

UNDERSTANDING THE BARRIERS TO ONLINE SHOPPING AMONG INDIAN CONSUMERS

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ABSTRACT

Internet shopping seems to be the new buzz word in the marketing scenario, breaking the barriers of geographical reach. While many companies are moving to this new platform to market their products, a need has arisen to know the effectiveness and the level of attractiveness this fast growing channel of marketing has in the minds of the Indian Consumer.

KEYWORDS: Internet Shopping, Internet Buying Behaviour, E-Commerce, Online Selling