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| Title | Attitude towards Online Shopping among Urban Bangladeshi Youth: Factor Analysis of the Influencing Parameters | | |
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| Abstract |  |
| A newer invention usually creates a mixed form of attitude among consumers, and the same followed for online shopping. This research paper aimed at unearthing the correlation among the influential factors, Price, Trust, Convenience and Experience, for measuring the attitude towards online shopping. Several papers documented and analyzed attitude towards online shopping, but more papers are needed to understand the behavioral pattern of the developing country consumer profile for this evolving phenomenon. A self-administrated and structured questionnaire was utilized to collect data from 318 urban youth segment of the Bangladeshi consumers. Factor analyses along with other Exploratory Data Evaluation methods have been employed to explain the variance in response. From the analysis it can be concluded that the data is consistently distributed, and the variables are correlated with each other to an extent. From the five parameters discussed in this paper ‘attribute’ followed by ‘price’ are found to be more significant than others. Another finding is that the  variables of the parameters ‘convenience’ and ‘trust’ are correlated with each other and can be represented by same factors. Bangladesh is a lucrative market for the online shopping giants and this paper will provide them with a head start for understanding the consumers here. This framework also can be employed in other developing countries to get insight about their consumer profile. The geographical coverage, Dhaka, and the age boundaries of respondents, 18-35, may hinder the generalization of the findings over the entire nation. | |

**Please specify which Sustainable Development Goal (SDG) (s) falls under your research:**

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| Goal 5 | Gender Equality | Goal 6 | Clean Water and Sanitation |
| Goal 7 | Affordable and Clean Energy | Goal 8 | Decent Work and Economic Growth |
| Goal 9 | Industry, Innovation and Infrastructure | Goal 10 | Reduced Inequalities |
| Goal 11 | Sustainable Cities and Communities | Goal 12 | Responsible Consumption and Production |
| Goal 13 | Climate Action | Goal 14 | Life below Water |
| Goal 15 | Life on Land | Goal 16 | Peace, Justice and Strong Institutions |
| Goal 17 | Partnerships for the Goals |  |  |