Objective

The objective of this study is to provide an overview of online shopping decision process by making and identifying the factors that motivate online customers to decide to buy online.  
  
Internet has played a significant role in our daily life in that people can talk through the internet to one who is actually on the other side of the Earth, can send email around the clock, can search information, can play game with others, and even can buy things online. Meanwhile, Internet shopping has been widely accepted as a way of purchasing products and services It has become a more popular means in the Internet world.  
  
Influences of Online Shopping Decision motivations that lead consumer to buy online.  
  
These factors can be summarized into four categories ”convenience, information, available  products and services, and cost and time efficiency, Demographic motivation  
  
Convenience:  
  
convenient of the internet is one of the impacts on consumers willingness to buy online . Online shopping is available for customers around the clock comparing to traditional store as it is open 24 hours a day, 7 days a week . Consumers not only look for products, but also for online services. Some companies have online customer services available 24 hours.  
Therefore, even after business hours, customers can ask questions, get necessary support or assistance, which has provided convenience to consumers .  
  
Information:  
  
The internet has made the data accessing easier . Given customers rarely have a chance to touch and feel product and service online before they make decision, online sellers normally provide more product information that customers can use when making a purchase  Customers put the weight on the information that meets their information needs . In addition to get information from its website, consumers can also benefit from products reviews by other customers. They can read those reviews before they make a decision.  
Available products and services:  
  
Customers can decide their payment date and amount in their own preference and convenience.  
  
Cost and time efficiency:  
  
Because online shopping customers are often offered a better deal,  
they can get the same product as they buy at store at a lower price  online stores offer customers with variety of products and services. it gives customers more chances to compare price from different websites and find the products with lower prices than buying  from local retailing stores . Online shopping can be anywhere and anytime, it make consumers life easier because they do not have to stuck in the traffic, look for parking spot, wait in checkout lines or be in crowd in store  
  
  
Demographic motivations:  
Demographic parameters are another factor to motivate customers to go for online shopping . Factors like age, marital status, education, occupation, region , income and browising hobbies are the motivational factors towards online shopping.