

A Study on Influence of Online Shopping Sites on Buying Behaviour of Youth

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Abstract: *Online shopping has become a new trend of shopping nowadays and is quickly becoming an important part of lifestyle. Due to wide spread internet access by people and e-commerce usage by traders, online shopping has seen a massive growth in recent years. Young people have been the majority shoppers online and thus this study finds out the attitude of youth towards online shopping. The study is designed to analyse the influence of shopping sites on youth and how shopping sites is influencing the students in different ways. The goal of the research is to identify influencing factors on the online buying behaviour of the youth.*

Keywords: Online shopping, shopping sites, influencing factors of buying behaviour

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