards Daraz Nepal. Consumer buying behavior is the dependent variable. The selected independent variables are price, delivery, discount, past experience, and product availability. The primary source of data is used to assess the opinions of respondents regarding price, delivery, discount, past experience, product availability, and consumer buying behavior. The study is based on primary data from 125 respondents. To achieve the purpose of the study, a structured questionnaire is prepared. The correlation and multiple regression models are estimated to test the significance and importance of consumer buying behavior towards Daraz Nepal.

The study showed a positive impact of price on consumer buying behavior. It indicates that affordable pricing policy leads to increase in consumer buying behavior. Similarly, the study showed a positive impact of delivery on consumer buying behavior. It indicates that fast delivery service leads to increase in consumer buying behavior. Likewise, the study also revealed a positive impact of discount on consumer buying behavior. It indicates that different discount schemes lead to increase in consumer buying behavior. Further, the study observed a positive impact of past experience on consumer buying behavior. It indicates that knowledge and understanding gained from previous encounters lead to change in consumer buying behavior. In addition, the study observed a positive impact of product availability on consumer buying behavior. It indicates that easy availability of product leads to increase in consumer buying behavior.

Keywords: price, delivery, discount, past experience, product availability, consumer buying behavior

1. Introduction

Online purchasing has become the most convenient way of doing any kind of purchase despite of where you are. Market has adopted this way of purchasing to facilitate their consumers. This trend is spreading all over the world. It is the third most browsed internet activity (Rajeshwary and Sayed, 2014). Likewise, Consumer buying behavior is a process through which consumer purchase a product to satisfy its need or want and the impact that product has on the consumer or the environment (Dost *et al.*, 2015). Similarly, consumer search online for the products that lies in their purchasing power, without wasting their time (Dost *et al.*, 2015). Moreover, online shopping satisfy consumer through speed and convenience (Yu and Wu, 2017). Likewise, Mahajan *et al.* (2018) argued that buying pattern of consumers primarily base on product quality which give some extend of satisfaction to consumer during buying. Online shopping is the easy solution for busy life in today's world. In the past decade, there had been a massive change in the way of customer's shopping. Despite consumers' continuation to buy from a physical store, the users or buyers feel very convenient to online shopping. Online shopping saves crucial time for modern people because they get so busy that they cannot or unwilling to spend much time shopping. In the twenty-first century, trade and commerce have been so diversified that multichannel has taken place and online shopping has increased significantly throughout the world (Johnson *et al.*, 2001). Online shopping refers to the action or activity of purchasing goods or services from websites, using the internet. Online shopping refers to the shopping behavior of consumer in an online store or a website used for online purchasing purpose. Online shopping involves

* Mr. Shrestha is a Freelance Researcher, Kathmandu, Nepal.

purchasing products or services over the Internet. Online shopping is done through an online shop, e-shop, e-store, virtual store, web-shop, Internet shop or online store. All the products in online stores are described through text, with photos and with multimedia files. Many online stores will provide links for extra information about their products. Furthermore, not only does the number of adopters grow, but also the volume of their purchases is proportionally increased (Monzuwe *et al.*, 2004). According to Magee (2003), the growth in the number of online shoppers is greater than the growth in internet users, indicating that more internet users are becoming comfortable to shop online. Ernst and Young (2006) reported that 79 percent of non-buyers planned to purchase via the internet, resulting in increasing online sales.

Kotler and Keller (2011) stated that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. Buyer behavior has been defined as a process, which through inputs and their use through process and actions leads to satisfaction of needs and wants. Consumer buying behavior has numerous factors as a part of it which are believed to have some level of impact on the purchasing decisions of the customers. Online shopping behavior consists of buying process of products and services through internet (Moshref *et al.*, 2012). The buying process has different steps similar to physical buying behavior when it's about online shopping, consumers have fear of product performance and may not get the right product as what they ordered through online merchandiser (Liang and Lai, 2000). Masoud (2013) showed that four perceived risk (financial, product, delivery and information) had negatively affected online purchasing behavior. Moreover, the study indicated that there was no significant impact of time and social risk on online purchasing among Jordanian consumers. Thus there is an always risk of product performance among customer while making online buying decision. Online shoppers can find the reviewers of the product both from their acquaintances and from those who post a review of the product as there are many. While doing online shopping for consumers it is easy to access the information about the product they want to buy.

Addo *et al.* (2020) stated that the impact of fear appeal on consumer behavior during the COVID-19 pandemic. The study revealed a significant correlation between fear appeal and increased online purchases, suggesting that heightened fear can lead to a stronger social presence and the development of e-loyalty. Dharmesti *et al.* (2021) explored the online purchase behaviors of young consumers in Australia and the USA. The study found that young consumers in Australia and the USA exhibit a high level of familiarity with the online shopping process and social motive was found to negatively impact online purchase intentions in the Australian sample, while escapism and value motives positively affected online purchase intentions for both Australian and America young shoppers. The determinants of online shopping behavior (Retnowati *et al.*, 2021). The study found that both consumer trust and shopping experience significantly influence online shopping interests. Likewise, Chen and Yang (2021) explored the consumer purchase intention. The study found that this approach not only enhances customer experience but also bolsters purchase intentions, thereby offering a novel vantage point in digital economy management. Further, Madni *et al.* (2024) examined the impact of online advertisements on online buying behavior through the ecommerce platform Daraz. The study found a significant positive relationship between online advertisement usage, attitude towards online advertisement, gratification, and Daraz online shopping.

Imran and Hasan (2022) assessed the internet marketing and its impact on the general customer also exploring customer satisfaction related to Internet marketing. The study found that various internet-based advertisement policies and other relevant internet marketing policies of Daraz is impacting other business. Likewise, Bashir *et al.* (2015) explored the impact of online shopping on consumers buying behavior. The study found that secure transaction processes and positive customer significantly increased the frequency of online purchases highlighting the importance of trust and perceived value in e-commerce. In addition, Pappas (2016) investigated the online purchasing behavior in the context of travel and tourism. The study found that both product and e-channel risks significantly influence consumer trust, which in turn affects online purchasing intentions. Moreover, Khan *et al.* (2019) investigated on consumer buying behavior towards online shopping, focusing on factors such as trust, convenience, time, product variety, privacy, product risk, return policy, and non-delivery risk. The study found that time is the most crucial factor influencing consumer behavior, while product risk and delivery risk have an inverse effect on consumer buying behavior. Moreover, Bhatti *et al.* (2020) investigated the impact of financial risk, product risk, privacy risk and convenience risk on internet buying behavior. The study found that trust is the most important element in online transactions that significantly determines the online shopping behavior of consumers. Similarly, Ahmed *et al.* (2020) explored the ‘users’ attitude towards benefits of online shopping and causes of satisfaction and dissatisfaction. The study found that on users’ attitudes towards the benefits of online shopping, highlighting factors such as cost-effectiveness, time-saving, information availability, discounts, and convenience for various customer segments. Charumathi and Rani (2017) explored the consumer buying behavior with respect to online shopping. The study found that online shopping factors significantly impacted the decision-making process of consumers in the online marketplace. Similarly, Rahman (2019) examined the consumer behavior in online shopping. The study revealed that there is a positive correlation between higher incomes and increased online spending. Likewise, Pandey and Parmar (2019) assessed the factors influencing consumer behavior in online shopping. The study found a significant impact of various factors including demographics, social influences, prior online shopping experience, internet and computer proficiency, website design, social media, situational factors, facilitating conditions, product characteristics, promotional schemes, payment options, delivery, and after-sales services on online shopping behavior.

In the context of Nepal, Bhatt (2014) found that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a long distance. All the service quality and dimensions (i.e. price fairness, trust, website design, convenience and online experience) are important for forming service quality, customer satisfaction and customer purchase intention on online shopping. Customer satisfaction and trust is highly affected by service quality (Koirala and Shrestha, 2012). Likewise, Joshi (2019) stated that there is a positive relation of perceived service quality and perceived ease of use is with customer satisfaction. Further, Jha (2019) found that there is a positive impact of website quality, product quality, convenience; security and price have positive impact on the consumer perception. In addition, Khatri (2017) revealed that there is a positive relation of consumer satisfaction factors (service quality, corporate image, customer convenience and perceived value) with consumer behavior intention. Further, Maharjan (2014) found that there is a positive relationship between customer satisfaction and service quality factors, reliability and

trust is the most essential factor on online shopping whereas responsiveness is less important for service quality.

The above discussion shows that empirical evidences vary greatly across the studies on the consumer buying behavior towards Daraz. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The major objective of the study is to examine the consumer buying behavior towards Daraz Nepal. Specifically, it examines the relationship of price, delivery, discount, past experience, and product availability with consumer buying behavior.

The remainder of this study is organized as follows: section two describes the sample, data, and methodology. Section three presents the empirical results and final section draws the conclusion.

2. Methodological aspects

The study is based on the primary data which were collected from 125 respondents through questionnaire. The study employed convenience sampling method. The respondents' views were collected on price, delivery, discount, past experience, product availability, and consumer buying behavior. This study is based on descriptive as well as causal comparative research designs.

The model

The model estimated in this study assumes that consumer buying behavior depends upon price, delivery, discount, past experience, and product availability. Therefore, the model takes the following form:

Consumer buying behavior = f (price, delivery, discount, past experience, and product availability).

More specifically,

$$CBB = \beta_0 + \beta_1 P + \beta_2 D + \beta_3 DI + \beta_4 PE + \beta_5 PA + e$$

Where,

CBB = Consumer buying behavior

P = Price

D = Delivery

DI = Discount

PE = Past experience

PA = Product availability

Consumer buying behavior was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include "Engage with brands on social media

if they offer promotional discounts or giveaways”, “I actively seek out promotional offers before making a purchase” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.858$).

Price were measure using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “Price of products on Daraz Nepal aligns with my budget”, “I believe that the prices on Daraz Nepal are reasonable for the quality of products offered” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.839$).

Delivery were measure using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “I find the delivery process on Daraz Nepal to be reliable and efficient”, “The delivery options available on Daraz Nepal meet my expectations” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.838$).

Discounts were measure using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “The discount rates on Daraz Nepal provide significant cost savings compared to other platforms”, “I am attracted to make purchases on Daraz Nepal due to the discounts and promotions offered” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.856$).

Past experience were measure using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “Based on my past interactions with Daraz Nepal, I am likely to make repeat purchases”, “I was satisfied with the quality of products I have purchased from Daraz Nepal in the past” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.805$).

Product availability were measure using a 5-point Likert scale where the respondents were asked to indicate the responses using 5 for strongly agree and 1 for strongly disagree. There are 5 items and sample items include “The search and filtering options on Daraz Nepal make it easy to find available products”, “I am satisfied with the variety of products available on Daraz Nepal” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.807$).

The following section describes the independent variables used in this study along with the hypothesis formulation.

Price

Kalpana and NS (2016) examined the influence of few variables on consumer buying behavior. The study found that there is a positive relationship between price and consumer buying behavior. Feng and Gallego (1995) stated that consumers react to price fluctuations over time and it impacts on their buying decisions. Moreover, Anderson *et al.* (1994) explored various pricing tactics and their effectiveness in enhancing or diminishing customer satisfaction levels. Consumers often evaluate the price of a product relative to its perceived value i.e. a consumer perceives that the price is fair and aligns with the value

they expect to receive, they are more likely to make a purchase (Monroe, 2010). Products with low price elasticity will see little change in buying behavior with price changes (Nagle and Holden, 2002). Consumers often have a reference price, which is an internal standard they use to judge prices i.e. if the actual price is significantly lower than the reference price, consumers perceive it as a good deal and are more likely to purchase (Kalyanaram and Winer, 2014). Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between price and consumer buying behavior.

Delivery

Esper *et al.* (2003) found that consistent and reliable delivery services build trust and loyalty among consumers. Similarly, Hsiao (2009) stated that aspects of delivery services influence consumers' decisions to shop online. Likewise, Yang and Peterson (2004) showed that reliable and timely delivery can significantly enhance the overall shopping experience and lead to repeat purchases. Further, Brynjolfsson *et al.* (2013) explored shorter delivery times can lead to higher customer satisfaction and a greater likelihood of future purchases. In addition, Rao *et al.* (2011) stated that superior delivery services can enhance consumer loyalty and reduce churn rates. A positive delivery experience can enhance brand image and encourage word-of-mouth promotion, while a negative experience can harm the brand's reputation (Mentzer *et al.*, 1999). Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between delivery and consumer buying behavior.

Discount

Darke and Dahl (2003) stated that different types of discounts can influence perceived fairness and the value of a bargain. Similarly, Raghubir and Corfman (1999) argued that frequent discounts can impact pretrial brand evaluations and perceptions of value. Likewise, Mela *et al.* (1997) stated that different discount strategies (e.g., seasonal discounts, clearance sales) influence consumer decision-making processes. Further, Dodds *et al.* (1991) found that price discounts affect consumer perceptions of product quality. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between discount and consumer buying behavior.

Past experience

Anderson (1993) stated that consumers repeatedly purchase from the same brand based on their past experiences. Similarly, Oliver (1999) explored that consumers who are loyal to a brand due to positive past experiences are more likely to continue purchasing from that brand. Previous positive or negative purchase experiences impact future buying decisions (Bolton, 1998). Negative past experiences can heighten perceived risk and deter future purchases (Hellier *et al.*, 2003). Consumers are more likely to share their positive experiences with others, influencing the buying behavior of peers (Anderson, 2018). Based on it, this study develops the following hypothesis:

H₄: There is positive relationship between past experience and consumer buying behavior.

Product availability

Campo *et al.* (2000) stated that the regular availability of products builds consumer

trust and influences repeat purchase behavior. Similarly, Farris *et al.* (1998) showed that stock outs affect consumer purchase intentions and brand loyalty, highlighting the importance of maintaining consistent product availability. When a product is readily available, consumers are more likely to buy it (Anderson, Fitzsimons, and Simester, 2006). According to Sloot *et al.* (2005), consistent product availability contributes to higher consumer satisfaction and loyalty. Based on it, this study develops the following hypothesis:

H₅: There is positive relationship between product availability and consumer buying behavior.

3. Results and discussion

Correlation analysis

On analysis of data, correlation analysis has been undertaken first and for this purpose, Kendall's Tau correlation coefficients along with mean and standard deviation has been computed and the results are presented in Table 1.

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau coefficients between dependent and independent variables. The correlation coefficients are based on 125 observations. The dependent variable is CBB (Consumer buying behavior). The independent variables are P (Price), D (Delivery), DI (Discount), PE (Past experience), and PA (Product availability).

Variables	Mean	S.D.	CBB	P	D	DI	PE	PA
CBB	3.731	0.585	1					
P	3.329	0.579	0.397**	1				
D	3.267	0.735	0.190**	0.246**	1			
DI	3.486	0.762	0.271**	0.295**	0.328**	1		
PA	3.345	0.757	0.329**	0.338**	0.327**	0.395**	1	
PE	3.144	0.714	0.354**	0.361**	0.281**	0.376**	0.428**	1

Notes: The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent levels, respectively.

Table 1 shows that price is positively correlated to consumer buying behavior. It indicates that affordable pricing policy leads to increase in consumer buying behavior. Similarly, delivery is positively correlated to consumer buying behavior. It indicates that fast delivery service leads to increase in consumer buying behavior. Likewise, discount is positively correlated to consumer buying behavior. It indicates that different discount schemes lead to increase in consumer buying behavior. Further, past experience is also positively correlated to consumer buying behavior. It indicates that knowledge and understanding gained from previous encounters lead to increase in consumer buying behavior. In addition, product availability is positively correlated to consumer buying behavior. It indicates that easily availability of product leads to increase in consumer buying behavior.

Regression analysis

Having indicated the Kendall's Tau correlation coefficients, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it shows the regression results of price, delivery, discount, past experience, and product availability on consumer buying behavior.

Table 2

Estimated regression results of price, delivery, discount, past experience, and product availability on consumer buying behavior

The results are based on 125 observations using linear regression model. The model is $CBB = \beta_0 + \beta_1 P + \beta_2 D + \beta_3 DE + \beta_4 PE + \beta_5 PA + e$ where the dependent variable is CBB (Consumer buying behavior). The independent variables are P (Price), D (Delivery), DI (Discount), PE (Past experience), and PA (Product availability).

Model	Intercept	Regression coefficients of					Adj. R_bar ²	SEE	F-value
		P	D	DI	PE	PA			
1	1.545 (5.5810)**	0.593 (4.050)**					0.342	0.475	64.802
2	2.624 (8.146)**		0.348 (4.389)**				0.178	0.528	28.041
3	2.457 (5.588)**			0.403 (4.941)**			0.220	0.500	46.668
4	2.409 (11.819)**				0.405 (6.823)**		0.269	0.500	46.557
5	2.109 (9.708)**					0.470 (6.755)**	0.323	0.481	60.134
6	1.445 (5.171)**	0.005 (5.805)**	0.137 (2.013)*				0.356	0.469	32.231
7	1.374 (5.063)**	0.415 (3.725)**	0.047 (0.654)	0.211 (3.059)**			0.397	0.454	28.215
8	1.277 (4.761)**	0.381 (4.381)**	0.006 (0.076)	0.149 (2.181)*	0.178 (2.525)**		0.423	0.444	23.695
9	1.188 (4.484)**	0.316 (3.511)**	0.027 (0.376)	0.113 (1.276)	0.133 (1.873)	0.191 (2.529)**	0.448	0.435	21.087
10	1.115 (4.377)**	0.318 (4.600)**	0.061 (0.810)	0.101 (1.305)	0.123 (1.740)	0.135 (1.631)	0.455	0.432	18.247

Notes:

- Figures in parenthesis are t-values
- The asterisk signs (**) and (*) indicate that the results are significant at one percent and five percent level respectively.
- Consumer buying behavior is dependent variable.

The regression results show that the beta coefficients for price are positive with consumer buying behavior. It indicates that price has a positive impact on consumer buying behavior. This finding is consistent with the findings of Anderson *et al.* (1994). Similarly, the beta coefficients for delivery are positive with consumer buying behavior. It indicates that delivery has a positive impact on consumer buying behavior. This finding is consistent with the findings of Brynjolfsson *et al.* (2013). Likewise, the beta coefficients for discount are positive with consumer buying behavior. It indicates that discount has a positive impact on consumer buying behavior. This finding is consistent with the findings of Mela *et al.* (1997). Further, the beta coefficients for past experience are positive with consumer buying behavior. It indicates that past experience has a positive impact on consumer buying behavior. This finding is consistent with the findings of Anderson (2018). In addition, the beta coefficients for product availability are positive with consumer buying behavior. It indicates that product availability has a positive impact on consumer buying behavior. This finding is consistent with the findings of Campo *et al.* (2000).

4. Summary and conclusion

Online shopping refers to the action or activity of purchasing goods or services from websites, using the internet. It is extremely popular today. Online shopping refers to the shopping behavior of consumer in an online store or a website used for online purchasing

purpose. Online shopping involves purchasing products or services over the Internet. Online shopping is done through an online shop, e-shop, e-store, virtual store, web-shop, Internet shop or online store. All the products in online stores are described through text, with photos and with multimedia files. Many online stores will provide links for extra information about their products. Furthermore, not only does the number of adopters grow, but also the volume of their purchases is proportionally increased. The growth in the number of online shoppers is greater than the growth in internet users, indicating that more internet users are becoming comfortable to shop online,

This study attempts to examine the consumer buying behavior towards daraz Nepal. The study is based on primary data of 125 respondents.

The major conclusion of the study is that price, delivery, discount, past experience, and product availability have positive impact on consumer buying behavior. It indicates that higher the price, delivery, discount, past experience, and product availability, higher would be the consumer buying behavior. Likewise, the study also concludes that price is the most significant factor followed by product availability that determines the changes in the consumer buying behavior.

References

- Addo, P. C., F. Jiaming, L. Kulbo, and L. Liangqiang, 2020. COVID-19: Fear appeal favoring purchase behavior towards personal protective equipment. *The Service Industries Journal* 40(7), 471-490.
- Ahmed, S., S. Ara, and A. A. Hasi, 2020. Users 'attitude towards benefits of online shopping: A study on customers of Daraz and Food Panda. *Solid State Technology* 63(1), 124-141.
- Anderson, E. T., G. J. Fitzsimons, and D. I. Simester, 2006. Measuring and mitigating the costs of stock outs. *Management Science* 52(11), 1751-1763.
- Anderson, E. W., 2018. Customer satisfaction and word of mouth. *Journal of Service Research* 1(1), 5-17.
- Anderson, E. W., and M. W. Sullivan, 1993. The antecedents and consequences of customer satisfaction for firms. *Marketing Science* 12(2), 125-143.
- Anderson, E. W., C. Fornell, and D. R. Lehmann, 1994. Customer satisfaction, market share, and profitability: Findings from Sweden. *Journal of Marketing* 58(3), 53-66.
- Bashir, T. B., S. Fazal, I. Shabeer, W. Aslam, and G. Jelani, 2015. Impact of online shopping on consumers buying behavior. *Journal of Business and Management* 10(2), 2319-7668.
- Bhatt, A., 2014. Consumer's attitude towards online shopping. *Journal of Marketing Management* 2(2), 18-27.
- Bhatti, A., S. Rehman, S., A. Z. Kamal, and H. Akram, 2020. Factors effecting online shopping behavior with trust as moderation. *Jurnal Pengurusan* 60(1), 1-15.
- Bhatti, M. A., 2021. Trends of online shopping and their impact on consumer buying behavior in Pakistan. *Step into the Future* 16(1), 74-75.
- Bolton, R. N., 1998. A dynamic model of the duration of the customer's relationship with a continuous service provider: The role of satisfaction. *Marketing Science* 17(1), 45-65.
- Brynjolfsson, E., Y. J. Hu, and M. S. Rahman, 2013. Competing in the age of Omni channel retailing.

MIT Sloan Management Review 54(4), 23-29

- Campo, K., E. Gijbrecchts, and P. Nisol, 2000. towards understanding consumer response to stock-outs. *Journal of Retailing* 76(2), 219-242.
- Charumathi, D., and R. S. Sheela, 2017. An empirical study on consumers buying behavior towards online shopping. *International Journal of Research in Commerce and Management* 8(10), 9-11.
- Darke, P. R., and D. W. Dahl, 2003. Fairness and discounts. *Journal of Consumer Psychology* 13(3), 328-338.
- Dharmesti, M., S. Kuhne, and P. Thaichon, 2021. Understanding online shopping behaviors and purchase intentions amongst millennial. *Young Consumers* 22(1), 152-167.
- Dodds, W. B., K. B. Monroe, and D. Grewal, 1991. Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research* 28(3), 307-319.
- Dost, B., M. Illyas, & C. A. Rehman, 2015. Online shopping trends and its effects on consumer buying behavior: A case study of young generation of Pakistan. *NG-Journal of Social Development* 417(3868), 1-22.
- Esper, T. L., T. D. Jensen, F. L. Turnipseed, and S. Burton, 2003. An examination of effects of online retail delivery strategies on consumers. *Journal of Business Logistics* 24(2), 177-203.
- Feng, Y., and G. Gallego, 1995. Optimal starting times for end-of-season sales and optimal stopping times for promotional fares. *Management Science* 41(8), 1371-1391.
- Hellier, P. K., G. M. Geursen, R. A. Carr, and J. A. Rickard, 2003. Customer repurchase intention: A general structural equation model. *European Journal of Marketing* 37(11), 1217-1240.
- Hsiao, M. H., 2009. Shopping mode choice Physical store shopping versus e-shopping. *Transportation Research Part E. Logistics and Transportation Review* 45(1), 86-95.
- Jha, K., 2019. Factor influencing consumer perception towards online grocery shopping. A case of Kathmandu Valley. *Nepalese Journal of Finance* 6(2), 56-67.
- Jha, K., 2019. Factor influencing consumer perception towards online grocery shopping. A case of Kathmandu Valley. *Nepalese Journal of Finance* 6(2), 56-67.
- Johnson, M. D., A. Gustafsson, T. W. Andreassen, L. Lervik, and J. Cha, 2001. The evolution and future of national customer satisfaction index models. *Journal of Economic Psychology* 22(2), 217-245.
- Joshi, P., and S. H. Upadhyay, 2014. Effect of interphase on elastic behavior of multiwall carbon nanotube reinforced composite. *Computational Materials Science* 87(10), 267-273.
- Kalyanaram, G., and R. S. Winer, 2014. Empirical generalizations from reference price research. *Marketing Science* 14(3), 161-169.
- Khan, S., M. T. Khan, and M. A. R. Khattak, 2019. Consumer buying behavior towards online shopping: A case study of Daraz. Pk. *Journal of Business and Tourism* 5(2), 187-195.
- Khatri, N., 2023. Factors influencing customer's towards digital payment. *International Journal of Management* 2(1), 108-116.
- Koirala, K. D., and S. K. Shrestha, 2012. Measuring service quality and customer satisfaction. *Management Dynamics* 16(1), 10-20.

- Madni, A. R., A. Hassan, and M. Adnan, 2024. Impact of online advertisements on online buying behavior: A case study of Daraz. *Journal of Development and Social Sciences* 5(1), 520-528.
- Maharjan, P., 2022. Adoption among Online Grocery Buyers during COVID-19 Lockdowns in Nepal. *Journal of Private Enterprise* 37(2).
- Masoud, E. Y., 2013. The effect of perceived risk on online shopping in Jordan. *European Journal of Business and Management* 5(6), 76-87.
- Mela, C. F., S. Gupta, and D. R. Lehmann, 1997. The long-term impact of promotion and advertising on consumer brand choice. *Journal of Marketing Research* 34(2), 248-261.
- Mentzer, J. T., D. J. Flint, and J. L. Kent, 1999. Developing a Logistics Service Quality Scale. *Journal of Business Logistics* 20(1), 9-32.
- Monuwe, T. P., B. Dellaert, and K. Ruyter, 2004. What drives consumers to shop online? *International Journal of Service Industry Management* 15(1), 102-121.
- Moshref, M. H., H. R. Dolatabadi, M. Nourbakhsh, A. Poursaeedi, and A. R. Asadollahi, 2012. An analysis of factors affecting on online shopping behavior of consumers. *International Journal of Marketing Studies* 4(5), 81-98.
- Oliver, R. L., 1999. Whence consumer loyalty? *Journal of Marketing* 6(3), 33-44.
- Pappas, N., 2016. The effect of distance, expenditure and culture on the expression of social status through tourism. *Tourism Planning and Development* 11(4), 387-404.
- Raghubir, P., and K. Corfman, 1999. When do price promotions affect pretrial brand evaluations? *Journal of Marketing Research* 36(2), 211-222.
- Rahman, I., and D. Reynolds, 2019. The influence of values and attitudes on green consumer behavior: A conceptual model of green hotel patronage. *International Journal of Hospitality and Tourism Administration* 20(1), 47-74.
- Rajeshwary, G., and M. S. Sayed, 2014. Trust and risk in online shopping. *Tactful Management Research Journal* 16(32), 114-117.
- Rao, S., S. E. Griffis, and T. J. Goldsby, 2011. Failure to deliver? Linking online order fulfillment glitches with future purchase behavior. *Journal of Operations Management* 29(7), 8692-703.
- Sloot, L. M., P. C. Verhoef, and P. H. Franses, 2005. The impact of brand equity and the hedonic level of products on consumer stock-out reactions. *Journal of Retailing* 81(1), 15-34.
- Yang, K., and R. T. Peterson, 2004. Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology and Marketing* 21(10), 799-822.