Consumer Behaviour towards Online Shopping and Social Media: Case Study of Egypt

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Abstract

The current research aims to investigate the main factors of increasing consumer behaviour towards online shopping. It determines the variables: convenience, selection, information availability and price of products and services provided, which are enhanced by the use of social media.

It was found that convenience, information availability and prices are the factors significantly affecting the attitude of consumers towards online shopping, while having various selections show an insignificant impact on their attitudes towards online shopping. In addition, it was shown that females with young age groups have higher potential towards using online shopping than males with old age groups.

Keywords: Online Shopping, E-Commerce, Online Shopping Prices, Online Shopping Selections, Online Shopping Convenience, Online Shopping Information, Social Media, Attitude towards Online Shopping, Consumer Behaviour.