



A STUDY ON FACTORS INFLUENCING ONLINE BUYING BEHAVIOR AMONG YOUTH

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ABSTRACT

Online retailing has become a buzz word in India evidencing tremendous growth in the recent years. However, as compared to other countries leading in online retailing, India is still in its initial stage of development. The purpose of this study was to explore the factors influencing the online buying behavior of the youth particularly the teenage groups. Convenience sampling method was used to select the sample of 30 teenage college students and a self-administered questionnaire was used to obtain the data. The study revealed some important factors influencing online shopping such as availability, low price, promotions, comparison, convenience, customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking.

Key words: *Online buying, teenagers, promotion, convenience*