



## **A Study on the Factors Influencing Online Shopping Behaviour**

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### **ABSTRACT**

The advent of World Wide Web made the online shopping popular. There are many factors which influence the online shopping decision. This paper aim is to analyze the factors of online shopping and online shoppers in terms of demographics. The study results that youngsters prefer to buy apparels and electronic goods more through cash on delivery, especially men as compared to women. Lack of security and network reliability become the major obstacle to online shopping.

**Key factors:** Influencing factor, buying behavior