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realizing that we live in a global marketplace with international trade⁷ additionally pushed by the internet companies face a stronger competition and the need to create more value for customers than their competitors in this context it is important for companies to realize that through the internet there is a power shift to the customer furthermore as customers will demand and tolerate only delighting buying experiences it is a necessity to capture and analyze information about buying behavior in the 21st century business ⁸ when talking about e commerce which is a part of electronic business e business describing the sale of goods and services via the internet targeting a mass market⁹ the following two areas have to be differentiated business to customer b2c e commerce meaning the settlement of buying contracts between a commercial seller and an end consumer via electronic media and business to business b2b e commerce describing the same action but between two commercial business partners ^{10 11} in this paper the focus lies on b2c e commerce as this is the most interesting area regarding marketing ^{12 13} therefore to better understand the online purchase behavior of private consumers in the frame of the following analysis the influencing factors of shopping over the internet are examined since determining the factors influencing online shopping behavior also discovers those factors hindering the usage of the internet as a shopping platform suggestions to improve and adjust online offers appropriately can be made ¹⁴

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