

**Paper- Consumer Behaviour**

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### **Topic: Factors of Online Customer Behavior**

The first elements to identify are factors that motivate customers to buy products or services online. They are divided into two categories – external factors and internal factors.

- The **External Factors** are the ones beyond the control of the customers. They can divide into five sectors namely demographic, socio-economic, technology and public policy; culture; sub- culture; reference groups; and marketing.
- **Internal Factors** are the personal traits or behaviors which include attitudes, learning, perception, motivation, self-image.
- The **Functional Motives** is related to the consumer needs and include things like time, convenience of shopping online, price, the environment of shopping place, selection of products etc.
- The **Non-Functional Motives** related to the culture or social values like the brand of the store or product.

### **Filtering Elements**

Customers use these three factors to filter their buying choices and decide on the final selection of stores they are willing to purchase from. They use the knowledge to filter their purchase options by three factors –

- Security
- Privacy
- Trust and Trustworthiness