

IDENTIFYING FACTORS INFLUENCING CONSUMER ONLINE BUYING BEHAVIOUR AN EXPLORATIVE STUDY

DR. SANJAY KUMAR

DEAN-ACADEMICS (ASSOCIATE PROFESSOR)
NEW ERA COLLEGE OF SCIENCE AND TECHNOLOGY, GHAZIABAD, INDIA.

ABSTRACT

Due to the rapid increase in internet users, every company wants to sale their products online. This has created a need to understand consumer online buying behaviour. The purpose of this research paper was to identify the factors that Influence consumer online buying behaviour. The qualitative approach of research methodology was used under the present study. A literature survey was done on consumer online buying behaviour from research papers, books, newspapers and websites. As this was a conceptual study so no statistical tools and techniques was adopted. When a consumer purchases a product or service online, his online buying behaviour is affected by various factors. The main influencing factors that had been identified are categorized under demographic factor, product features, Convenience factors, Time saving factors, Web design feature, Safety and Security factors and some other factors. These factors need to be identified and taken into account by online retailers in order to satisfy consumer demands and compete in the online market.

KEY WORDS: Consumer, Convenience, Demography, Online Buying Behaviour, Online Retailer, Safety and Security, Website design.

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