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Online Shopping Behavior

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Abstract

Online shopping is a very much developed phenomena in Scandinavian countries. Different online factors impact online consumers' behavior differently depending on the environment of different regions. Sweden is one of the developed and technologically advanced countries. To see the impact of different factors on consumers' online shopping behavior, the purpose of this study is to analyse the factors that influence consumers' online shopping behavior in Sweden's context. One of the objectives of this research is to fill the gap of previous literature that did not much investigated the external online factors that influence consumers' online shopping behavior in Sweden's context. Thus, the focus lays on these five online factors: financial risk, product performance risk, delivery risk, trust and security, and website design.

The empirical data was collected through a questionnaire survey and it was distributed among 100 respondents by hand and online. The findings of this research revealed that website design is the most influential and significant factor. While product performance risk, and trust & security have a significant impact to consumers' online shopping behaviour, the study finds that the remaining factors financial risk, and delivery risk have no significant impact on consumers' online shopping behavior.

Key Words: Online shopping behavior, perceived risk, trust & security, e-commerce, Website design

Summary

The online shopping is growing every day. There are many benefits of online shopping like time saving, access from everywhere, convenience, availability 24 hours a day, variety of products, various options available to compare products and brands. Beside the benefits of online shopping consumer feel different type of perceived risk factors and psychological factors are involved in online shopping. The perceived risk could be financial loss, product performance risk, delivery risk and psychological factors like trust & security and website design. These perceived risk and psychological factors also determents the consumers' behavior towards online shopping. Thus, this study focuses on the online shopping factors effecting consumer's behavior towards online shopping. There are many perceived risk and psychological factors involved in online shopping. The purpose of this study is to identify those risk and psychological factors in Sweden's context and also know who online shoppers are in terms of demographically. To achieve the study purpose and find out the answer of study question a detailed and most recent literature reviewed. The author of this study adopted quantitative method and distributed questionnaire survey among Uppsala University's students and general public visiting University's library. A population of 100 respondents has been chosen to collect the empirical data. After literature reviewed and analysing the empirical data, the results of the study revealed that the website design is the most influential factor when respondents shop online. The rest factors like trust & security, and product performance risk also have significant effect on consumers' behavior towards online shopping. Financial risk and delivery risk have no significant influence on consumers' attitude towards online shopping.

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1. Introduction

1.1 Background

The invention of internet has changed the way businesses runs all over the world (Adnan, 2014). Use of the internet and e-commerce has been growing rapidly since the last decade (Yörük et al. 2011). Over the internet with a few clicks of mouse, people can connect with friends and families from distance (Khalil, 2014). The people use the internet for many reasons such as searching product information, evaluate price and quality, choose services, and transfer payments (Moshref et al. 2012).

In various technologically developed countries, internet has become an important medium of communication and online shopping. People can search products and information 24 hours a day over the internet where a wide selection of products is available (Moshref et al. 2012). In addition to the popularity of internet, the growth of online shopping business is increasing every year (Ariff et al. 2013). There has been a move towards online shopping because of different online factors including convenience, ease of use, low cost, time saving, various online products and brands, with fast delivery as compared to shopping physically (Adnan, 2014). Online shopping is the third most common use of internet after web surfing and email uses (Yörük et al. 2011). Like in all marketplaces, also on the internet buyers and sellers come together to share products, services, and information (Adnan, 2014). Consumer can buy the products and services anytime from anywhere and thereby pass over the limitations of time and place (Adnan, 2014).

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 (Liang & Lai, 2000). In a normal online purchasing process, there are five steps involved. Initially when the consumer identifies his or her needs for a product or service, then one moves to online and search for the information. After gathering product information, the consumer evaluates the product with other available options selecting an item according to his/her requirement and criteria making transaction for selected products and gets post-purchase experience (Kotler, P. 2000). Online shopping behavior relates to customer's psychological state regarding the accomplishment of online buying (Li & Zhang, 2002).

1.2 Problematization

Despite the rapid growth in online shopping and its benefits that are discussed above, Kim, Lee & Kim (2004) mentioned consumers' search at online store does not lead to a complete purchase or transaction of their actual needs. According to Moshref et al. (2012) before purchasing a product or service on the internet, consumer predicts different types of perceived risk like financial risk (loss of money), product risk (quality of product as seen on the website), and non-delivery risk (if the product remains undelivered). The psychological factors like trust, security, and the factor of technological acceptance related to website design. Iconaru et al. (2013) stated, in online shopping a perceived risk appears from when customers feel uncertainty and fear of financial loss, poor product quality, non-delivery concerns, the breaching of trust and misusing of personal information.

Many researchers argued that online shopping perceived risk that had negatively impacted consumer's behavior while purchasing on the internet (Martin and Camarero, 2009; Liu et al. 2013; Mieres et al. 2006), reduced the consumer's intention to purchase online other goods as well (D'Alessandro et al. 2012). Swinyard & Smith (2003) concluded, that more than 70% online non-shoppers does not buy online due to risk of financial losses if they shop from online e-retailers. Forsythe et al. (2006) argued, that perceived risk play an important role to determent consumers' online shopping behavior and predict consumers' intention to shop online in future.

Iconaru et al. (2013) mentioned that because of the manipulation of trust and compromising over personal data to third party, consumers feel unsafe which leads to lowering consumer's trust over the security of e-retailer. Lee & Turban (2001) argued that trust is an important factor to influence consumer's intention to shop online. Srinivasan (2004) cited that the success of ecommerce is based on two factors: trust and security. Furthermore, he mentioned that earning consumer's trust in e-commerce is a lengthy process of time and e-retailers can try to provide secure methods to protect consumer's personal data. Adnan (2014) stated that approximately 82% of consumers does not use poorly structured web store. On account of this reason, the consumer leaves the e-retail store without completing the purchase or transaction. Yörük et al. (2011) recommended that online retailers should design their website more conveniently, safely, and reliably to convert online visitors to online shoppers.

Prior studies identified several online factors that ranged from three to six factors that affect consumer's online shopping behavior (Moshref et al. 2012). Iconaru et al. (2013) cited that different studies (Crespo and Bosque, 2008; Shin, 2008) concluded different impacts of online

factors varying from significant to insignificant effects to influence consumer's intention in online shopping. In addition to online shopping context, external online factors are also important. These include the perceived risk (financial risk, product performance risk, and delivery risk) and psychological factors (trust and security, and website design). These external factors also determine consumer's attitude towards online shopping. This research will identify the effects of different external online factors in Sweden's online shopping context. Although these factors are well researched by previous researchers, the issue is that different studies explored these external online factors in different online shopping contexts and did not cover all contexts. Therefore, it is needed to validate the findings of previous researches in the field of online shopping behavior. This study will provide an in depth understanding of major external online factors in Sweden's online shopping context. Therefore, the aim of this paper is to answer the following research question.

What external online factors (financial risk, product risk, non-delivery risk, and psychological factors like, website design, trust and security) have more significant effect consumers' attitudes towards online shopping?

1.3 Purpose of study

The main purpose of this study is to identify the external online factors which influence consumer's behavior towards online shopping in Sweden's context. Thereby, the study will only identify five external online factors. Besides the identification of online factors, it is also important to know how much effect of these factors on consumers' online shopping behavior.

Research outline

To achieve the study objectives, the study is divided into six chapters.

The first chapter covers the introduction and problem formulation, providing a general view of online shopping behavior and problem formulation along with the study question. This chapter also provides the purpose of this study.

Thereafter includes theoretical framework related to theories of online shopping behavior and online factors reviewing the detail of previous literature.

The next chapter illustrates the research philosophy, the research approach, the research strategy, data collection, sampling, sample size, questionnaire design, reliability & validity, and data analysis. The fourth chapter is about study findings which will provide the results of

empirical data of demographic and online shopping factors. The empirical data will interoperate through graphs, pie charts and tables.

Chapter five presents the analysis and discussion of results; the conclusion of the study will be presented in the last chapter. Based on results, analysis & discussion, and conclusion, limitations, managerial implications and future study will be presented.

2. Theoretical framework

This section will provide the most recent and updated literature reviewed of online shopping behavior and external online factors that influence consumer's intentions to shop online.

2.1 Online shopping behavior

Online Shopping behavior is a kind of individual's overall perception and evaluation for product or service during online shopping which could result in bad or good way. Previous studies have defined that behavior is a multi-dimensional construct and has been conceptualized in different ways (Li & Zhang, 2002). Many scholars measure the consumer's behavior through different dimensions. According to Gozukara et al. (2014), the first dimension refers to consumer's attitude towards a utilitarian motivation (convenience, variety seeking, and the quality of merchandise, cost benefit, and time effectiveness). The second dimension states about hedonic motivation (happiness, fantasy, escapism, awakening, sensuality & enjoyment), and Baber et al. (2014) mentions the third one as perceived ease of use, and usefulness. Another dimension covers perceived risk which determine consumer's behavior towards online shopping.

Furthermore, Li & Zhang (2002) mentioned that there are two different types of perceived risk involved in determining consumer's behavior during online shopping process. It is further described as the first category of perceived risk involved in online product and service i.e. financial risk, time risk, and product risk while the other category of perceived risk involved in e-transactions including privacy and security (Li & Zhang, 2002). Many researchers (Kumar & Dange, 2014; Samadi & Nejadi, 2009; Hassan et al. 2006; Subhalakshami & Ravi, 2015) argued that perceived risk like financial risk, product risk, non-delivery risk, time risk, privacy risk, information risk, social risk, and personal risk have a negative and significant effect on consumer's online shopping behavior. Another dimension of consumer's behavior is trust and security on e-retailers, Monsuwe et al. (2004) suggested that positive shopping experience builds consumer's trust on e-retailers and reduces the perceived risk.

2.2 Factors influence online consumer's behavior.

Kumar & Dange (2014) mentioned that there are two components of perceived risk that are involved in online shopping which are uncertainty and the significance of the consequences of particular purchase. Uncertainty is related to the possible outcomes of positive or negative behavior and undesired results of these consequences. Uncertainty is also linked with the possible loss of money while making a financial transaction for a particular product on the internet (Kumar & Dange, 2014). Financial transactions on the internet are linked to various risk factors (Adnan, 2014). Furthermore, Adnan (2014) mentioned that the customers perceive different risk factors before transferring money to online merchant. These factors could be financial loss, security and privacy. Naiyi (2004) claimed that different dimensions of perceived risk such as 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 have negatively impacted consumer's online shopping behavior.

It is mentioned above about the selection of five online factors that have been chosen after reading the relevant literature in the field of consumer's behavior in online shopping. These factors are further described in the following section.

2.2.1 Financial risk

A recent study was conducted by Kumar & Dange (2014) where the aim have been to analyze different dimensions of perceived risk that influence the consumer's online shopping behavior. The results of study revealed that online shopping perceives risk in regards to financial risk, time risk, social risk, and security risk as they influenced more online consumer's attitude towards online shopping. On the other hand, the same two online buying risk factors are financial risk, and security risk that have influenced on non-online shoppers. Furthermore, their study has found two additional barriers of psychological risk and physical risk among non-buyer.

Another recent study was conducted by Babar et al. (2014); they used a Technology Acceptance Model to examine the different factors influence customers' intention to shop online. This study has investigated the influence of usefulness, ease of use, financial risk, and attitude towards online shopping. The findings indicate that financial risk have a negative impact on the attitude towards online shopping where the reason states that consumer have a fear of financial loss and security concern over the internet shopping. Gozukara et al. (2014)

research claimed that the perception of risk played a vital role to build the relationship between purchase intentions and hedonic motivations. Furthermore, the study concluded that perceived risk had a negative impact on consumer's intention toward utilitarian motivation. In contrast, the perceived risk had no negative impact on influencing consumer's intention toward hedonic motivation.

In this study "Perceived risk in apparel online shopping" Almousa (2011) investigated the impact of perceived risk dimensions in apparel online shopping. Based on the information of an online survey and collected empirical data from 300 respondents, the study revealed perceived risk dimensions which did not have the same impact on apparel online shopping behavior. Significantly, performance risk, and time have broader impact than privacy and social risk in contrast financial risk and psychological risk have no significant influence on consumers' online shopping behavior.

Samadi & Nejadi (2009) conducted a study and found the effect of perceived risk level among online shoppers and store buyers. In this study, the relationship was measured among past positive shopping experiences, perceived risk, and future intention to purchase within online shopping environment. The findings of study indicated that online shopper perceived higher risk in contrast to store buyers. They found that financial risk, physical risk, convenience risk, and functional risk had more significantly affected consumer's behavior in online shopping environment. Among them, financial risk had a negative effect to influence consumer's intention to shop online. Consumer had a fear to lose money over the internet shopping. Further study indicated that high perceived risk led to minimize intention to shop online in future as compared to less perceived risk that lead to higher intentions to buy online.

2.2.2 Product performance risk

Masoud (2013) conducted a study on Jordan's online consumers. The aim of this study has been to examine the perceived risk (financial, product, time, delivery, and information security) on online purchasing behavior in Jordan. The study conducted a survey of 395 online buyers and customers to investigate the hypothesis of research. He selected the customers that had previous experience of online shopping, and the study chose the most popular online stores in Jordan. The study result 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 effect of time and social risk on online purchasing among Jordanian consumers.

Yeniçeri & Akin (2013) argued that product risk is related to the poor performance of a product or brand especially when the performance of a product or brand does not meet the desired expectations. It is due to consumer's inefficiency to assess the good quality of product or brand in online stores. Furthermore, they explained that the consumer's skills to assess the product or brand are limited in online site due to non-availability of physical inspection of a product including touching, brand colors, inaccurate information of product features which results in an increase of the product performance risk. Ji et al. (2012) studied the consumer attitude towards the online shopping environment and focused on the impact of different perceived risk to different products. After generating the results from regression coefficient, the study found that there is a negative effect of product performance when the consumer buys not standardized products like clothing while there is a positive effect when the consumer shops standard products like cell phones.

2.2.3 Delivery risk

Hong (2015) suggested that the product delivery risk had a positive effect if consumer ordered the product from a reliable online merchant, thus customers find ways to approach trustworthy online sellers to reduce the product delivery risk. During purchasing from reliable online merchant, the consumer feels safe and secure from undesired product delivery problems. Adnan (2014) indicated that the product delivery had a negative impact on consumer's buying behavior. Furthermore, Adnan (2014) suggested that online merchants should provide insurance coverage to online buyers if an item is not delivered to the consumer in time. Consumers fear not to receive products in time or delay in delivery which leads to a high product delivery risk (Yeniçeri & Akin 2013).

Moshref et al. (2012) aimed to examine ‘‘An analysis of factors affecting on online shopping behavior of consumers’’ in an Iranian perspective and determined the impact of various perceived risk factors (financial risk, product risk, convenience risk and non-delivery risk) in online purchasing behavior. To examine the hypothesis of this study, they selected different online stores in Iran and distributed 200 questionnaires among randomly selected online consumers. Their study concluded that two perceived risk (financial, and non-delivery) had negatively affected online shopping behavior of Iranian consumers while other perceived risk (domain specific innovativeness and subjective norms) had a positive effect on online shopping behavior of Iranian consumers.

According to Koyuncu & Bhattacharya (2004), many customers had less intention to shop online because of the involvement of delivery risk. The result of the study found that individuals who buy online once a week or make several online purchases in a month had negative impact of product delivery risk, in contrast to those who do online shopping less than once a month - they had a positive impact of product delivery.

2.2.4 Trust & Security factor

According to Ariff et al. (2013), psychological factor like trust related to the extent of the protection a website provides and keeps customer's personal information safe. Furthermore, Ariff et al. (2013) mentioned that trust and security had an important and positive affect on consumer's attitude in online shopping. Yörük et al. (2011) conducted a study among Turkey and Romanian consumers' online shopping behavior and found that in online shopping environment, trust and security factors were the major obstacles for consumers not to shop online. They preferred to go around markets to shop products through physical inspections especially Turkey's consumer are more socialized and enjoy to go to bazaars and spend hours in the shopping malls.

Roman (2007) argued that the security factor indicates consumer's belief regarding online shopping as well as the security of consumer's financial information which should not be compromised or shared with a third party in online shopping context. Ahuja et al. (2007) research claimed that the trust and security are main obstacles for consumers not to shop online. According to Elliott & Speck (2005), trust is an important factor and broadly affects the online shopping attitude due to online advertisement and online site that takes time to download webpages related to consumer's concern towards online security which may steal personal information.

Monuwe' et al. (2004) research claimed that the breach of consumer's trust leads to negative attitude toward online shopping. On the other hand, keeping consumer's personal information safe and secure leads to more positive attitude toward online shopping. Thus, the trust was an important psychological factor which affects the intentions of consumer to shop online. A study by Grabner-Kraeuter (2002) identified two dimensions of trust related issues: "System dependent uncertainty and Transaction-specific uncertainty" in online shopping environment, the study used economic model of trust and concluded that the trust is more important and basic factor for the reduction of uncertainty and complexity of financial transactions and relationship.

2.2.5 Website design factor

Suwunniponth (2014) examined the factors that driven consumers' intention in online shopping. The nature of the study was qualitative and quantitative. He determined the different online factors like website design, perceived ease of use, perceived usefulness, and trust influence consumers' intentions to shop online. The data was collected through questionnaire and in depth interviews. It was collected in the form of a questionnaire through 350 experienced online consumers in Bangkok, Thailand and then descriptive analysis and path analysis were used to scrutinize the data. The study revealed that the website perceived ease of use and usefulness. The trust had significant influence on the consumers' intention to shop online. The results found that the website had significant effect on the consumer's online shopping attitude and online consumer prefers to have a user friendly website in online shopping environment. The study concluded technology acceptance factors and trust that had significant relationship with intentions towards different products and services and also towards intended behavior to shop.

Adnan (2014) aimed to investigate the influence of different dimensions of perceived risk, perceived advantages, psychological factors, hedonic motivations, and website design on online shopping behavior. The study distributed 100 questionnaires to online buyers in Pakistan. The research found that perceived advantages and psychological factors had a positive influence on the consumers' intentions to shop online while perceived risk had a negative impact on the consumers' attitude toward online shopping. Other factors like website design and hedonic motivations had not any significant impact on the consumers' intentions to shop online. Hassan & Abdullah (2010) tried to determine the influence of independent variables website design, trust, internet knowledge, and online advertising consumer's online shopping behavior. He used a questionnaire survey and it was filled in by online customers and test the hypothesis. The result of the study indicated four independent (website design, trust, internet knowledge, and online advertising) variables where online shopping had a positive correlation. Furthermore, the research claimed that website quality had significant impact on online shopping. The research suggested that the design of websites should be easy to use, convenient, time saving, easy to load webpage, simple navigation. The comfort of using a web page will increase the probability of revisiting increase.

Osman, et al. (2010) investigated the online consumer behavior towards online shopping and used convenience sampling method. The study adopted self-constructed questionnaire and was distributed among 100 undergraduates of University Putra Malaysia. The study examined the

four different parts and factors of online shopping attitude like students' socio demographic background, website quality, purchase perception and attitude. The results of the study revealed that website quality purchase perception, gender and educational background had direct impact on consumer's attitude towards online shopping. The findings of study indicated that a good website quality has different dimensions of accurate information, quick launch of webpage, and website connection fast to online shopping. Furthermore, they argued that 77% respondents were willing to buy through a good and high quality website design while 76% online consumers agreed to buy through safe and easy to use website design.

Lepkowska-White (2004) conducted a study on "Online Store perception: How to Turn Browsers into Buyers?". The study distributed a questionnaire survey among New England consumers and selected 231 online adult browsers and 311 online adult buyers. The study claimed that the internet browsers as compared to online buyers were less attractive towards internet shopping. The reasons and concerns for internet browsers were the quality of website design.

Li & Zhang (2002) conducted a study based on 20 empirical articles. The purpose of the study was to scrutinize the impact of website quality on e-commerce. Based on content analysis of these studies their research findings indicated that website design had positively and significantly influenced consumer's attitude towards online shopping. On the other hand, they also found that website design had two different segments which consumer perceived in website design that were hygiene and motivation. Furthermore, they mentioned privacy and security, easy navigation of website, and complete information related to hygiene segment. The absence of hygiene leads to dissatisfaction of consumer's need as compared to enjoyment, quality, cognitive outcome, user empowerment, and e-retailer information that is linked to motivation segment in website design. These factors of motivation segment increase the value of website design and satisfied consumer's need. In short, a good and appealing website design can be helpful for consumers to make their e-shopping easy and smooth. On the other hand, a low quality website design could be a barrier for consumers not to shop online.

2.3 Online consumers in terms of Demographic

Consumer demographic is also an important factor in online shopping environment. This study will therefore also explore the demographic factors like age, gender, income, and education and will try to know who online consumers are in terms of demographic segmentations.

Nagra & Gopal (2013) found in a study that gender, age, income had a significant impact on consumers' online shopping behavior while profession had not a significant impact. Previous studies have shown that people of different age with different income categories had different attitude towards online shopping (Richa, 2012).

According to a study by Richa (2012), ‘‘ the impact of Demographic Factors of Consumers during online shopping behavior: A study of Consumers in India’’. The author used a questionnaire survey and distributed them in five big cities of India and the empirical data was collected from 580 respondents. The conclusion of the research showed that the different and important demographic characteristics like gender, marital status, family size, and income had positive impact on online shopping in India. Similar research done by Suki (2011) about ‘‘Gender, Age, and Education: Do they really moderate online music acceptance?’’. An empirical survey was conducted to test the hypothesis of study and 200 questionnaires were distributed among early adopter of music listeners. The study results showed young people aged 25 or more and male with good education were strongly affected by perceived playfulness and the ease of use towards online shopping of music.

2.4 Conceptual model

The following conceptual model is developed on the basis of prior researches presented into the literature review regarding external online shopping factors. The purpose of conceptual model is to examine the online shopping behavior of Uppsala University students and people visiting University’s library at Gotland campus. This model examined the relationship between independent and dependent online shopping factors. Based on the presented literature, the independent factors are perceived risk (financial risk, product performance risk, and non-delivery risk), psychological factors (trust and security), and website design factor while dependent factor is consumer’s online shopping behavior.

Although this type of conceptual model is used in different prior studies to measure the consumers’ online shopping behavior, there are several independent online shopping factors which influence consumer’s online shopping behavior. It is hard to measure all online shopping factors in one model, so this research paper measures and analyzes only five independent online factors which influence consumer’s online shopping behavior. By examining these selected factors, it also reveals the limitation of this conceptual model.

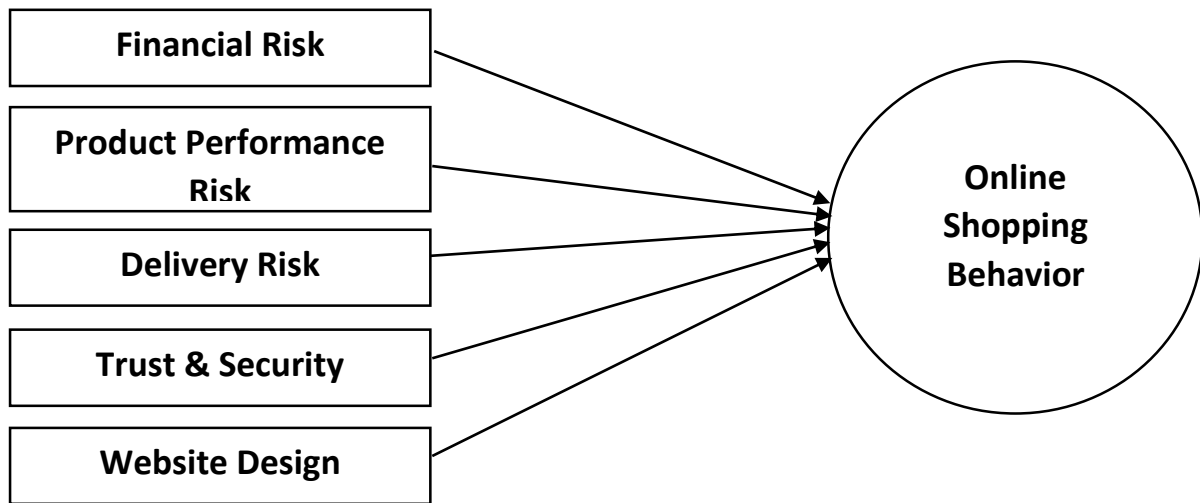


Figure 1: Theoretical Model

3. Research methodology

This chapter will provide the detail methodological framework about how the data will be collected and analyzed in order to solve the research question. Thereby, the structure of the framework is inspired by Saunders et al. (2009) research onion, meaning research philosophy, research approach, research strategy, research choice and time horizon.

3.1 Research philosophy

The ‘‘term philosophy is related to the development of knowledge and the nature of that knowledge’’ (Saunders et al. 2009. p. 107). Most researches are based on certain assumptions about the nature of reality and the knowledge is developed. This research is based on assumptions of consumer’s online shopping behavior. Dealing with philosophical assumptions is a crucial step in academic research (Saunders et al. 2009). This section will provide an overview of dynamics of philosophical assumptions. Consumer’s online shopping behavior is formed by different online factors like financial risk, product performance risk, trust and security, and website design towards online shopping. Due to this fact, the consumer online shopping behavior is changed over time. Thus, the philosophy is based on subjectivism, which means ‘‘that social phenomena are created from the perceptions and consequent actions of social actors’’ (Saunders et al., 2009, p. 110).

As this research explores the factors which influence consumer’s online shopping behavior, this study requires quantitative research method to investigate the effect of different online factors. Therefore, a positivism epistemology is used. Positivism is ‘‘working with the

observation of social reality and end results of research can be generalized to the same products by physical and natural scientists” (Saunders et al., 2009, p. 113). Thereby, existing theory is tested and different hypothesis developed (Saunders et al., 2009)

3.2 Research approach

As this research is based on existing theories of consumer’s behavior, it has been chosen to use a deductive approach, since it is more suitable to this research than an inductive approach, which is primarily used to apply a theoretical framework upon empirical data (Saunders et al., 2009).

3.3 Research strategy

The nature of this study is a descriptive type, and the aim of the study draws a picture of the study’s topic, thus a quantitative research strategy is used in this study. Creswell (2003) mentioned that time is very important factor for making any choice of selecting research method. Saunders et al. (2009) considered that quantitative study is faster than qualitative study because it is possible to estimate study time frame although qualitative study can take comparatively more time. Research projects are generally conducted for academic purposes and are limited to time, for this reason, this study is also for academic purpose that must chose and follows quantitative approach.

3.4 Data collection

Two methods are used for data collection. Firstly, the primary data is collected through well-structured questionnaire and is adopted from prior studies. The reason to choose questionnaire surveys is due to the reason that similar previous studies used the same method of data collection (Adnan, 2014; Suwunniponth, 2014; Masoud, 2013; Moshref et al. 2012; Almousa, 2011; Hassan & Abdullah, 2010; Osama et al. 2010). For comparable reasons it has been chosen to use an equivalent amount of respondents, thus around 100 questionnaires had been handed out to visitors of Visby’s library. It should be noted, that the library is also used by students from Uppsala University Campus Gotland, thus most respondents are students.

3.5 Sampling

Generally, sampling has two techniques which are probability sampling and non-probability sampling (Saunders et al. 2009). Saunders et al. (2009) further mentioned that there are different types of probability sampling - mainly simple random sampling, systematic sampling, stratified sampling, cluster sampling and multistage sampling. On the other hand,

nonprobability has quota sampling, snowball sampling, purposive sampling, self-selected, and convenience sampling (Saunders, et al. 2009). Further, Saunders et al. (2009) cited that the accessibility of convenience sampling is the simple and easy way available to the researcher. This thesis uses non-probability sampling, concrete convenience sampling, even though Saunders et al. (2009) stated it is problematic as it cannot be scientifically representable and generalizes the results of study for the entire population. Saunders et al. (2009) argued that these types of problems with convenience sampling could be ignored if there is minimum difference in the population, such sample could be more structured to be used as a pilot for research. The reason to use this sampling is due to the reason that many studies have adopted this as it represents a convenient substitute for online population. Previous research indicated that online consumers are mostly educated and young consumers (Suki, 2011; Nagra & Gopal, 2013; Nagra & Gopal 2013). Since previous research indicated that online consumers are mostly educated and young consumers, convenience sampling is feasible as most respondents represent students.

3.6 Sample design

A procedure which is adopted in a particular research to select a sampling method is called the sample design (Kent, 2007). The sampling method, which is used in this research, is a mixed process. This type of process means that the distribution of questionnaires has been done personally as well as through an online platform (www.kiwiksurveys.com) to the respondents.

3.7 Questionnaire design

The design of questionnaire consists of two parts. The first part of questionnaire is related to online factors that influence consumer's behavior during online shopping. The other part of the questionnaire draws upon the consumer's demographic characteristics. In the first part of questionnaire survey all questions are linked to factors influencing consumer's behavior during online shopping. As it is mentioned before, different online factors influence consumer's behavior during online shopping such as financial risk, product risk, trust and security, and website design. As can be seen from Table 1, different instruments are linked to the quantity number of questions. The questions are adopted from Swinyard & Smith (2003), Forsythe et al. (2006) and Adnan (2014). Many previous researches are also based on their questionnaires, thus their questions can be seen as reliable and trustworthy with the smallest information criterion, thus the questionnaire is based upon their research contribution. The questionnaire survey examined all factors of a conceptual model by using 16 questions.

Table 1. Adoption of questions

Instrument	Creators and Years	No. of Questions Adopted
Financial Risk	Swinyard & Smith (2003), Forsythe et al, (2006)	1-3
Product Risk	Swinyard & Smith (2003), Forsythe et al, (2006)	4-6
Delivery Risk	Forsythe et al, (2006)	7-8
Trust & Security Factors	Swinyard & Smith (2003), Forsythe et al, (2006), Lewis (2006)	9-12
Website Design Factors	Hooria Adnan (2014)	13-16

3.8 Data analysis

The data analysis tool for this study is a 1-5 point Likert scale (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=agree, 5=Strongly Agree). This data analysis tool is used to evaluate empirical data. The Likert scale is generally used for questionnaires, and is mainly used in quantitative research. The benefits of using a Likert scale tool is to create attention among respondents. According to Robson (2002), the Likert scale tool can be interesting for respondents and they usually feel comfortable while completing a scale like this. One more benefit is the convenience as Neuman (2000) recommends the actual strength of Likert scale which is the simplicity and ease of use. As mentioned before two methods were used to distribute the questionnaire, out of 100 questionnaires 16 were received completed questionnaire through online survey and rest of 84 completed questionnaires were received through distributed by hand to participants. The slight resulted distortion can be neglected as the respondents have been asked personally to answer the questionnaire online. After gathering the raw data the next step has been to input the raw data into the online survey software kwiksurveys.com and get frequencies, graphs, pie charts and tables.

4. Study results

The main step of the research is to draw the results of empirical data. In this part the results of the study are discussed in detail in terms of demographic factors and online factors.

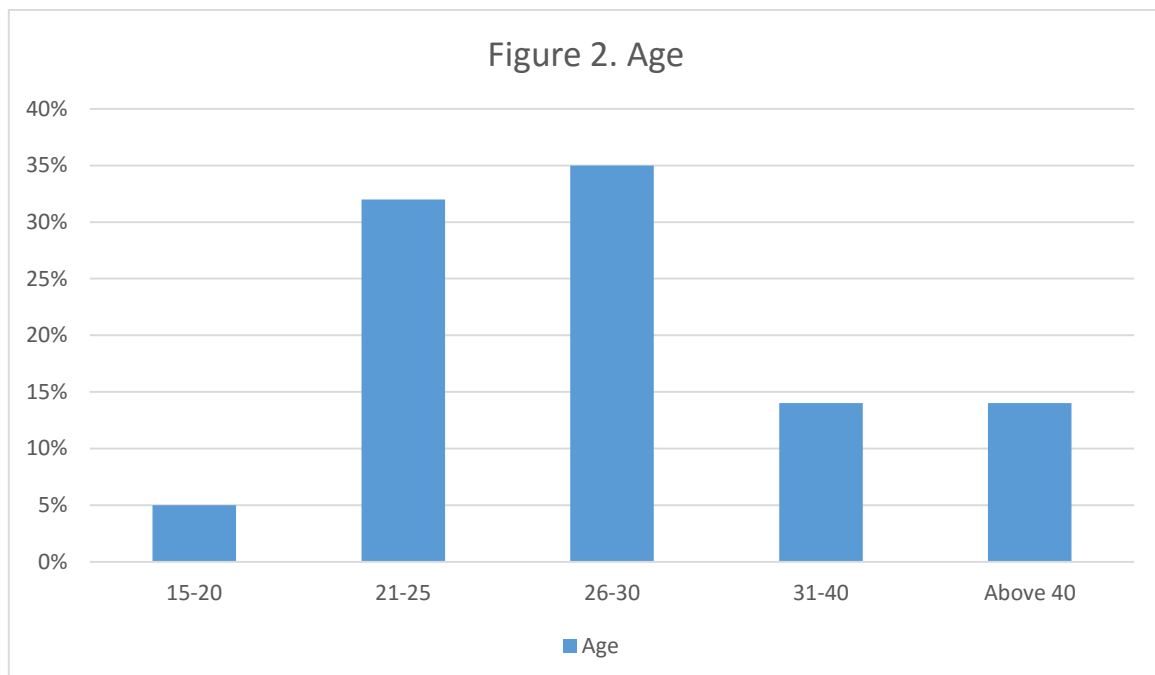
The results of data will be divided into two steps. In the first step the results of demographic data will be presented like age, gender, education, and income, hereby tables and graphs will be used in order to present the demographic picture of study's respondents.

Similarly, in the second step the results of questionnaire survey will be described in regards to the influence of consumers' online shopping behavior. The results of respondents' agreement and disagreement statement can be seen in the following Table 2, in Appendix 1. Each statement is considered as one variable. The results of questionnaire survey are shown as follows;

4.1 Demographic results

Age

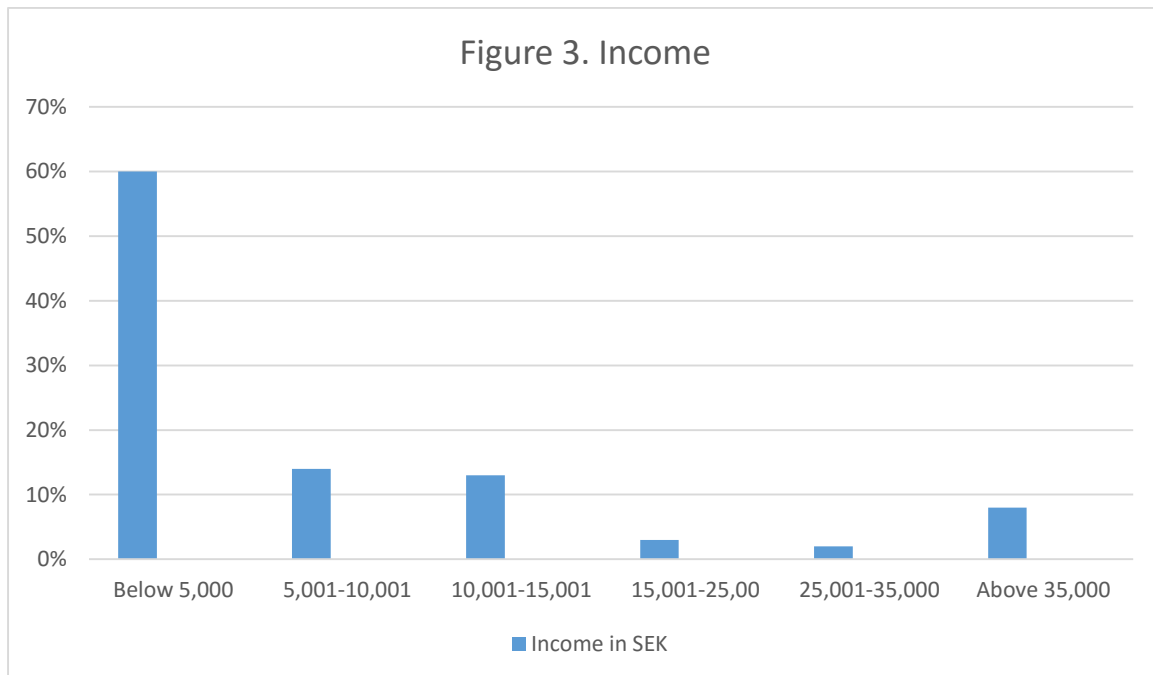
The following age figures shows that 5% respondents are between the age of 15-20 years, 32% are between 21-25 years, 35% respondents are between 26-30 years, 14% respondents are 31-40 years, and the same figure of 14% respondents are the above 40 years of age. The graph below, Figure 3, shows that 67% respondents like to shop online. The highest percentage of online shopping respondents ranges from the age of 15 to 30 years. In conclusion, the respondents between 15 to 30 years of age (32%+35%=67%) are more familiar to shop online.



Income

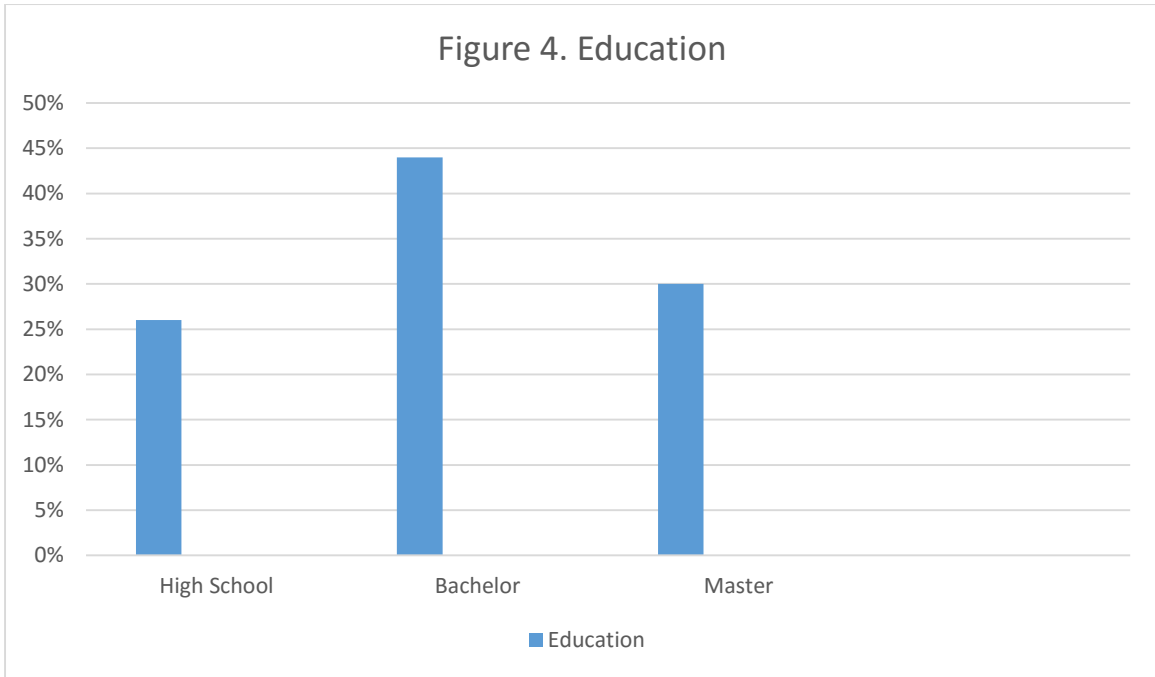
It is a very sensitive demographic factor. The empirical data show that 13% respondents' monthly income is between 10,001-15,000 SEK, while only 2% respondents' monthly income is between 25,000-35,000 SEK and 3% respondents' monthly income is between 15,001-

25,000 SEK, 8% respondents' monthly income is more than 35,000 SEK and 14% respondents income is between 5,000-10,000 SEK, and lastly 60% respondents monthly income is less than 5,000 SEK. According to the data 74% respondents' monthly income is up to 10,000 SEK and only 26% respondents' monthly income is more than 10,000 SEK. Reasons for this wide gap could be due to job opportunities for students. It should also be considered that Swedish students get financial help from the government as well as that not all of respondents are students.



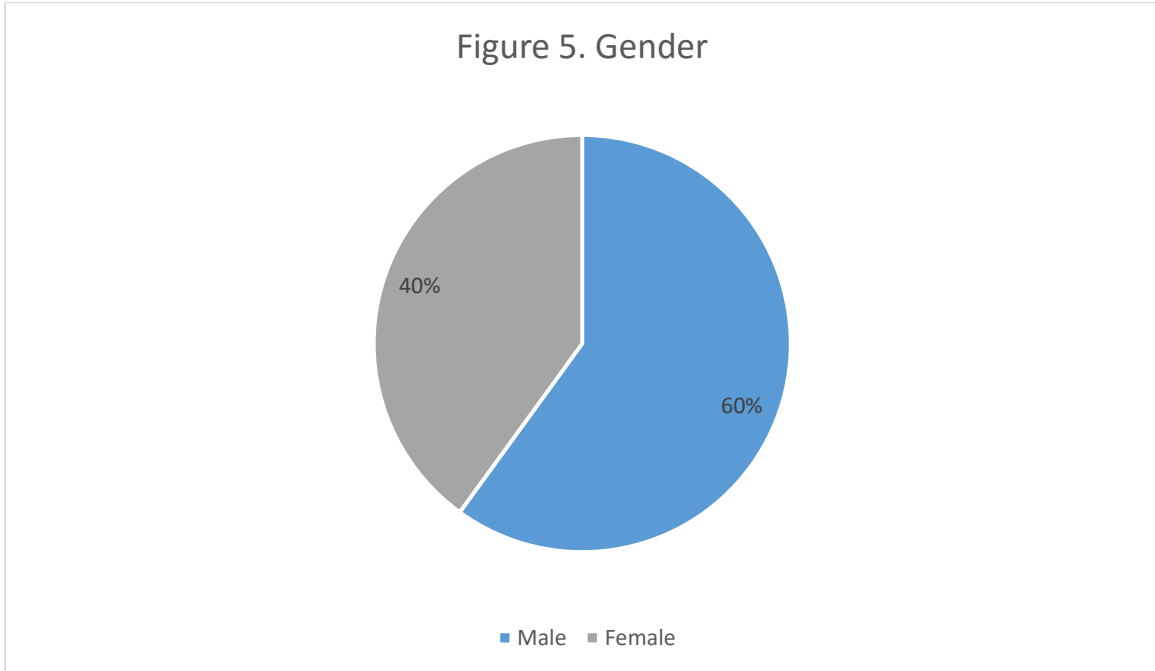
Education

This demographic factor shows that 30% are master program respondents and 44% are bachelor program respondents and 26% are high school respondents. As you can see in the data below 74% respondents are master and bachelor students.



Gender

The results of demographic gender's profile indicate that 60% are male students and 40% are female respondents.



4.2 Online factors results

This section discusses the 16 questions concerning the external online factors. The study will explore how these factors influence consumers' online shopping behavior. As mentioned in the theoretical framework, several external online factors like perceived risk (financial risk, product risk, and delivery risk), psychological factors (website design, trust and security) effects consumers' intentions during online shopping.

The questionnaire survey consists of 16 questions and each question is a single variable. First factor is financial risk and it consists of three variables, every variable is discussed and analyzed separately. As it is evident from table 2, five points Likert scale is used with score of 1 to strongly disagree and 5 to strongly agree statement. In order to clarify, the writer will use the score of each variable e.g. "I hesitate to shop online as there is a high risk of receiving malfunctioning merchandiser" the score 1 to strongly disagree, 2 to disagree, 3 to neutral, 4 to agree, and 5 to strongly agree then the score of 100 input data is used follow: $1*20+2*50+3*15+4*10+5*5= 230$, divided by 100 respondents and get 2.30 average of this variable. The same procedure is used to calculate the average of all 16 variables. The first and second online factors, financial risk and product performance risk consist of three variables, whereas the third factor, delivery risk has only two and the fourth and fifth (trust and security and website design) contain each four variables. All variables will be discussed and analyzed separately and after that the analysis and discussion will be together (financial risk, product performance risk, delivery risk, trust and security and website design).

On completion of this part the average of each factor will be calculated by adding the average of each variable under each online factor and the sum of variables divided into the total number of variables under each factor. To make it more clear for example to calculate the average of financial risk factor, the average of score of first variable (V 1) is 2.30, second variable (V2) is 2.05, and third variable is (V3) 2.20, the average score of financial risk is $2.30+2.05+2.20= 6.55$ and divided into number of variables under the financial risk i.e. $6.55/3= 2.18$. The lower the average score the lower the respondents' agreement with the variable and higher the average score higher the respondents' agreement with the each variable.

Financial risk

Starting with the financial risk one of perceived risk factor, questions 1 to 3 were asked concerning financial risk over the internet buying.

“I hesitate to Shop online as there is a high risk of receiving malfunctioning merchandiser” as can be seen from table 3, in appendix 2, 20% respondents strongly disagree, 50% respondents disagree with this statement and they do not have any kind of fear of malfunctioning merchandiser over the internet buying. While 15% respondents remain neutral and 10% agree and only 5% respondents strongly agree with this statement. They have fear to receive a malfunctioning merchandiser over the internet or fear to lose their money in online shopping. The average score of financial risk is 2.30 which indicate that very few on average consumers have fear to loss their money while shopping online.

“It is hard to judge the quality of the merchandiser over the internet” as result of this question shows that 30% respondents strongly disagreed, 45% are disagreed with the statement and they do not have any difficulty to judge the quality of e-retailer or e-merchandiser over the internet. The rest 15% respondents neutral and 10% agreed with the concern statement and they have difficulty to judge the quality of merchandiser on the internet. The table 4 shows the average score of this variable is 2.05 which indicates a weak agreement of consumers’ towards this variable. It concluded that consumers’ majority have no difficulty to judge the quality of e-retailer over the internet.

“I feel that there will be difficulty in settling disputes when I shop online (e.g. while exchanging products)” as you look at the table 5, and results indicates that 30% respondent strongly disagree and 40% disagree with this statement and it shows that the respondents with more online shopping experience have no problem to settle their disputes over exchanging products with online merchandiser. While only 10% respondents agree, 5% strongly agreed with this statement, it means they face difficulties to settle disputes and in exchanging products with online merchandiser. Lastly, 15% respondents were neutral to the above statement. The average score for this variable is 2.20, the low average score indicates that high numbers of online consumers do not feel any difficulty to settle disputes with online retailer while the low average score indicates that very few consumers’ feel difficulty to settle purchasing dispute over the internet.

Product Performance risk

The product performance risk factor is divided in three variables and each variable consists of three questions.

“I might not get what I ordered through online shopping” This question described that consumers have fear of product performance and may do not get the right product as what

product they ordered through online merchandiser. It leads to disappointment of the consumer in relation to the product performance expectations. Table 6, 31% strongly disagree and 44% disagree with this statement. It means that the respondents shown much confidence in online merchandisers in regards of the product performance. Further, respondents with 75% disagreement have no fear of poor or bad product performance risk, and respondents believed that they will get the product they saw and ordered online. While on the other hand only 19% and 6% respondents agreed and strongly agreed with the above statement respectively. They have fear to get wrong product and poor performance of the product if they ordered it through online e-retailer. The average score is 2.25, although it is positive agreement but a very low score. From this can be concluded that majority of online consumers are confident that they will get the same product what they purchased online.

‘I might receive malfunctioning merchandiser’ This question explain the credibility and reliability of online product supplier. The results of the table 7 show that 13% and 40% respondents strongly disagree and disagree respectively with this statement. The respondents do not doubt on the credibility and reliability of the online product suppliers. Consumers are confident that they will not receive malfunctioning product from online merchandiser. While the other figures show that 22% respondents neutral concerning the statement and 25% agree with the statement of malfunctioning merchandiser. They have fear to receive fail performance product through malfunctioning merchandiser over the internet through online shopping. The average score i.e. 2.59, which shows positive agreement with the above variable. The majority of online consumers do not have any fear to receive a poor performance product through a malfunctioning merchandiser over the internet.

‘It is hard to judge the quality of merchandiser over the internet’ as you can see at the results in table 8, it depicts that 6% respondents strongly disagree and 32% agree with above statement. It shows that 38% respondents do not have any problem to judge the quality of the product supplier or merchandiser on the internet. In other words, 38% respondents have the ability to assess the e-retailer product quality over the internet and have a positive effect to influence consumers’ online shopping behavior. On the other hand, 25% respondents neutral they have no positive or negative comments towards the quality of online merchandiser. Last 31% respondents agree and 6% respondents strongly agree with the above statement and face difficulties and less capability to judge the quality of online product supplier. It means product performance risk has negative effect on the 37% respondents. Due to this the respondents leaves with less ability to judge e-retailer. With an average score of 2.99 it can be shown that

this variable has a significant impact in order to influence consumers' online shopping behavior.

Delivery risk

The delivery risk is another external online factor and it consists of two variables. As has been done before, also here each variable will be analyzed and discussed separately

“I might not receive the product ordered online” this question is related to the delivery issue of the online buying product, fear of not receiving the product, or the product not receive in time and long delivery time. The table 9 shows that 13% respondents strongly disagree with the above statement regarding product delivery, and 50% disagree with the same statement. It means respondents with high portion of percentage have no fear of receiving their ordered products in time and they do not have any delivery issues. While other figures show that 17% and 5% respondents agreed and strongly agreed with the concerns of online product's delivery issue. They have fear not to receive the online product or may have long delivery time. Lastly, 15% respondents are neutral on this statement and have no opinion over the delivery issue of online product. The average score for the above variable is 2.51, showing that low figure of online consumers feel that they will not receive their product if they shop online. On the other hand majority of online consumers disagree with the above statement and believe that they will get the product in time.

“I do not shop online because of non-availability of reliable and well-equipped shipper” the results summarized in table 10 show that 20% respondents strongly disagreed, 45% disagree with this statement and they receive their products through available and well-equipped shipper. While 18% respondents agree and 10% strongly agree with this statement they do have fear that online merchandise has not good and proper facility to deliver their products through reliable shipper and may damage their purchased product during the shipping time. For that reason they avoid to shop online due to non-availability and non-reliable shipper's facilities. Lastly, only 7% respondents were neutral. The average score of the above statement is 2.53, which is depict that low average of respondents are agreed with the statement. It also indicates that the majority of online consumers trust on online vendors, and online consumers believe that their product will be sent through well-equipped and reliable shipping sources.

Trust & Security Factor

Trust and security factor is divided into four variables. Each variable will be discussed separately.

“I feel that my credit detail may be compromised and misused if I shop online” The table 11, indicates that 6% respondents are strongly disagree, 38% disagree, 25% agree, 12% strongly agree, and 19% neutral with the above statement. It means that 44% respondents have trust and feel secure while shopping online through any online retailer. On the other hand 37% feel insecure and hesitate to trust on online merchandisers. The results show that online consumers in Sweden do not have any trust and security issues over the internet shopping. The average score for the above variable is 2.99, indicates that on average consumers feel secure while providing their credit card information to the online retailer. On the other hand the result shows that the high score (25%+12%+19%=56%) fall with the agreed statement and stay neutral of above statement which also indicates that most online consumers in Gotland have trust and security issues while shopping online.

“I might get overcharged if I shop online as the retailer has my credit card information” as can be seen from the scores of the variable in table 12, 57% respondents disagree and 12% strongly disagree with the above statement. While 13% respondents are neutral and 6% agree, 12% strongly agreed with the statement. The score shows that high percentage of respondents does not have any fear of being overcharged when they provide their credit card information to the online merchandiser. On the other hand 18% respondents hesitate to provide their credit card information to the online merchandiser. They have fear of overcharging financial transaction in online shopping. The average score for this variable is 2.49, it means a low average of consumers feels that they will get overcharged while shop online. While 69% consumers feel comfortable and has no fear to get overcharged while shopping online.

“I feel that my personal information given to retailer may be compromised to third party” in table 13, indicates that 6% respondents strongly disagree, 32% are disagree, 37% neutral, 13% and 12% are agree and strongly agree respectively with the above statement. The response of disagree and neutral figure show that 38%+37%=75% do not favor the statement and respondents do not think their personal and financial information will be compromised with the third party when shopping online. While 62% respondents fall between agreed and neutral statement which also indicates that online consumers feels that their personal information will be compromised in online shopping due to involvement of third party. The

average score is 2.93 it shows that on average, online consumers are neutral and they believe that their personal information will not be compromised over the internet shopping. Since the score of agree and neutral score is 62% It can be shown that online consumers in Gotland fear to compromise their personal information while buying online. In conclusion, together the score of neutral and agreed respondents the above statement indicates a negative impact on online consumers if consumers' personal information is misused or compromised by online merchandiser.

“Shopping online is risky because of a lack of strict cyber laws in place to punish frauds and hackers” table 14, result show that 37% respondents disagree and 38% respondents remain neutral on the above statement. While 13% respondents agree and 12% strongly agree with the statement of ‘online shopping is risky’. The average score is 3, which indicates that 63% consumers' fall with agreement and neutral statement thus, online consumers feel online shopping is risky due to fraud and hackers.

Website design factor

The website factor is divided in four variables. Each variable will be discussed separately.

“I buy from online stores only if they are visually appealing and have a well-organized appearance” as you can see in the table 15, 56% respondents agree with the above statement, 12% strongly agree, 19% respondents are neutral in this statement and only 13% respondents even disagree with the above statement. If you look at results of these figures 69% respondents agreed to buy from visually appealing and well-organized online stores. The average score is 3.67, which shows a very strong and positive agreement with the statement therefore it can be shown that online consumers like to buy through well-organized and visually appealing website stores.

“ I buy from online stores only if the navigation flow is user friendly” the results of this statement are clarified in table 16, showing that 27% strongly and 35% agree with this statement. While 26% respondents remain neutral and only 12% disagree. It means that majority of respondents 62% like to buy from online stores which are easy to navigate and user friendly. The average score for this variable is 3.77, which is also quite strong and positive towards the above variable. It concluded that online consumers prefer to shop online through user friendly and easily navigate website stores.

“I buy from online stores if they have an easy and error free ordering and transaction procedure” as can be seen from table 17, 31% of all respondents strongly agree with this ‘statement of error free ordering and transaction free procedure’ and 50% agree. It means online shoppers prefer to buy from an online e-retailer who provides smooth and easy product ordering and payment transfer methods. On the other hand only 6% respondents disagree with the above statement and 13% respondents neutral. The average score of this variable is 4.06, the average score show very strong positive agreement from this reason it can be argues that online consumers from the sample of University students and general public in Gotland like to buy products through easy and error free ordering website stores.

“I buy from online stores only if the site content is easy for me to understand and the information provided is relevant” the results indicate that online shoppers want to perceive relevant information and easy understandable website contents when shopping online. As you can see in table 18, 57% respondents agree and 25% strongly agree 11% respondents neutral while only 7% disagree with the statement. It means majority of online shoppers avoid or not shop from a website which has irrelevant information and content of site are hard to understand. The average score of above variable is 4, which indicates a positive and strong agreement therefore it can be stated that online consumers prefer to buy online products through reliable and proper information providing website stores.

5. Analysis & Discussion

5.1 Correlation analysis of Demographic factors

In this section correlation analysis will do to see whether how much correlation is between the demographic factors and attitude towards online shopping behavior.

Age: The average score of the age factor is calculated for each age group. The average score 1.00 for age 15-20, the average score 6.40 for age 21-25, the average score 7.00 for age 26-30, the average score 2.80 for age 31-40 and last the average score 2.80 for age above 40, as it can be seen in table 1, in appendix 2. The average score is calculated according to respondents’ agreement and disagreement statement pertaining to online shopping behavior’s questions. Then the average of the age is taken for each age group like the following, $15+20/2=17.5$, $21+25/2=23$, $26+30/2=28$, $31-40/2=35.5$ and 50 respectively.

The correlation analysis of these age group is given -0.122, this indicates that there is a negative correlation between age and attitude towards online shopping behavior, and it also shows very

small negative effect of the age and attitude towards online shopping behavior. It can say that higher age people does not keen to shop online.

Income: The score of income is calculated for each income group. The average score of each income group is as follow; 5.00, 1.67, 2.00, 2.50, 4.17, 1.33, it can be seen in table 2, in appendix 2. The average of each income group is taken one by one for example $10,001+15,001/2=12,501$. The correlation result of income group is -0.378, it shows that there is a negative correlation between income and attitude towards online shopping behavior.

Education: For education factor the average study time is calculated which gave the average 10 years of study in high school, 14years for bachelor and 16 years for master study. The average scores for each study group are 8.67, 14.67, and 10, respectively as it can be seen in table 3 in appendix 2. The result of correlation analysis is 0.39; it shows that there is positive correlation between education and attitude towards online shopping behavior. It also indicates that the good education does increase the interest attitude towards online shopping behavior.

5.2 Analysis of online factors

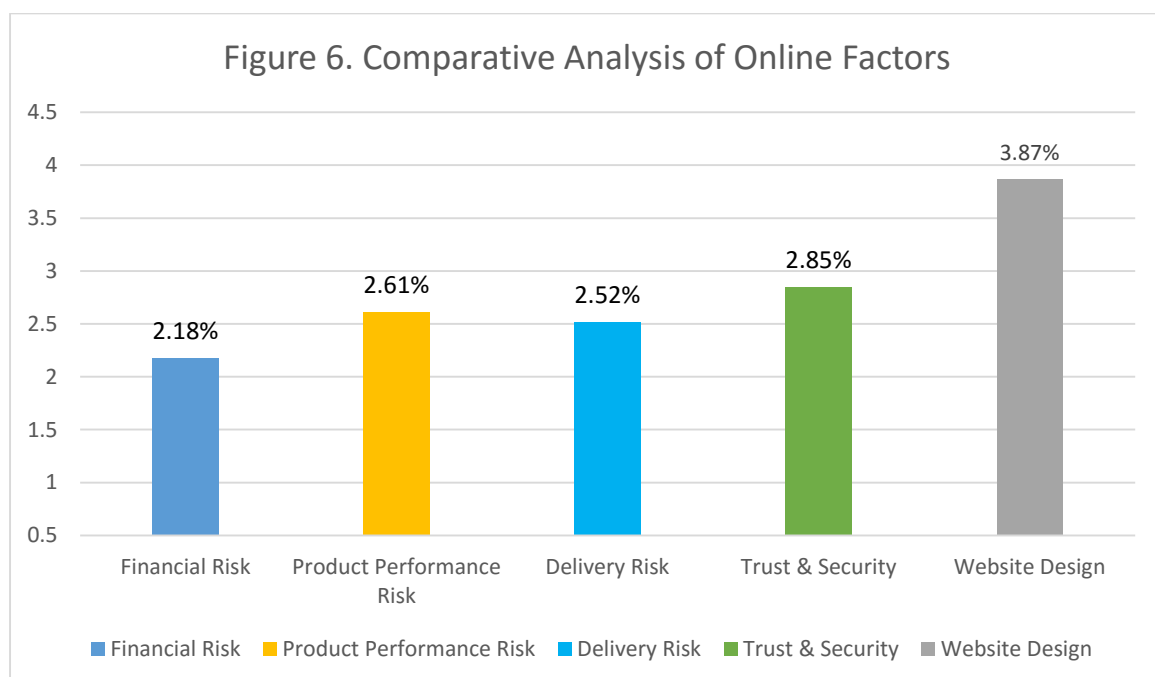
After presentation of the results in detail of each factor, this section deals with analysis and discussion of online factors. Hereby, the researcher will take the average of each factor by adding the average of all variables under the each online factor. Using the average is advantageous as... As is described by... the average is a strong statistical tool and thus the results ... For each factor the mean has been calculated (source):

$$\bar{x} = \frac{1}{n} \sum_{i=0}^{\infty} x_i \quad (1)$$

For example financial risk is one of the online factor, it consists of three variables, the average of all three variables ($2.30+2.05+2.20=6.55$) is added and divided into three ($6.55/3=2.18$), and the same process will be applied on all other online factors. After this step the average of each factor will be compared with each other in order to find out, which factor influences consumers' online shopping behavior the most. From table 20 can be seen that financial risk has three variables, product performance risk has three variables, delivery risk has two variables, trust and security has four variables and website design has four variables.

Starting with the average score of financial risk, it is 2.18 which is the second lowest average score and indicates that financial risk has no significant impact to consumers' online shopping behavior and it is not an important online factor for respondents while shopping online.

Therefore, it can be reasoned that respondents of this study have no fear in losing money while online shopping. This is remarkable as previous findings indicate that consumers tend to hesitate in shopping online due to the involvement of a high financial risk (Kumar & Dange, 2014; Baber et al., 2014; Gozukara et al. 2014; Samadi & Nejadi, 2009). Reason for this contradictory finding could be that Sweden is a high developed country in which online retailers provide secured financial transactions facilities to online consumers. This finding is resemblance with the findings of Almousa (2011), and he concluded that there is no significant influence of financial risk and psychological risk on consumers' behavior towards online shopping.



The second online factor is product performance risk, it has average score 2.61, which is the third highest score compared to other online factors, and it indicates that product performance risk is an important online factor for consumers for shopping online. It is concluded that consumers have fear of the product performance risk when they buy online products. This finding is consistent with the findings of Masoud 2012; Yeniçeri & Akin 2013; and Ji et al. 2012. They concluded that product performance risk has major and negative influence on consumers' online shopping behavior. The reason for this can be consumers' skills to assess the product or brand is limited, non-availability of physical inspection, product color, and performance which results in increasing product performance risk.

The third online factor is delivery risk and it has an average score 2.52, which is the second least score compared to other factors. This shows that delivery risk has also an important factor

which influence on the respondents' behavior while shopping online. This finding is opposite with the findings of Hong (2015), and in consistent with the findings of Yeniçeri & Akin 2013; Moshref et al. 2012 and Koyuncu & Bhattacharya 2004.

The fourth factor is trust and security with an average score of 2.85, which resembles the second highest score and thereby indicates that trust and security is very important online factor and significant influence consumers' online shopping behavior. It means that the respondents of this research keep in mind the trust and security factor while shopping online. This finding is in congruence with the findings of Yörük et al. 2011; Ahuja et al. 2007; Elliott & Speck 2005; Monsuwe' et al. 2004 and Grabner-Kraeuter 2002. These findings showed that trust and security have significant impact on consumers' online shopping behavior and this is one of the major obstacles for consumers not to shop online.

Lastly, the website design factor has the highest average of 3.87, it shows that the good website design, appealing visually and complete information about products has significant influence on consumers' online shopping behavior. It concludes that website design factor is most significant factor which influences consumers' online shopping behavior. The finding is consistent with the findings of Suwunniponth 2014; Hassan & Abdullah 2010; Osman, S, et al. 2010; Lepkowska-White, E 2004 and Li & Zhang 2002, where they claimed that website design had significant impact to influence consumers' online shopping behavior. Further, consumers prefer to good quality, user friendly, and ease of use, convenient, time saving, easy to load webpage, simple navigation, and accurate information website design and page, while shopping online. The finding is also in contrast with the results of Adnan, 2014, where the impact of website design has been insignificant on consumers' behavior towards online shopping. The possible reason could be that this thesis is conducted in Sweden and Adnan's (2014) study was done in Pakistan.

This study indicated a difference between high and low income countries of online shopping behavior. It can be concluded that online shopping behavior of the respondents are mainly influenced by the website design, which is contradictory to online shopping behavior of previous studies conducted in low income countries, where financial risk and trustworthiness are most significant.

6. Conclusion

Online shopping is becoming more and more popular because of easy use, availability of products and services 24 hours of a day and the high variety of products available on the

internet. This research paper has examined the external online factors influence consumer's online shopping behavior; specifically the influence of five external online factors namely financial risk, product performance risk, delivery risk, trust & security and website design. Therefore, this study also focused on the demographic factors which influenced consumers' behavior towards online shopping like, age, income and education. The findings of this study is given the clear picture to e-retailers and will help to formulate their online marketing strategies according to the specific online risk factors involved in online shopping.

The demographic findings revealed that the correlation result of the age factor is given -0.122, this indicates that there is a negative correlation between age and attitude towards online shopping behavior. It can say that higher the age does not keen to shop online. This will help to the online marketers to develop their strategies according to different age groups. The correlation findings of income factor is -0.378, it shows that there is a negative correlation between income and attitude towards online shopping behavior. It can say that higher the income lower the interest towards online shopping behavior. The correlation result findings of education is 0.39, it shows that there is positive correlation between education and attitude towards online shopping behavior. It also reflected that good education increase the interest towards online shopping behavior.

The second part of analysis is done on perceived risk online factors. The conclusions of the five specific factors are given below;

The website design has a significance influence on consumers' online shopping behavior; the average score of website design is 3.87 which resemble the highest score among all other online factors. The e-retailers should make their website ease of use, easy to understand and provide proper information for the online consumers. The other most influential factor is trust and security, it has second high average score 2.85 among all other online factors, the trust and security has significance influence to consumers' attitude towards online shopping behavior. It means that trust and security has an important variable determining online shopping behavior. Therefore, online retailers are advised to ensure trust and security of online consumers, including the protection of personal information of online shoppers.

The product performance risk factor's average score is 2.61 which means product performance influence respondents' attitude towards online shopping behavior. The online respondents of this study considered the product performance risk while shopping online and if they got bad performance product it leads to negative attitude towards online shopping. The delivery risk

factor, which has the second least average score 2.52, it has not significance influence consumers' attitude towards online shopping behavior. It means online consumers in Gotland have no product delivery issues. They get their products through reliable and trustworthy suppliers.

The fifth and last factor is financial risk, it has average score of 2.18, showing that financial risk effects consumer's attitude towards online shopping but it has no significant influence consumers' online behavior. The result indicates that online consumers in Gotland do not have any fear of financial loss over the internet shopping. Online consumers have trust and believe in e-retailers.

The conclusion of this study showed that website design and trust and security and product performance were the significant external online factors of online shopping context. These online factors also validate the prior studies and literature reviewed. On the other hand, delivery risk and financial risk has not significant influence respondents' attitude towards online shopping behavior, the reason could be that Sweden is most advanced and technologically developed country, in which the online market is very mature thus the respondents do not have any issues of product delivery and financial losses over the internet.

Limitations of Study

This study contributes to the general body of literature about online shopping behavior and tried to explore the phenomena with the respect to Sweden. One limitation is in regards to the selection of only five online factors, more could not have been examined due to the scope of the paper. Moreover, this study should be seen as a pilot project as is suggested by Saunders et al. (2009), the results of this study cannot be generalize. Another location and including more or different people could lead to different results. Also, the usage of the average includes several risk, such as limited results, single aspect of different figures.

Managerial Implications

Based on the study findings and conclusion, this research finds the following implications. Based on the findings of this research, e-retailers should take important measures to eliminate the psychological factors like trust & security and build trust in the online retail form and ensure the privacy of online consumers. The e-retailers managers should also work hard on website

design. The website factor encourage consumers to spend more time on website and compare prices, detail availability of product information, and more discounts. A high attractive and user friendly web page can influence the consumer's decision in a more favorable way for marketers.

In addition based on the study's results online respondents are worried about their products (product performance risk), e-retailers should provide accurate and authenticate information about product's performance, through this e-retailers can get consumers' confident, so online consumers will buy more from them and consumers will not worry about their product's performance.

Suggestions for Further Research

As this pilot project indicated a difference between low and high income countries, further research should be carried out to whole Sweden as well as some other high income countries, in which it can be seen whether there is a difference. This could be remarkable as it can provide retailers with information for their right marketing strategies.

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Appendix 1

Table nr. 2

Financial Risk	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1. I hesitate to shop online as there is a high risk of receiving malfunctioning merchandiser.	20	50	15	10	5
2. It is hard to judge the quality of the merchandiser over the internet.	30	45	15	10	0
3. I feel that there will be difficulty in settling disputes when I shop online (e.g. while exchanging products).	30	40	15	10	5
Product Risk	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
4. I might not get what I ordered through online shopping.	31	44	0	19	6
5. I might receive malfunctioning merchandiser.	13	40	22	25	0
6. It is hard to judge the quality of merchandiser over internet.	6	32	25	31	6
Non-delivery Risk:					
7. I might not receive the product ordered online.	13	50	15	17	5
8. I do not shop online because of non-availability of reliable & well-equipped shipper.	20	45	7	18	10
Trust & Security	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
9. I feel that my credit card details may be compromised and misused if I shop online.	6	38	19	25	12
10. I might get overcharged if I shop online as the retailer has my credit card information.	12	57	13	6	12
11. I feel that my personal information given to retailer may be compromised to third party.	6	32	37	13	12
12. Shopping online is risky because of a lack of strict cyber laws in place to punish frauds and hackers.	6	31	38	13	12
Website design	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
13. I buy from online stores only if they are visually appealing and have a well-organized appearance.	0	13	19	56	12
14. I buy from online stores only if the navigation flow is user friendly.	0	12	26	35	27
15. I buy from online stores only if the site content is easy for me to understand and the information provided is relevant.	0	6	13	50	31
16. I buy from online stores only if they have an easy and error free ordering and transaction procedure.	0	7	11	57	25

Demographic Detail

1. Gender

a) Male

b) Female

2. Age

a) 15-20 years

b) 20-25 years

c) 25-30 years

d) 30-40 years

e) Above 40 years

3. Income in SEK

a) Below 5,000

b) 5,000-10,000

c) 10,001-15,000

d) 15,001-25,000

e) 25,001-35,000

f) Above 35,000

4. Education

a) High School

b) Bachelor

c) Masters

d) PhD

Appendix 2

Table nr.3

Avg Age Group	Average Score	Correlation of Age	
		<i>Avg Age Group</i>	<i>Average Score</i>
17.50	1.00		
23.00	6.40	Avg Age Group	1
28.00	7.00	Average Score	-0.122123447 1
35.50	2.80		
50.00	2.80		

Table nr.4

Avg Edu Group	Average Score	Correlation of Education	
		<i>Avg Edu Group</i>	<i>Average Score</i>
10	8.67		
14	14.67	Avg Edu Group	1
16	10.00	Average Score	0.392493532 1

Table nr.5

Avg Income Group	Average Score	Correlation of Income	
		<i>Avg Income Group</i>	<i>Average Score</i>
2500	5.00		
7501	1.67	Avg Income Group	1
12501	2.00	Average Score	-0.378463814 1
20001	2.50		
30001	4.17		
50000	1.33		

Table nr. 6

I hesitate to shop online as there is a high risk of receiving malfunctioning merchandiser

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	20	20	20
Disagree	50	100	50
Neutral	15	45	15
Agree	10	40	10
Strongly Agree	5	25	5
Total Responses	100	230	100
Average Score		2.3	

Table nr. 7

It is hard to judge the quality of merchandiser over the internet

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	30	30	30
Disagree	45	90	45
Neutral	15	45	15
Agree	10	40	10
Strongly Agree	0	0	0
Total Responses	100	205	100
Likert Average		2.05	

Table nr. 8

I feel that there will be difficulty in settling disputes when I shop online (e.g. while exchanging products).

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	30	30	30
Disagree	40	80	40
Neutral	15	45	15
Agree	10	40	10
Strongly Agree	5	25	5
Total Responses	100	220	100
Likert Average		2.2	

Table nr. 9

I might not get what I ordered through online shopping.

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	31	31	31
Disagree	44	88	44
Neutral	0	0	0
Agree	19	76	19
Strongly Agree	6	30	6
Total Responses	100	225	100
Likert Average		2.25	

Table nr. 10

I might receive malfunctioning merchandiser.

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	13	13	13
Disagree	40	80	40
Neutral	22	66	22
Agree	25	100	25
Strongly Agree	0	0	0
Total Responses	100	259	100
Likert Average		2.59	

Table nr. 11

It is hard to judge the quality of merchandiser over internet.

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	6	6	6
Disagree	32	64	32
Neutral	25	75	25
Agree	31	124	31
Strongly Agree	6	30	6
Total Responses	100	299	100
Likert Average		2.99	

Table nr. 12**I might not receive the product ordered online**

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	13	13	13
Disagree	50	100	50
Neutral	15	45	15
Agree	17	68	17
Strongly Agree	5	25	5
Total Responses	100	251	100
Likert Average		2.51	

Table nr. 13**I do not shop online because of non-availability of reliable & well-equipped shipper.**

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	20	20	20
Disagree	45	90	45
Neutral	7	21	7
Agree	18	72	18
Strongly Agree	10	50	10
Total Responses	100	253	100
Likert Average		2.53	

Table nr. 14**I feel that my credit card details may be compromised and misused if I shop online.**

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	6	6	6
Disagree	38	76	38
Neutral	19	57	19
Agree	25	100	25
Strongly Agree	12	60	12
Total Responses	100	299	100
Likert Average		2.99	

Table nr. 15**I might get overcharged if I shop online as the retailer has my credit card information.**

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	12	12	12
Disagree	57	114	57
Neutral	13	39	13
Agree	6	24	6
Strongly Agree	12	60	12
Total Responses	100	249	100
Likert Average		2.49	

Table nr. 16

I feel that my personal information given to retailer may be compromised to third party.

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	6	6	6
Disagree	32	64	32
Neutral	37	111	37
Agree	13	52	13
Strongly Agree	12	60	12
Total Responses	100	293	100
Likert Average		2.93	

Table nr. 17

Shopping online is risky because of a lack of strict cyber laws in place to punish frauds and hackers.

Likert Scale	Frequency	Likert Score	Percentage %
Strongly Disagree	0	0	0
Disagree	37	74	37
Neutral	38	114	38
Agree	13	52	13
Strongly Agree	12	60	12
Total Responses	100	300	100
Likert Average		3	

Table nr. 18

I buy from online stores only if they are visually appealing and have a well-organized appearance.

Choices	Frequency	Likert Score	Percentage %
Strongly Disagree	0	0	0
Disagree	13	26	13
Neutral	19	57	19
Agree	56	224	56
Strongly Agree	12	60	12
Total Responses	100	367	100
Likert Average		3.67	

Table nr. 19

I buy from online stores only if the navigation flow is user friendly.

Choices	Frequency	Likert Score	Percentage %
Strongly Disagree	0	0	0
Disagree	12	24	12
Neutral	26	78	26
Agree	35	140	35
Strongly Agree	27	135	27
Total Responses	100	377	100
Likert Average		3.77	

Table nr. 20

I buy from online stores only if they have an easy and error free ordering and transaction procedure.

Choices	Frequency	Likert Score	Percentage %
Strongly Disagree	0	0	0
Disagree	6	12	6
Neutral	13	39	13
Agree	50	200	50
Strongly Agree	31	155	31
Total Responses	100	406	100
Likert Average		4.06	

Table nr. 21

I buy from online stores only if the site content is easy for me to understand and the information provided is relevant.

Choices	Frequency	Likert Score	Percentage %
Strongly Disagree	0	0	0
Disagree	7	14	7
Neutral	11	33	11
Agree	57	228	57
Strongly Agree	25	125	25
Total Responses	100	400	100
Likert Average		4	

Comparative Analysis of Four Online Factors

Table nr. 22

Variables	Financial Risk	Product Risk	Delivery Risk	Trust & Security	Website Design
Variable1	2.3	2.25	2.51	2.99	3.67
Variable2	2.05	2.59	2.53	2.49	3.77
Variable3	2.2	2.99	0	2.93	4.06
Variable4	0	0	0	3	4
Comparative Average	2.18	2.61	2.52	2.85	3.87