

**Customer behavior in IT usage; a case of Circuit Breakers dealers in  
Rawalpindi and Islamabad**



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## Abstract

E-commerce has made life simple and innovative of individuals and groups; consumer Behavior in online shopping is different from the physical market where he has access to see the product.

The purpose of the research was to study the consumer behavior in online shopping of electronics especially in Pakistan. The main research question in thesis is how consumers behave while shopping online. Primary data was collected through interviews from both vendors that are customers of the company and end consumers. Interviews are taken at the offices of vendors and the customers available over there. Interview questions are also send on email and interview is taken on Skype from some vendors. Interviews are taken from the vendors and End consumers of Islamabad and Rawalpindi.

Price, time saving and convenience were identified as important factors which lead to certain buying behavior in online shopping. The WWW is rebuild around people where social circles influence and lead to online buying.

## **DEDICATION**

I dedicate this report to all of my teachers and specifically to my parents, who supported me throughout my educational career and motivated me to complete this report in timely manner. I also specifically dedicated this report to my supervisor who help me a lot in completing this research work on time.

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