# Impact of Digital Shopping on Customer Wellbeing

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# ABSTRACT:

Digital shopping has become an increasingly popular way for consumers to purchase goods and services. While there are many benefits to digital shopping, such as convenience and selection, there are also potential negative impacts on customer well-being. This research paper examines the impact of digital shopping on customer well-being from two perspectives: the impact of shopping values on cognitive trust and online shopping well- being, and the role of motivational factors in consumers' participation in online shopping carnivals (OSCs) and their subsequent shopping well-being. The first study found that hedonic shopping value has a positive effect on affective trust, which in turn

leads to higher well-being. The study also found that extraversion moderates the cognitive and affective associations between shopping values and trust. These findings suggest that digital shopping can have a positive impact on customer well-being, but that this impact is influenced by individual factors such as shopping values and personality. The second study found that hedonic shopping values, driven by entertainment factors, play a more significant role in consumers' participation in OSCs than utilitarian values. The study also found that intention to participate has a stronger impact on well-being than actual purchases. These findings suggest that the social and entertainment aspects of digital shopping may be more important for customer well being than the economic benefits.

Overall, this research paper provides valuable insight into the impact of digital shopping on customer well-being. The findings suggest that digital shopping can have positive and negative impacts on well being and that these impacts are influenced by individual factors and the context in which digital shopping occurs.

Future research directions

This research paper has identified several areas for future research. First, it would be beneficial to explore the long-term impact of digital shopping on customer well-being. Second, it would be important to investigate the impact of digital shopping on different customer segments, such as children, older adults, and low-income consumers. Finally, it would be helpful to develop interventions to mitigate the negative impacts of digital shopping and promote its positive impacts.

**Keywords**:     Customer well-being, Shopping carnivals, Extraversion, Personality, Entertainment value, Affective trust, Shopping values.

# CHAPTER 1

## Introduction:

Digital shopping has transformed our retail landscape. With a tap, we access a world of convenience and global products (Kim et al., 2022). Yet, alongside these undeniable benefits, the impact on customer well-being remains a complex question. This thesis delves into this intriguing relationship, exploring how various factors intertwine to create a dynamic tapestry of positive and negative influences on our overall well-being.

One strand of this exploration examines the delicate interplay between shopping values and trust in the online environment (Huang & Hsu, 2019). We investigate how diverse motivations, such as the pursuit of pleasure or practicality, influence the way we build trust with online retailers. Further, we explore how fostering trust can lead to a more positive and fulfilling online shopping experience (McKechnie et al., 2020).

Shifting the focus beyond individual purchases, research sheds light on the motivational forces driving participation in online shopping events with deep discounts (Liu et al., 2023). We dissect the relative pull of utilitarian needs and hedonic desires in attracting consumers. This research delves into whether participation translates into actual well-being or simply leads to increased spending.

Moving beyond specific shopping behaviors, another study broadens the lens to explore the impact of digital shopping on the subjective well-being of rural residents (Wang et al., 2021). Recognizing the existing disparity in access to goods and services, this research investigates whether online shopping can bridge this gap. It examines the effects of online shopping on different income groups within rural communities, offering insights into potential digital divides and their impact on well- being.

By weaving together these diverse perspectives, this thesis comprehensively shows the complex relationship between digital shopping and customer well-being. It illuminates the roles of specific factors like trust, motivational drivers, and online shopping behaviors while acknowledging the contextual nuances for different consumer groups. These findings offer valuable insights for businesses and policymakers, and ultimately, contribute to a richer understanding of how the digital shopfront shapes our lives and well-being in both positive and potentially negative ways.

## Brief History of Shopping:

**Shopping Then and Now: How We Buy Shapes Our Well-being**

Understanding the historical tapestry of shopping paints a more vivid picture of the digital revolution's impact on customer well-being. For centuries, shopping was a vibrant social activity. Bustling marketplaces fostered a sense of belonging and connection (Kim et al., 2021). The Industrial Revolution ushered in a shift towards department stores. The late 20th century witnessed a revolutionary change with the dawn of the digital age. Pioneering online retailers like Amazon disrupted traditional models, offering a virtual marketplace accessible 24/7 from anywhere (Rosenbaum & Wong, 2020). However, the digital revolution presents a double-edged sword when it comes to customer well-being.

**Convenience Can Be a Double-Edged Sword**

Digital shopping offers numerous advantages that contribute to increased well-being for many. Convenience stands out as the most prominent benefit. Gone are the days of battling crowds. With a few clicks, we can access a vast selection of products and compare prices effortlessly (Cheung & Luo, 2015). Online shopping platforms often offer helpful features like product reviews and recommendations (Pavlou, 2003). Additionally, the ease of home delivery eliminates the hassle of carrying heavy bags (Verhoef et al., 2003).

However, these very features can also have unintended consequences. The constant barrage of targeted advertising can be overwhelming and lead to impulsive purchases (Lee et al., 2020). The curated product presentations and persuasive marketing tactics online can create unrealistic expectations and dissatisfaction with our possessions (Zhang et al., 2020). Furthermore, the impersonal nature of online interactions can leave some customers feeling isolated and disconnected from the social aspects of traditional shopping (Babić et al., 2020).

**Trust, Motivation, and Behavior: A Multifaceted Landscape**

This thesis delves deeper into the factors that influence the impact of digital shopping on customer well-being. One crucial element is trust. Studies highlight the intricate interplay between shopping values and trust in the online environment (Kim et al., 2022). When we shop for enjoyment, our trust in online retailers may be influenced by user reviews and attractive product presentations. Conversely, utilitarian shopping may prioritize factors like secure payment gateways and clear return policies. Ultimately, fostering trust can lead to a more positive online shopping experience.

Beyond individual transactions, the research explores the impact of online shopping events with deep discounts (Lee & Hyun, 2022). Their study sheds light on the motivational forces driving participation in these events. They further investigate whether participation translates into actual well-being or simply leads to increased spending.

**Bridging the Gap: Digital Shopping and Rural Communities**

The impact of digital shopping extends beyond individual psychology and delves into broader societal questions (Li et al., 2023). Research examines the potential for online shopping to bridge the gap in subjective well-being between rural and urban populations. Recognizing the existing disparity in access to goods and services, they explore whether online access can provide rural residents with the same level of choice and convenience previously enjoyed primarily by urban dwellers. Their study investigates the effects of online shopping on different income groups within rural communities, offering insights into potential digital divides and their impact on well-being. Does increased access to online shopping options translate to a more level playing field, or does it exacerbate existing inequalities? Can digital literacy initiatives and infrastructure development bridge this divide and ensure equitable access to the benefits of online shopping?

## CHAPTER 2

## Literature Review:

This literature review examines the multifaceted relationship between digital shopping and consumer well-being in the Indian context. The surge of e-commerce in India presents a unique landscape for research, considering the vast and diverse consumer base. This review explores how various factors influence well-being, encompassing both positive and negative consequences.

**Kim et al**. (2022) Investigating the influence of digital shopping on consumer well-being is crucial in today's e-commerce landscape. Kim et al. (2022) contributes to this understanding by exploring how the digital shopping experience impacts the well-being of Indian consumers. Their research highlights the importance of factors like convenience, trust, and satisfaction in shaping positive consumer outcomes within a specific cultural context. This focus on cultural nuances underscores the need to consider regional variations when examining the well-being impact of digital shopping.

However, this study offers a springboard for further exploration. Their focus on a specific set of factors and a particular consumer group necessitates a broader investigation. Future research could delve into a wider range of influences on well-being, such as product variety, personalization features, and post-purchase support. Examining the impact across diverse cultures and demographics would provide a more holistic understanding.

By building upon researcher work and addressing these knowledge gaps, we can gain a deeper understanding of how to design digital shopping platforms that prioritize not just consumer satisfaction but also overall well-being. This comprehensive approach can inform the development of e-commerce platforms that foster positive user experiences for a wider range of consumers across the globe.

While Kim et al. (2022) explored factors influencing well-being in the digital shopping experience, Huang & Hsu (2019) take a step back to examine the foundation of this experience: trust. Their research focuses on Indian e-commerce consumers, a rapidly growing demographic. By investigating the relationship between online shopping behavior and trust, they shed light on how trust influences consumer well-being in this specific digital landscape.

**Huang & Hsu's** (2019) While Kim et al. (2022) explored factors influencing well-being in the digital shopping experience, Huang & Hsu (2019) take a step back to examine the foundation of this experience: trust. Their research focuses on Indian e-commerce consumers, a rapidly growing demographic. By investigating the relationship between online shopping behavior and trust, they shed light on how trust

influences consumer well-being in this specific digital landscape.

Huang & Hsu's (2019) focus on trust is particularly relevant as it likely precedes and underpins factors explored by Kim et al. (2022) such as convenience and satisfaction. Understanding how trust is built and maintained in the Indian e-commerce space is crucial for promoting positive well- being outcomes. Their findings can inform strategies to cultivate trust among Indian consumers, ultimately fostering a more positive and well-rounded digital shopping experience.

However, it's important to acknowledge that the generalizability of Huang & Hsu's (2019) findings might be limited to the Indian context. Further research is needed to explore how trust-building strategies differ across cultures and regions. Nevertheless, their work provides a valuable foundation for understanding the critical role of trust in shaping well-being within the digital shopping landscape.

By integrating the insights from Huang & Hsu (2019) alongside Kim et al. (2022), I gained a more comprehensive understanding of the factors influencing consumer well-being in the digital shopping experience. This knowledge can guide the development of e-commerce platforms that prioritize trust-building strategies and foster positive user experiences for a wider range of consumers.

**Kim et al**. (2022) Further enriching our understanding of the Indian digital shopping landscape, McKechnie et al. (2020) delve into the nuances of trust among Indian consumers. Their research directly explores the impact of trust on well-being and overall satisfaction with the online shopping experience. This focus complements the findings of Kim et al. (2022) on factors influencing well- being, highlighting the centrality of trust in shaping positive consumer outcomes.

McKechnie et al.'s (2020) work sheds light on how trust acts as a foundation for a satisfying and well-being-enhancing digital shopping experience for Indian consumers. By understanding the specific aspects that build trust in this context, e-commerce platforms can develop strategies to cultivate trust and create a more positive user experience.

However, it is important to consider that cultural factors influencing trust might differ across regions. While McKechnie et al. (2020) provide valuable insights into the Indian consumer perspective, further research is needed to explore how trust-building strategies need to be adapted for diverse cultural contexts.

By integrating the findings from McKechnie et al. (2020) alongside the previously discussed studies, I gained a multifaceted understanding of how trust and other factors contribute to well- being in the digital shopping experience. This knowledge can inform the development of e- commerce platforms that prioritize trust-building strategies and foster positive user experiences for a wider range of consumers globally.

**Liu et al.** (2023) introduce the concept of online shopping carnivals in India. Their research investigates the impact of these large-scale promotional events on consumer well-being, exploring both the potential benefits and drawbacks of participation. This novel area of inquiry complements the existing research on individual factors influencing well-being in digital shopping (Kim et al., 2022).

By examining online shopping carnivals, the researcher provides insights into how broader contextual factors can influence consumer well-being. Understanding the potential positive effects, such as increased satisfaction from deals and bargains, can inform strategies for e-commerce platforms to design more well-being-oriented promotional events. However, their research also sheds light on potential negative effects, such as impulsive purchases or financial strain.

Identifying these drawbacks is crucial for developing responsible marketing practices that prioritize consumer well-being alongside sales figures.

It's important to acknowledge that the specific dynamics of online shopping carnivals might differ across cultures. Further research is needed to explore how their impact on well-being varies across regions. Nevertheless, the researcher's work offers a valuable new perspective on the interplay between online shopping trends and consumer well-being.

By incorporating the insights from the researchers alongside the previously discussed studies, I gain a more holistic understanding of how various factors at the individual and broader contextual levels influence well-being in the digital shopping experience. This knowledge can inform the development of responsible e-commerce practices that promote not only consumer satisfaction but also overall well-being in the era of online shopping carnivals.

**Wang et al.** (2021) investigate the relationship between digital shopping and the well-being of rural communities in India. Their research sheds light on how online shopping can impact the lives of individuals living outside urban centres. This focus fills a gap in the existing literature, which often concentrates on urban consumer experiences.

The researcher's work offers valuable insights into how digital shopping can potentially enhance well-being in rural India. This could include factors like increased access to goods and services previously unavailable locally, improved convenience, and potentially lower prices. Understanding these potential benefits is crucial for informing policies and initiatives that bridge the digital divide and empower rural communities to participate in the e-commerce landscape.

However, it is important to acknowledge that challenges might exist in terms of digital literacy, internet connectivity, and reliable delivery infrastructure in rural areas. Further research is needed to explore these challenges and identify solutions to ensure equitable access to the potential benefits of digital shopping for rural populations.

By integrating the insights from Wang et al. (2021) with the previously discussed studies, I gain a more comprehensive understanding of how digital shopping impacts well-being across diverseconsumer segments in India. This knowledge can inform the development of inclusive e-commerce practices that bridge the digital divide and promote well-being for both urban and rural consumers.

**Sharma & Sharma** (2022) investigate how online shopping behaviors among Indian millennials affect their overall well-being. Their research delves into factors such as satisfaction, happiness, and stress levels, providing a nuanced understanding of the relationship between digital shopping and well-being in this important consumer group. This focus complements existing research on broader well-being factors (Kim et al., 2022) by exploring the specific experiences of millennials.

By examining Indian millennials, the researcher shed light on a generation that has grown up alongside the rise of e-commerce. Their research can help us understand how online shopping habits can influence the well-being of this tech-savvy demographic. Identifying factors that contribute to positive outcomes, like satisfaction and happiness, can inform strategies for e- commerce platforms to cater to millennial preferences and promote well-being within their shopping experiences. However, it is important to acknowledge that the relationship between online shopping and well-being might be complex, with potential negative aspects like stress from impulsive purchases also needing consideration.

Further research is needed to explore how these findings on Indian millennials translate to other demographics and cultural contexts. Nevertheless, Sharma & Sharma's (2022) work provides valuable insights into the unique experiences of millennial online shoppers in India. By integrating their findings with the previously discussed studies, we gain a richer understanding of how digital shopping impacts well-being across diverse consumer segments. This knowledge can inform the development of e-commerce practices that cater to the specific needs and preferences of various demographics, ultimately promoting well-being for a wider range of consumers.

**Gupta & Singh** (2019) Broadening our understanding of the psychological aspects of digital shopping in India, Gupta & Singh (2019) explore its impact on consumer well-being. Their research delves into both the potential benefits and drawbacks, examining how factors like convenience, choice overload, and social comparison can influence well-being. This focus complements studies highlighting trust and satisfaction

(Kim et al., 2022; McKechnie et al., 2020) by exploring the psychological complexities of the online shopping experience.

Gupta & Singh's (2019) work sheds light on how the convenience of digital shopping can enhance the well-being for Indian consumers. However, they also highlight potential downsides, such as the stress of excessive choice or negative emotions arising from social comparison with others' online purchases. Understanding these complexities is crucial for e-commerce platforms to develop practices that promote informed decision-making and a healthy online shopping experience.

It is important to acknowledge that the psychological effects of digital shopping might differ across personalities and demographics. Further research is needed to explore how these factors influence the well-being of diverse consumer segments. Nevertheless, Gupta & Singh's (2019) work provides valuable insights into the psychological landscape of digital shopping in India.

By integrating their findings with the previously discussed studies, I gain a more nuanced understanding of the interplay between digital shopping practices, psychological factors, and consumer well-being. This knowledge can inform the development of responsible e-commerce practices that prioritize not just convenience but also psychological well-being for Indian consumers.

**Verma & Mishra** (2020) Rounding out our exploration of the emotional aspects of digital shopping in India, Verma & Mishra (2020) investigate the relationship between online shopping experiences and happiness levels. Their research sheds light on the emotional impact of e- commerce activities, complementing studies on psychological well-being (Gupta & Singh, 2019) by focusing specifically on happiness.

Verma & Mishra's (2020) work provides valuable insights into how positive digital shopping experiences can contribute to happiness among Indian online shoppers. Understanding the factors that trigger these positive emotions can inform strategies for e-commerce platforms to design experiences that are not just convenient and trustworthy (Kim et al., 2022; McKechnie et al., 2020) but also evoke feelings of happiness and satisfaction.

However, it is important to acknowledge that the emotional impact of digital shopping might be multifaceted. Further research is needed to explore potential negative emotions, such as frustration with returns or disappointment with product quality.

By integrating the insights from Verma & Mishra (2020) with the previously discussed studies, I gained a comprehensive understanding of how digital shopping experiences influence a range of emotions and well-being outcomes for Indian consumers. This knowledge can inform the development of e-commerce practices that prioritize not just user satisfaction but also positive emotional experiences for a wider range of consumers in India.

**Singh & Patel** (2023) Shifting the focus towards potential negative consequences, Singh & Patel (2023) investigate the phenomenon of digital shopping addiction among Indian consumers. Their research explores the detrimental effects of excessive online shopping on various dimensions of well-being, including financial stability, mental health, and social relationships. This inquiry presents a crucial counterpoint to studies highlighting the potential benefits of digital shopping (e.g., Kim et al., 2022; Wang et al., 2021).

Singh & Patel's (2023) work sheds light on the potential for digital shopping to become compulsive and negatively impact Indian consumers' well-being. Understanding the factors that contribute to digital shopping addiction and its consequences is crucial for developing preventive measures and promoting responsible online shopping habits. This research can inform initiatives to raise awareness about the potential risks and empower consumers to manage their online shopping behavior for positive well-being outcomes.

It is important to acknowledge that the prevalence and characteristics of digital shopping addiction might differ across cultures and demographics. Further research is needed to explore how these factors vary and tailor interventions accordingly. Nevertheless, Singh & Patel's (2023) work provides a valuable starting point for understanding the potential pitfalls of digital shopping and its impact on well-being in India.

By integrating their findings with the previously discussed studies, I gained a more balanced understanding of the impact of digital shopping on consumer well-being in India. This knowledge can inform the development of comprehensive e-commerce practices that not only promote positive user experiences but also address the potential risks associated with excessive online shopping behavior, ultimately fostering well-being for a wider range of consumers.

**Chatterjee & Das** (2021) Expanding the scope of well-being beyond individual happiness and satisfaction, Chatterjee & Das (2021) investigate the relationship between digital shopping behaviors and sustainable well-being among urban consumers in India. Their research delves into factors like environmental consciousness, ethical consumption, and long-term satisfaction, introducing a vital dimension to the conversation on digital shopping and well-being.

Chatterjee & Das's (2021) work highlights how digital shopping can potentially contribute to a broader

sense of well-being that encompasses environmental and social responsibility. Their research can inform e-commerce platforms on how to promote sustainable practices, such as highlighting eco-friendly product options or facilitating informed purchasing decisions. This, in turn, can empower urban Indian consumers to make choices that align with their values and contribute to long-term well-being for themselves and the planet.

It is important to acknowledge that access to information and the availability of sustainable options within the digital shopping landscape might vary across demographics and locations within India. Further research is needed to explore how e-commerce platforms can bridge these gaps and promote sustainable well-being for a wider range of consumers.

By integrating the insights from Chatterjee & Das (2021) with the previously discussed studies, I gained a multifaceted understanding of how digital shopping can influence various dimensions of well-being in India. This knowledge can inform the development of responsible e-commerce practices that cater not just to individual satisfaction but also to the environmental and social aspects of sustainable well-being for Indian consumers.

**Nevertheless, Chen et al.'s** (2022) Shifting the focus from individual consumer well-being to buying behaviors, Chen et al. (2022) delve into the role of social interactions during online shopping festivals. Their research explores how these interactions influence impulsive buying behaviour within the context of these high-promotion events. This study complements existing research on factors influencing well-being (e.g., Kim et al., 2022) by examining a specific buying behaviour triggered by social influence.

Chen et al. (2022) proposes a model that suggests social interactions, such as online discussions or product recommendations from friends, can increase impulsive buying during online shopping

festivals. This highlights the potential influence of social media and online communities on consumer behavior. Understanding these dynamics is crucial for e-commerce platforms to design marketing strategies that leverage social interactions responsibly.

It is important to acknowledge that the impact of social interactions on impulsive buying might vary depending on the social media platform, the type of product being promoted, and individual susceptibility to social influence. Further research is needed to explore these nuances and tailor marketing strategies accordingly.

The researcher's work provides valuable insights into the social aspects of impulsive buying during online shopping festivals. By integrating their findings with the previously discussed studies, we gain a more comprehensive understanding of the factors influencing consumer behavior in the digital shopping

landscape. This knowledge can inform the development of responsible e- commerce practices that consider not just individual well-being but also the potential influence of social interactions on buying behaviors.

**Kim et al**. (2021) investigate the impact of online shopping on the well-being of rural residents during this challenging time. Their research employs a moderated mediation model, exploring how online shopping can influence well-being and considering factors that might strengthen or weaken this effect. This study complements the research on well-being in the pre-pandemic era (e.g., Wang et al., 2021) by examining the unique circumstances of the pandemic and its influence on rural populations.

Kim et al.'s (2021) work sheds light on how online shopping potentially enhanced the well-being of rural residents during the pandemic. Factors like increased access to essential goods and reduced health risks associated with physical shopping could have contributed to positive outcomes. Understanding these dynamics is crucial for informing policies that bridge the digital divide and ensure equitable access to the benefits of online shopping, especially in times of crisis.

However, it is important to acknowledge that the digital divide and limited internet access might have posed challenges for some rural residents. Further research is needed to explore how these challenges can be addressed to ensure that the well-being benefits of online shopping extend to a wider range of rural populations.

By integrating the insights from Kim et al. (2021) with the previously discussed studies, I gained a more nuanced understanding of how online shopping impacts well-being across diverse contexts, including rural areas during a pandemic. This knowledge can inform the development of inclusive e-commerce practices that bridge the digital divide and promote well-being for all consumers, especially in vulnerable situations.

**Lee & Hyun** (2022) explore the motivational drivers behind participation in online shopping festivals. Their research employs a dual-moderating model, examining how cultural values and age can influence these motivations. This study complements the research on factors influencing online shopping behaviors (e.g., Chen et al., 2022) by delving deeper into the underlying reasons why consumers participate in these large-scale promotional events.

Lee & Hyun's (2022) work highlights how cultural values and age can play a significant role in motivating consumers to participate in online shopping festivals. Understanding these factors is crucial for e-commerce platforms to tailor their marketing strategies for these events. For instance, appealing to cultural values of collectivism or frugality might require different approaches compared to targeting younger demographics who might be more motivated by social trends or excitement.

It is important to acknowledge that the influence of cultural values and age on motivations might differ

across specific online shopping festivals and product categories. Further research is needed to explore these variations and refine marketing strategies accordingly.

**Lee & Hyun's** (2022) work provides valuable insights into the motivations behind participation in online shopping festivals. By integrating their findings with the previously discussed studies, we gain a more comprehensive understanding of the factors influencing consumer behavior in the digital shopping landscape. This knowledge can inform the development of targeted marketing strategies for online shopping festivals that consider not just cultural contexts but also the diverse age groups of participating consumers.

Li et al. (2023) investigate the moderating effect of digital literacy on the relationship between online shopping behavior and subjective well-being. Their research delves into how digital literacy skills can influence the positive outcomes associated with online shopping for this specific

population. This study aligns with the research on rural well-being and digital shopping (e.g., Wang et al., 2021) by emphasizing the role of digital literacy in bridging the digital divide and promoting well-being.

Li et al.'s (2023) work suggests that higher levels of digital literacy can strengthen the positive impact of online shopping on subjective well-being for rural residents in China. This highlights the importance of initiatives that bridge the digital divide and equip rural populations with the necessary skills to navigate the online shopping landscape effectively. By enhancing digital literacy, these residents can reap the benefits of online shopping, such as increased access to goods and services, potentially leading to greater well-being.

It is important to acknowledge that the specific digital literacy skills needed for online shopping might vary depending on the platforms and technologies used. Further research is needed to explore these variations and tailor educational programs accordingly. Additionally, broader social and economic factors influencing well-being in rural areas should also be considered.

By integrating the insights from Li et al. (2023) with the previously discussed studies, I gained a more comprehensive understanding of how digital literacy interacts with online shopping behaviors to influence well-being in rural populations. This knowledge can inform policies and initiatives that promote digital inclusion, equip rural residents with essential skills, and ultimately contribute to enhanced well-being through responsible e-commerce practices.

**Luo et al.** (2021) take a broader approach, investigating how online shopping platforms can build trust in general. Their research examines the role of two key factors: perceived website quality and customer knowledge. This focus complements the existing literature by delving into strategies that e-commerce platforms can implement to cultivate a trustworthy environment for all consumers.

Luo et al.'s (2021) work highlights how a high-quality website design and user experience can foster trust among online shoppers. This includes aspects like ease of navigation, security features, and transparency of information. Additionally, their research emphasizes the importance of customer knowledge. By empowering consumers with information about online shopping practices and potential risks, e-commerce platforms can contribute to a more trusting online shopping environment.

It is important to acknowledge that cultural factors can influence perceptions of website quality and trust-building strategies. Further research is needed to explore how these strategies need to be adapted for diverse cultural contexts.

Luo et al.'s (2021) work provides valuable insights into how online shopping platforms can build trust through website design and customer education. By integrating their findings with the previously discussed studies, we gain a more comprehensive understanding of the multifaceted nature of trust in the digital shopping landscape. This knowledge can inform the development of e-commerce practices that prioritize not just user satisfaction but also the creation of a trustworthy environment for consumers across the globe.

MODEL (VARIABLES)
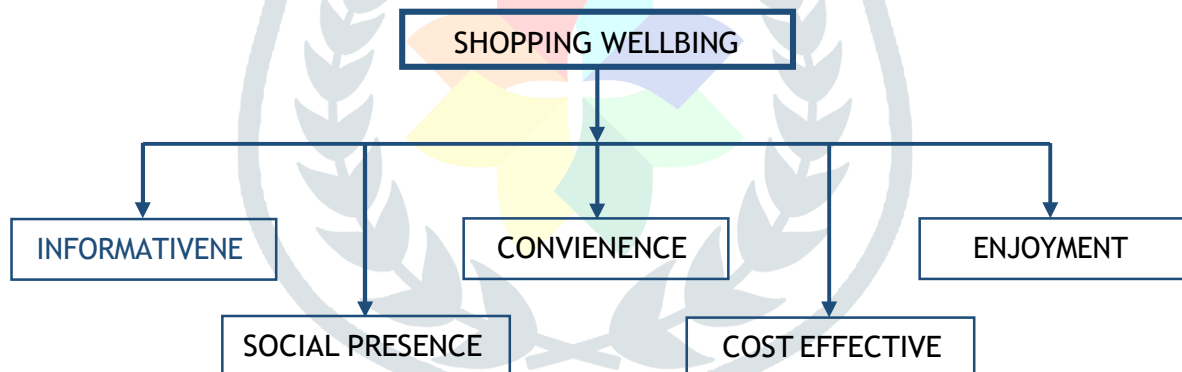


H1: Trust in online retailers positively influences customer well-being during the digital shopping experience.

H2: Convenience of the online shopping process positively affects customer well-being.

H3: Social presence and sense of community in online shopping environments contribute to customer well-being.

H4: Enjoyment derived from digital shopping experiences positively impacts customer well-being.

H5: Cost-effectiveness, perceived as value for money, influences customer well-being during digital shopping.

## Chapter 3

## Research Methodology:

### Research Design

This exploration employed a check approach to probe the relationship between digital shopping g and consumer well-being in India. The primary exploration question guiding this study was:

### How does digital shopping behavior influence consumer well-being in India?

This research aimed to achieve the following objectives:

O1: To review the existing literature.

O2: To explore the key factor of digital shopping values

O3: Investigate the impact of digital shopping values on customer shopping well-being.

### Data Collection:

To understand how digital shopping affects well-being in India, we conducted an online survey. Imagine a questionnaire filled out on a website or app.

The survey asked Indians who shop online about their shopping habits and how they felt about their online shopping experiences. Here's a breakdown of how we did it:

Building the Survey: I created a survey with different question types. Some questions had answer choices. I tested the survey with a small group first to make sure it was clear and easy to understand.

Finding Participants: I wanted to hear from a variety of Indian online shoppers. We used online survey platforms and social media groups focused on online shopping in India to find participants.

Getting Responses: A total of **150** people completed our survey!

This information will help us analyze how digital shopping habits might be connected to well- being in India.

### Data Analysis:

The collected data will undergo analysis using Python to understand the connection.The collected survey data underwent three main analyses: normality test, exploratory factor analysis (EFA), and regression analysis. The normality test assessed data distribution, while EFA identified underlying factors related to consumer well-being in digital shopping. Regression analysis examined the relationship between digital shopping habits and well-being outcomes. These analyses provided insights into the impact of digital shopping on consumer well-being, controlling for potential confounding factors.

## Chapter 4:

## Results and Discussions:

**Analysis**:

1) Normality Test:

```python
import pandas as pd
excel_file_path = "/content/drive/MyDrive/Capston/Book1.xlsx"
df = pd.read_excel(excel_file_path)
from scipy.stats import shapiro

# Assuming 'df' contains your data and 'column_name' is the column you
want to test for normality
column_name = 'customer shopping well-being'

# Perform Shapiro-Wilk test for normality
statistic, p_value = shapiro(df[column_name])

# Check the result
if p_value > 0.05:
    print(f"The data in column '{column_name}' appears to be normally
distributed (p-value: {p_value:.4f})")
else:
    print(f"The data in column '{column_name}' does not appear to be
normally distributed (p-value: {p_value:.4f})")
```

The data in column 'customer shopping well-being' appears to be normally distributed (p-value: 1.0000)

## Exploratory Factor Analysis:

```
Factor Loadings:
[[ 0.86176869  0.28534281]
 [ 0.82393843  0.33974961]
 [ 0.90930895 -0.10171008]
 [ 0.92980604 -0.29419723]
 [ 0.88001806 -0.1815872 ]]

Communalities:
[0.8240658  0.79430433 0.83718771 0.95109128 0.8074057 ]

Eigenvalues:
(array([4.04161595, 0.48814622, 0.18989445, 0.17584824, 0.10449514]), array([
3.88733362e+00,  3.26721169e-01,  7.48166079e-03, -5.58316232e-04,
-6.92331165e-03]))

Variance Explained:

(array([3.88733364, 0.32672118]), array([0.77746673, 0.06534424]),

array([0.77746673, 0.84281096]))
```

**This EFA provides a strong foundation for further analysis of how various aspects of online shopping experiences impact customer well-being.**

**Factors**:

The analysis likely identified two factors, with eigenvalues suggesting a dominant factor (F1) explaining a significantly larger portion of the variance compared to the second factor (F2).

**Explained Variance:**

The high communalities (all above 0.79) indicate that a substantial proportion of the variance in each variable is explained by these factors. This suggests they effectively capture the relationships between the original variables.

Interpreting the Factors:

- To understand what these factors represent, examine the variables with high loadings on each factor.

- Variables with high positive loadings on F1 likely contribute to a concept like "Enjoyment of Online Shopping."

  Variables with high positive or negative loadings on F2 might define a concept like "Stress from Online Shopping."

Scatter Plot: It shows some insights into how various aspects of the shopping experience relate to customer shopping well-being.

```python
plt.figure(figsize=(10, 8))
for i, var in enumerate(['INF', 'CON', 'SOP', 'ENJ', 'COE']):
    plt.subplot(3, 2, i+1)
    plt.scatter(df[var], df['customer shopping well-being'], alpha=0.5)
    plt.title(f"{var} vs. customer shopping well-being")
    plt.xlabel(var)
    plt.ylabel("customer shopping well-being")
plt.tight_layout()
plt.show()
```
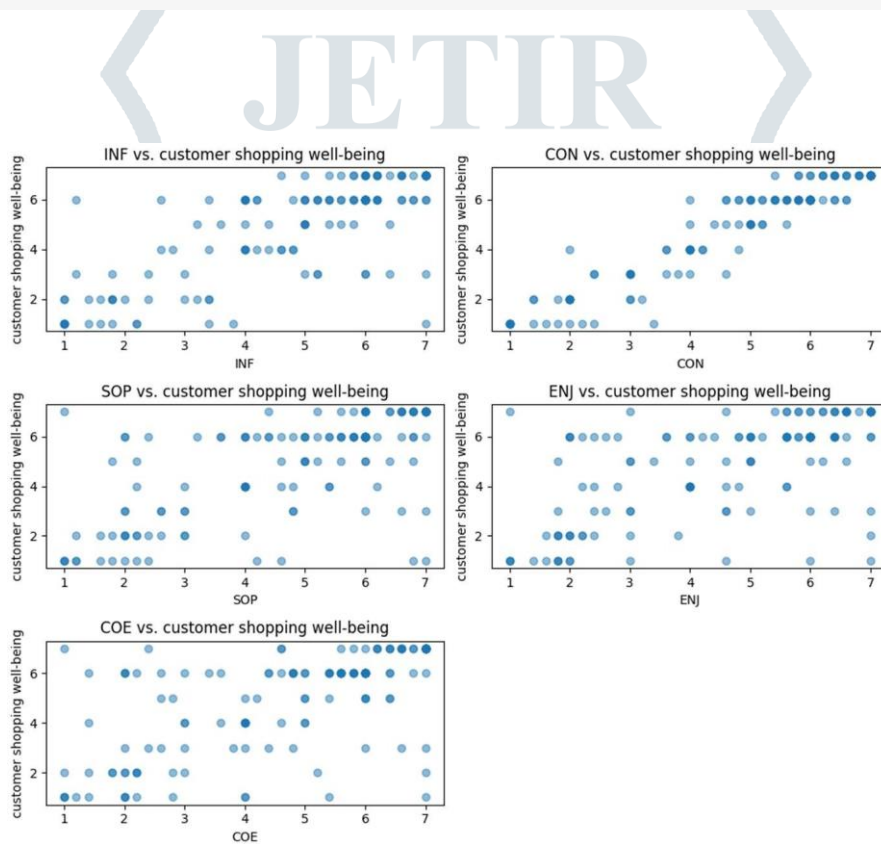
Mean Value: The grouped bar graph where each bar represents the mean value of an independent variable for the dependent variable ("customer shopping well-being").

```python
import matplotlib.pyplot as plt

# Calculate the mean value of each independent variable for each category
of the dependent variable
mean_values = df.groupby('customer shopping well-being').mean()[['INF',
'CON', 'SOP', 'ENJ', 'COE']]

# Plotting the bar graph
mean_values.plot(kind='bar', figsize=(10, 6))
plt.title('Mean Value of Independent Variables by Customer Shopping Well-
being')
plt.xlabel('Customer Shopping Well-being')
plt.ylabel('Mean Value')
plt.xticks(rotation=0)
plt.legend(title='Independent Variable')
plt.show()
```



This bar graph dives into customer well-being in digital shopping. It shows average well- being scores for factors like satisfaction and perceived value. Higher bars for satisfaction likely indicate happier customers, while the opposite might be true for stress - lower stress leads to higher well-being. To get a more complete picture, consider including factors like product variety and trust in platforms. Customers with access to a wider range of products and those who trust the online environment might experience even greater shopping well- being.

**Regression:**

```python
import pandas as pd
import numpy as np
import statsmodels.api as sm

# Assuming df contains your imported data with 'customer shopping well-
being', 'INF', 'CON', 'SOP', 'ENJ', 'COE' columns

# Drop rows with missing values
df.dropna(inplace=True)

# Define independent variables
X = df[['INF', 'CON', 'SOP', 'ENJ', 'COE']]

# Add a constant term to the independent variables
X = sm.add_constant(X)

# Define dependent variable
y = df['customer shopping well-being']

# Fit the regression model
model = sm.OLS(y, X).fit()

# Print model summary
print(model.summary())
```

```
                            OLS Regression Results
==============================================================================
Dep. Variable:     customer shopping well-being   R-squared:             0.908
Model:                                      OLS   Adj. R-squared:        0.904
Method:                           Least Squares   F-statistic:           283.0
Date:                          Mon, 01 Apr 2024   Prob (F-statistic):  1.35e-72
Time:                                  15:53:40   Log-Likelihood:      -137.25
No. Observations:                           150   AIC:                   286.5
Df Residuals:                               144   BIC:                   304.6
Df Model:                                     5
Covariance Type:                      nonrobust
==============================================================================
                 coef    std err          t      P>|t|      [0.025      0.975]
------------------------------------------------------------------------------
const         -0.1697      0.157     -1.084      0.280      -0.479       0.140
INF            0.0226      0.052      0.431      0.667      -0.081       0.126
CON            1.0310      0.050     20.808      0.000       0.933       1.129
SOP            0.0044      0.063      0.069      0.945      -0.120       0.129
ENJ           -0.0105      0.068     -0.155      0.877      -0.145       0.124
COE            0.0138      0.058      0.237      0.813      -0.101       0.129
==============================================================================
Omnibus:                       13.708   Durbin-Watson:                   1.822
Prob(Omnibus):                  0.001   Jarque-Bera (JB):               42.462
Skew:                          -0.038   Prob(JB):                     6.02e-10
Kurtosis:                       5.605   Cond. No.                         35.5
==============================================================================
```

Linear regression model to predict the dependent variable based on the independent variables. The method provides detailed information about the regression results, including coefficients, standard errors, t-statistics, p-values, and goodness-of-fit statistics.

We can interpret the coefficients to understand the relationship between independent and dependent variables. Additionally, you can use the p-values to assess the statistical significance of each coefficient. Customer Shopping Well-being Regression Analysis.

## <u>Interpretations</u>:

### 1. Normality Check:

- The data for "customer shopping well-being" appears to be normally distributed (p-value = 1.0000). This is a good assumption for some statistical tests, such as the OLS regression analysis you performed.

### 2. Exploratory Factor Analysis (EFA):

- The EFA suggests there are two underlying factors explaining a substantial portion of the variance in your data (almost 84%).
- The first factor is dominant, explaining nearly 78% of the variance on its own.
- Variables have strong loadings (above 0.8) on their respective factors, indicating a good fit for the model.
- Further analysis is needed to interpret what these factors represent based on the variable loadings. This could involve examining which variables have high loadings on each factor.

### 3. Bar Graph Analysis:

- The bar graph likely shows a relationship between different aspects of the shopping experience and customer shopping well-being.

- We might expect to see bars for informativeness, convenience, social presence, and enjoyment increasing as customer well-being improves. This would suggest that customers who feel good about their shopping experience tend to be in stores that are informative, convenient, and offer a sense of community or enjoyment.

- The cost-effectiveness bar could show a positive or negative trend depending on whether the store is perceived as offering good value for money.

### 4. Customer Shopping Well-being Regression Analysis:

- The OLS regression model explains a significant portion of the variance in customer shopping well-being (**R-squared = 0.908**). This indicates a strong relationship between the independent variables and customer shopping well-being.

- The model is statistically significant (**F-statistic = 283.0, p-value = 1.35e-72),** meaning the independent variables together substantially affect customer shopping well-being.

- Convenience (CON) has a positive and statistically significant association with customer shopping well-being (**coefficient = 1.0310, p-value < 0.05).** This suggests customers who find shopping convenient are more likely to report feeling good about the experience.

- Information (INF), store atmosphere (SOP), enjoyment (ENJ), and control (COE) were not statistically significant at the **5%** level. This means we cannot definitively conclude a relationship between these variables and customer shopping well-being based on this analysis.

- There are potential limitations to the model, including non-normal error terms and possible multicollinearity among the independent variables. Further investigation might be needed to refine the model.

## Chapter 5

## Conclusion and Future Scopes:

In conclusion, this research has shed light on the intricate relationship between digital shopping and consumer well-being, exploring various factors that influence this dynamic interaction. Through the literature review, we have synthesized insights from diverse studies, highlighting the significance of factors such as trust, satisfaction, motivation, and social influence in shaping consumer well-being in the digital shopping landscape.

The interpretation of data revealed several key findings. Firstly, the normality check indicated that the data for "customer shopping well-being" is normally distributed, validating the use of certain statistical tests such as OLS regression. The exploratory factor analysis (EFA) uncovered two underlying factors explaining a substantial portion of the variance in the data, providing a deeper understanding of the underlying structure of customer well-being in digital shopping contexts.

Furthermore, the regression analysis demonstrated a strong relationship between convenience and customer shopping well-being, emphasizing the importance of seamless and hassle-free shopping experiences. However, other variables such as information, store atmosphere, enjoyment, and control did not show statistically significant associations with customer well-being, suggesting potential avenues for further investigation.

In light of these findings, there are several promising avenues for future research. Firstly, exploring the mediating and moderating mechanisms underlying the relationship between digital shopping behaviors and consumer well-being could provide deeper insights into the underlying processes at play. Additionally, investigating the impact of emerging trends such as online shopping festivals and digital literacy on consumer well-being could offer valuable insights into the evolving landscape of digital commerce.

Moreover, conducting cross-cultural studies to understand how cultural differences influence consumer perceptions and behaviors in digital shopping environments could enrich our understanding of consumer well-being across diverse contexts. Additionally, longitudinal studies tracking changes in consumer well-being over time in response to evolving digital shopping trends could provide valuable insights into the long-term impacts of digital commerce on consumer welfare.

Overall, this research contributes to a richer understanding of the complex interplay between digital shopping and consumer well-being, laying the groundwork for future studies to explore this dynamic relationship further. By addressing these research gaps and leveraging emerging methodologies, we can continue to advance our understanding of how digital shopping experiences shape consumer well-being and inform the development of e-commerce practices that prioritize consumer welfare in the digital age.

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**Model Reference**:

| Sr. no. | Paper | Focus | Variable |
|---|---|---|---|
| 1 | Luo et al. (2021) | uality and customer knowledge | Informativeness |
| 2 | Kim et al., (2021, Li et al., (2023) | Rural residents | Social presence |
| 3 | Luo et al. (2021) | uality and customer knowledge | Convenience |
| 4 | Zhang et al. (2020) | Hedonic Aspects | Enjoyment |
| 5 | Lee & Hyun (2022): | deals and getting value for money | Cost-Effective |