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Motives Moving Youth towards Online Shopping

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Abstract

The penetration of internet in India brings tremendous opportunities for the retailers and marketers. The increasing population of youth in India and their changing lifestyle makes it imperative for the online retailers to understand the determinants that drive young people to purchase online. The research explores the motives of Indian online shoppers behind the online shopping and uncovers the five major motives that induce young consumers to buy product online and further, analyse the difference between mean score of male and female shoppers towards five major online shopping motives dimensions. With this aim, the study was done in which a total of 439 valid respondent's response were gathered online and offline through modified structured and non-disguised questionnaire. The result reveals that young Indian online shoppers mainly shop for convenience and to save time. Second main motive of Indian young shoppers is "trendy & fashion" products as they are fashion conscious so, they go online to buy latest, trendy and fashionable products. "Product variety", "Low price & offers" and "Information depth" are other main motives behind online shopping among youth. The significant difference was also found between mean score of the male and female only for motive "Information depth".

Keywords: Motivators, Online shopping, Youth, Internet

1. Introduction

The rapid growth of internet in the past few decades has changed the consumer's life perceptively, including their buying process. There are 77 people out of every 100 are now linked to the internet and it has now become easy to access the products available globally without leaving the home (ITU World Telecommunications ICT Indicator database 2013). Consumers are shifting to electronic commerce to buying and selling of products and services. Online shopping is the most famous form of e-commerce. According to Nielson global report 2017, about 3.5 billion people are using the internet, 7.4 billion people have mobile-phone subscriptions and 1.79 billion people are active user of facebook, showing that progressively everything and everyone in the world is going online which resulting in the breaking of old practices and establishment of new ones. Online shopping gives consumers more ways to shop and more access to products and services than ever before. According to PayPal and global market research report IPSOS 2016, US and China are biggest markets in terms of online spend, but India is growing fast. In China

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online retail sales accounted for 12.9% of the total retail purchases in 2015 whereas in the U.S.A, e-commerce represented an average 8.1% of total retail sales through the first three quarters of 2016 (Nielson global report, 2017). According to Statista Report 2016, E-commerce is anticipated to flourish in Asian Pacific region in the future. In 2008, online buyers in Asia Pacific are first time predicted to cross the one billion figures, i. e. 60 percent of the entire internet users in the region. Besides it, total retail sales from 2015 to 2019 will become double in Asia Pacific region. In line with the regional growth, India's forecast for the e-commerce industry displays positive sign as a fast-growing emerging Asian market. Around 240 million people means about 70.7 per cent of Indian internet users will purchase products online by 2019. Indian online sales are project to rise enormously, with projections around 45 billion U.S. dollars in 2021. Moreover online shopping has truly opens cross border trade. The freelance economy has grown in India. Online shopping via Smartphone's and tablets is estimated to reach Rs 4, 16,600 crore by 2018 (PayPal Cross-Border Consumer Research Report, 2016). According to CRISIL Report 2014, India's online retail industry in terms of size is only 1 percent of overall retail (organised + unorganised) in the country. So, online market is the most potential market in India. According to Google and Forrester Consulting Report 2016, India's Online shopping market reached at 15 billion dollars in 2016, with more than 50 million new consumers from the tier 1 and tier 2 cities. Moreover Indian online retailers like amazon, flipkart and snapdeal are providing heavy discounts/offers to attract online shoppers. For example in recently flipkart promoted its Big Billion Day sale on October 6 and offered almost 90% discounts on selected products. Others online sites in India like amazon and snapdeal also provide special offers and discounts, especially around the festive season of diwali, holi to attract more and more customers.

2. Literature Review

As the world witnesses the revolution in online commerce, the research maps the evolution of online commerce to examine the motives and drivers of the consumers towards the online shopping to employ this electronic medium for business objective. Motivation is a major aspect to understand the consumers' behaviour and activities. The significance of motivation is revealed in the underneath denotations.

"Motivation can be described as the driving force within individuals that impels them to action" (Schiffman et al., 1997).

"Motive is a construct representing an unobservable inner force that stimulates and compels a behavioural response and provides specific direction to that response" (Neal et al., 2004).

Various studies have been done by the researchers all over the world in the field of online shopping. Shopping motivations are mainly characterized into utilitarian and hedonic motivation (Babin et al., 1994; Childers et al., 2001; Kim, 2006). Utilitarian motivations of shopping are rational, goal-oriented and intellective with the needs and wish to buy merchandise sensibly and efficiently (Babin et al., 1994). Whereas, hedonic motivations are the desire to have fun and be playful which include imagination, creativity, sensory stimulation, joy, gratification, interest and diversion (Hirschman and Holbrook, 1982; Scarpi, 2006). In India youth are the major consuming class of online products and they primarily shop from hedonic perspective. Market maven, peer group alliance, utilitarian shopping motive, status conscious, recreational shopping motive, impulsive shopping, economic shopper are their other motives for online shopping (Kaur and Singh, 2007). Another study showed that there are two predominant segments in Indian e-shopping market namely, "the quality at any price segment" and "the status/ recreation segment". The shopping inclination and intentions of these two segments are different but internet usage and shopping patterns of the two segments are very similar (Gehrt et al., 2012). Online

communities act as driver behind online shopping by enabling communication with others and belong to a reference group (Kollock and Smith, 1999; Kozinets, 1999). Convenience, appropriateness, ease of use and effectiveness are constructive features of online shopping (Hirsst Alan and Omar Ogenyi, 2007). Consumer's three major aspects for online contentment are convenience (shopping factor), security & privacy (technology factor) and merchandising (product factor) and these are further followed by trust worthiness of vendor, quality of product, product delivery, product usability, product customization and product quality (Schaupp and Bélanger, 2005). Learning about new trends is a personal motive of consumers for online shopping. So, it's a challenge for the retailers to keep up with the trends to attract the consumers. Along with personal motives non functional motives also driving the online shopping (Parsons, 2002). The top reasons which motivated customers to buy online were time flexibility and cost savings. Consumers prefer online shopping to keep away from the depressing experiences linked with going out to market place. Consumers are 'pushed' online by the inconveniences of travelling to a shop, due to crowd or standing in checkout lines. In countries like India, China, and Singapore most possibly crowd evasion was a major motivator for online purchase. An additional reason for online shopping is access to goods which not offered by local shopkeepers. The countries where product availability or variety is limited with limited number of shops and most of the population lives in remote areas, most of customers were probably hop online because of need (Global Online Consumer Report KPMG, 2017).

3. Objective of the Study

The purpose of this study is to find out the motives behind online shopping and to identify the difference between mean score of male and female towards major dimensions of online shopping.

4. Methodology

4.1 Data Collection and Sampling

The research objective of this study was to find out the main motives of online shoppers behind online shopping. First quota sampling was used to select areas i.e. four administrative zones of Haryana, Delhi& NCR in India, and second, non probability convenience sampling method was used to choose the respondents from the selected areas. 439 usable responses were recorded through modified structured and non – disguised questionnaire.

4.2 Measures

Firstly external validity is checked by literature reviews, after that questionnaire items were developed on the basis of literature, with some modification to suit Indian conditions. Finally 29 potential research items were identified for the study. The respondents opinions were indicated on five point likertscale, ranging from 1=strongly disagree to 5=strongly agree, about the level of agreement/disagreement to each statement about why they shopped online. A list of statements is presented in Table 2. After pre-testing on conveniently sampled 50 respondents, all suggested refinements were incorporated in questionnaire for final use and data were analyzed using SPSS.

5. Data Analysis and Findings

5.1 Consumers Demographics

Consumers demographics from every instance indicated that the majority of respondents are male (59.7 percent) and aged between 25 to 35 (75.9 per cent). Only urban area and young adults under the age 18 to 35 are included in the research because most of online shoppers who uses internet frequently and have done online shopping are young. Considering education, the majority of the respondents were post graduates and higher qualification (54.7 per cent). It

was also indicative that majority of consumers are belong to high income group of above 70,000 thousand rupees (48.3 per cent). The sample was dominated by unmarried people (58.3 per cent) as revealed in Table 1.

Table 1: Demographics of Online Shoppers Surveyed

Variables	Frequency	Percentage
Age		
18-24	106	24.1
25-30	126	28.8
31-35	207	47.1
Gender		
Female	177	40.3
Male	262	59.7
Marital status		
Married	183	41.7
Unmarried	256	58.3
Education		
12 th	54	12.3
Graduation	145	33.0
Post graduation	240	54.7
Monthly family income		
Below 30,000	44	9.4
31,000-50,000	77	17.5
51,000-70,0000	109	24.8
71,000-1 lac	105	23.9
Above 1 lac	107	24.4
Place		
Hisar	80	18.2
Rohtak	99	22.6
Gurgaon	83	18.9
Ambala	82	18.7
Delhi, NCR	95	21.6

Note: n = 439

5.2 Factor Analysis: Identifying Motives behind Online Shopping

Considering the measurement scale used in this study and the responses to 29 statements on online shopping motives, the exploratory factor analysis (EFA) was applied first, and the principal component method was used with a Varimax rotation. For simplicity, an orthogonal rotation was used (Hair *et al.*, 1998). Table 2 revealed that data were fit for EFA, as measure of sampling adequacy Kaiser-Meyer-Olkin (KMO) was found to be meritorious 0.884 (Kaiser, 1970), and

Bartlett's test of sphericity was significant at 0.000 levels with high correlation among existing variables (Hair *et al.*, 1998). Factor analysis yielded eight factors with an Eigen value of more than one. Factors were named as per the underlying similarity within each dimension. In addition, factors loading of 0.5 were used as the cut-off which was suitable for this sample size (Hair *et al.*, 1998). Factors compositions, its loading and communalities are summarised in Table 2. To assess the reliability of the factors Cronbach's alpha was computed.

Motive 1: Mood Changer and Entertainment

The first factor that contributed to the 14.245 percent of the variance was named as "mood changer and entertainment" with an eigen value of 4.131. Five variables formed the first motive describing the shopping motive that revolves around entertainment, time pass and mood changer of respondents (i.e. "I shop online in order to change my mood", "I shop online to reduce stress", "I shop online for fun & entertainment", "I shop online to reduce boredom", "I shop online for time pass/ to occupy my time"). Satisfactory reliability was achieved (Cronbach's alpha= 0.939). The Factor structure suggests that young consumers tend to shop online to reduce their stress, boredom and to change their mood. Fun and entertainment is the motive which stimulates the respondents to buy online.

Motive 2: Convenience and Time Saving

There were four variables that formed the second motive "convenience & time saving". These comprised "I shop online to save my time", "I shop online as I can shop at any time when I want", "I shop online as I can shop in privacy of home" and "I shop online to save myself from market crowd" reflecting a theme of convenience. Satisfactory reliability was achieved (Cronbach's alpha = 0.901) and 10.859 percent of the variance explained by variables with an eigen value of 3.149.

Motive 3: Service Excellence

Four statements loaded on the "service excellence" including "Free delivery motivates me to shop online", "I shop online as I can get product within reasonable time frame", "Free returns and exchanges motivate me to shop online", "I shop online for customised products and services". The service excellence had a Cronbach's alpha 0.906 and contributed to the 10.807 percent of the variance with an eigen value of 3.134.

Motive 4: Better Prices and Offers

This includes four statements that clearly reflect factor better prices and offers (i.e. "Low price motivates me to shop online", "I shop online as I can get better prices comparing to traditional shopping", "I shop online to get best online deals" and "Online discounts and special offers motivate me to shop online"). 0.885 was the Cronbach's alpha for the factor "better prices and offers" and 10.368 percent was the variance explained by factor with an eigen value of 3.007.

Motive 5: Hassle Reduction

There were three statements that loaded on the "Hassle reduction" with an eigen value of 2.586. These included "I shop online to avoid bargains", "I shop online as I can take as much time as I want to decide" and "I shop online as I can buy private and personal products without hesitation". The Hassle reduction had a Cronbach's alpha 0.920 and contributed to the 8.917 percent of the variance.

Table 2: Factor Analysis Results and Composition of Each Factor

Factors and variables for online shopping motives	Factor loading	% of variance explained	% of cumulative variance	Mean Score
<i>Mood changer and entertainment</i> (Cronbach's Alpha = 0.939)	14.254	14.254	2.87	
I shop online to reduce stress.	.895			
I shop online to reduce boredom.	.891			
I shop online for fun & entertainment.	.876			
I shop online for time pass/ to occupy my time.	.861			
I shop online in order to change my mood.	.854			
<i>Convenience & Time saving</i> (Cronbach's Alpha = 0.901)		10.859	25.104	4.03
I shop online as I can shop at any time when I want.	.858			
I shop online to save myself from market crowd.	.854			
I shop online as I can shop in privacy of home.	.843			
I shop online to save my time.	.812			
<i>Service excellence</i> (Cronbach's Alpha = 0.906)		10.807	35.911	3.67
Free returns and exchanges motivate me to shop online	.854			
I shop online to get product within reasonable time frame.	.830			
I shop online for customised products and services.	.823			
Free delivery motivates me to shop online.	.820			
<i>Better prices and offers</i> (Cronbach's Alpha = 0.885)		10.3687	46.279	3.78
Online discounts & special offers motivate me to shop online.	.838			
I shop online as I can get better prices comparing to traditional shopping.	.834			
Low price motivates me to shop online.	.800			
I shop online to get best online deals.	.796			

Hassle reduction (Cronbach's Alpha = 0.920)		8.917	55.196	3.66
I shop online as I can take as much time as I want to decide.	.901			
I shop online to buy private and personal products without hesitation.	.888			
I shop online to avoid bargains.	.873			
Information depth (Cronbach's Alpha = 0.901)		8.554	63.750	3.75
User/expert reviews on the product motivates me to buy online.	.868			
I shop online to compare product price.	.867			
I shop online to get full product information.	.830			
Product variety (Cronbach's Alpha = 0.869)		8.301	72.052	3.89
Wide product variety motivates to me shop online	.866			
I shop online as I can buy items that are hard to find.	.857			
I shop online for better product choice.	.842			
New trend and fashion (Cronbach's Alpha = 0.865)		8.054	80.105	3.92
I shop online to buy new products.	.864			
I shop online as I can buy international products.	.842			
I shop online for trendy and fashionable products.	.784			

Notes: Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy= .884

Bartlett's Test of Sphericity, Approx. Chi-Square (p)=0.000

Motive 6: Information Depth

This factor contributed to the 8.554 percent of the variance and was named as "Information depth" with an eigen value of 2.407. Three variables formed this factor describing information depth as shopping motive includes "I shop online as I can get detailed product information", "User/expert reviews on the product motivates me to buy online" and "I shop online to compare product price". The Cronbach's alpha for the information depth was 0.901.

Motive 7: Product Variety

Three statements loaded on the "product variety" including "I shop online for better product

choice”, “I shop online as I can buy items that are hard to find” and “Wide product variety motivates to me shop online”. The product variety had a Cronbach’s alpha 0.869 and 8.301 percent of the variance explained by the factor with an eigen value of 2.407.

Motive 8: New Trend and Fashion

This factor includes three statements that reflect new trend and fashion (i.e. “I shop online for trendy and fashionable products.”, “I shop online to buy new products” and “I shop online as I can buy international products”. The Cronbach’s alpha for this factor the was 0.865 and the variance explained by the factor was 8.054 percent with an eigen value of 2.336.

5.3 Mean Score Statistics: Identifying Most Important Motive behind Online Shopping

In the second stage, eight factors obtained after factor analysis are further analysed to identify the five most important motives of the youth to buy products over internet which are depicted in Table 2. For this mean score of each dimensions of motivator is calculated and it is found that “Convenience & Time Saving” with mean score 4.03 is the most important motive which prompt the youth to buy online. It reveals that young consumers like to shop online to save themselves from the market crowd as well as to save their time by shopping online in privacy of their home. “Convenience & time saving” is the key motive behind online shopping among online shoppers. “New trend and fashion” is the second important motive for online shopping with mean score 3.92. In order to keep themselves aware of new market trends and to buy latest fashion products young online shoppers go to online for shopping. “Product variety” is the third important motive with mean score 3.8, “Better price & Offers” (mean score = 3.78), “Information Depth” (mean score = 3.75) are the fourth and fifth important motives behind online shopping respectively. “Better Services” (mean score = 3.67), “Hassle Reduction” (mean score = 3.66) and “Mood changer & Entertainment” (mean score = 2.87) are less important than other motives for online shopping.

5.4 T-Test Statistics: Gender -Wise Analysis

In the third stage, the independent sample t-test was run to understand difference between mean score of two groups (male and female) of respondents towards five major dimensions (“Convenience & time saving”, “New trend and fashion”, “Product variety”, “Better prices and offers”, “Information depth”) of online shopping motives (Table 3). The result shows that significant difference existed between male and female for the factor “information depth” (p<0.5). The mean score of males (3.87) is more than females (3.56) which show that, for the male respondents “Information depth” is more important motive to shop online as compare to female respondents. Male and female don’t differ significantly on other dimensions “Convenience & time saving”, “New trend and fashion”, “Product variety” and “Better prices and offers” (p>0.05).

Table 3: T-Statistics: Gender Differences

Online Shopping Motive Factors	Gender	N	Mean Value	S.D. Value	t-Value	P Value
Convenience & Time saving	Male	262	4.05	0.99	.615	0.539
	Female	177	3.99	1.06		
New trend and fashion	Male	262	3.92	0.78	.101	0.920
	Female	177	3.91	0.91		
Product variety	Male	262	3.83	0.87	-1.34	0.181
	Female	177	3.95	0.90		
Better prices and offers	Male	262	3.75	0.84	-0.704	0.482
	Female	177	3.81	0.83		
Information depth	Male	262	3.87	0.81	3.36	0.00**
	Female	177	3.56	1.04		

Note:**Significant at 0.05 level.

6. Conclusion and Implications

The growing use of internet in India by youngsters offers an apparent prospect to the online retailers. Marketers and retailers need to identify the key online shoppers moreover to identify the main motives behind their online shopping. Therefore, this paper identifies the major dimensions of the youth motivators behind online shopping. The results reveal that youth tend to shop online for convenience and to save their time because of time pressures in their career and family life. They like to shop in the privacy of home and to save themselves from the market crowd. 24*7 shopping over internet motivates youth to shop online at any time. Their other key interests include getting new products ideas, to buy international brands & products and to keep with new trends and fashions prevailing in the market. In addition to this wide product variety and choices available in online shopping is also the important motivator to go online for shopping. This age group (18-35) is found to be conscious about better prices and offers available online which stimulates them for online shopping. Online discounts, better deals, special offers on festivals like diwali, holi etc. and low price compare to traditional shopping also trigger the youth for online shopping. "Information depth" which includes detailed product information, the positive user/expert reviews is also motivates online shoppers to purchase online. Others dimensions like "Service excellence", "Hassle free shopping" and "Mood changer & time pass" respectively also motives behind online shoppers. The results also indicated that significant difference existed among gender in respect of "Information depth" dimensions towards online shopping motives. Gender difference showed that "Information depth" is the significant motive for male respondents to shop online as they need detailed and full product information before buying more as compare to female respondents. There is insignificant difference existed in mean score of male and female towards others dimensions of online shopping motives, it shows that other online shopping motives are equally important for both male and female excluding "Information depth".

The findings of the study will help the Indian online retailer's and marketers to recognize the consumer's main reasons or motives for the online buying. The results of the study imply that after "Convenience & time saving", "New trend & fashion" is the main motive for the online shopping. So, retailers needed to provide trendy, new fashion products and international brands & products to attract the shoppers. They need to update their products variety accordingly to the changing fashions and tastes of the customers. There should be wider product choice with the competitive price, attractive deals and offers to induce consumer to buy online.

There are few limitations of the study like sample size, age group considerations etc. This research only focuses on younger population 18-35. It may be interesting to find the motives of elderly respondents behind online shopping. Comparative study can be done between rural and urban regions of India.

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