

## STUDY ON CONSUMER BEHAVIOUR WITH RESPECT TO BRANDS IN ONLINE SHOPPING OF DURABLE AND NON-DURABLE PRODUCTS

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### **ABSTRACT**

*In the changing digital era, people buying online have drastically increased when compared to offline shopping. The existence of many online platforms has increased the choices for consumers. It is a common rule in economics, that when there are more choices for the consumer, there is more competition. The online platforms have also developed there specializations like Myntra for fashion, Amazon for electronics, big basket for food and so on. This specialization in online platforms has actually given various new factors for the consumers to compare the products. After the arrival of these many platforms, consumers have changed their view over the branding of products. There are consumers who are loyal to the brands in few products and there are also consumers who find only the best deals irrespective of branding. This paper studies the consumer's choices and behavior toward the brands in online shopping in a survey method.*

**KEYWORDS:** *Employer Dedication, Company Subculture, Worker's Commitment*