

A STUDY ON FACTORS INFLUENCING PURCHASE DECISION FOR ONLINE SHOPPING AMONG CONSUMERS

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ABSTRACT

Online shopping is witnessing a considerable momentum during the recent years because of its exclusive advantages for both retailers and consumers, namely shopping at 24 hours, reducing dependency on physical visits to retail stores, cost and time saving, large coverage of segments and a large variety of products and services. Value for money, easy to use and website features are the factors that influence the purchase decision for online shopping among consumers. Significant difference prevails in factors influencing purchase decision of consumers for online shopping among socioeconomic profile of consumers. Value for money, easy to use and website features are highly and positively correlated with the satisfaction of consumers about online shopping. In order to improve purchase decision of consumers in online shopping settings, online retailers should modify their marketing and promotional strategies, providing priorities to consumer orientation through the value of products and services, simple and easy ways to use services and website attributes.

KEYWORDS: *Consumers, Online Shopping, Purchase Decision*