

# **FACTORS INFLUENCING CONSUMERS' ONLINE PURCHASING DECISION, KARACHI PAKISTAN A CASE IN POINT**

**BY**

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**BUSINESS STUDIES DEPARTMENT**

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2	15-10-2020	Cubicle	Conceptual Framework & Hypothesis	
3	24-11-2020	Cubicle	SPSS, Recommendation & Conclusion	

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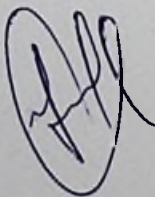
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## **Abstract**

### **Purpose**

The ultimate purpose of this research is to evaluate the factors influencing buying behavior of online customers.

### **Methodology & Design**

The quantitative research has been used. Furthermore, deductive approach is used. The convince sample technique is used for this study with 398 respondents. Data is collected from consumers who have experience of purchasing products online. Moreover, data is analyzed through SPSS

### **Findings**

Findings of this research revealed that website design, security, e-service quality and information quality have positive influence on consumers' online purchasing decision in Karachi, Pakistan.

### **Limitations**

Even the study provides insight for the researchers but some limitations were faced during the research, such as it was hard to find online shoppers, due to the lockdown the questionnaire was sent through social media and most of the respondents are youngsters from Karachi and they have low purchasing power. So, the study does not cover the opinion of all online consumers in Pakistan.

### **Keywords**

Online shopping, consumer behavior, security, e-commerce, website quality, e-service quality, purchasing decision

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