

**TO STUDY THE STUDENTS' ATTITUDE TOWARDS
ONLINE SHOPPING:A CASE STUDY OF COLLEGE
STUDENTS OF SOLAN TOWN OF HP**

Project Report

by

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Submitted to



**Dr YASHWANT SINGH PARMAR UNIVERSITY OF
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COLLEGE OF HORTICULTURE**

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CERTIFICATE I

This is to certify that the Project entitled, **“To Study the Students’ Attitude towards Online Shopping: A Case Study of College Students of Solan Town of H.P.”** has been submitted to Dr. Y. S. Parmar University of Horticulture and Forestry, Nauni, Solan (HP) by Sumit Kumar (H-2016-31-MBA) in partial fulfillment for the award of degree of Master of Business Administration programme. This project is done under my guidance and to the best of my knowledge; no part of this project has been submitted for any other degree or diploma.

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CERTIFICATE II

This is to certify that the project entitle, **“To Study the Students’ Attitude towards Online Shopping: A Case Study of College Students of Solan Town of H.P.”** has been submitted to Dr. Y. S. Parmar University of Horticulture and Forestry,

Nauni, Solan (HP) by Sumit Kumar (H-2016-31-MBA) in partial fulfillment of the award of degree of Master of Business Administration. This project has been approved by the examination committee after conducting an oral examination in collaboration with the external examiner.

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CERTIFICATE III

This is to certify that the project entitled **“To Study the Students’ Attitude towards Online Shopping: A Case Study of College Students of Solan Town of H.P.”** has been submitted to Dr. Yashwant Singh Parmar University of Horticulture and Forestry, Nauni, Solan (HP) by me in partial fulfillment of the Master of Business Administration programme is my original work and no part of the project has been copied from any other source. Information used from other sources has been duly acknowledged by me.

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CERTIFICATE IV

This is to certify that all the corrections/amendments suggested by the external examiner have been incorporated in the project entitled "**To Study the Students' Attitude towards Online Shopping: A Case Study of College Students of Solan Town of H.P.**" has been submitted to Dr. Yashwant Singh Parmar University of Horticulture and Forestry, Nauni, Solan (HP) by Sumit Kumar (H-2016-31-MBA) in the partial fulfillment for the award of degree of Master of Business Administration.

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Chapter 1

INTRODUCTION

Internet has become an important tool, usage of which has increased and beside usage its importance has also increased. Humans' everyday life has been influenced by (Information and Communication Technologies) ICT considerably (**Farag et al. 2006**). People use more ICT's in their daily lives. They use more cell phones, more computers and hence also use more internet. Generally ICT, especially internet simplifies information related work (**Forsythe et al. 2006**). In western countries and also in other countries people started to use internet via desktop computer after invention of mobile devices access to internet expanded. In the last decade, internet has influenced communication, entertainment and shopping experience (**Miyazaki and Fernandez, 2001**). The number of applications has increased and an easiness of these applications has also increased. Now a day's not only experienced users but also inexperienced users can use most of the internet applications. Internet and internet users have expanded the internet limits and this widening has affected especially the industrial sectors (**Chung and Lee, 2003**). Knowledge is the most important factor in today's life and internet provides opportunities to people for sharing their ideas and experiences easily. So it becomes easy to search specific information and knowledge about a product on the internet.

Online buying or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Users have developed many applications and one of the important applications developed is online shopping. People, who have internet experiences, can search and find information quickly and most of the people do not have time to go shopping and they try to purchase their needs over the internet and for these people variety and quickness of internet shopping are valuable characteristics (**Järveläinen, 2007**). There are many reasons why people shop online. For examples, consumers can buy anything at anytime without going to the store; they sometime want to avoid pressure when having a face-to-face interaction with salespeople; they can avoid in store traffic jam, etc. These factors can be summarized into four categories-convenience, information, available products and services, and cost and time efficiency. Over recent years, a U.S. shopper has shifted from the traditional shopping to internet shopping and they do more online shopping over internet (**Seockand Norton, 2008**).

Many people use internet shopping sites to buy something, but a significant number of the people also use these sites to read other peoples comments and experiences concerning the products. They make the decision to buy the product after reading the product reviews hence, new occasions, risks and drawbacks' concerning internet shopping has taken their place in consumer minds (**Toa et al. 2007**). Especially in electronic products people can pre-order what they want and get their product before the product goes to retail store. Internet shopping and the shopping trends without going to a retail store from home or work has become popular (**McKinney, 2004**). People do not need to travel from one store to another; they can search the product from home.

Internet shopping activities began to increase rapidly in the beginning of 90s (**Guo-xin, 2009**). Almost every store has internet shopping options. For example, when one does not find the desired product in retail store, he/she can order online and the product comes to his/her address or to retail store and he/she can pick the product up. Besides internet shopping, shoppers search more often over internet for knowledge, variety and more comments written by other consumers (**Soopramanien and Robertson, 2007**). On the other hand, people can also ask question to other consumers and get genuine answers and not the advertisement. Internet shopping characterizes new features and new opportunities such as information sharing and writing comments on products and services (**Swinyard and Smith, 2003**).

Major reason that impede consumers from online shopping include unsecured payment, slow shipping, unwanted product, spam or virus, bothersome emails and technology problem. Business should be aware of such major problems which lead to dissatisfaction in online shopping. For the companies, representing themselves over internet becomes easy because whenever needed, they can add some new information to internet site. Internet shopping usually means that consumer purchase products over internet easily and conveniently. Moreover, the consumer can search information concerning products and can read other consumer comments over internet shopping sites (**Shih, 2004**). The differences between traditional and internet shopping processes are: retailers and consumers use more technology in shopping and money transaction processes and both sides can easily gather desired data (**Naiyi and Yinchen, 2007**). Internet and World Wide Web have changed the customer's behaviour (**Sin and Tse, 2002**). Before internet shopping age, customer had to travel store by store and spend their time to travel between stores. Sometimes they could not find the products they were searching or they could not get necessary information concerning

product. By means of web sites consumers do not need to travel store by store and they can read plenty of information, which are provided by other customers. Communication feature of web sites has played critical role in shopping process (**Kim et al. 2004**).

With the increasing internet literacy, the prospect of online marketing is increasing in India. Alternative names of online shopping are: e-shop, e-store, internet shop, web-shop, web-store, online store, online storefront and virtual store. The largest of these online retailing corporations are Myntra, Jabong.com, Yebhi.com, Snapdeal, Flipkart, Amazon and ebay. Retail success is no longer all about physical stores. This is evident because of the increase in the retailers now offering online store interfaces for consumers. Companies analyze various factors before using effective marketing strategies to convert potential customers into active ones. The five dominant factors which influence consumer perceptions of online shopping are information, ease of use, satisfaction, security/privacy, proper utilization. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon. Many companies have started using the internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business.

Through electronic marketing and internet communication business firms are coordinating different marketing activities such as market research, product development, inform customers about product features, promotion, customer services, customer feedback and so on. Online shopping is used as a medium for communication and electronic commerce, it is to increase or improve in value, quality and attractiveness of delivering customer benefits and better satisfaction, that is why online shopping is more convenience and day by day increasing its popularity.

Not only benefits but also risk is associated with online shopping. Generally speaking internet users avert online shopping because of credit-card fraud, lack of privacy, non-delivery risk, lack of guarantee of quality of goods and services. Concerned authorities are devising policies to minimize the risk involved in e-business.

On the other hand E- commerce has been grown very fast because of many advantages associated with buying on internet because of lower transaction and search cost as compared to other types of shopping. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price. (**Cuneyt and Gautam, 2004**). Therefore Marketers have carefully analyzed the consumers' attitude and behavior towards the online shopping and spend billions of dollars to facilitate all the demographics of online shoppers.

The boost in use of internet by the customers in younger age has provided a promising outlook for online retailers. Students, who have internet experiences, can search and find information quickly and as majority of them do not have time to go shopping so they try to purchase their needs over internet. Growing number of internet shopping sites and internet shoppers have attracted the researcher's concerns. Given that consumers internet adoption rate continues to grow, online consumer behavior is an issue that needs researchers attention.

Need of the study

The growing use of internet in India provides a developing prospect for online shopping. Although, at present online are only in a negligible percentage compared to total conventional buyer, it is expected to grow substantially if better technology to assist online buying is being implemented. If E-marketers know the factors affecting online shopping behaviour in India and the relationship between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customer into active ones, while retaining existent online customers. The study was needed to know the attitude towards the online shopping sites and to know the consumers awareness, risk perception, privacy consideration, and uncertainty related to quality of product etc. Thus the present study was intended to examine the attitude of the student towards online shopping. Further the factor encouraging the customers for online shopping and the problems facing by them.

Objectives:-

- i.** To compare online buying behavior of college going students for apparel products on the basis of gender.
- ii.** To find out association between online buying behaviour for apparel products and socio-economic background of respondents.
- iii.** To study satisfaction level from online purchases of apparel products.

Chapter 2

Review of literature

This chapter describes about the findings and the suggestions given by the different authors and researchers regarding the online shopping, consumer behaviour in online shopping, parameters regarding socio-economic traits and also about the online shopping behaviour of college students. This chapter gives the brief review of what are the suggestions given by different authors and also about their findings.

Davis (1993) cited that consumers attitude towards internet shopping depend on the direct offers of relevant online shopping features. The features of online shopping can be either consumer's perception of functional and utilitarian dimensions such as ease of use and usefulness or their perception of emotional and hedonic dimensions like enjoyment.

Kiely (1997) stated that although online shopping has been on the rise, the challenges associated with web based retailing have also increased. First, the growing number of traditional merchants and pure-play internet firms has greatly intensified online competition. With blurring geographical boundaries and reduced barriers to entry, the digital marketplace has become crowded with a large number of players. Second, while the online customer acquisition costs have increased significantly, the switching costs of online consumers have diminished exponentially. Third, despite the growing popularity of online shopping, several factors such as fear of fraud, security concerns, lack of trust have dissuaded consumers to purchase online.

Korgaokar and Wolin (1999) studied the demographic variables of consumers' and results show that age, gender, geographic distribution, income, family, and work can affect consumers' online purchasing behaviours. A person will buy the thing according to his age group and according to his gender. The income of the consumer is also going to affect the buying intentions of a person.

Swaminathan *et al.* (1999) explained factors influencing electronic exchange and found that shopping orientation was found to influence consumers' shopping activities, interests, and opinions. Men and women were found to have different shopping orientations. Men were more convenience-oriented and less motivated by social interaction, while women were just the opposite.

Mathwick et al. (2002) found that online shopping features can be either consumer's perception of functional and utilitarian dimensions like "ease of use" and "usefulness" or their perception of emotional or hedonic dimensions like "enjoyment by including both utilitarian and hedonic dimensions. It was concluded that if consumers enjoy their online shopping experience, they have a more positive attitude toward online shopping, and are more likely to adopt the internet as a shopping medium.

Teo (2002) stated that the explosion of the web as a business medium and has primary uses for marketing. Soon, the web will become a critical distribution channel for the majority of successful enterprises. The mass media, consumer marketers and advertising agencies seem to be in the midst of internet discovery and exploitation. Study concludes that to induce sales, internet access speeds have to be improved to a level fast enough to meet or exceed consumers' expectations. The cost of internet access is the main concern among respondents, followed by response time. In Singapore, internet access is free for anyone, there is no subscription charge and the user needs to pay the normal telephone charges based on time usage when he or she accesses the internet. Users are unwilling to tolerate delays associated with delivering audio, animation, graphics and video. Web pages that are difficult to retrieve may frustrate surfers to the point where they leave the website. Electronic retailers have to work on these areas before more consumers will purchase online.

Dholakia and Chiang (2003) examined the concept of online shopping gender-specific stereotypes. They postulated that such stereotypes might be expected because shopping is considered a female activity while technology is considered to be in the male realm. Study participants were college students familiar with online shopping. Specifically, results confirmed the suspected stereotype of females as shoppers. This stereotype was reversed when the product purchased was technical and expensive. In addition, in terms of personality attributions, female shoppers were viewed as less technical, less spontaneous, and more reliable when compared to male shoppers.

Khalifa and Limayem (2003) in a research entitled "Drivers of internet shopping" applied well-established behavioral theories to explain Internet consumer behavior. They conducted a longitudinal survey study to identify key factors influencing purchasing on the web and to examine their relative importance. The results indicate that the intentions of Internet consumers are significantly affected by the perceived consequences of online shopping, the consumers' attitudes towards it, and social influence.

Kim et al. (2003) examined the behavioural intentions model of online shopping for clothing and the study results supported Fishbein's behavioural intentions model in forecasting behavioural intention to shop for clothing online. The results showed a positive relationship among attitude and subjective norms involving the behavioural intention which is not a function of independent set of attitudinal and normative variables but of a set of interdependence between these variables. The findings of this study proposes that though the influence of attitude and subjective norms are not equivalent in their effects on behavioural intentions, both are important predictors of consumers' shopping behaviour in the particular context of online shopping for clothing.

Rodgers and Harris (2003) in their study examined that the function of shopping online as a social activity is weak compared with shopping in traditional stores. This is due to the lack of face-to-face interaction with sales associates online. Women did not find online shopping “as practical and convenient as their male counterparts”

Smith and Rupp (2003) have examined and identified the factors in their work that affects the behavior of consumers. These issues have been identified as for the marketing effort, socio-cultural influence, emotional factor, the psychological factors and privacy factors, to the experience, the purchase and post -purchase decisions. They also show that consumers are affected by various psychological factors, such as perception, motivation, personality, attitudes and emotions.

Wang (2003) said e-retailers must understand how customers evaluate e- service quality as a foundation for improving delivery. The author offers idea for assessment of e-services quality via e- satisfaction in the global e- commerce environment. If an e- retailer wants to do business, he has to prove its trustworthiness by satisfying customers for many years as it grows. He further founded that e- service quality and e-satisfaction are critical components in the globalization of e- commerce. High quality e-service is the key to success for many e-retailers doing business in this competitive global e- commerce environment. To overcome consumer's barriers in conducting purchases globally, companies need to make great efforts to improve e-services.

Chang and Samuel (2004) stated that the rapid growth of online shopping has created the need for a greater understanding of the association between shopper demographics and their online shopping behavior. Results of this study are expected to add to the online shopping literature gap as identified by these earlier researchers.

Dillion and Reif (2004) examined the factors influencing online shoppers' purchases based on gender. Results of their study indicated that gender differences were significant for consumer risk. Specifically, male college students were influenced significantly less by consumer risk such as forms of payment, confidentiality, and credit card security than were female college students.

Monuwe et al. (2004) made a comparison of the traditional way of shopping and online shopping and comparison has shown that shopping online is more convenient to make purchases compared to the traditional ones. This has been concluded on the fact that the internet allows for more information which can be collected in minimum quantity of the effort, the convenience and invested time by the consumer.

Park et al. (2004) examined in their study the impact of television on apparel shopping and impulse buying. They found that there is a positive relationship between impulse buying and television programme exposure on apparel shopping.

Adams et al. (2004) discussed the underlying factors related to personal online shopping in the workplace. They also gave the reasons for online shopping at work and those were boredom, connection speed, convenience, work life balance, efficiency etc. In their study they found that Americans were more fond of shopping online at workplace than Canadians. The main reason that they realized was faster connection. They said that corporate monitoring had an average effect on online shopping at workplace as job satisfaction was less or average at the place where monitoring was there.

Black (2005) explored the variable gender in an assessment of eBay use. He postulated that because of known differences between male and female consumers when they shop at traditional stores, similar difference might be expected to occur when shopping on eBay. Results of the study indicated that females are more likely to purchase on eBay, but males are more willing to pay higher prices. This finding suggests that bidding for items online may provide a different experience than merely purchasing products online. Since many females like to shop, and the excitement of the auction may replace the satisfactions of the traditional buying in store. In addition, it was found that men tend to pay more per eBay transaction, more likely to make online shopping purchases are comfortable with the Internet, and are willing to risk more money per purchase.

Shergill and Chen (2005), discussed the relationship between the factors affecting the buyers' behavior towards online shopping and the type of online buyers. They also investigated the different perceptions of different types of online buyers towards the online shopping. They found website design, website reliability, website customer service and website security or privacy were the factors which were influencing their buying behavior of different people. This research also found the different perceptions and evaluation criteria of the four types of online buyers; i.e., trial, occasional, frequent and regular online buyers.

Sorce et al. (2005) in their study found that, while older online shoppers search for significantly fewer products than their younger counterparts, they actually purchase as much as younger consumers. Attitudinal factors explained more variance in online searching behavior. Age explained more variance in purchasing behavior if the consumer had first searched for the product online.

Yuan (2005) opined that online shopping behaviour depends on four factors such as shopping motives, personality variables, internet knowledge and experience and last factor is shopping incentives. These are key determinants to influence the behaviour of online consumers. Online shoppers always want to seek information within few clicks and reach to the most relevant information according to their requirements such as competitive brands, best price offers, and product specifications and consumers word of mouth.

Schlosser et al. (2006) studied the factors influencing customers concerns in online shopping. Their study was focused on the trust elements influencing shopping. They investigated the factors that inhabit or encourage online shopping. They argued the primary requirement for the shopping in the sense of trust between consumers and online merchants. Since the transactions take place in a virtual market and customers do not physically interact with sellers, it is important that customers exude confidence in sellers and are ready to give personal information to them. They focused on consumer characteristics and their influence on online shopping behaviour. The basic notion underlying this stream is that individual characteristics such as the demographics, personality, and profiles play a larger role in determining the online shopping behaviour.

Changchit (2006) examined the perception of customers towards online shopping and the various factors which were perceived in different manners by those who were e-buyers and those who were not in online shopping. By this study he found that there were five factors which were perceived differently by the above mentioned two groups of consumers.

Those factors were perceived risk with online shopping, past experience with online shopping, perceived benefits of online shopping, perceived ease of online shopping, perceived uncertainty of online shopping.

Zhang *et al.* (2007) explored the impact of impulse purchasing behaviors during online shopping transactions based on gender. Results of their study found that males were more impulsive online shoppers than females. They also found that female and male online shoppers differed significantly with respect to online purchase frequency. Specifically, females were found to purchase online significantly less frequently than were male online shoppers.

Asakawa and Okano (2007) analyzed the factors influencing consumers' perception of online shopping and explained how this perception affects their online-shopping behaviour. From the research, they found that those factors were convenience, anxiety regarding security and poor navigation. He found that convenience had a positive influence on online shopping whereas anxiety regarding security and poor navigation had a negative influence.

Khalifa and Liu (2007) analyzed a model named the information systems continuance model in the field of online shopping with the use of contingency theory which showed the roles of online shopping habit and experience of the same and found that they both were having positive effects, if there was satisfaction in the e-buyers due to these two factors. They analyzed that the effects of online shopping habit on online repurchase intention were mediated through satisfaction. The final outcome of this research was online repurchase intention was not only an outcome of a rational analysis of satisfaction, both habit and experience were also the factors which attracted the buyers.

Syed *et al.* (2008) analyzed that there were four key factors which influenced the young consumers' perceptions towards online shopping. They found that those factors were website design, website reliability, customer service and privacy. They also discussed that there was no difference among the perceptions of various races towards online shopping in Malaysia. The most consistent factor that influenced buyer's behavior towards online shopping was found to be Trust. E-retailers need to add trust and reliability which is everything for the buyers.

Seock and Bailey (2008) examined factors associated with the online shopping orientation of college students based on gender. Specifically, the factors explored in their study were: shopping enjoyment, brand/fashion consciousness, price consciousness, shopping confidence, convenience/time consciousness, in-home shopping tendency, and brand/store loyalty. A finding of their study suggested gender differences in college students' shopping orientations. Specifically, female college students reported higher shopping enjoyment, brand/fashion consciousness and shopping confidence than did participating male college students. It was reported that female college students tend to seek excitement benefits while shopping. Female college students tended to be brand and fashion knowledgeable and price sensitive. Male college students exhibited higher convenience/time consciousness than did participating female college students. Male college students tended to shop for clothes based on time savings and convenience.

Shah Alam et al. (2008) studied the online shopping perceived benefits. The findings of the study imply that students are looking for more convenience (time and money saving), cheaper prices and wider selection when they shop online, making them as the dominant factors that motivate consumers to shop online. On the other hand, there was no significant relationship between users' attitude toward online shopping and homepage, customer service, and fun. This may be due to the low level of involvement of the young consumers who have experience in online shopping.

Sharma and Mittal (2009) in their study mentions that India is showing marvelous growth in the e-commerce. Undoubtedly, with the population of millions of people, online shopping shows unlimited potential in India. Today e-commerce is a common word in Indian society and it has become an essential part of our daily life. There are websites providing a number of goods and services. Then there are those, which provide a specific product along with its allied services. The Indian e-commerce portals provide goods and services in a variety of categories. To name a few: Apparel and accessories for men and women, Health and beauty products, Books and magazines, Computers and peripherals, Vehicles, Software, Consumer electronics, Household appliances, Jewellery, Audio/video, Entertainment, goods, Gift articles, Real estate services.

Delafrooz, Narges et al. (2010) analyzed that there were four main factors which influenced consumers' attitude towards online shopping. Those factors were utilitarian orientation, convenience, price and wider selection. He discussed that there were three more

things which affected the sales of e-retailers. Those were personalities of consumers, online shopping perceived benefits and material of shopping sites. if a e-marketer wanted to utilitarian's as their consumers then they should be task oriented and if they wanted hedonics as their consumers, they should focus on the attractiveness and user friendly attributes of their shopping sites.

Saprikis, Vaggelis *et al.* (2010) analyzed the perceptions of Greek university Student's on online shopping in terms of demographic profile, expectations of online stores, advantages and problems related to online purchases. He found that there were lot of differences regarding online purchases due to the various consumers' characteristics and the types of products and services. The results showed significant differences between the two groups of respondents, the adopters who were involved in the online shopping and the non adopters who were not interested in online shopping. Adopters were having higher expectations from e- marketers on issues related to privacy policy and risk. The differences found were related to their particular perceptions on advantages and problems of online shopping.

Ma and Lee (2012) opined that online consumer reviews plays an important role in influencing consumers' purchasing decisions by providing a wealth of information about products and services. The researchers found that consumers perceived both, benefits and costs from online consumer reviews and that both benefits and costs influenced consumer attitudes toward, and usage behaviours of, online consumer reviews. Individual characteristics- confidence in the information process and consumer susceptibility to interpersonal influence - were shown to determine how online consumer reviews were perceived.

Nazir *et al.* (2012) found that online shopping is getting popular within the young generation such as students and professionals. Students usually prefer to shop goods from its original source and they mostly prefer online shopping. The main influencing factors have been identified as, price, confidence, security, convenience, time, after sale service and discounted deals. They also found that people got petrified when their personal and account details are asked during online shopping.

Gautam (2013) in his study on online shopping behaviour and service quality assessment of online shopping websites reveals that the most popular sites were flipkart.com, yatra.com and yebhi.com. He also found that the routine shoppers tend to purchase more

often apparels whereas no routine shoppers prefer to buy books online. The respondents preferred to shop online because it offers better prices and also save time.

Gupta (2013) studied the usage of online social networking and its influence on purchase behaviour of users. The findings explained that there was significant positive relationship between the times spent on online social networking and influence on the purchase behaviour of the respondents and observed that about one-fifth purchase decisions taken by the respondents were influenced by online social networking.

Vegiayan and Harun (2013) recorded that the purchase quality variables including wide range, covered interest, purchase process, adequate security and safety showed a relationship with the customer. The study found that the inquiries regarding the purchases are not being answered promptly; some retailer takes a week or more to response to customers. It was suggested that the retailers need to take this issue into consideration and perform better. This will increase the interest of the customers to make the online purchases.

Khitoliya (2014) in her study on customers attitude and perception towards online shopping explained that 47 per cent respondents shop online frequently followed by 30 per cent who shop online seldom and 23 per cent respondents had never tried it, which suggests that online shopping is relatively less popular in India. Online shopping is done mainly by post graduate respondents. Male and female respondent had shown similar trend in online shopping behavior. Majority of the respondents in all age group shop online for convenience followed by wide variety and discount deals and least under peer influence. This clarified that prime motive of the respondents for online shopping is convenience and wide variety. However, the concern that troubled the respondents is the misrepresentation on web by the e-retailer. Many respondents found that the quality, size and color of the product differ from what they claim to possess and displayed on website.

Ganapathi (2015) in his study opined that convenience, website features, security and time saving are the factors affecting online shopping behavior of consumers. The regression analysis indicates that convenience, security, website features and time saving are positively and significantly influencing the purchasing decision of consumers at one per cent level. Online retailers need to ensure that the online shopping process in their websites is designed to be as easy, simple and convenient as possible for online consumers to shop online. In addition, online retailers also need to ensure that they provide an efficient delivery service to their consumers.

Kala and Sharma (2015) investigated the behavior of customers towards online shopping in India. The study found that there is no significant difference among the response of male and female management students. It is very important that the retailers study the consumer behaviour and make changes in order to remain profitable and flourishing. Secondly, the consumers perceived online shopping in a positive manner. This clearly justifies the project growth of online shopping. India has a great future in online shopping.

Even though a lot of research has been done on consumer behaviour influencing the online shopping but comparing the consumer behaviour on basis of gender is limited. Moreover, understanding the association between socio personal profile and the online shopping behavior of college going students can answer many questions of e-retailers. But the satisfaction acquired from online shopping are some of the concerns which are needed to be explored. The present research is done to answer these questions.

Chapter 3

MATERIALS AND METHODS

Research methodology is the systematic way to solve the research problems. It may be understood as science of studying how research is done systematically. When we talk about m, formulating logic behind the methods or techniques and why we are not using others. Research process starts with defining research problem, formulating hypothesis, design research, collection of data and finding interpretation and analysis of data to form a report.

3.1 Research Design

The descriptive research design was adopted for the concerned research study.

3.1.1 Population and research area

The research was conducted among 60 students of Solandistrict (Himachal Pradesh).

3.1.2 Sampling technique

Sampling is defined as the segment of population that is representative of whole population. The number of individual in a sample is called a sample unit. The respondents were selected by convenience sampling depending on availability of respondents. Convenience sampling is a type of non-probability sampling technique where subjects are selected because of their convenient accessibility and proximity to the study.

3.2 Data Collection

Data collection is the systematic approach to gather and measure information from a variety of sources to get a complete and accurate picture of an area of interest. For the present study the data is collected from primary as well as secondary sources.

Two types of data have been collected for the resent study.

3.2.1 Primary Data

Data collection is the systematic approach to gather and measure information from a variety of sources to get a complete and accurate picture of an area of interest. For the present study the data is collected from primary as well as secondary sources.

Primary data was collected through closed ended structured interview schedule.

3.2.2 Secondary Data

Data collection is the systematic approach to gather and measure information from a variety of sources to get a complete and accurate picture of an area of interest. For the present study the data is collected from primary as well as secondary sources.

Secondary data was taken from journals, magazines, research articles, newspapers and books.

3.3 Applied analytical tools

Simple mathematical tools have been used for the satisfying the objectives with a view of keeping the analysis simple and easy to understand.

3.3.1 Mathematical tools

A mathematical instrument is a tool or device used in the study or practice of mathematics. Mathematical instruments are used for measuring angles and percent. The information collected from the sample respondents was analyzed by applying percentage method and angle. The information collected from the sample respondents was analyzed by applying percentage method.

a) Percentage Analysis:

Percentage method refers to special kind of ratio which is used in making comparison between two or more series of data. The formula used for percentage method is:

The formula used for percentage method is:

$$P = \frac{X}{Y} * 100$$

Where,

X = Number of respondents failing in specific category to be measured.

Y = Total Number of respondents.

3.3.2 Statistical Method:

Statistical methods involved in carrying out a study include planning, designing, collecting data, analysing, drawing meaningful interpretation and reporting of the research findings.

The following statistical tools have been used to analyze the data collected for the present study. The following statistical tools have been used to analyze the data collected from the resent study.

a) Arithmetic Mean:

The arithmetic mean has been applied to study the opinion of the sample respondents on 5-point scale for different statements. This tool helps researcher to draw aproprate inferences from the responses collected from the respondents.

The formula used for Arithmetic Mean is:

$$X = \frac{\sum x}{N}$$

Where,

X = Arithmetic Mean.

$\sum X$ = Sum of the values of the variables.

N = Number of Observation.

b) Standard Deviation:

The standard concept was introduced by Karl Pearson in 1823. The standard deviation measures the absolute dispersion or variability of distribution; the greater the amount of the dispersion or variability), the greater the standard deviation, the greater will be the magnitude of the deviation of the values from their mean. A small standard deviation means a high degree of uniformity of the observation as well as homogeneity of the series; a large standard deviation means just the opposite.

The formula used for standard deviation is:

$$\text{Standard Deviation} = \sqrt{\frac{\sum x^2}{N}}$$

Where,

$$X = (X - \bar{X})$$

N = Number of observations.

3.3.3 Total Weighted Score method:

Total Weighted Score Method is a method in which we have to provide different Weights according to their importance and multiply the values of the items (X) by the weights (W) provided. Then add all the values to obtain the total weights of all the items and the one which get highest score will get the first rank and the one which get the lowest score will get the lowest rank.

Chapter 4

RESULTS AND DISCUSSION

In this chapter data collection through questionnaires has been analyzed. The data regarding perceptions and factors of online shopping that influence the buying behavior of students has studied. The findings are discussed as under:

4.1 Percentage response of respondents having experience of online shopping:

Experience of Online shopping	Number	Percent
Yes	52	86.7
No	8	13.3
Total	60	100.0

Source: Field survey, 2018



Figure 4.1

Table 4.1 shows percentage response regarding the experience of 60 respondents for online shopping. It is observed that out of 60 respondents i.e. 52 (86.67%) have experience of online shopping whereas 8 (13.33%) have no experience of online shopping. This implies most of the respondents have experience of online shopping.

4.2 Percentage response of customers' online shopping buying behavior:

Online shopping buying behavior	Frequency	Percent
For trial	9	15.0
Occasionally	25	41.7
Frequently	20	33.3
Regularly	6	10.0
Total	60	100.0

Source: Field survey, 2018

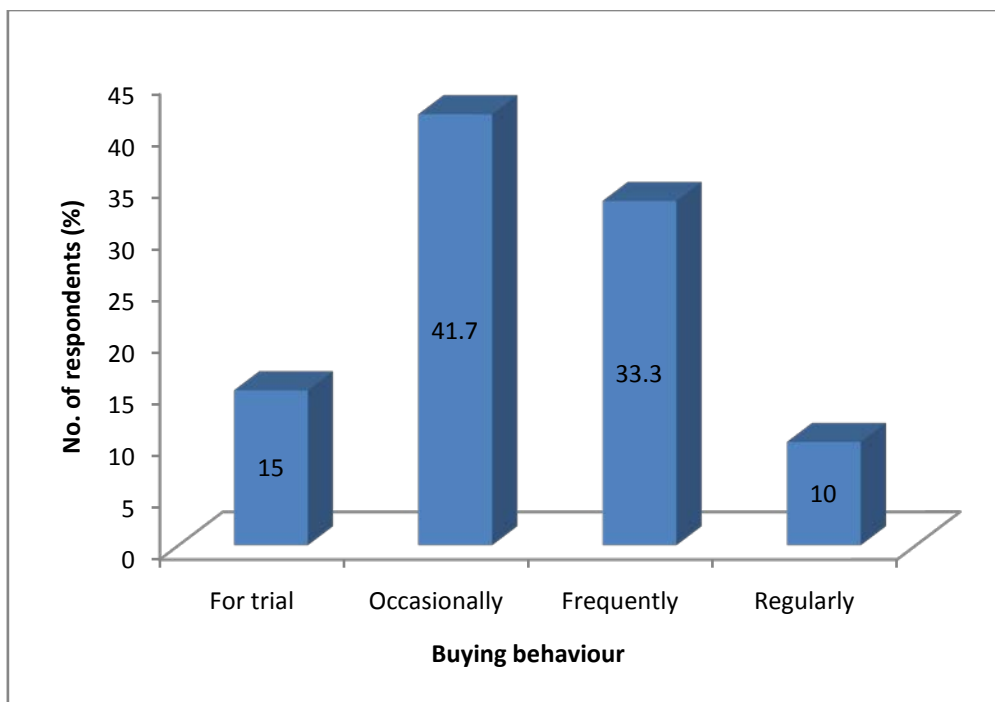


Figure 4.2

Table shows percentage response of customers of online shopping revealing their buying behavior. The finding indicates that 20 (33.3%) respondents do online shopping frequently whereas 9 (15.0%) has done it for trial only and 25 (41.7%) do online shopping occasionally. Thus it can be said that most of people frequently do online shopping.

4.3 Percentage response to the recent shopping:

Recent shopping	Frequency	Percent
One month ago	33	55.0
2 months ago	8	13.3
more than 2 months ago	19	31.7
Total	60	100.0

Source: Field survey, 2018

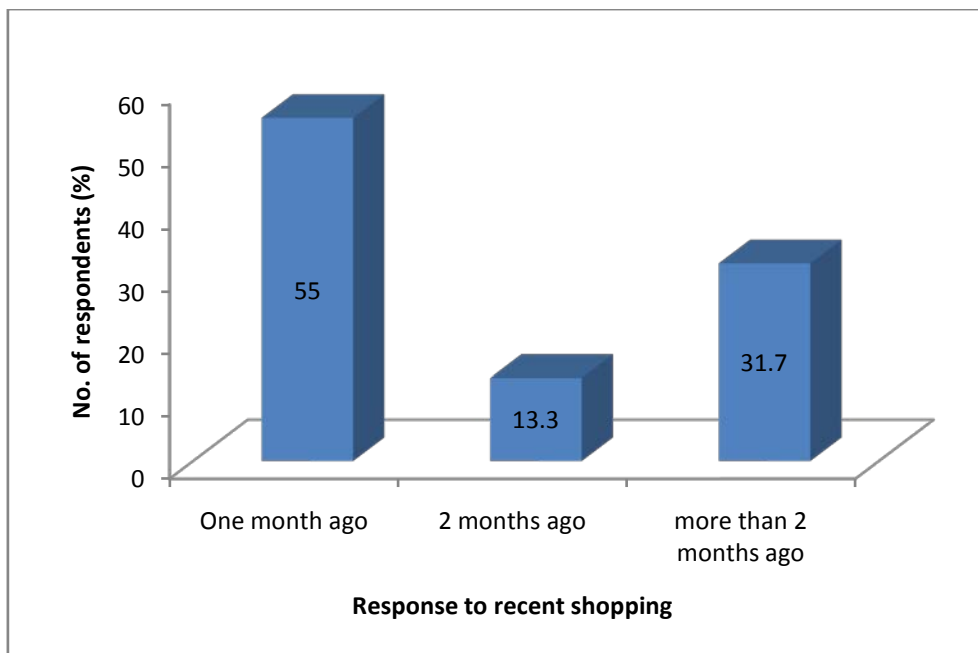


Figure 4.3

Table shows percentage response regarding the last purchase through online shopping. It is observed that out of 60 respondents about 33 (55.0%) did online purchase past one month whereas 8 (13.3%) were those who had done online shopping past two months. The data also shows that 19 (31.7%) respondents had done purchase through internet three months ago.

4.4 Percentage response of customers on the type of purchase:

Type of purchase	Frequency	Percent
Product	42	70.0
Services	2	3.3
Both	16	26.7
Total	60	100.0

Source: Field survey, 2018

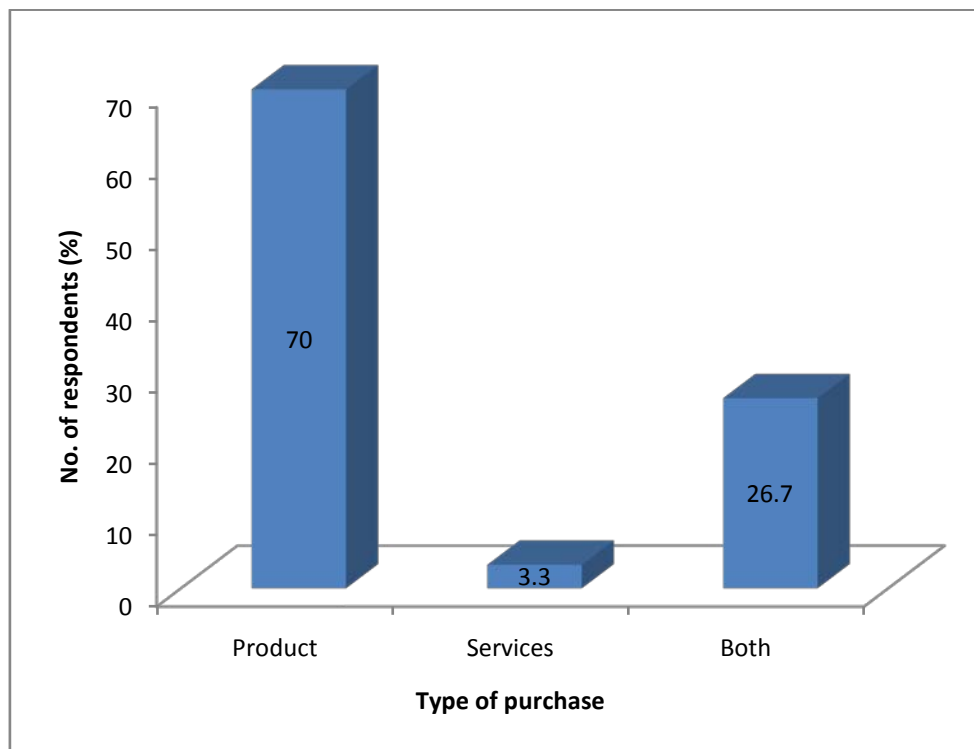


Figure 4.4

Table presents the percentage of respondents buying products or availing services through internet. The study reveals that 42 (70.0%) have purchased products whereas only 2 (3.3%) of respondents have purchased services however 16 (26.7%) of respondents are those who have purchased both products and services.

4.5 Percentage opinions of students on usefulness of online shopping:

Usefulness of online shopping	Frequency	Percent
Strongly disagree	2	3.3
Disagree	3	5.0
Indifferent	10	16.7
Agree	37	61.7
Strongly agree	8	13.3
Total	60	100.0

Source: Field survey, 2018

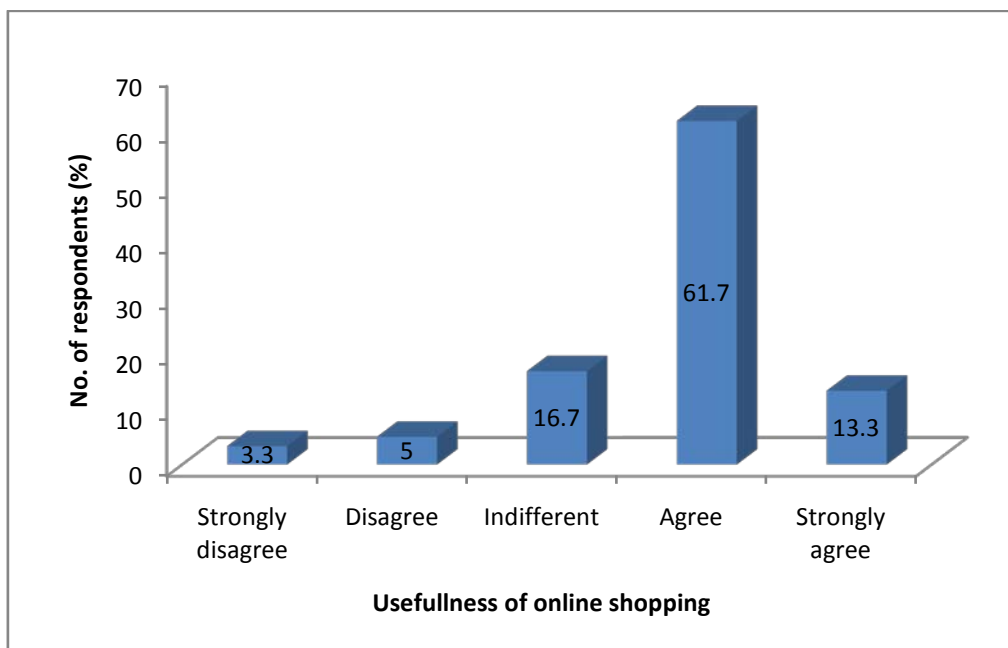


Figure 4.5

Table shows percentage of student's perceptions regarding the usefulness of online shopping. The data showed that out of 37 respondents 61.7 per cent students agree; 13.3 per cent strongly agree while 5.0 per cent disagree that online shopping is useful. It is also observed that 16.7 per cent have remained indifferent towards the given statement. Thus we can say that online shopping is considered to be useful by the students.

4.6 Percentage of student’s response on the extent to which online shopping saves times:

Online shopping saves time	Frequency	Percent
Strongly disagree	4	6.7
Disagree	7	11.7
Indifferent	4	6.7
Agree	33	55.0
Strongly agree	12	20.0
Total	60	100.0

Source: Field survey, 2018

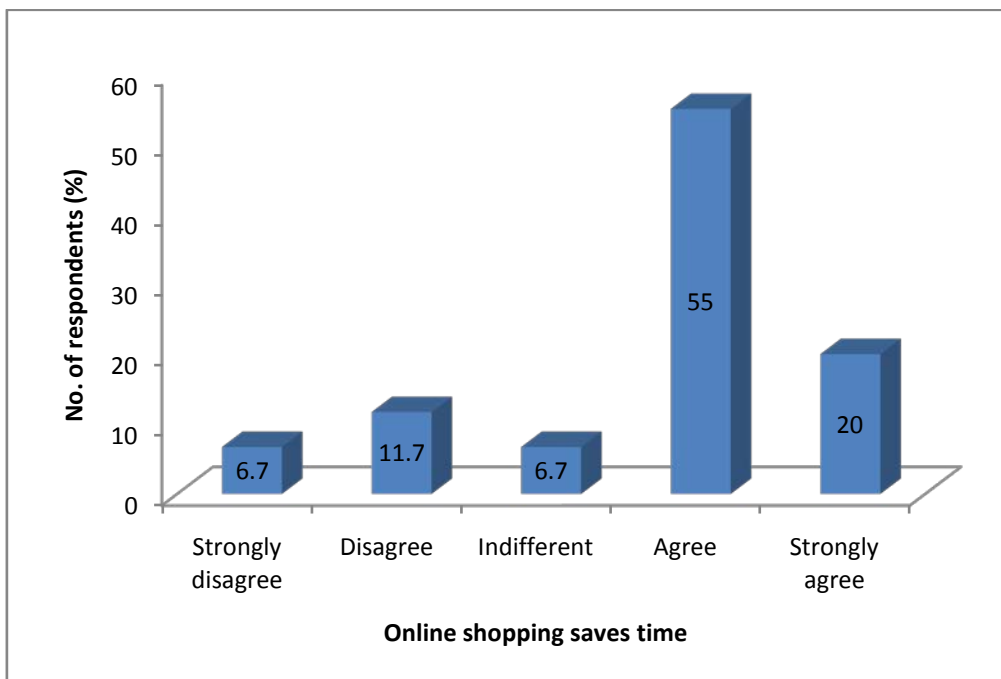


Figure 4.6

Table presents the percentage of students’ perceptions on the statement that online shopping save time. It is seen that 55.0 per cent of the students agree and 20.0 per cent are strongly agree whereas very less 6.7 per cent disagree with the above mentioned statement. On the basis of above finding we can say that online shopping is time saving.

4.7 Percentage of student’s perceptions pertaining to shop any time of day on internet in case of online shopping:

Shop anytime of the day	Frequency	Percent
Strongly disagree	5	8.3
Disagree	3	5.0
Indifferent	8	13.3
Agree	25	41.7
Strongly agree	19	31.7
Total	60	100.0

Source: Field survey, 2018

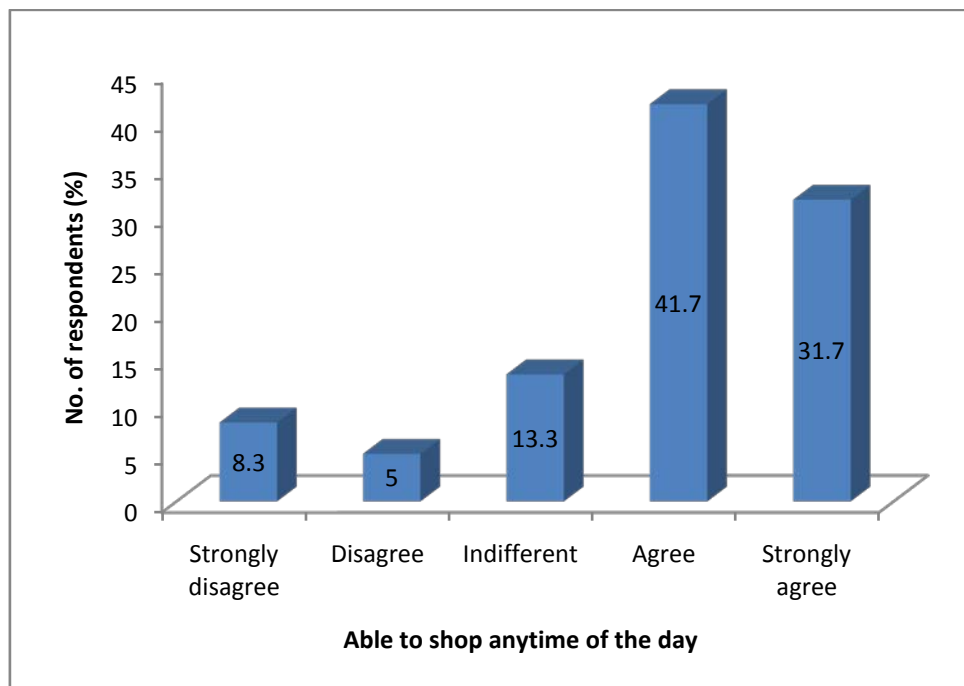


Figure 4.7

Table shows percentage of students’ perceptions on the feature of online shopping that enables one to shop at any time of the day. It is evident that 41.1 per cent of students agree and 31.7 per cent strongly agree whereas handful of students was noted to either strongly disagree or disagree. Thus it is inferred that through online shopping one is able to shop at any point of the day.

4.8 Percentage of perceptions of students towards the statement that online shopping is easy:

Online shopping is easy	Frequency	Percent
Strongly disagree	4	6.7
Disagree	2	3.3
Indifferent	3	5.0
Agree	33	55.0
Strongly agree	18	30.0
Total	60	100.0

Source: Field survey, 2018

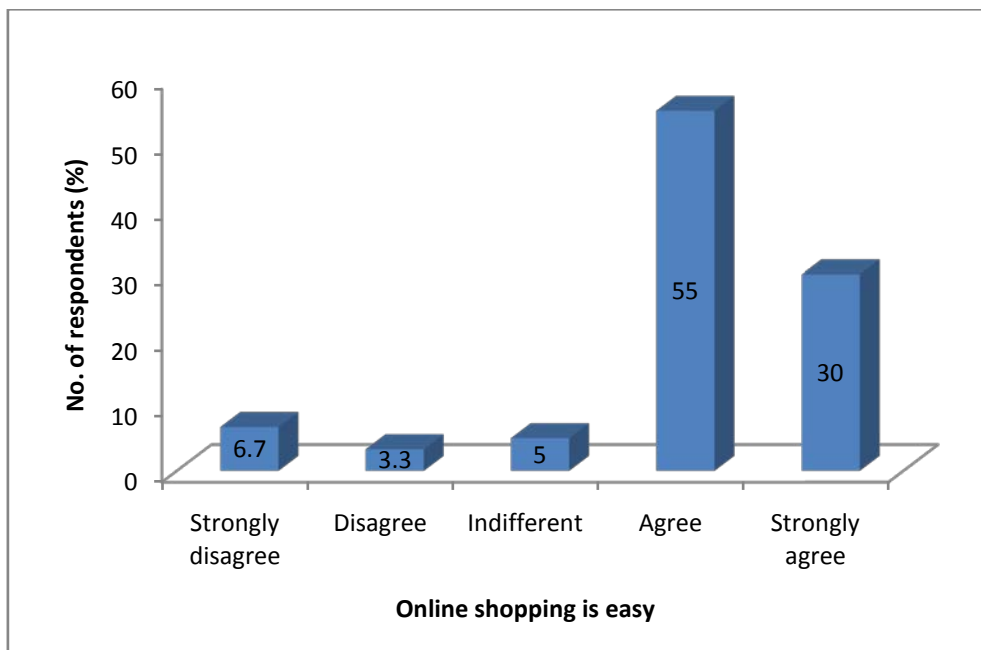


Figure 4.8

Table illustrates the percentage of students' perception on then statement that online shopping is easy. It is noticed that majority of the students i.e. 55.0 per cent agreed while 30.0 per cent strongly agreed that online shopping is easy. However, only 3.3 per cent of students disagree that online shopping is easy, while 5.0 per cent students found to be in different. Thus it can be implied that online shopping is easy.

4.9 Percentage options of the students on the statement that the price is less than actual price through online shopping:

Online price is less than actual price	Frequency	Percent
Strongly disagree	7	11.7
Disagree	8	13.3
Indifferent	23	38.3
Agree	16	26.7
Strongly agree	6	10.0
Total	60	100.0

Source: Field survey, 2018

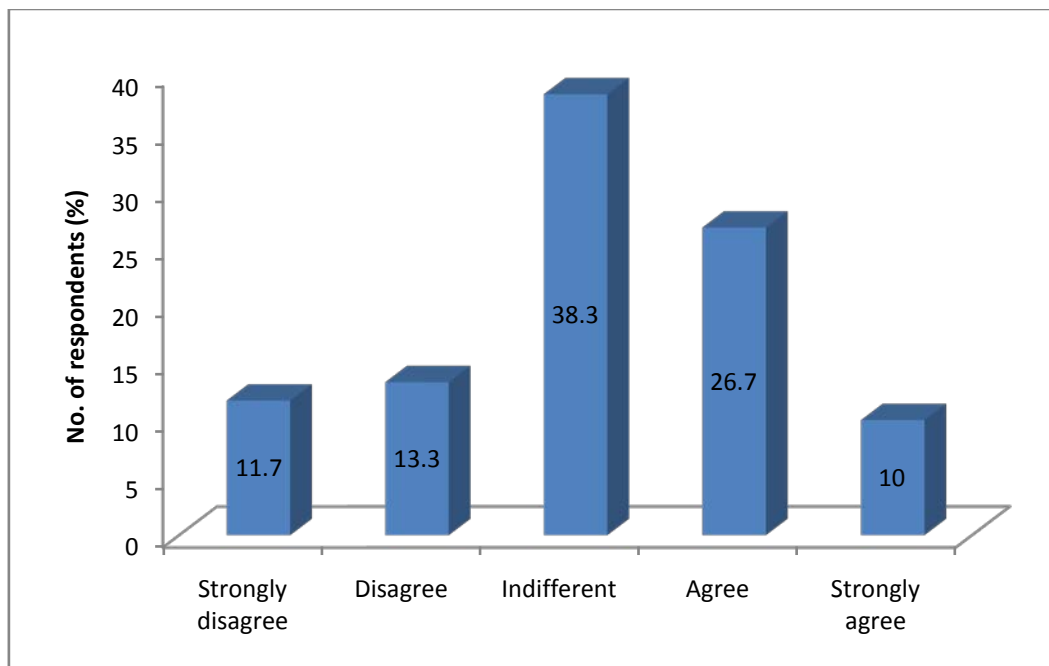


Figure 4.9

Table shows percentage of students' perceptions that through online shopping the price of product or service is less than the actual price. The data shown that 26.7 per cent of students agree and 10 per cent strongly agree whereas only 13.3 per cent of students are disagreeing. It is also observed that 38.3 per cent have remained indifferent towards the given statement. Thus it can be observed that the price of products and services are less than actual price.

4.10 Percentage of students' perception that online shopping is characterized by long time for delivery:

Online shopping take long time for delivery	Frequency	Percent
Strongly disagree	5	8.3
Disagree	7	11.7
Indifferent	14	23.3
Agree	14	23.3
Strongly agree	20	33.3
Total	60	100.0

Source: Field survey, 2018

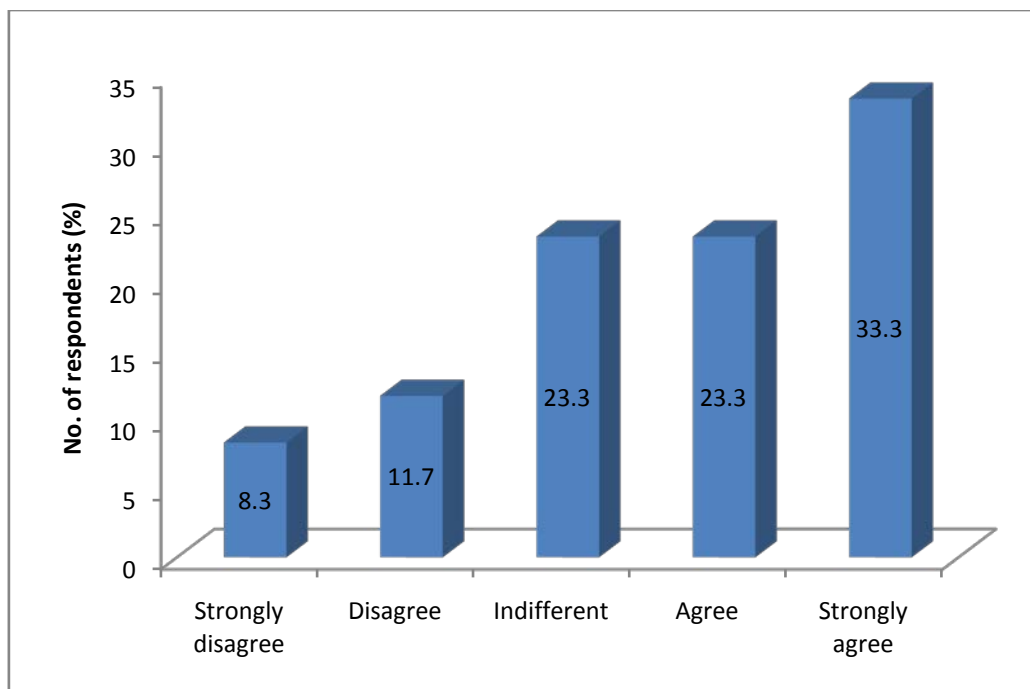


Figure 4.10

Table presents the percentage of students' perception on the belief that through online shopping delivery of products of services takes longer time. It is seen that 23.3 per cent agree, 33.3 per cent strongly agree whereas only 11.7 per cent are found to disagree with the above statement. 23.3 per cent are indifferent about statement. The findings show that maximum students believe that the delivery time is longer in case of online shipping.

4.11 Percentage response of students' perception on lack of sufficient information on the products and services in case of online shopping:

Lack of sufficient information in online shopping	Frequency	Percent
Strongly disagree	4	6.7
Disagree	9	15.0
Indifferent	17	28.3
Agree	23	38.3
Strongly agree	7	11.7
Total	60	100.0

Source: Field survey, 2018

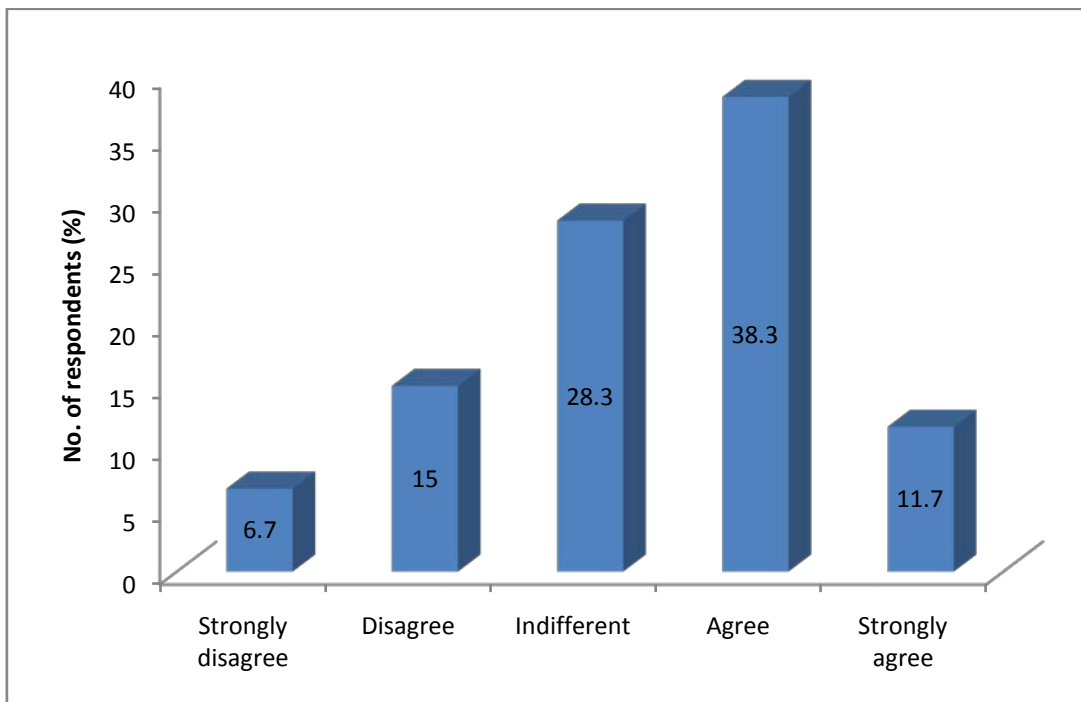


Figure 4.11

Table 4.11 illustrates the percentage of students' perception for no sufficient information on site about the products and services. 38.3 per cent and 11.7 per cent of students are noted to agree and strongly agree respectively that there is not sufficient information available related to products and services. However, only 15 per cent of students' are found to disagree whereas 28.3 per cent have remained indifferent. Thus it can be revealed that online shopping sites don't have sufficient information about the product and services.

4.12 Percentage of students' perception on the belief that only credit card or bank account holder can shop:

Only credit card and bank account holder can shop	Frequency	Percent
Strongly disagree	5	8.3
Disagree	10	16.7
Indifferent	10	16.7
Agree	20	33.3
Strongly agree	15	25.0
Total	60	100.0

Source: Field survey, 2018

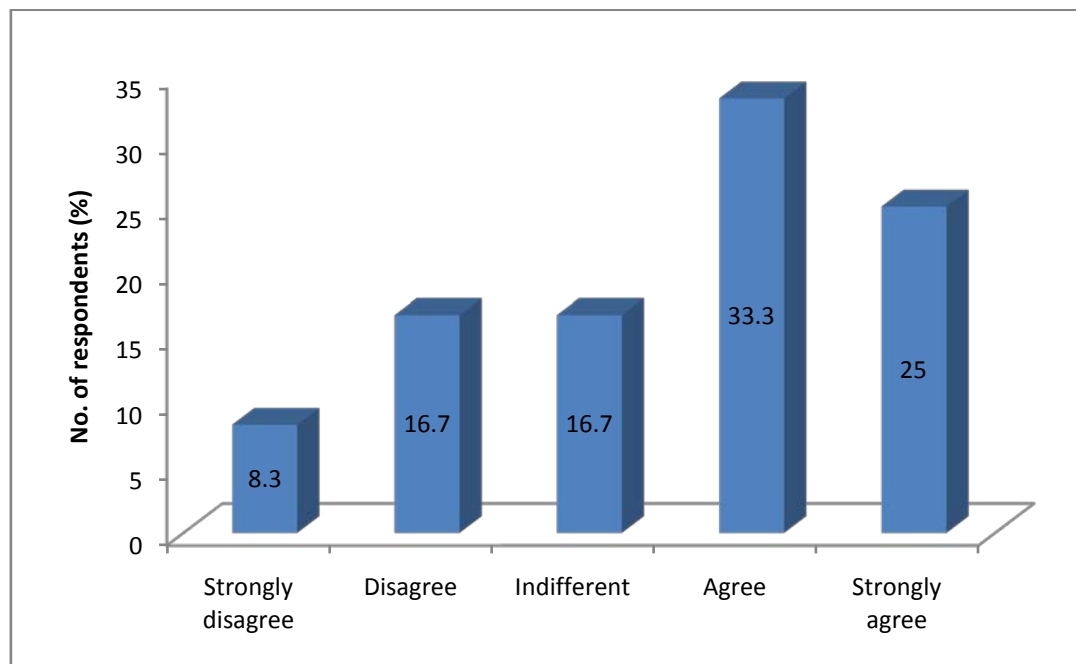


Figure 4.12

Table 4.13 shows percentage of students' perceptions on the statement that only those with credit card or bank account holder can shop. It can be noted that 33.3 per cent of students agree with the statement and 25.0 per cent strongly agree whereas 8.3 per cent are found to strongly disagree and rest students i.e. 16.7 per cent indifferent about statement. On the bases of above finding we can say that only those with credit card or bank account holder can shop.

4.13 Importance assumed by students' for the following factors which determine the online shopping:

Statements	VI	I	Can't say	UI	VUI	Total Weighted Score	Rank
	5	4	3	2	1		
Price	31	15	10	2	2	251	VI
Delivery Time	36	18	4	1	1	267	II
Reputation of the company	27	22	10	0	1	327	I
Guarantee and warranty	30	15	6	4	5	241	IX
Privacy of the information	25	19	11	5	0	244	VIII
Good description	32	12	14	2	9	263	IV
Security	31	14	10	2	3	248	VII
Quality	39	9	12	0	0	267	III
Free delivery of goods	34	13	6	5	2	252	V
Risk transaction	23	20	11	4	2	238	X

Source: Field survey, 2018

Table 4.13 illustrates the important factor assumed by students' at the time of online shopping. It can be observed with the help of total weighted score that Rank 1 Reputation of the company is very important factor assumed by the students' at the the time of online shopping followed by Rank 2 timely delivery and Rank 3 Quality of product are the very important factors assumed by students' at the time of online shopping. Thus it can be revealed that most of the students' focus on Reputation of the company at time of online shopping.

Chapter 6

CONCLUSION AND SUGGESTIONS

In reference to the response regarding the experience of 60 respondents for online shopping, it is observed that out of 60 respondents i.e. 52 (86.67%) have experience of online shopping whereas 8 (13.33%) have no experience of online shopping. This implies most of the respondents have experience of online shopping.

Response of customers of online shopping revealing their buying behavior, the finding indicates that 20 (33.3%) respondents do online shopping frequently whereas 9 (15.0%) has done it for trial only and 25 (41.7%) do online shopping occasionally. Thus it can be said that most of people frequently do online shopping.

While analyzing the response regarding the last purchase through online shopping, it was observed that out of 60 respondents about 33 (55.0%) did online purchase past one month whereas 8 (13.3%) where those who had done online shopping past two months. The data also shows that 19 (31.7%) respondents had done purchase through internet three months ago.

In reference to the respondent's response regarding buying products or availing services through interne, the study reveals that 42 (70.0%) have purchased products whereas only 2 (3.3%) of respondents have purchased services however 16 (26.7%) of respondents are those who have purchased both products and services.

While analyzing the student's perceptions regarding the usefulness of online shopping. The data showed that out of 37 respondents 61.7 per cent students agree; 13.3 per cent strongly agree while 5.0 per cent disagree that online shopping is useful. It is also observed that 16.7 per cent have remained indifferent towards the given statement. Thus we can say that online shopping is considered to be useful by the students.

In reference to the students' perceptions on the statement that online shopping save time. It is seen that 55.0 per cent of the students agree and 20.0 per cent are strongly agree whereas very less 6.7 per cent disagree with the above mentioned statement. On the basis of above finding we can say that online shopping is time saving.

While analyzing the students' perceptions on the feature of online shopping that enables one to shop at any time of the day. It is evident that 41.1 per cent of students agree and 31.7 per cent strongly agree whereas handful of students was noted to either strongly disagree or disagree. Thus it is inferred that through online shopping one is able to shop at any point of the day.

In reference to the students' perception on then statement that online shopping is easy. It is noticed that majority of the students i.e. 55.0 per cent agreed while 30.0 per cent strongly agreed that online shopping is easy. However, only 3.3 per cent of students disagree that online shopping is easy, while 5.0 per cent students found to be in different. Thus it can be implied that online shopping is easy.

While analyzing the students' perceptions that through online shopping the price of product or service is less than the actual price. The data shown that 26.7 per cent of students agree and 10 per cent strongly agree whereas only 13.3 per cent of students are disagreeing. It is also observed that 38.3 per cent have remained indifferent towards the given statement. Thus it can be observed that the price of products and services are less than actual price.

In reference to the students' perception on the belief that through online shopping delivery of products of services takes longer time. It is seen that 23.3 per cent agree, 33.3 per cent strongly agree whereas only 11.7 per cent are found to disagree with the above statement. 23.3 per cent are indifferent about statement. The findings show that maximum students believe that the delivery time is longer in case of online shipping.

While analyzing the students' perception for no sufficient information on site about the products and services. 38.3 per cent and 11.7 per cent of students are noted to agree and strongly agree respectively that there is not sufficient information available related to products and services. However, only 15 per cent of students' are found to disagree whereas 28.3 per cent have remained indifferent. Thus it can be revealed that online shopping sites don't have sufficient information about the product and services.

In reference to the students' perceptions on the statement that only those with credit card or bank account holder can shop. It can be noted that 33.3 per cent of students agree with the statement and 25.0 per cent strongly agree whereas 8.3 per cent are found to strongly disagree and rest students i.e. 16.7 per cent indifferent about statement. On the bases of above finding we can say that only those with credit card or bank account holder can shop.

Suggestions

Company should improve consumers' value perceptions about the products and reduce consumer's perceived risk in the online shopping environment by providing quality products, timely delivery and fulfill their expectations. Also companies should make their website easy to use and risk free.

The psychology of the respondents is still the same in checking the product physically before purchasing it, which creates a mental hurdle for online shopping. So the companies should devise certain strategy so as to reduce the scams.

The study suggests that respondents give most importance to security and privacy to generate trust. Perceived privacy of customer information can be improved by ensuring that no point of time the customer is asked for irrelevant personal information.

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QUESTIONNAIRE

You are requested to spare your precious time to fill up the questionnaire. Your views and answers are important to me, Please answer all questions as I cannot use the questionnaire if it is incomplete.

The information given by you will be kept confidential and will be used for the academic purpose only.

Personal Details

- | | |
|----------------------|---|
| i. Name: (Optional) | ii. Gender: male/Female |
| iii. Age: (In years) | iv. Qualification: Undergraduate/Graduate |
| v. Income: (Monthly) | vi. Background: Urban/Rural |

Part A

1. (i) Do you have enough experience of online shopping?

Yes/No

(ii) Do you avail the service or purchase the product?

For trial/ Occasionally/ Frequently/Regularly

(iii) When was the last time you made a purchase over the Internet?

One month ago/ Two month ago/more than two months ago

2. What you have purchased through online shopping?

Products/ services/ Both (product & services)

Part B

Read the given question carefully and tick the appropriate box where

1 = strongly disagree; 2 = Disagree; 3 = Indifferent; 4 = Agree; 5 = Strongly agree

Sr. NO.	Factors	1	2	3	4	5
1.	Online shopping is useful.					
2.	I think shopping on the internet saves time.					
3.	It is great advantage to be able to shop at any time of the day on the internet.					
4.	Online shopping is easy.					
5.	Online shopping is risky.					
6.	I will prefer online shopping only prices are lower than actual price.					
7.	A long time is required for the delivery of product and services on internet.					
8.	Selection of goods available on the internet is very broad.					
9.	The information given about the product and services on the internet is not sufficient.					
10.	The fact that only those with credit card or bank account can shop on the internet is a drawback.					

Kindly put (✓) in the box according to the importance assumed by you for the following factors which determine the online shopping.

1 = very Unimportant; 2 = Unimportant; 3 = can't say; 4 = Important; 5 = Very Important

Sr. No.	STATEMENTS	1	2	3	4	5
1.	Price					
2.	Delivery time					
3.	Reputation of the company					
4.	Guarantees and Warrantees					
5.	Privacy of the information					
6.	Good description of goods					
7.	Security					
8.	Quality					
9.	Free delivery of goods					
10.	Risk of credit card transactions					
11.	Risk of identity theft					
12.	Difficulty in returning products/ items					
13.	Risk of not getting what I paid for					
14.	Lack of trustworthiness of vendors					
15.	Not being able to touch products					

Sumit Kumar

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ACADEMIC DETAILS			
Degree/Course	Institution	Year of Passing	Percentage/O/CGPA
MBA (Marketing and Finance)	Dr YS Parmar University of Horticulture & Forestry, Nauni, Solan	2016-2018	7.4 (pursuing)
B. Tech (Bio-tech)	Shoolini University	2011-2015	6.0 CGPA
Senior Secondary	Mahavir Public Sr. Sec. School, Sunder Nagar (H.P.)	2010	58%
Matriculation	Vivekanand Model School, Mandi (H.P.)	2007	52.30%

INTERNSHIPS		
Organization	Designation	Duration
Bhaghat Urban Co-op. Bank Ltd.	Trainee	42 days
Ropar Distt. Cooperative Milk Producer Union Ltd. (Verka) Mohali	Trainee	2 months and 15 Days

PROJECT DETAILS

Project: I

Title : Major project on study of Antibacterial and Phytochemical properties of Achyranthes Aspera (Puthkanda) Plant found in Himalayan region.

Duration: 6 Months

Project: II

Title : Student's Attitude towards Online Shopping: A Case Study of College Students of Solan Town.

Duration: 1 Year

HOBBIES

- Blogger
- Travel to visit new places
- Trekking
- Learning new things
- Photography

DECLARATION

I hereby declare that the above mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

**Dr. YS Parmar University of Horticulture and Forestry,
Nauni, Solan (HP)-173230
Department of business management**

Title of project : **To Study the Students' Attitude towards Online Shopping : A case study of College Students' of Solan Town of (H P)**
Name of student : Sumit Kumar
Admission number : H-2016-31-MBA
Major Adviser : Dr. Krishan Kumar
Specialization 1 : Marketing
Specialization 2 : Finance
Degree awarded : MBA
Year of award of degree : 2018
Number of pages in report : 37+iii
Number of words in abstract : 272

ABSTRACT

In the last decade, internet has influenced communication, entertainment and shopping experience. The number of applications has increased and an easiness of these applications has also increased. Now a day's not only experienced users but also inexperienced users can use most of the internet applications. Online buying or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. People, who have internet experiences, can search and find information quickly and most of the people do not have time to go shopping and they try to purchase their needs over the internet and for these people variety and quickness of internet shopping are valuable characteristics. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price. Therefore Marketers have carefully analysed the consumers' attitude and behaviour towards the online shopping and spend billions of dollars to facilitate all the demographics of online shoppers. For this research, sample size of 60 college students' of Solan Town of Himachal Pradesh was taken. A structured questionnaire was prepared for the present study. Findings revealed that the most of the college students' were aware about online shopping. The boost in use of internet by the customers in younger age has provided a promising outlook for online retailers. Students, who have internet experiences, can search and find information quickly and as majority of them do not have time to go shopping so they try to purchase their needs over internet. The study suggests that respondents give most importance to security and privacy to generate trust.

Signature of Advisor
Dr Krishan Kumar

Signature of Student

Countersigned

Professor and Head

Department of Business Management