

## A STUDY ON BUYER BEHAVIOUR WITH SPECIAL REFERENCE TO ONLINE SHOPPING

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### ABSTRACT

Online Shopping has been all over the world. Online buyer behaviour and offline buyer behaviour are completely different from one another and that the two categories must be approached by companies in totally different ways. Customer behaviour is more complex than ever before with greater disintegration of purchasing patterns. The customer is the king, but the Internet makes the customers even more powerful and demanding with tools like search engines, price comparison sites, an expectation of real time and multi-channel offering user-friendly technology. Understanding online consumer behaviour helps marketers design, marketing mixes that provide value added and thus attract and retain customers. Present paper focus on buyer behaviour with special reference to online shopping.

**KEYWORDS:** Computer, Merchants, Online Shopping, Online Store, Customer Service