



A Study on Online Shopping Habits of the Customer with Reference to Sasto Deal of Nepal

Anjali Kumari*

Abstract

This study examines the online shopping habits of the customer with reference to Sasto Deal of Nepal. Shopping habits of the customer is the dependent variables. The independent variables are social media, time saving, online customer experience, online retailer, information availability and pricing. The primary source of data is used to assess the opinions of respondents regarding online shopping habits of the customer with reference to Sasto deal of Nepal. The study is based on primary data of 161 respondents. To achieve the purpose of the study, structured questionnaire is prepared. The correlation and multiple regression models are estimated to test different online shopping habits of the customer with reference to Sasto deal of Nepal.

The result shows that social media has a positive impact on customers' online shopping habits. It indicates that higher customer engagement with social media leads to an increase in the frequency of online purchases. Similarly, time-saving has a positive impact on customers' online shopping habits. It indicates that the convenience and efficiency of online shopping encourage customers to adopt online shopping practices more frequently. Likewise, online customer experience has a positive impact on online shopping habits. It indicates that the better the user experience, the more likely customers are to prefer online shopping. Further, online retailers has a positive impact on customers' online shopping habits. It indicates that higher the online retailers, higher would be the customers' online shopping activities. Moreover, information availability has a positive impact on customers' online shopping habits. It indicates that the easy access to detailed product information leads to the higher online shopping. Furthermore, pricing has a positive impact on online shopping habits. It indicates that competitive and transparent pricing offered by online platforms motivates customers to choose online shopping over traditional methods.

Keywords: social media, time saving, online customer experience, online retailer, information availability, pricing, shopping habits of the customer

1. Introduction

Online shopping habits of the customer refer to the specific behaviors and preferences that individual exhibit when making purchases through e-commerce platforms. E-commerce can be defined as the implementation of the customer's purchase of products or services via certain systems on the Internet (Cyr and Bonanni, 2005). Aryani *et al.* (2021) stated that the online shopping gives consumers quick access to their favorite brands and saves them time compared to purchasing in a physical store. E-commerce provides information, products and services on the Internet almost instantly and easily from anywhere in the world (Kau *et al.*, 2003). According to Giffi *et al.* (2018), the new concept of industry has demonstrated effects on economies, jobs and societies due to their rapid involvement with new devices to communicate, analyze, and utilize data; driving these smart industries to affect various other sectors. Internet also enables customers to undertake product comparisons and have simple access to product prices in order to make educated purchase decisions (Alrabei *et al.*, 2022). Consequently, Pappas *et al.* (2012) found that the online personalization services that

* Ms. Kumari is a Freelance Researcher, Kathmandu, Nepal.

are a component of online buying can affect consumer behavior, where consumers spend more frequently and without thought. E-commerce has gained popularity in recent years due to the transition away from conventional buying methods and toward online shopping, which has occurred in nearly all nations across the world (Jawabreh *et al.*, 2022).

Hwangbo *et al.* (2018) analyzed that recommendation system development for fashion retail e-commerce. The study showed that substitute recommendations are consistently better than complementary recommendations for clicks and purchases. Similarly, Szymanski and Hise (2000) studied that the E-satisfaction: an initial examination. The study pointed out that satisfaction with online shopping increases as perceptions of convenience become more positive. Likewise, Parboteeah and Valacich (2011) examine that the online impulse buying: Understanding the interplay between consumer impulsiveness and website quality. The study stated that a quality website's characteristics of security, usability, and visual appeal play a significant impact in influencing online buying impulse. Further, Beatty and Ferrel (1998) evaluated that the impulse buying: Modeling its precursors. The study supported that when someone shops online, they do so because they love it. The study also found that online shopping habits are gaining quick market and are growing every year. Moreover, Vasić *et al.* (2019) analyzed that the influence of online shopping determinants on customer satisfaction in the Serbian market. The study stated that all examined determinants of online purchase and all items from the survey are suitable and related to customer satisfaction. Additionally, Mathur *et al.* (2014) investigated that the consumer behavior towards e-marketing: A study of Jaipur consumers. The study found that the preferred mode of payment for e-shopping is cash on delivery i.e. COD irrespective of respondent's income group.

Duramaz and Dundar (2014) analyzed that the factors affecting consumers' online shopping behavior. The study revealed that shoppers prefer electronic payment systems. Similarly, Rosqvist and Hiselius (2016) studied that the online shopping habits and the potential for reductions in carbon dioxide emissions from passenger transport. The study argued that the higher number of trips, but fewer total kilometres, by car for those who frequently shop online also gives considerably lower CO₂ emissions for the rest of the trips made. Likewise, Gounaris *et al.* (2010) examined that the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping. The study stated that found that e-service quality had a positive impact on three consumer behavior intentions: purchase intentions, site revisit, and WOM. Further, Constantinides (2004) studied that the influencing the online consumer's behavior: The web experience. The study showed that unlike brick and mortar shopping behavior, online shopping behavior is influenced by net connectivity, website esthetics, security, customers' experience, age and learning curve, etc. Moreover, Rahman *et al.* (2018) investigated that the consumer buying behavior towards online shopping: An empirical study on Dhaka city, Bangladesh. The study argued that the managers guideline about the attributes that must be included in their products and service quality, mode of delivery channel, payment gateway, security, trustworthiness, and pricing strategy.

Behl *et al.* (2022) assessed that the retailer readiness to use blockchain technology to improve supply chain performance. The study stated that the prevalence of online grocery shopping intentions caused by disinformation and misinformation in the digital era including in times of crisis, has serious repercussions on shaping the perishability and variability of the product, and frequency of the shopping activity societal perceptions and thus needs to be addressed with informed strategies. Similarly, Wagner *et al.* (2013) analyzed that the effects

of cross-channel synergies and complementarity in a multichannel e-commerce system: An investigation of the interrelation of e-commerce, m-commerce and IETV-commerce. The study found that the considerable increase and shift in online shopping behavior changes as customers have started using Internet-enabled multi-devices.

Zhen *et al.* (2016) analyzed that the online purchasing and in-store shopping: Complement or substitute? The study concluded that online purchasing is positively associated with in-store shopping frequency across four product types (clothing, books, daily goods, and electronics), albeit with varying magnitudes. Similarly, Tandon *et al.* (2018) evaluated that the influence of perceived risk dimensions on purchase intention: An empirical evidence from Indian online shoppers. The study found that financial risk, product risk, security risk, time risk, and social risk are significant dimensions of perceived risk and that, cumulatively, perceived risk has positive effects on purchase intention in online shopping. Likewise, Liu *et al.* (2008) examined that the effect of product variety and delivery performance on online shopping satisfaction. The study showed that product variety and delivery performance were relevant factors affecting online shopping satisfaction. The study also found that timely delivery and the opportunity for customers to choose from a wide range of products are relevant strategic implications for online managers. Further, Yayar and Sadaklıoglu (2012) stated that employees those consumers who have higher degree, income level and daily spending time on the Internet are shopping more on the Internet. Moreover, Rita *et al.* (2019) analyzed that the impact of e-service quality and customer satisfaction on customer behavior in online shopping. The study showed that direct impact of customer satisfaction on customer behavior such as repurchase intention, word of mouth, and site revisit, but also the impact of customer trust. Furthermore, Marceda *et al.* (2020) investigated perceptions regarding the types of risks incurred through online purchases. The study revealed that both risk perception and past purchase experiences follow the same orientation when their impact on trust and decision making is evaluated.

Tran and Nguyen (2022) analyzed that the impact of security, individuality, reputation, and consumer attitudes on purchase intention of online shopping: The evidence in Vietnam. The study stated the relationship between security, individuality, reputation on cognitive trust, perceived risk, consumer attitudes, and purchase intention of online shopping. Similarly, Duarte *et al.* (2018) examined delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. The study showed that retailers should be conscious that customer expectations of online convenience have increased as a natural response to the service innovations introduced by website managers and marketers. Likewise, Punyatoya (2019) examined effects of cognitive and affective trust on online customer behavior. The study revealed that cognitive trust and affective trust are empirically distinguished variables in the context of online retailing context. Further, Biswas *et al.* (2019) examined the mediating effect of the confirmation of the customer expectations on the relationship between website service quality and customer satisfaction towards online shopping in the context of Bangladesh. Moreover, Pei *et al.* (2020) examined what kind of shopping situations will influence customer experience and customer satisfaction. The study revealed that the relationship between customer experience and satisfaction in different shopping situations and provides practical suggestions for retailers to form differentiated sustainable competitive advantage through customer experience management.

In the context of Nepal, Rimal *et al.* (2024) assessed that the relationship between students' attitude and online shopping. The study revealed that online businesses can win

over young shoppers by offering good prices, helping customers how to shop online, making shopping easy and convenient and building trust. Similarly, Gaire and Maharjan (2023) revealed that perceived cost and perceived enjoyment have a significantly positive influence on attitude toward online shopping, perceived usefulness and perceived ease of use have no significant influence on attitude toward online shopping whereas perceived risk has a significantly negative influence on attitude toward online shopping. Likewise, Online buying is a new shopping trend that is gradually becoming an important aspect of everyday life. Online purchasing has grown dramatically in recent years because of widespread internet access and e-commerce use by merchant (Choudhury and Dey, 2014). Further, Sah (2021) examined how people shop for boutique products online and identify the major influential factors.

The above discussion shows that empirical evidences vary greatly across the studies concerning the online shopping habits of the customer with reference to sasto deal of Nepal. Though there are above mentioned empirical evidences in the context of other countries and in Nepal, no such findings using more recent data exist in the context of Nepal. Therefore, in order to support one view or the other, this study has been conducted.

The main purpose of the study is to analyze online shopping habits of the customer with reference to sasto deal of Nepal. More specifically, it examines the effects of social media, time saving, online customer experience, online retailer, information availability and pricing on the online shopping habits of the customer with reference to sasto deal of Nepal.

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

2. Methodological aspects

The study is based on primary sources of data which were gathered from 27 different districts of Nepal. For primary data a structured questionnaire was used. This study contains a sample of 27 districts of Nepal whose respective data are collected from a total of 161 respondents. The respondents' views were collected on social media, time saving, online customer experience, online retailer, information availability and pricing. This study is based on descriptive as well as causal comparative research designs.

The model

The model used in this study assumes that online shopping habits of the customer depends upon the various factors. The dependent variables selected for the study is shopping habits of the customer. Similarly, the selected independent variables social media, time saving, online customer experience, online retailer, information availability and pricing. Therefore, the models take the following forms:

$$OSH = \beta_0 + \beta_1 CF + \beta_2 LC + \beta_3 QE + \beta_4 CR + \beta_5 PI + \beta_6 AP + \varepsilon$$

Where,

OSH= Online Shopping Habit

SM= Social Media

TS= Time Saving

OC= Online Customer Experience

OR= Online Retailer

IA= Information Availability

P= Pricing

Online shopping habit was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The user-friendly design of Sasto Deal’s website encourages me to shop online more frequently”, “Online promotions and discounts on Sasto Deal significantly influence my shopping habits” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.958$).

Social media was measured using a 5-point Likert scale where respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I actively follow Sasto Deal’s social media pages to stay updated on new product launches, discounts, or offers”, “Promotions and discounts I see on Sasto Deal’s social media pages motivate me to make a purchase” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.792$).

Time saving was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I find the browsing and purchasing process on Sasto deal quick and time-efficient”, “The fast delivery services offered by Sasto deal help me save time” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.720$).

Online customer experience was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The performance of the Sasto Deal website or app (loading speed, smoothness, etc.) enhances my overall online shopping experience”, “The customer support services provided online (live chat, help center, etc.) on Sasto Deal meet my expectations for timely and helpful responses”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.774$).

Online retailer was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I trust Sasto Deal as a reliable online retailer, and this affects my decision to shop online”, “Sasto Deal’s competitive pricing plays an important role in how often I shop online” and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.734$).

Information availability was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “The availability of detailed product information on Sasto Deal significantly influences my purchasing decisions”, “Clear and transparent pricing information on Sasto Deal affects how likely I am to purchase products online”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.764$).

Pricing was measured using a 5-point Likert scale where the respondents were asked to indicate the responses using 1 for strongly disagree and 5 for strongly agree. There are 5 items and sample items include “I am satisfied with the value for money I receive when

shopping on Sasto Deal”, “I often compare prices on sasto deal with other online shopping platforms before making a purchase”, and so on. The reliability of the items was measured by computing the Cronbach’s alpha ($\alpha = 0.795$).

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

Social media

Social media refers to digital platforms and websites that allow users to create, share, and interact with content. These platforms enable communication, networking, and the sharing of information in various forms such as text, images, videos, and audio. Social media plays a key role in capturing potential customers, but all these tools work when there is trust between buyer and seller (Jabeen *et al.*, 2024). Similarly, Anastasiei *et al.* (2022) stated that social media messages about products and services do influence both the perceived purchase risk and the buying intention. Likewise, Voramontri and Klieb (2019) stated that social media usage influences consumer satisfaction in the stages of information search and alternative evaluation, with satisfaction getting amplified as the consumer moves along the process towards the final purchase decision and post-purchase evaluation. Moreover, Social Media is playing a critically Significant part in the buyer’s journey as social media advertising influences customers at every stage of the buying process starting from recognition of a need and till post-purchase behavior of customers (Gaurav and Ray, 2020). Based on it, this study develops the following hypothesis:

H₁: There is a positive relationship between social media and shopping habits of customer.

Time saving

Time-saving refers to strategies, methods, or tools that help individuals or organizations reduce the amount of time spent on tasks or activities. Time-savings is a significant predictor of consumers’ intention to purchase apparel products from online shopping websites, this study found conflicting results and showed a reverse relationship (Wei *et al.*, 2018). Similarly, Zaini *et al.* (2011) explained that time availability of consumers tells us that to search for online grocery shopping information will define their purchase preferences. Likewise, Kumar & Dange, (2020) indicated that the perceived time efficiency of online shopping strongly influences purchase intentions, particularly for routine or low-involvement products. Online shopping also offers timesaving benefits such as easy price comparisons, easy access to consumer reviews and ratings, and selection of products from a wide variety (Duarte *et al.*, 2018). Based on it, this study develops the following hypothesis:

H₂: There is a positive relationship between time saving and shopping habits of customer

Online Customer Experience

Online customer experience refers to the overall experience a customer has while interacting with a brand or company on digital platforms, such as websites, mobile apps, and social media. It encompasses everything from browsing and purchasing to customer service interactions and post-purchase follow-up. Online customer experience is cumulative over time; e-retailers should be cautious about short-term tactical measures often assumed to build loyalty (Rose *et al.*, 2012). Similarly, Urdea and Constantin (2021) explored that there is direct impact of online customer experience on customer loyalty elements, attitude, and behavior. Moreover, New customers are connected customers, who want to have multiple possibilities for interacting with the company throughout the shopping journey and expect a superior

shopping experience (Cook, 2014). In addition, Bilgihan *et al.* (2016) indicated that easiness to locate the Web site/app, ease of use, perceived usefulness, hedonic and utilitarian features, perceived enjoyment, personalization, social interactions and multi-device compatibility are the antecedents of the unified online customer experience. Based on it, this study develops the following hypothesis:

H₃: There is a positive relationship between online customer experience and shopping habits of customer.

Online retailer

An online retailer refers to a business or individual that sells products or services directly to consumers via the internet, typically through e-commerce websites, online marketplaces, or mobile applications. Kim *et al.* (2007) showed that perception of an online store environment (e.g., color, layout) had a strong direct effect on shopping enjoyment, shopping involvement, and desire to stay and strong indirect effect on patronage intention towards an online store. Similarly, Bart *et al.* (2005) suggested that improving order fulfilment creates consumer trust, which may consequently affect purchase and repurchase intentions in online retailing. Likewise, Menaka and Chandramana, (2015) found that there is a positive impact on buying behavior towards retail marketing the retail marketers should generate positive trustworthiness, security and weighs. Moreover, Farhangmehr *et al.* (2000) showed that, for consumers, the hypermarket is the preferred type of retail store for frequently purchased packaged goods, due to its low prices and convenient one-stop shopping. Based on it, this study develops the following hypothesis:

H₄: There is a positive relationship between online retailer and shopping habits of customer.

Information availability

Information availability refers to the accessibility of accurate, up-to-date, and relevant information when needed. In the context of businesses, websites, and digital platforms, it means ensuring that users can easily find the information they are looking for, whether its product details, customer support, or other services. Information satisfaction and relational benefit are the significant factors affecting a consumer's site commitment in an online shopping context (Park and Kim, 2006). Similarly, Bigné-Alcañiz *et al.* (2008) showed that consumer innovativeness and online shopping information dependency have a direct and positive influence on future online shopping intention and that the basic TAM hypotheses are fulfilled. Likewise, Teng *et al.* (2009) found that a relationship exists between information overload and shopping decision. Moreover, Ballantine (2005) found that the detailed product information provided on a web site enables consumers to make better quality decisions and eventually enhance consumer satisfaction. In addition, Parra and Ruiz (2009) stated the effects of search tools and information load about attributes and alternatives on consideration sets in an online shopping context. Based on it, this study develops the following hypothesis:

H₅: There is a positive relationship between information availability and shopping habits of customer.

Pricing

Pricing refers to setting the amount customers pay for a product or service based on costs, demand, competition, and business goals. Tibrani *et al.* (2024) instructed that the price is the primary criterion for individuals who make impulsive purchases to satisfy their

fashion wants. Similarly, Kumar and Pandey (2017) indicated that the consumers who are more price conscious are more likely to choose nine-ending prices. Likewise, Ashworth & McShane (2012) suggested that several strategies can help retailers that adopt differential pricing mitigate the negative consequences. Moreover, Sternquist *et al.* (2004) indicated that both Korean and Chinese consumers perceive price as multidimensional, but in the case of Chinese participants, all price perceptions are negative. Further, Victor *et al.* (2019) revealed that many factors including fair price perception of consumers, social influence, awareness about the pricing strategy and shopping experience influence the motivations for consumers to display a strategic purchase behavior. Based on it, this study develops the following hypothesis:

H₆: There is a positive relationship between pricing and shopping habits of customer.

3. Results and discussion

Correlation analysis

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

Table 1

Kendall's Tau correlation coefficients matrix

This table presents Kendall's Tau correlation coefficients between dependent variable and independent variables. The correlation coefficients are based on 161 observations. The dependent variable OSH (Online shopping habit). The independent variables are SM (Social media), TS (Time saving), OC (Online customer experience), OR (Online retailer), IA (Information availability) and P (Pricing).

Variables	Mean	Std. Deviation	SM	TS	OC	OR	IA	P	OSH
SM	3.400	0.722	1.000						
TS	3.478	0.608	0.611**	1.000					
OC	3.439	0.660	0.722**	0.705**	1.000				
OR	3.442	0.614	0.589**	0.687**	0.578**	1.000			
IA	3.489	0.634	0.564**	0.641**	0.627**	0.676**	1.000		
P	3.490	0.606	0.592**	0.705**	0.622**	0.638**	0.672**	1.000	
OSH	3.506	0.692	0.622**	0.757**	0.717**	0.681**	0.777**	0.737**	1.000

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

Table 2 shows Kendall's Tau correlation coefficients between the variables. The study indicates that social media is positively correlated to online shopping habits of the customer. It means that higher the customer engagement with social media, higher would be the frequency of online purchases. Similarly, time saving is positively correlated to online shopping habits of the customer. It indicates that the convenience and efficiency of online shopping encourage customers to adopt online shopping practices more frequently. Likewise, online customer experience is positively correlated with online shopping habits of the customer. It shows that the better the user experience on online platforms, the more likely customers are to prefer online shopping. Further, online retailer is positively correlated to online shopping habits of the customer. It reveals that higher the online retailers, higher

would be the customers' online shopping activities. Moreover, information availability is positively correlated to online shopping habits of the customer. It indicates that the easy access to detailed product information leads to the higher online shopping. Furthermore, pricing is positively correlated to online shopping habits of the customer. It indicates that fair, competitive and transparent pricing offered by online platforms motivates customers to choose online shopping over traditional methods.

Regression analysis

Having analyzed the Kendall's Tau correlation coefficients matrix, the regression analysis has been carried out and the results are presented in Table 2. More specifically, it presents the regression results of social media, time saving, online customer experience, online retailer, information availability and pricing on online shopping habits of the customer with reference to Sasto deal in Nepal.

Table 2

Estimated regression results of social media, time saving, online customer experience, online retailer, information availability and pricing on online shopping habits of the customer in Nepal.

The results are based on 161 observations using linear regression model. The model is $OSH = \beta_0 + \beta_1 SM + \beta_2 TS + \beta_3 OC + \beta_4 OR + \beta_5 IA + \beta_6 P + e$, where the dependent variable is OSH (Online shopping habit of the customer). The independent variables are SM (Social media), TS (Time saving), OC (Online customer experience), OR (Online retailer), IA (Information availability) and P (Pricing).

Models	Intercepts	Regression coefficients of						Adj. R _{bar} ²	SEE	F-value
		SM	TS	OC	OR	IA	P			
1	1.159 (6.323)**	0.690 (13.084)**						0.515	0.482	171.195
2	0.177 (1.026)		0.957 (19.630)**					.0.706	0.375	385.353
3	0.491 (3.082)**			0.877 (19.264)				0.698	0.380	371.098
4	0.245 (1.446)				0.947 (19.523)			0.704	0.376	381.147
5	0.126 (0.893)					0.968 (24.322)*		0.787	0.319	591.543
6	0.224 (1.228)						0.940 (18.281)*	0.676	0.394	334.194
7	0.137 (0.812)	0.172 (2.733)	0.800 (10.714)					0.718	0.368	204.247
8	0.061 (0.385)	0.041 (0.649)	0.516 (5.903)	0.439 (5.291)**				0.759	0.340	168.762
9	-0.142 (-0.956)	-0.057 (-0.952)	0.321 (3.683)	0.358 (4.635)**	0.435 (5.664)			0.799	0.310	159.652
10	-0.293 (-2.310)*	-0.070 (-1.364)	0.221 (2.958)	0.234 (3.491)**	0.205 (2.879)	0.503 (7.923)**		0.856	0.263	190.850
11	-0.343 (-2.679)**	0.081 (-1.591)	0.186 (2.452)	0.226 (3.389)**	0.177 (2.466)	0.463 (7.020)*	0.136 (2.010)	0.859	0.260	162.836

Notes:

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

Table 2 shows that the beta coefficients for social media are positive with online shopping habit of the customer. It indicates that social media has a positive impact on online shopping habit of customer. This finding is consistent with the findings of Jabeen *et*

al. (2024). Similarly, the beta coefficient for time saving are positive with online shopping habit of the customer. It indicates that time saving has a positive impact on online shopping habit of customer. This finding is consistent with the findings of Khalil (2014). Likewise, the beta coefficients for online customer experience are positive with online shopping habit of the customer. It indicates that online customer experience has a positive impact on online shopping habit of customer. This finding is consistent with the findings Rose *et al.* (2012). Further, the beta coefficient of online retailer is positive with online shopping habits of the customer. It indicates that online retailer has a positive impact on online shopping habit of customer. This finding is consistent with the findings of Bart *et al.* (2005). Moreover, the beta coefficients for information availability is positive with online shopping habits of the customer. It indicates that information availability has a positive impact on with online shopping habits of the customer. This finding is consistent with the findings of Tsai and Yeh (2010). In addition, the beta coefficient for pricing are positive with online shopping habits of the customer. It indicates that pricing have a positive impact online shopping habits of the customer. This finding is consistent with the findings of Tibrani *et al.* (2024).

4. Summary and conclusion

Online shopping habits represent the patterns, behaviors, and preferences of customers when making purchases through digital platforms like websites or mobile apps. These habits can vary based on factors like convenience, technology, trust, and personal preferences. Understanding these habits is crucial for businesses aiming to enhance customer experience and drive sales. The study could provide insights into customer behavior, preferences, challenges, and the factors influencing purchasing decisions on the platform. This study provides insightful information regarding the online shopping habits of the customer with reference to Sasto deal of Nepal.

This study attempts to examine the impact of online shopping habits of the customer with reference to Sasto deal of Nepal. The study is based on primary data with 161 respondents.

The major conclusion of the study is that social media, time saving, online customer experience, online retailer, and pricing have a positive impact on online shopping habits of the customer. The study also concludes that information availability is most influential factor followed by time saving, and online retailer that effects the online shopping habits of the customer with reference to Sasto deal of Nepal.

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