

The Impact of E-Commerce and its Technologies on Consumer Behavior

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ABSTRACT

The topic of online consumer behaviour has been examined under various contexts over the years. Therefore this research focuses on the impact of the e-commerce technologies available on consumers. It also highlights the issues of e-commerce security both on the side of the business and that of the consumer. Companies have started to realize that in the digital economy, competitors are just a click away. Initial adoption by consumers is only the first step towards overall success, and companies that succeed in their e-business initiatives are adept at creating and maintaining a long-term sustainable relationship with loyal customers.

this research will analyse all these areas and put a spotlight on the consumer and the effects of all these technological advancements have in e-commerce.