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PROPOSAL TEMPLATE

RESEARCH PROPOSAL

DATE: [Date of Submission]

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Introduction

The rapid growth of online shopping necessitates a comprehensive understanding of consumer behavior in this domain. This study aims to delve into various factors influencing online purchasing decisions.

Objectives

- Identify key factors influencing online purchasing behavior.
- Analyze the impact of user reviews and ratings on buying choices.
- Understand the role of discounts and promotions in influencing consumer decisions.ë

Literature Review