

(54) Title of the invention : Analysis of Retail Purchase Trend to understand customer behaviors and purchase decisions using programming language R

<p>(51) International classification :G06Q 30/02</p> <p>(86) International Application No :PCT//</p> <p>Filing Date :01/01/1900</p> <p>(87) International Publication No : NA</p> <p>(61) Patent of Addition to Application Number :NA</p> <p>Filing Date :NA</p> <p>(62) Divisional to Application Number :NA</p> <p>Filing Date :NA</p>	<p>(71)Name of Applicant :</p> <p><b>1)Arumugam Ranjith</b> Address of Applicant :32 B Mazhuppan street -----</p> <p><b>2)Dr. Nitu Maurya</b></p> <p><b>3)Dr. Kamal Kishor Pandey</b></p> <p><b>4)Dr. Hamid Ullah</b></p> <p><b>5)Dr THANGA MARIAPPAN L</b></p> <p><b>6)Dr. Megha Bhatia</b></p> <p><b>7)Dr. Rachit Garg</b></p> <p><b>8)Mr.Thamba Meshach W</b></p> <p><b>9)Ms. Deepti Sahu</b></p> <p><b>10)Ms. Jyotsna</b></p> <p><b>11)Dr.Harikumar</b></p> <p>Name of Applicant : NA</p> <p>Address of Applicant : NA</p> <p>(72)Name of Inventor :</p> <p><b>1)Dr. Nitu Maurya</b> Address of Applicant :Assistant Professor Institute of Professional Excellence and Management 201010,Uttar Pradesh, India -----</p> <p><b>2)Dr. Kamal Kishor Pandey</b> Address of Applicant :Associate Professor IFTM University, Lodhipur Rajput, New Delhi Road, Moradabad, U.P. , 244102 ,Uttar Pradesh ,India -----</p> <p><b>3)Dr. Hamid Ullah</b> Address of Applicant :Assistant Professor Islamia College Peshawar 25000,Peshawar , Pakistan -----</p> <p><b>4)Dr THANGA MARIAPPAN L</b> Address of Applicant :Associate Professor Vel Tech Rangarajan Dr. Sagunthala R&amp;D Institute of Science and Technology, 600062, Tamilnadu, India -----</p> <p><b>5)Dr. Megha Bhatia</b> Address of Applicant :Assistant Professor IFTM University, Lodhipur Rajput, New Delhi Road, Moradabad, 244102,Uttar Pradesh, India -----</p> <p><b>6)Dr. Rachit Garg</b> Address of Applicant :Deputy Secretary Lovely Professional University 144001, Punjab, India. -----</p> <p><b>7)Mr.Thamba Meshach W</b> Address of Applicant :Associate Professor PRATHYUSHA ENGINEERING COLLEGE, 602025, Tamilnadu India. -----</p> <p><b>8)Ms. Deepti Sahu</b> Address of Applicant :Assistant Professor Sharda University, Greater Noida ,201305, Uttar pradesh, India. -----</p> <p><b>9)Ms. Jyotsna</b> Address of Applicant :Assistant Professor Sharda University, Greater Noida, 201305, Uttar pradesh, India -----</p> <p><b>10)Dr.Harikumar</b> Address of Applicant :Director Manipur International University, Ghari, Imphal, Imphal West, Manipur,795140, India -----</p>
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(57) Abstract :

This study, which employs the R programming language, investigates the relationships between various factors that influence online shopper purchasing behavior. Because of the growing popularity of online shopping, an increasing number of people are making purchases while sitting at their desk or in their living room. This study aims to investigate the relationship between consumer buying behavior (the dependent variable) and the influence of five major literature-derived variables in order to determine how consumer buying behavior (the dependent variable) relates to the influence of five major literature-derived variables (the dependent variable). Researchers will examine how consumers online shopping habits are reflected in their purchases to determine how consumer buying habits reflect online shopping trends. Through statistical analysis of data, trust and convenience were identified as the most important factors in peoples decisions to shop online or in brick and mortar stores.

No. of Pages : 12 No. of Claims : 5