

“DETERMINANTS OF WEB SHOPPING BEHAVIORS”

A CASE ANALYSIS: (BAHRIA & NUST)



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ABSTRACT

The main purpose of this study is to examine behaviors of shoppers which assist them to shop web and the factors which prevents them from web shopping for this set of five independent variables is taken one dependent variable has been taken. The method used to get data is Quantitative so for this 100 questionnaires was distributed randomly in BAHRIA and NUST, and feedback was analyzed using SPSS and other various tool packs of SPSS the 5 factors taken as independent variable were Apparent Benefits, Apparent Risks, Hedonic Inspirations, Psychological Aspects, Website Strategy. Apparent benefits refers toward the physical benefits a shoppers seeks while shopping web. Apparent risks are those factors which comes in the mind of a shopper as a threat while shopping web that his personal information remains confidential or not etc. Hedonic Inspirations refers toward the joy and fun while shopping web. Psychological Aspects are the sub conscious effects from the surroundings that effect web shopping behaviors of a shopper. Website Strategy refers toward the companies way of attracting a shoppers that a hi fi website design and presentation counts as a motivation for shoppers to buy web or this is just a thinking of companies that it works

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