

# **FACTORS INFLUENCING CONSUMERS' ONLINE PURCHASE BEHAVIOUR IN KARACHI**

**BY**

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## **Abstract**

This research was conducted to find out the online buying behaviour of consumers in Karachi. It was aimed at studying the role of their attitude in determining this behaviour, and the influence of perceived risks, perceived benefits, and psychological factors on their attitude. The target population was decided upon as being students of three private universities in Karachi. The methodology used was Quota sampling method. Data was collected through survey questionnaires distributed online among the sample size. To analyze the results of the data collected, Regression and Squared Multiple Correlation were used. The analysis proved to mirror the hypotheses that were drawn based on the literature provided. This research is aimed at finding out the level of influence the observed independent variables have on the attitude and, hence the online buying behaviour of the consumers so that it may help online retailers. The findings of this research will help e-commerce retailers in considering key factors that concern consumers, so that these factors may be dealt with in an appropriate manner.

**Keywords:** online buying behaviour, e-commerce in Karachi, perceived risks, perceived benefits.

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