

A Study of Consumer Behaviour and E-Commerce

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Abstract: *In the dynamic world of digital commerce, understanding consumer behavior is not just a business advantage, but a critical necessity. The rapid evolution of e-commerce has transformed the way customers interact with businesses, with technology playing a pivotal role in shaping purchasing decisions and preferences. This exploration delves into the multifaceted aspects of consumer behavior in the e-commerce landscape, analyzing how digital trends, societal shifts, and technological advancements influence the buying habits of today's consumers*

Keywords: Consumers