

Factors Affecting Purchase Decision of Online Customers

A Case of Fashion Industry of Pakistan



By

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Abstract

Competitive business environment, the conduction of the businesses is entering in the new digital age based on new model, marketing strategies and practical implication. Advance information technology connects with internet providing all relevant details about the products or services on webpage and makes it easy for consumers to buy it online. Online customer's purchase decision making is considering as one of the most important aspects that revolve around the importance and influences the attributes of consumers.

This operational process of customers decisions making buying is divided into two main components such as design and developed the set of mind of consumers typically focus on the identification and availability of products or services offered on internet. Type of this research study is correlation. The researcher used quantitative approaches for data gathering. Data processing is used in this study through SPSS software. The role of online shopping environment is very important element for consumers saving time, purchase products or services according to consumers own choice, taste and design. This entire aspect leads towards the success of the organization.

Keywords: Use of E-commerce, customer's attitude, brand perception, customer behaviour, consumer's retention and decision of online customers.

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Dedication

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To all my friends, thank you for your understanding and encouragement in my many, many moments of crises. Your friendship makes my life a wonderful experience. I cannot list all the names here, but you are always on my mind.

“We have limited life in this immortal world, wise is the one who will continuously monitor his/her activities and will set a direction that can lead him towards ultimate successes on the Day of Judgment.”

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Declaration:

The work submitted in this dissertation is the result of my own investigation, except where otherwise stated. It has not already been accepted for any degree, and is not being concurrently submitted for any other degree.

I hereby confirm that any data or relevant details shall be kept strictly confidential and available to examiners only.

Naeem Ahmed Umrani

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