

***“Impact of Online Shopping on the Buying Behavior of Consumer”***



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**FINAL PROJECT/THESIS APPROVAL SHEET**

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# **Abstract**

The online system of shopping has referred the recent trends of buying the things while sitting at your home. The world of technological advancement has put dramatic impact on online business practices. Various factors and their relations which tend the buying behavior of consumer for the online shopping have been studied in this research paper. Also, the main purpose was to know the impact of online shopping on buying behavior of consumer. The main focus of this study is to explain the effect of different variables on the online shopping which are originated from the literature. These variables have been studied in detail to know the consumer buying behavior which responds to the online shopping trends. The data was collected from 170 respondents to test the hypotheses in this study but only 129 respondents fills out the questionnaire survey correctly. The analysis of study revealed that there is a great impact of trust and convenience on customers during online shopping. This study also fills existing gap related to proposed topic and in future same model can be apply in other sectors and organizations to generalize the results and research paradigms. This study is beneficial for organizational managers to develop and implement effective strategies related to online business.

**Keywords:** 1.online shopping 2. Buying Behavior 3. Trust 4. Privacy 5. Time  
6. Product Variety

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