

# **Examining Variables Affecting Consumer Behavior in the Context of Online Retail**

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**Abstract:** *Online purchasing is a type of electronic commerce in which consumers utilize a web browser to purchase products or services directly from a vendor over the Internet. Online purchasing serves as a prime illustration of the business revolution. E-commerce has simplified and facilitated the innovation of individuals and organizations. Consumer behavior during online purchasing differs significantly from that observed in physical markets, where they are able to examine the products in person. As a result, traditional or brick-and-mortar stores are rapidly being supplanted by online shopping platforms. The level of trust that consumers have in e-commerce websites has significantly grown over time. On one hand, the proliferation of these websites has resulted in intense competition, which in turn provides consumers with superior and more affordable products. Despite this, consumers do have legitimate privacy concerns regarding online purchasing. The Internet has significantly transformed the manner in which consumers procure products and services and has grown exponentially into a worldwide phenomenon. Promotions, reductions for cash on delivery, and technology-oriented elements such as quality assurance are the most significant specific factors that influence customers' attitudes toward online purchasing. This research paper endeavors to examine consumer behavior in relation to online buying, as well as the diverse factors that exert influence on the online shopping trend.*

**Keywords:** Consumer behavior, Social Influence, Pricing.

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