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## Online Shopping Behaviour of People of Ahmedabad

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### ABSTRACT

Mobile phones have brought a revolution in the world. With the advent of internet and smart phones, world has become a small village where everything is on the finger-tips of people. In India people started shopping online since 2007. Slowly and gradually this has gained the momentum in leaps and bounds. A series of papers have been published on the topics related to online shopping. The purpose of this research paper was to know the online shopping behaviour of the people of Ahmedabad. Taking sample size of 1500 with the help of statistical formula; a closed-ended questionnaire was given to the internet users of Ahmedabad on the basis of convenience. With 765 usable questionnaires data was analysed. It was found that Age, Marital Status and Family Size do not affect the choice to shop online. Gender, Income, Education and Occupation affects the choice to shop online. Young males are more skilful in handling internet than women. Maximum number of respondents came to know about the concept of online shopping websites through television, friends and then newspapers respectively. Some of them came to know through colleagues, other family members, relatives and magazines. It was observed that males have been shopping for more than 3 years and females have started online shopping from one year only. Females have bought Garments, Mobiles, Tickets and Books in order of preference. Males purchased Mobile handsets, Tickets, Consumer Electronics, Shoes and Books in order of preference apart from few buying computer and hardware components, leather items, softwares, video games etc. Cash on delivery payment option followed by debit and credit card is preferred by majority of the people. People purchase online because it saves time, offers products at cheaper rates, they shop at their ease and convenience, can compare different products and their prices and online shopping increases their product knowledge and information. Further it was observed that there is no significant association between the Age, Gender, Income and Duration of shopping and the Overall satisfaction from online shopping.

**Key Words:** Internet users, Online shopping, Online shopping behaviour, Ahmedabad.

### Introduction

Mobile phones have brought a revolution in the world. With the advent of smart phones and internet, world has become a small village where everything is on the finger-tips of people. In India people started shopping online since 2007. Slowly and gradually this has gained the momentum in leaps and bounds. A series of papers have been published on the topics related to online shopping. Revolution in Internet technology has brought a change in the mindsets, perception, beliefs, attitudes, lifestyle and thinking of the people as well as the shopping

behaviour. Online shopping in India, saw 128% growth in interest from the consumers in the year 2011 to 2012 in comparison to only 40% growth in 2010 to 2011.

According to the survey conducted by ASSOCHAM (Dec 31<sup>st</sup>, 2013), published in The Economic Times, India's e-commerce market stood at \$2.5 billion in 2009, reached to \$8.5 billion in 2012 and rose 88 per cent to touch \$16 billion in 2013. The ASSOCHAM's study on 1<sup>st</sup> January, 2016 revealed that Mumbaiers have left behind all other cities in India shopping online in 2015. While Delhiites ranked second, Ahmedabad ranked third, Bangalore ranked fourth and Kolkata ranked fifth in their preference for online shopping in 2015. An annual survey by analytics firm comScore found that shoppers now make 51% of their purchases online, compared to 48% in 2015 and 47% in 2014. According to Statista (The Statistical Portal) calculations, India will rank first in terms of B2C e-commerce development with a compound annual growth rate of 19.9 in the period 2018 to 2022. The ASSOCHAM's survey estimated the India's e-commerce market to reach \$56 billion by 2023, driven by rising online retail.

### **Literature Review**

A research involves an in depth knowledge of the key factors which are important to the study. The available related literature was studied which proved to be very useful in getting an insight into the main objectives of the study and revealing the facts. Some of the studies have been reviewed and briefly presented here for the reference: **Li, Hairong and Kuo, Cheng and Rusell, Maratha G. (1999)** proposed a model of consumer online buying behaviour and investigated the impact of shopping orientations on how consumers use the Internet as a buying venue and it also examined the influence of channel knowledge and perceived channel utilities. The findings suggested that consumer online buying behaviour is affected by demographics, channel knowledge, perceived channel utilities, and shopping orientations. It indicated that education, convenience orientation, experience orientation, channel knowledge, perceived distribution utility, and perceived accessibility are robust predictors of online buying status of Internet users. **Shifali Kumar (2000)** examined the effects of demographic and personal variables on Behavioural Intentions. Data analysis indicated that attitude, subjective norm, perceptions of behavioural controls, and previous purchases are significant predictors of behavioural intention. Product/Convenience, Customer Service (attitude factors), Purchase and Delivery, Promotional Offers, Product Attribute (factors of PBC), subjective norm, hours spent online, money spent online, and previous purchases discriminate respondents of high Behavioural Intentions from low Behavioural Intentions. Behavioural intention of shopping online is highest for Specialty Products followed by Personal, Information Intensive, and Household Products. **Timo Koivumäki (2001)** performed an experiment to investigate the relationship between shopping experience and consumers' Purchasing behaviour in a computer mediated shopping environment. People who actually purchased in a Web-based grocery shop used two alternative interface designs of the shop: conceptual maps and a conventional list-type presentation. The results of the study found that interface design does not have any direct effect on the purchases made by the respondents. The relationship between the shopping experiences (customer satisfaction) and the outcome of

the shopping process and the total monetary amount of purchases made. The customer satisfaction proposes that repeat purchase is determined by customer satisfaction. These results have important implications for online vendors and Internet storefront designers. Hypertext features, such as conceptual maps, in the Web shops increases the positive navigational experience of the customers. **Huizingh & Hoekstra, (2003)** had explored the study on the e-shopping and studied many factors that determine why customers return to a store or web-site. The study found that It has been shown that longer lengths of time spent online by consumers increases the likelihood of consumers revisiting a website or becoming customers by buying a product As such, designing a website in such a way as to retain customer attention and satisfaction, increases the likelihood of creating repeat customers. **Melinda L. Korzaan, Paige S. Rutner (2003)** with 346 undergraduate students as a sample did an online survey with a structured questionnaire using Likert Scale to predict individuals' intentions to engage in online purchasing transactions. The degree of importance with which one sees the Web, as well as one's sense of playfulness, were found to be significant predictors of one's attitude towards making Web purchases and sense of perceived skill in using the Web. An individual's perceived skill at Web navigation was found to be a proximal antecedent of both consumer's attitudes and purchase intentions. **Ann Schlosser (2005)** with the purpose of studying how individuals while shopping online use the content of consumers' product reviews to make inferences and from this, the degree to which they are persuaded by the review. The study revealed that there is some evidence suggesting that message content can influence source perceptions even beyond explicit information about the source's credentials. Others have also shown that the persuasiveness of two-sided messages depends on whether the positive and negative attributes are negatively correlated (price and quality or taste and calories) or uncorrelated. **Changchit, Chuleeporn Douthit, Shawn J, Hoffmeyer, Benjamin (2005)** with 98 internet users selected on convenience base from U.S.A with the objectives of the identify the factors perceived as important to online shoppers when making the decision to visit a website, to purchase from a website, to purchase more items, to purchase at a higher price, and to provide feedback to a website; found that the top reasons for shoppers to return to a website, make a purchase, purchase more items, and be willing to provide feedback are: Free Shipping, Discounts, a picture of the product displayed, Tax free and Easy return of the products. Money saving motivated the most to shop online. Free shipping, tax savings, and discounts obtained the highest response. Easy return policy and the ability to view the products' pictures are less important to the monetary issues. However the findings suggested that the need to physically interact with products may be alleviated to the point where it is not necessary when confronted with other more important satisfier like money saving. **Gurvinder S Shergill and Zhaobin Chen (2005)** with the objective to study what factors online buyers keep in mind while shopping online and what are the perceptions of different buyers towards different websites. 102 usable questionnaires, through mall intercept survey were filled by the New Zealand internet users selected on convenience base. On the basis of seventeen variables, findings of the study through factor analysis, distributed buyers into four categories – trial, occasional, frequent and regular online buyers and revealed

that website design, website reliability/fulfilment, website customer service and website security/privacy are the four dominant factors which influence consumer perceptions of online purchasing. **Darshan Parikh (2006)** explored the study on "profiling internet shoppers and the study concluded that the success of internet auctioneers like e-bay, and Bazeer etc has demonstrated that the online medium is a viable channel for both traditional and innovative business exchanges between the retailers and the customers. Other factors such as the continuous growth in the internet users and broadband subscribers and the rapid pace of technological improvements and innovations hold the promise of greater acceptance of the digital medium by consumers. **Sandy Farag (2006)** selected four municipalities (Utrecht, Nieuwegein, Culemborg, and Lopik) on the basis of their different urbanization and shop-availability levels to compare the individual and residential characteristics of e-shoppers. 826 Internet users were selected as a sample from eight thousand households randomly. A comparison of the individual and residential characteristics of e-shoppers with those of people with long shopping durations showed that people who spend relatively little time on shopping activities already buy online. Women in the suburbs and less urbanized areas spend the least time on shopping and buy most often online. Time-pressured households tend to be e-shoppers under the condition that technical feasibility and costs are not additional constraints hindering use. The findings suggested that for some people, e-shopping could be task-oriented (a time-saving strategy), and for others it could be leisure-oriented. Urban residents shop online more often than suburban residents, because of having faster Internet connection. **Virdi, Puri, Modi, Sehgal (2007)** studied the online Buying Behaviour and their study found that online surfers demography have a significant impact on the buying behaviour and the security concerns over the misuse of credit cards makes them cautious to shop online. The study also highlighted that spending power of the respondents varied significantly among the cities surveyed and it is proposed that the website should be made more appealing, exhaustive and should support a certificate of authenticity to generate better responses to online shopping. With the review of above literature it was found that no study was undertaken on the online shopping behaviour of the people of Ahmedabad. The Assocham's study on 1<sup>st</sup> January, 2016 ranked Ahmedabad at third position in India as far as online shopping is concerned. The above information motivated to undertake a study to know the online shopping behaviour of people of Ahmedabad.

## **Research Methodology**

### **Research Objectives**

Due to time pressures and many other factors, people have started shopping online. Due to digitalization effect every tom dick and harry has started using internet. Companies also have started searching market due to oversupply of goods and services and maturing markets. This study will be helpful to marketers who sell online. The main objective of this study was to analyse the shopping behaviour of online shoppers in the city of Ahmedabad. Other sub objectives were as follows:

1. To know that what type of products people buy online
2. To know the frequency of their purchase

3. To know the consumer preference for mode of payment
4. To know the level of technological knowledge
5. To know the satisfaction level of online shoppers with online shopping

### **Research Design**

To analyse the online shopping behaviour, a descriptive study was undertaken with distributing 1500 structured questionnaires to internet users of Ahmedabad. Out of them, 765 online shoppers' responses were usable.

### **Scope of Study, Sampling Decisions and Data Collection**

The scope of study was the city of Ahmedabad. The total number of internet users in Ahmedabad city in the year 2014 was found to be 3.72 millions. 1,500 internet users were selected as a sample for data collection on the basis of simple random sampling technique so that the statistics need to be reliable and represent the population parameters as close as possible within a narrow margin of error. In order to determine the sample size at 90% confidence level, assigning equal chance to all internet users as being online shoppers and non shoppers, with 2% margin of error, the sample size  $n$  was computed as under:

$$n = \frac{1 * Z^2}{4 * e^2} = \frac{1 * (1.645)^2}{4 * (0.02)^2} \cong 1500$$

Since; the value of  $Z$  at 90% confidence level, i.e., at  $\alpha = 0.1$  for two tailed test is 1.645. Out of 1500, 1050 responses were received back. Further screening, resulted into 1040 usable responses. Further, out of 1040 responses; 765 were found to be online shoppers and others - non shoppers.

### **Questionnaire Design**

The questionnaire was designed based on a thorough review of the extensive literature. Some questions were based on the questions used in previous research and used in their original form while others were modified slightly to address the specific nature of this study. Finally some of the questions were developed solely for this survey to address important concepts not previously addressed by previous studies.

### **Statistical Tools**

The filled questionnaires as received; were scrutinized in detail and coding system was established for all the questions to quantify the qualitative aspects. After processing, the information was entered in to a master table, from which various tables were incorporated in the study as per the requirement, for further statistical analysis.

To meet the objectives, simple techniques like frequency counts and percentages were used for data analysis to bring the meaningful results. Descriptive and Inferential Measures were used. To evaluate the online shopping behaviour of the selected respondents a Chi square statistics test was conducted.

The demographic profile of the respondents is as follows:

**Table 1: Demographic profile of the internet users under study (n=765)**

Sr. No.	Demographic Variables	Frequency	Percentage
1	Age		
	15 years to 25 years	442	58
	26 years to 35 years	214	28
	36 years to 45 years	72	9
	46 years to 55 years	27	4
	Above 55 years	10	1
2	Gender		
	Male	480	63
	Female	285	37
3	Education		
	SSC	12	2
	HSC	45	6
	Graduation	294	38
	Post-Graduate	293	38
	Professional Degree	121	16
4	Occupation		
	Student	327	43
	Service	229	30
	Business	110	14
	Profession	77	10
	House wife	22	3
5	Monthly Income		
	Less than Rs. 25,000	408	53
	Rs. 25,001 to Rs. 50,000	168	22
	Rs. 50,001 to Rs. 75,000	69	9
	Rs. 75,001 to Rs. 1,00,000	46	6
	Above Rs. 1,00,000	74	10
6	No. Of credit cards per person		
	None	7	1
	1	463	61
	2	176	23
	3	85	11
	4	17	2
	5	9	1
	More than 5	8	1
7	Family size		
	2 Members	37	5
	3 Members	142	19
	4 Members	296	39
	5 Members	158	21
	6 Members	89	11
	More than 6	43	5

❖ **Analyzing the Online Shopping Behaviour**

**Table 2: Proportion of Online Shoppers**

	Yes	No	Total
No. of Respondents	765	275	1040

**Table 3: Need for help while Online Shopping**

Need help	Yes	No	Total
No. of Respondents	155	610	765

**Table 4: Information Source for Online Shopping Websites**

Medium	T.V	Radio	Newspaper	Magazine	Friends	Family members	Relatives	Neighbours	Colleagues	Other Websites
	476	99	331	118	468	181	115	59	186	203

**Table 5: Medium from where people heard about online shopping**

Medium	T.V	Radio	Newspaper	Magazine	Friends	Family members	Relatives	Neighbours	Colleagues	Other Websites
	476	99	331	118	468	181	115	59	186	203

**Table 6: Online shopping Experience in number of years**

	6 months	1 year	2 years	3 years	4 years	5 years	more than 5 years	Total
Frequency	124	187	194	137	61	17	45	765

**Table 7: Choice of Product Categories**

Products	Frequency
Books	327
CD's	82
Software	118
Toys/Video Games	116
Gifts	252
Tickets	397
Flowers	50
Consumer Electronics	363
House hold products	266
Computer parts/ components	207
Hotel / Travel bookings	235
Garments	307
Shoes	345
Accessories	305
Purses / Belts/ Leather items	166
Mobile phones	437
Beauty Products	107
Any Other	82

**Table 8: Frequency of Purchase during past six months**

Number of items	1 item	2 to 4 items	5 to 6 items	Above 6 items
Number of Respondents	406	283	127	212

**Table 9: Mode of Payment**

Payment Options	Cash on Delivery	Debit Card	Credit Card	Net Banking	Easy Instalments
Number of Respondents	600.00	170.00	139.00	83.00	17.00

❖ **Hypothesis Testing**

In order to evaluate the extent of respondent’s internet usage pattern, chi-square statistics was calculated as under:

$$\chi^2 = \sum_{i=1}^n \sum_{j=1}^n \frac{(O_{ij} - E_{ij})^2}{E_{ij}}$$

Where  $E_{ij} = \frac{R_i \times C_j}{G}$  □

Where  $O_{ij}$  = observed frequency in the  $i$ - $j$ <sup>th</sup> cell

$E_{ij}$  = expected frequency of the  $i$ - $j$ <sup>th</sup> cell

$R_i$  = Row Total of  $i$ <sup>th</sup> Row

$C_j$  = Column Total of the  $j$ <sup>th</sup> Column

$G$  = Grand Total

**Table 9: Results of Chi-Square Test**

Sr. No.	Hypothesis	Calculated Value $\chi^2$	Table Value ( $\alpha$ )	Decision
1	Ho: Age does not affect the choice to shop online. H1: Age affects the choice to shop online.	6.370	9.488	Accept the Null Hypothesis
2	Ho: Gender does not affect the choice to shop online. H1: Gender affects the choice to shop online.	34.961	3.841	Reject the Null Hypothesis
3	Ho: Marital status does not affect the choice to shop online. H1: Marital status affects the choice to shop online.	1.634	3.841	Accept the Null Hypothesis
4	Ho: Education does not affect the choice to shop online. H1: Education affects the choice to shop online.	35.297	9.488	Reject the Null Hypothesis
5	Ho: Occupation does not affect the choice to shop online. H1: Occupation affects the choice to shop online.	35.852	9.488	Reject the Null Hypothesis

6	Ho: Income does not affect the choice to shop online. H1: Income affects the choice to shop online.	29.326	9.488	Reject the Null Hypothesis
7	Ho: Family size does not affect the choice to shop online. H1: Family size affects the choice to shop online.	1.636	11.071	Accept the Null Hypothesis
8	Ho: Having credit cards does not affect the choice to shop online. H1: Having credit cards affects the choice to shop online.	25.463	11.071	Reject the Null Hypothesis
9	Ho: There is no significant association between the Age and the Overall satisfaction from online shopping H1: There is significant association between Age and the Overall satisfaction from online shopping	0.267	0.05	Accept the Null Hypothesis
10	Ho: There is no significant association between the Gender and the Overall satisfaction from online shopping H1: There is significant association between Gender and the Overall satisfaction from online shopping	0.076	0.05	Accept the Null Hypothesis
11	Ho: There is no significant association between the Income and the Overall satisfaction from online shopping H1: There is significant association between Income and the Overall satisfaction from online shopping	0.090	0.05	Accept the Null Hypothesis
12	Ho: There is no significant association between the Duration of shopping experience and the Overall satisfaction from online shopping H1: There is significant association between Duration of shopping experience and the Overall satisfaction from online shopping	0.055	0.05	Accept the Null Hypothesis

**Major Findings of the Study**

- Age, Marital Status and Family Size do not affect the choice to shop online.
- Gender, Income, Education and Occupation affects the choice to shop online.
- Majority of the internet users fall in the age group of 15 to 35 years with graduation and above degrees.
- Male internet users are 57% and Female internet users are 43%.
- Men are more skillful in handling internet than women.
- It is observed that maximum number of respondents came to know about the concept of online shopping websites through television (476), then friends (468) and then newspapers respectively. Some of them came to know through colleagues, other family members, relatives and magazines.

- Out of 765, half of the respondents have been shopping online for last one (187) or two years (194) and the other half majority for more than 3 years.
- It was observed that males have been shopping for more than 3 years and females have started online shopping from one year only.
- Maximum number of respondents (437) have purchased mobile phones from online websites, booked tickets (397), books, purchased electronic products, shoes, garments, accessories, household products, gifts, hotel and travel bookings, computer and hardware components, leather items, softwares, video games, etc.
- Females have bought Garments, Mobiles, Tickets and Books in order of preference. Males purchased Mobile handsets, Tickets, Consumer Electronics, Shoes and Books in order of preference.
- During past six months 406 respondents have purchased only one item from websites, 283 respondents have purchased 2 to 4 items.
- Majority of the respondents i.e. 600 out of 765 prefer cash on delivery payment option followed by debit and credit card.
- It is observed that maximum number of respondents agree that they do online shopping because it saves time, it offers products at cheaper rates, they shop at their ease and convenience, they can compare different products and their prices and online shopping increases their product knowledge and information.
- It was observed that majority of the respondents use internet (except work) for email and chatting. The respondents from 15 years to 25 years age group also use internet for news, shopping, games and entertainment.
- There is no significant association between the Age, Gender, Income and Duration of shopping and the Overall satisfaction from online shopping.

### **Managerial Implications**

The study is useful for the marketers of online products. They can understand the behavior of the online customers, their purchase decisions, their purchase behaviour and the reasons why they shop online. The companies accordingly can revamp their strategies to match its offers with the customer's tastes, needs, wants and attract more and more customers online.

### **Further Research**

The study may be replicated to more exhausting sample in future and a cross study can also be made to understand the online shopper's behaviour so that it can be helpful to marketers. how to enhance perceived benefit and trust in an online user. The likelihood of online shopping behaviour and the profile of consumers may vary if a survey is expanded to other geographic regions of India. Future researchers can undertake a comparative study between consumers from different regions, states or countries.

### **Conclusion**

Online shopping has now taken a high ride. Scarcity of time and complexities of life have made People realised the importance of online shopping. Government also has taken stringent steps to bring the trust of people. Online Companies also have been serious towards the customers concerns. The study revealed that Age, Marital Status and Family Size do not affect

the choice to shop online. Gender, Income, Education and Occupation affects the choice to shop online. Younger generation is more attracted towards online. Males are more skilful and have been shopping garments, mobile phones, electronic products and tickets for last four years apart from using internet for reading news and chatting with friends. Women have been late starters and they have been shopping garments, mobile phones and books online. The study is going to help the online companies to frame their strategies according to the findings revealed by the study.

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