

# What are the factors associated with online purchases

[Psychology](#)



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## RESEARCH METHODOLOGY

The methodology used in this study was well developed in order to clearly give the relevant information regarding the various factors that affect online purchases and to give a clear analysis that can be helpful in decision making. In this respect, the purpose of the study was clearly stated as a guiding step towards this process.

### Purpose of the study

The major purpose of this undertaking was to obtain the factors that affect the behavior of people with respect to online purchases and to give a deeper insight into the whole picture. The study was intended to give recommendations on the ways to improve the behavior of people and encourage online purchases by giving the advantages of this alternative. Given the above reason, the research adopted an exploratory approach which enabled a clear illumination of all the relevant issues. An exploratory study is adopted when little information is available regarding the situation in question of when further research has not really been undertaken. As such, it creates the need to dig into the ground and obtain the first hand information. The objective here is to allow much insight into the issues and gain much familiarity with the concept.

### Research design

The study involved an inquiry into the factors associated with online purchases and was therefore intended to achieve the objectives of the researcher. The study was therefore be designed to meet the standards that would ensure the exhaustion of all the relevant factors.

## Data collection

In order to obtain all the relevant information, the study adopted both primary and secondary sources of data. The secondary sources are helpful in giving thorough background information and in shedding light on the theoretical aspects regarding the situation. This information is important in making the reader gain an inclusive understanding of the eventual outcome. On the other, hand, primary data was used and was mostly obtained from questionnaire surveys. Interviews were also carried out in the relevant places focusing on different people in terms of age brackets, population, income and residence.

## The questionnaire survey

The questionnaires used in the study basically consisted of two parts. The first part consisted of questions designed to give information regarding the behavior and attitudes of people regarding the whole online business and to asses the acceptability of this concept. The second part of the questionnaire involved an assessment of users' views and perceptions and whether they feel satisfied with the online buying. Some of the questions were further customized to give an idea of whether the respondents who were buying online were likely to continue with the habit. To those who have not yet embraced online purchases, the objective was to find out why and what their expectations were.

## Interview survey

The personal interview technique was adopted since it gives very first hand information and enables the researcher reach particular objectives. The technique is very productive and a versatile method of communication that

best supplements other methods of data collection.

#### Data analysis

The responses in the questionnaires are best expressed as percentages to give a clear picture and illumination so as to facilitate easy comparison. For instance, the percentage of people who use online means as a source of purchases is determined and expressed as a percentage. The data collected was analysed using computer software like the Statistical Package for Service Solution (SPSS).

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