

## Research Article

# Online Consumer Behaviour of Household Products with Special Reference to Thanjavur District

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**Abstract:** The main objectives of this research paper included exploring the factors contributing to buying intention and consumer behavior within the domain of e-commerce. Particularly, this paper sought to investigate how factors such as extensive information, online reviews/electronic word-of-mouth (eWOM), customer satisfaction, trust in e-commerce, perceived risk, and behavior-intention reciprocity affect consumers' buying intentions. In order to answer these questions, ten hypotheses were tested using the SEM approach based on a data collection instrument employed for this study. The findings of the current research demonstrate that satisfaction ( $\beta = .304, p < .001$ ) and trust in e-commerce ( $\beta = .265, p = .002$ ) have the highest coefficients of impact on the dependent variable of interest, followed by extensive information search ( $\beta = .232, p = .001$ ). Conversely, neither online reviews/eWOM ( $\beta = .110, p = .156$ ) nor perceived risk ( $\beta = -.119, p = .109$ ) significantly contributed to consumer intention to buy. For managers in e-commerce, these findings indicate the need to focus on building customer satisfaction and trust in order to build buying intentions; however, the use of eWOM could serve to directly affect behavior.

**Keywords:** e-commerce, customer satisfaction, trust, online reviews, electronic word-of-mouth (eWOM), perceived risk, site loyalty.

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## INTRODUCTION

The online shopping market will be transformed radically in the coming years as it will become the crux of global trade operations. According to forecasts, the market size will grow to US\$13.08 trillion by 2031, with the current value amounting to US\$6.61 trillion in 2025. It will grow exponentially at an impressive CAGR of 12.05%. Thus, such high figures demonstrate not only the change in consumer preferences but also a new era for digital-first retail ecosystems. A few drivers are responsible for the fast expansion of the market. The use of e-commerce platforms and mobile devices has created an atmosphere where people can shop from anywhere due to convenient purchasing methods. In addition, the emergence of social media commerce has changed the concept of online shopping itself. Consumers do not buy only products, but they interact with brands through video streams, recommendations from influencers, and targeted advertising. Moreover, the subscription system and sophisticated logistics contribute significantly to customer satisfaction and repeated purchase rates. Moreover, the transaction-oriented process will become history. Future trends imply Omni channel sales models and convergence between brick-and-mortar stores and digital media space. Retailers will monetize their media space and personalize interactions with customers. Ultimately, the booming home shopping market is not just changing *how* we buy, but redefining the very relationship between the consumer, the product, and the digital marketplace ([www.mordorintelligence.com/industry-reports/homeshopping-market](http://www.mordorintelligence.com/industry-reports/homeshopping-market)).

## THE THEORETICAL BACKGROUND OF THE STUDY

The development of the e-commerce industry has brought about several significant changes in the pattern of consumer buying behaviors, especially with regard to household products, which are frequently purchased, involve little effort or low engagement, and have a high utility value for the consumer. Consumers have been able to take advantage of online shopping sites that allow easy access to information about various household products, comparison between available alternatives, and making well-informed decisions regarding their purchases. As noted by Yadav et al. (2024), a number of variables affect consumer buying behavior in an online environment, including product information, web site characteristics, trust, security, and social influence. In relation to household products, consumers tend to practice routine yet information-based decision-making processes, where convenience, price advantages, and accessibility form dominant motives for selecting a certain alternative (Noor, 2024). Given the changing patterns in consumer shopping and purchasing activities, more attention needs to be paid to the study of the decision-making processes associated with the selection of household products in an online environment. This study is underpinned by strong theoretical grounds provided by the Technology Acceptance Model. In household goods context, the perceived usefulness would include time saving, convenience, and variety available. In relation to ease of use, this can be considered as user-friendly website interfaces and ease of navigating. Furthermore, within the same framework, Unified Theory of Acceptance and Use of Technology suggests several other constructs including social influence, facilitating conditions, hedonic motivation, and habit; which are also applicable in explaining repeat purchase decisions made on household products because they have to be frequently purchased resulting into habits being developed regarding purchase of these products.

Moreover, another important theoretical framework for understanding consumer purchasing behavior is the Consumer Decision-Making Process where the process involves need recognition, information search, alternatives evaluation, purchase decision, and post-purchase behavior; where need recognition can be prompted by daily usage necessities and information search is facilitated by the Internet. Research shows that consumer use eWOM as a source for evaluating alternatives and overcoming uncertainties (Rahimova, 2025). The purchase process takes into account aspects like the price level, familiarity with the brand, delivery methods, and available discounts, while purchase satisfaction impacts future repurchases and builds up loyalty. Trust and risk perceptions theories are also very applicable in explaining online purchase decisions. As per the Perceived Risk Theory, consumers consider various risks, such as financial risk, product risk, and privacy risk, while making online purchases. It is especially useful in cases when consumers buy household products for the first time via some unknown platforms and/or brands. Consequently, trust plays an essential role in decreasing perceived risk and boosting the intention to make a purchase (Lăzăroiu et al., 2020). It can be built through secure payment options, detailed and reliable terms, and positive reviews left by other customers. Satisfaction obtained as a result of earlier purchases is also important in building trust and fostering consumer loyalty to the brand, which promotes further repurchasing of the goods. Besides, the importance of the information search theory cannot be underestimated in online purchases of household products. Research indicates that consumers who conduct more extensive and goal-directed information searches are more likely to make satisfactory purchase decisions (Yanagida et al., 2023). Regarding household items, even if they have become familiar and usual purchases, the consumers continue to pay attention to opinions, feedback, scores, and comparisons in order to make better choices. Moreover, the information available on the Internet is very valuable when deciding whether to try a new brand or not. Finally, market segmentation theory provides further insights into the variety of consumer behavior online. As reported by Huseynov & Yıldırım (2019), people can be divided into various groups depending on their psychographics and behaviors, and each group demonstrates its unique preferences, risks, and buying behavior. Thus, some customers might value low prices and convenience, whereas others will give more importance to the quality of the item, its reputation, or sustainability. Therefore, understanding the differences between the segments allows the company to build its marketing strategy and personalize the recommendation system. In general, one should note that several theoretical foundations describe the topic of consumer behavior on household products online, such as technology adoption models, decision-making approaches, trust and risk perspectives, and segmentation principles. These theories collectively explain how consumers interact with online platforms, evaluate products, and make purchasing decisions. The integration of these theoretical perspectives provides a comprehensive understanding of consumer behavior, which is essential for businesses aiming to optimize their online strategies and improve customer experiences in the competitive e-commerce landscape.

## EXTENSIVE INFORMATION

Information searching is an important aspect of the consumer behavior phenomenon when consumers seek information regarding products or services prior to making purchase decisions. Consumers use several means for seeking such information to minimize uncertainty associated with purchase decisions in the online environment. According to the literature, consumers who conduct wide-ranging searches are satisfied with the outcomes of their actions due to better decision-making (Yadav et al., 2024; Yanagida et al., 2023). High involvement purchases, characterized by higher risks, are usually associated with extensive information searching behaviors. The role of technology in information search processes cannot be underestimated since it greatly affects the efficiency of such actions.

- **H1:** Extensive information search has a significant positive influence on online consumer buying intention for

household products.

- **H6:** Extensive information search has a significant positive effect on consumer purchase behaviour (decision-making effectiveness and confidence).

## ONLINE REVIEWS AND ELECTRONIC WORD-OF-MOUTH

Online reviews and electronic word-of-mouth (eWOM) become very important when it comes to the formation of consumer purchasing intention in e-commerce transactions. These reviews give transparency and first-hand experiences that greatly affect the consumer decision making process. Positive reviews help increase trust, raise purchase intention and build up customer loyalty while negative reviews help prevent purchases from being made (Rahimova, 2025). Consumers are also known to be very sensitive to negative information and pay greater attention to negative reviews than to the positive ones (Chen et al., 2022). It becomes even easier for online reviews to influence consumer behavior when used through social media networks, online forums and online communities (Noor, 2024)

- **H2:** Online reviews and electronic word-of-mouth (eWOM) have a significant positive influence on buying intention.
- **H7:** Online reviews and eWOM have a significant positive impact on actual consumer purchase behaviour.

### Customer satisfaction

Customer satisfaction emerges as one of the most important post-buying experiences, which greatly impacts the future buying behavior of consumers in online environments. The level of satisfaction is dependent on whether the product delivered performs at least up to the expectations of consumers. Consumers who are satisfied are more inclined to make repurchase decisions and leave good feedback about their experience. Evidence shows that information search before buying can have a direct influence on consumer satisfaction because consumers become confident in their decisions (Yanagida et al., 2023). Elanchezhian et al.(2025)service quality plays a major role in e-commerce customer satisfaction, as well as the conversion of purchasing intention into buyer behavior. Satisfaction acts as an important mediator in linking purchase experience to consumer loyalty.

- **H3:** Customer satisfaction has a significant positive influence on consumer buying intention.
- **H8:** Customer satisfaction has a significant positive impact on site loyalty in online shopping platforms.

### Trust and site loyalty

Trust and site loyalty are essential constructs in building sustainable relationships between consumers and e-commerce platforms. Trust refers to the consumer's confidence in the reliability, security, and integrity of online retailers, including their ability to protect personal and financial information. A higher level of trust reduces perceived risk and increases the likelihood of purchase decisions (Lăzăroiu et al., 2020). Site loyalty, on the other hand, reflects a consumer's commitment to repeatedly engage with a specific platform over time. Studies demonstrate that trust significantly influences satisfaction, which in turn enhances loyalty and encourages repeat purchasing behavior (Anora et al., 2025). Furthermore, social media engagement and personalized experiences strengthen customer relationships, thereby fostering long-term loyalty.

- **H4:** Trust in e-commerce platforms has a significant positive influence on consumer buying intention.
- **H9:** Perceived risk has a significant negative influence on consumer buying intention.

## PERCEIVED TRUST AND PERCEIVED RISK

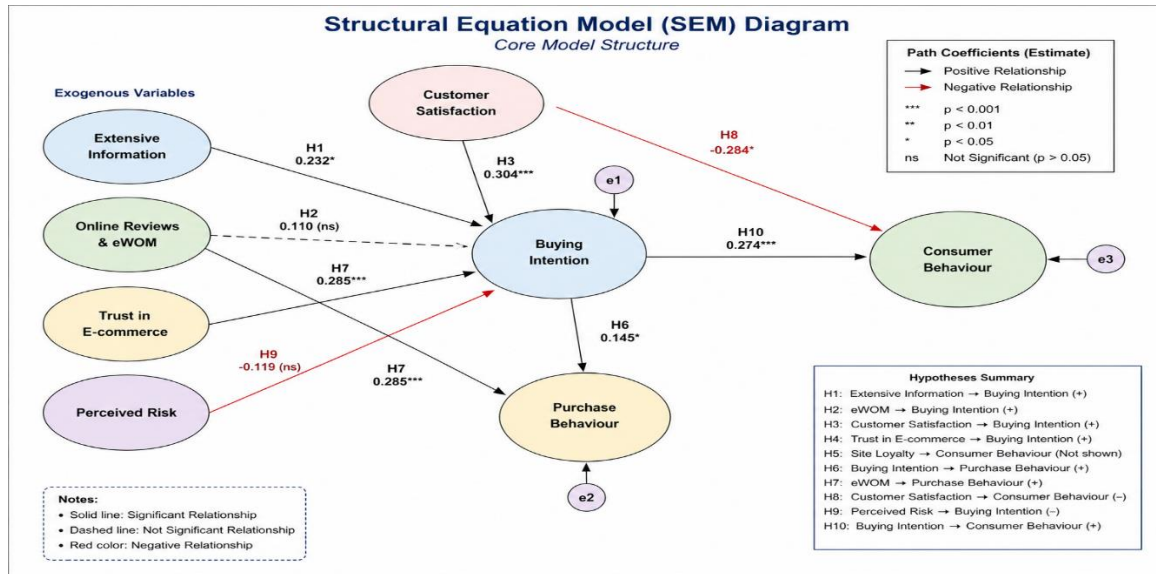
The relationship among trust, risk perception, loyalty, and consumer segmentation offers an all-inclusive approach towards online purchase behavior. Risk perceptions such as financial risk, product risk, and privacy risks serve as hindrances during online shopping, thus preventing consumers from purchasing products (Lăzăroiu et al., 2020). Trust acts as a mediator for risk reduction and purchase intention creation. On the other hand, loyalty is established gradually through repeat experience, satisfaction, and trust. Notably, consumer behavior differs based on consumer segmentation. The behavior of consumers is not similar, as each individual has unique attitudes and perceptions. Psychographic consumer segmentation indicates that there exist disparities among consumer behavior when employing marketing techniques (Huseynov and Yıldırım, 2019)

- **H5:** Site loyalty has a significant positive influence on purchase behaviour of household products.
- **H10:** buying intention significantly influence the consumer behaviour.

## RESEARCH METHODOLOGY –

The study is intended to assess online shopper perception, especially in Thanjavur district. For collecting primary data Persons who were at least once buying the online mode were considered. The present research intends to gather 310 sample responses after all screen and editing data set, the research finalize 281 response. Kaiser-Meyer-Olkin Measure of Sampling Adequacy test also shows that 281 size is appropriate for analysis. So the researcher uses the formula which could help to determine the appropriate sample size for this study. The confidence level is 95% (Za), and the margin of

error is 5% (E) of this study and sample size determined as (Determining the sample size N required when estimating population proportion; unknown P stand). Structural Equation Modeling (SEM) and Structural Equation Modeling are some of the noticeable methods to fulfill the research requirements of modern researchers, especially after usage AMOS software. The present study also uses MSEM and SEM. Before executing these models, explorative factor analysis and confirmative need to run to confirm loading in particular variables. Explorative factor analysis is part of factor analysis in SPSS and it also executes in SPSS software



**Table 4.13 Hypotheses Results OF MSEM**

S. no	Endogenous variables < Exogenous variables	Estimate	S.E.	C. R.	P
H 1	Buying intent VS Extensive information	.232	.071	3.283	.001
H 2	Buying intent VS Online reviews and electronic word-of-mouth	.110	.077	1.418	.156
H 3	Buying intent VS Customer satisfaction	.304	.071	4.275	***
H 4	Buying intent VS Trust in e-commerce	.265	.084	3.173	.002
H 5	Consumer behaviour vs Site loyalty				
H 6	Buying intent VS consumer purchase behavior	.145	.063	2.292	.022
H 7	Online reviews and eWOM VS consumer purchase behavior.	.285	.084	3.133	.000
H 8	Consumer behavior VS Customer satisfaction	-.284	.133	-2.134	.033

H 9	consumer buying intention vs Perceived risk	-.119	.074	-1.603	.109
H 10	consumer behavior vs Buying intent	.274	.071	3.275	***

Source: primary data (Output generated by AMOS graphic 21version)

Here is a results discussion write-up based on the table you provided, structured as an essay and referencing each hypothesis by number.

## DISCUSSION OF RESULTS

Structural equation modeling was used to analyze ten hypothetical relationships between variables affecting consumers' purchase decision making in an e-commerce setting. The study provides some support for the proposed hypotheses and sheds light on what drives consumer buying intentions and behaviors and other unforeseen negative relationships. The first part of the paper deals with the relationship between the antecedents of buying intention (H1-H4 and H9). Contrary to the initial hypothesis, the research shows that not all driving factors carry the same significance. H1: Extensive information collection leads to higher purchase intention was supported ( $\beta = .232, p = .001$ ). This implies that thorough information search contributes to the formation of purchase intentions. Another hypothesis regarding the significant role of customer satisfaction in shaping purchasing intentions received strong support ( $\beta = .304, p < .001$ ). Similarly, H4: Trust in e-commerce leads to purchase intention was also proved ( $\beta = .265, p = .002$ ), thus proving the importance of trust in online environment. However, **H2** (Online reviews and eWOM  $\rightarrow$  Buying intent) could not be confirmed ( $\beta = .110, p = .156$ ), indicating that eWOM might have an impact on raising awareness or forming attitudes rather than affecting buying intention in this sample. In addition, H9 (Perceived risk  $\rightarrow$  Buying intent) also demonstrated a statistically insignificant negative relation ( $\beta = -.119, p = .109$ ), meaning that perceived risk alone is not able to decrease the likelihood of consumers purchasing – perhaps due to other variables such as trust or satisfaction that might counteract it.

The analysis of the predictors of actual consumer purchase behavior (H5–H8, H10) provided some important findings as well. Firstly, H6 (Buying intent  $\rightarrow$  Consumer purchase behavior) could be confirmed ( $\beta = .145, p = .022$ ), supporting the well-known link between buying intent and actual purchasing behaviors, albeit with a small effect size. Moreover, a much stronger correlation was discovered for H7 (Online reviews and eWOM  $\rightarrow$  Consumer purchase behavior): this connection was statistically significant with a fairly large coefficient value ( $\beta = .285, p < .001$ ). This finding is especially interesting since online reviews did not affect buying intentions (H2). Finally, hypothesis H8 (Customer satisfaction  $\rightarrow$  Consumer behavior) revealed an unexpected negative coefficient ( $\beta = -.284, p = .033$ ). Although contrary to expectations, it may be explained by the fact that highly satisfied customers are usually already loyal and hence unlikely to initiate new buying behavior captured in the study, or that satisfaction leads to lower diversity seeking. Meanwhile, Hypothesis H10 (Consumer behavior vs. Buying intent) proved to be correct ( $\beta = .274, p < .001$ ), meaning that there is a reciprocal impact in which prior behavior reinforces later intentions, which is quite habitual. At last, Hypothesis H5 (Consumer behavior vs. Site loyalty) appeared to be mentioned in the table without coefficients, which means that this hypothesis could neither be tested nor included in the final model; therefore, no conclusions about it may be made. Overall, the strongest predictors for buying intentions turned out to be satisfaction and trust on the one hand, and eWOM on the other. As for the surprising negative coefficient between satisfaction and behavior (H8), it is necessary to explore the issue deeper because it goes against common sense. Thus, e-commerce specialists should pay attention both to satisfaction and trust and try using the latter in their favor.

## MANAGERIAL SUGGESTIONS

From the findings of this research, various recommendations may be made to the e-commerce managers, marketers, and designers. To begin with, since customer satisfaction was established as the highest contributor to buying intention (H3), managers need to make sure they invest in post-sales service, return policies, fast delivery services, and product quality. Customer satisfaction should be seen as an aspect that drives customers to make purchases rather than one that helps retain customers. Secondly, because trust in e-commerce sites had a major influence on buying intention (H4), e-commerce sites should show trust marks, payment logos, privacy policies, and third-party certifications to customers. Various activities such as verifying sellers' status and offering money back guarantee will increase the likelihood of customers buying products. Thirdly, the most important finding in this research is that online reviews and electronic word-of-mouth (eWOM) had no significant effect on buying intention (H2) despite having a major effect on consumer purchases (H7).

Thus, it means that managers need to focus on building consumer intention not only using eWOM but also by placing high rating reviews in prominent locations of websites, sending instant messages such as "Five persons purchased this item

during the last hour," and encouraging video or image reviews. Fourth, the study discovered that the perceived risk had a statistically insignificant negative influence on the buying intention (H9); hence, focusing on reducing risks by promoting guarantees, warranties, and other measures might be inefficient. The best course of action for managers would be to focus on positive drivers rather than fear appeals. Fifth, the relationship between consumer behavior and purchasing intention (H10) was statistically significant, and managers can benefit from it by launching loyalty programs, using personalization when offering consumers similar products based on their purchases and web activity, and following up with post-purchase suggestions via e-mail. Sixth, the significant negative relationship between customer satisfaction and consumer behavior (H8) requires further exploration. Though unexpected, this implies that satisfied customers either go inactive or engage less in variety seeking behavior. Management ought to incorporate new varieties of products, special promotions, or re-engage campaigns aimed at preventing satisfied customers from being inactive. Seventh, while intention-to-behavior relationship (H6) was significant, its low effect size calls for management to lower the gap between intention and behavior through simplification of check out procedure, incorporation of single click purchase, saving customer's payment details, as well as sending cart abandonment emails with minimum incentives. Lastly, because hypothesis on site loyalty (H5) could not be tested due to lack of estimates, management is encouraged to carry out specialized loyalty studies; however, given that satisfaction and trust have major impacts on consumer decisions, loyalty schemes with distinct advantages would be very helpful.

## CONCLUSION

The study identifies important factors that contribute to buying intention and purchase behaviors in the online shopping experience. As shown by the findings, customer satisfaction and trust in online business play very critical roles in driving purchasing intention and behavior, respectively, whereas online reviews and eWOM do not play a role in driving intentions but directly affect consumers' purchasing behavior. Thus, there appears to be two routes of decision making: the one that starts with satisfaction, goes through intention and finally leads to behavior; and the other that bypasses the intention step altogether and goes from eWOM straight to behavior. An unexpected finding in this study is the negative relationship found between customer satisfaction and behavior. This finding calls into question the belief that consumer satisfaction inevitably increases behavior. Instead, high levels of satisfaction can produce satiation, inertia or variety seeking among consumers, especially when it comes to non-essential products. Perceived risk was not found to decrease buying intentions, thus emphasizing that the psychological factors that enhance positive attitudes are stronger than the negative ones. In conclusion, e-commerce success depends less on reducing perceived risk and more on actively building satisfaction and trust, while strategically leveraging eWOM as a direct behavioral trigger. Managers should design platforms that not only attract first-time buyers but also sustain engagement through satisfaction, trust, and smart use of social proof. Future research should formally test the role of site loyalty and explore the specific conditions under which satisfied customers reduce their purchase activity, such as product category, purchase frequency, or competitive alternatives.

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