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**Ppaer Title**

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**Abstract -** This research is based on Factors affecting consumer purchasing behavior among customers of Electronics retail industry in Kingdom of Bahrain. We consider that the research was done in the Kingdom of Bahrain which actually is one of the newest marketing topics not just in the Kingdom of Bahrain but elsewhere. For maximizing the whole performance of the company it is vital for an employer to understand the factors affecting consumer purchasing behavior among customers of Electronics retail industry. The purpose of the study was to investigate the Factors of consumer purchasing behavior in the electronics retail Industry. The research was conducted through a survey, using the questionnaire as the research instrument. The respondents of the study were the customers and other Bahraini citizens who are consumers of electronic industry. The research instrument used was the five-points Likert scale. The statistical tools used in the study were Multiple Regression Analyses and weighted mean. The study provided suggestions and recommendations from factors affecting consumer purchasing behavior among customers of electronics retail industry. The future studies should focus on more specific items within the electronic industry which would be based on specific brands or the marketing strategy adopted by the hypermarkets to understand the consumer behavior and their relationship with purchasing a specific product. The main findings of the current study suggest that perception, motivation, learning, attitudes and behaviors and economic value significantly correlate with the consumer purchasing behavior in the electronic industry in the Kingdom of Bahrain.

**Keywords:** Consumer purchasing behavior, electronic retail industry, marketing, factors effecting, Economic factors, Psychological factors

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**INTRODUCTION**

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