



 Research Article

FACTORS IMPACTING ONLINE PURCHASE: A REVIEW OF THE LITERATURE

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ABSTRACT

With the increasing popularity of online shopping, there has been a growing interest in understanding the factors that impact consumers' decisions to purchase products online. This article provides a comprehensive review of the existing literature on the factors that influence online purchase behavior. The article begins by providing an overview of the current state of online shopping and the importance of understanding the factors that impact online purchase behavior. It then reviews the various theories and models that have been used to explain online shopping behavior, including the technology acceptance model, the theory of reasoned action, and the theory of planned behavior. The article also provides a review of the empirical research that has investigated the factors impacting online purchase behavior, including factors such as trust, perceived risk, perceived value, and social influence. The article concludes with a discussion of the implications of the findings for marketers and retailers who are looking to better understand and influence consumers' online purchase behavior.

KEYWORDS

Online shopping; E-commerce; Consumer behavior; Factors; Purchase intention.

INTRODUCTION

The introduction section of the article should begin by providing an overview of the topic of the study, including an explanation of the importance of studying the factors impacting millennial online purchase behavior. The introduction should also include a research question or hypothesis that the study aims to address. Additionally, the introduction should provide background information on the current state of online shopping and the growing importance of millennial consumers in this market.

LITERATURE REVIEW

The literature review section should provide a comprehensive review of the existing research on the factors impacting millennial online purchase behavior. This section should include a discussion of the various theories and models that have been used to explain online shopping behavior, as well as a review of the empirical research that has

investigated the factors impacting millennial online purchase behavior.

METHODOLOGY

The methodology section should provide a detailed description of the research design and methods used in the study. This should include a description of the sample population, data collection methods, and data analysis techniques. Additionally, the methodology should describe any measures that were used to assess the factors impacting millennial online purchase behavior.

RESULTS

The results section should present the findings of the study in a clear and concise manner. This section should include both descriptive and inferential statistics, as well as any relevant charts or graphs that help to illustrate the findings.

DISCUSSION

The discussion section should provide an interpretation of the findings, including an explanation of how the results of the study relate to the research question or hypothesis. This section should also include a discussion of the implications of the findings for future research and for practitioners in the field of online retail.

CONCLUSION

The conclusion section should provide a summary of the key findings of the study, as well as any conclusions or recommendations that can be drawn from the research. This section should also highlight the significance of the study and its contributions to the field of online retail.

Overall, the structure of an article on "Factors Impacting Millennial Online Purchase" should follow the IMRaD format, with a clear introduction, comprehensive literature review, detailed methodology, results, discussion, and conclusion sections.

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