

Analyzing the Shifts in Online Shopping Patterns and their Effects on Consumer Buying Decisions

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Abstract: *The advent of the internet presented consumers with an entirely novel encounter with regard to information acquisition, price comparison, and online purchasing. Marketers must therefore give significant consideration to online consumer behavior. Marketers must comprehend the whereabouts, motivations, and modes of online consumer behavior in order to predict it. This investigation will examine a range of studies in order to ascertain which online channels consumers employ during various phases of the purchasing decision process. Further analysis will be conducted to ascertain the rationale and process by which online consumers arrive at purchasing decisions. It will contribute to the formulation of a more effective and revised marketing strategy. This research investigated customers' perceptions of online purchasing with regard to the value of the objects intended for purchase.*

Keywords: Mobile Shopping, Sustainability, Social Commerce

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