EXPECTATIONS OF CUSTOMERS FROM ONLINE SHOPPING WEBSITES: AN EMPIRICAL STUDY

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ABSTRACT
With the ever increasing use of Internet has tremendously increased the number of customers who shop online. Any purchase decision is influenced by the various attributes/features of products. However in online shopping there is one more aspect and that is web site which is used by the customers. These websites offer a basket of products to attract the customer. This paper is an effort to understand what a customer is looking for in online shopping websites various variables were considered and most important variables were searched with the help of factor analysis.

KEYWORDS: Online Shopping, Shopping websites, online purchase behavior, Factors of Online shopping.