Having very bright future. Perception towards online shopping is getting better in India. With the use of internet, customers can do comparison shopping between products, as well as, online stores. In present scenario customers are busy with the widespread employment of novel price and non-price strategies (bundling, price discrimination), and auctions, as well as other social and marketing applications on the Internet, including the functioning of social networks and open source. Finally, the fourth section discusses how this new marketing opportunity aligns with the overall strategy. Influencer Marketing for Brands is the field guide to help you how to turn influencer marketing into a scalable and sustainable marketing channel. The digital media landscape grows more complicated by the hour, and influencer marketing is no exception. Influencer Marketing for Brands breaks down the successful collaborations with influencers on Instagram and YouTube. He provides you with valuable insights that help you how to influence the consumer experience.

E-commerceOnline Shopping Habits and Consumer Behavior

Online Consumer Behavior

Why We Buy

Factors Influencing Consumers' Behavior

In the context of rising consumerism and globalization, books on consumption play an important role. The last 5 years has significantly increased the web-users which are due high speed data transmission and other technology. In the current era of internet customers use internet for varied purpose and activities; searching information about products/services, companies, product features and prices, availability of the product, selection of products, etc. According to The Emerging Digital Economy Report, in some companies the weight of e-commerce sales is high (Dell 50%). According to the UCLA centre for communication policy, online shopping has become the third popular internet activity in last 5 years among the people. According to statistics, e-commerce sales are expected to exceed $1 trillion by 2015.
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