ONLINE SHOPPING TOWARDS CONSUMER BUYING BEHAVIOUR OF ELECTRONIC GOODS AMONG STUDENTS IN ANNAMALAI UNIVERSITY

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ABSTRACT
The origination of internet is created an entire new experience for consumers regarding gathering information, comparing products or prices and the possibility of purchasing on the internet. Therefore consumer behaviour on the internet is an important factor for marketers. To predict consumer behaviour on the internet marketers need to understand how, where and why consumers behave online. This paper tries to analyse studies done by various researchers in order to explore awareness on online shopping, influence of buying decision and faced by buyer some problems. It is used for convenience sampling method.

KEYWORDS: Online Shopping, Buying Behaviour, Electronic Goods