

**RISKS AFFECTING ONLINE SHOPPING
BEHAVIOR:
A STUDY ON CONSUMERS OF KARACHI**

By

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MBA Thesis
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Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
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6	20 th Dec, 2018	Cubicle-5	Enhance Literature Review/Add more Risks that affect online shopping.	<i>[Signature]</i>
7	26 th Dec, 2018	Cubicle-5	Final checking of changes in Recommendations.	<i>[Signature]</i>

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Abstract

The purpose to undertake this research was to ascertain the impact of risks which affect Online Shopping Behavior. Online shopping in today's modern world has become a reality and it has proved to be a virtual shopping platform for customers. In the same context, concrete effort was made to find out the relationship between the factors that prevail in the customers' mind or which are generally observed and their impact over the Online shopping behavior while shopping. The research was explanatory in its nature, based on quantitative data which was collected through questionnaire duly filled by the individuals. The data was collected from the sample of 400 individuals of Karachi in random, and to analyze the same data through Regression and Correlation tests in SPSS. The findings/results of this research can assist management of online shops to concentrate upon those factors which are most influential and affecting consumers' choice. Through this study they can increase trust of online consumers in this competitive era and they can further mature their management practices to beef up their prevailing organization's management practices.

Keywords: E-Commerce, Online Shopping Behavior, Financial Risk, Product Risk, Delivery Risk, Convenience Risk.

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