

Consumer buying behavior towards online shopping: the case of Kosovo

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Abstract

Our daily life is influenced by technology and internet herbs which are of utmost importance. As the number and quality of services provided by internet increases, online shopping turns out to be the most developed channel which is one of the reasons why numerous current research works are dedicated to it. The number and quality of services provided over the internet has been continually increasing in recent years and online shopping is one of the fastest developing channels. This rapid improvement may cause consumers to have negative experiences along with positive ones. On one hand consumers may choose to give up shopping online because of discouraging factors and on the other hand may choose to shop more online or start shopping online because of encouraging factors on the internet platform. Consumers are the building blocks of a healthy business and that is why we need to give importance to consumers' preferences and comments. The aim of this study is to examine the actual status of online shopping in Kosovo, determine the thoughts of consumers about online shopping and determine encouraging and discouraging factors of Kosovar consumers on online shopping.

Keywords: Online Shopping, Online Consumer, Consumer Buying Behavior, Online Consumer Behavior, Online Consumer Preference.

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Academic Journal of Business, Administration, Law and Social Sciences ISSN 2410-3918 (print)

ISSN 2410-8693 (online)

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