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| Title | Factors Affecting the Attitude Towards Online Shopping: An Empirical Study on Urban Youth in Bangladesh | | |
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| Abstract |  |
| The aim of this research is to assess the factors that have an influential effect on the attitude toward online shopping in Bangladesh. This has been achieved by highlighting convenience, price, trust, and experience as the deciding elements for online purchase attitudes. Numerous studies have come up with various factors that impact the attitude toward online shopping. However, very few studies have been conducted that tried to conceptualize a framework for studying the online buying behavior of urban youth in Bangladesh. A structured and self-administrated survey was conducted on 318 respondents, where convenience sampling was utilized. A series of exploratory data evaluation have been employed to validate the research objectives. The study reveals price as the most influential factor impacting online shopping attitude, but the online sellers can benefit from the convenience seeking and busy youth, with innovative and informative business offers. For the global e-commerce giants who want to venture into the promising e-commerce market of Bangladesh, this study will provide a valuable insight. This paper also opens a ground for further researches to employ this framework in other countries to enrich the current related literature. This study was conducted only on the online shoppers from Dhaka metropolis, so generalizing the findings on the entire country would not be effective. The survey was conducted on people from 18 to 35 age bracket, which represents a segment of the entire online shoppers. | |

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

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| Goal 1 | No Poverty | Goal 2 | Zero Hunger |
| Goal 3 | Good Health and Well-Being | Goal 4 | Quality Education |
| 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 |  |  |