

## Investigating the Effectintive factors on online shopping consumers with by Grand Theory Method

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### Abstract

In the last decades, we have witnessed a wide range of communications and information developments. One of the platforms that has been affected by this factor, it's about online shopping. This factor has paved the way for sellers and buyers to interact directly and beyond the constraints of traditional shopping. The purpose of this article is to investigate the factors affecting consumer behavior in online shopping. Since consumers are influenced by various factors that can affect their purchasing decision, it is necessary to investigate this issue in a grand theory approach. To achieve this, structured interviews were conducted with 14 experts in marketing and business management. The research findings show that contextual factors (product characteristics, purchasing process, purchasing risk, customer characteristics, customer perception of purchasing, etc.), causal factors (cultural development in society, general and individual skills training) And Internet acceptance and sense of control), strategies (formulating educational and research strategies, strategic insights and formulating mission and macro goals) and outcomes (social consequences, utilitarian value, pleasure value, product value, facilities) can be addressed. To be. Finally, it can be stated that paying attention to these factors can provide an online startup with the right strategies to attract and grow customers.

**Key Words:** Online Shopping, Factors, Consumer, Model, Grounded Theory.

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