

Analysis of Consumers' Perception, Attitude, Satisfaction and Post Purchase Behaviour towards Online Shopping in Chennai

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ABSTRACT

Online Shopping is a current phenomenon which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Buying products online gives customers the opportunity to find a great variety of products, customers can review a wide selection of products and find special offers with the best deals online. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. The aim of the study is to analyse the customers' perception, attitude, satisfaction and post purchase behavior towards online shopping in Chennai. Based on a sample of 100 online customers of various products in Chennai District, descriptive and inferential analysis is carried out. Correlation and Multiple Regression Analysis are used to test the hypotheses. The study reveals that Perceived Easiness and Website Features have more impact on the positive post purchase behaviour of consumers towards online shopping. The study also finds that the Customers' Perception, Attitude and Satisfaction influence the Post Purchase Behaviour towards online shopping products.

Keywords: Perception, Attitude, Satisfaction, Post Purchase Behaviour, Online Shopping.

INTRODUCTION

Due to the significant and important changes in the last couple of decades in Information and Communication Technologies, the Internet and personal computers have significantly penetrated our daily lives. Coupled with changing consumer preferences and technological advances, individual shopping behaviors have also altered significantly. A new concept of technology-enabled shopping, called "Online Shopping," emerged after the first Internet web browser back in the 1990s. Since then, Online Shopping has attracted significant attention by both academics and practitioners alike. Online Shopping is a current phenomenon which has developed a great importance in the modern business environment. The evolution of online shopping has opened the door of opportunity to exploit and provide a competitive advantage over firms. Growing numbers of consumers shop online to purchase goods and services, gather product information or even browse for enjoyment. Buying products online gives customers the opportunity to find a great variety of products, customers can review a wide selection of products and find special offers with the best deals online. Online shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. The

aim of the study is to analyse the customers' perception, attitude, satisfaction and post purchase behaviour towards online shopping in Chennai.

ONLINE SHOPPING IN INDIA

Online shopping sites entirely change the way of shopping. Opening the shopping sites, finding the great deals and placing the order are easy for online consumers. All this make shopping simple and also precious time saving. With \$681 billion in online retail sales in 2016, China is the largest market for e-commerce globally, followed by the US, and the fastest growing one is India. According to a new study by Forrester Research, approximately a fifth of total retail sales will take place online by 2021 in Asia Pacific, with 78 percent of that coming from mobile, up from 63 percent in 2016. The study adds that online retail via mobile will grow at a CAGR of 15.6 percent, to reach \$1 trillion in 2020, up from \$539 billion in 2016. According to Forrester, Asia Pacific continues to be the largest region for online retail sales. Their data shows that with \$681 billion in online retail sales in 2016, China is the largest market for e-commerce globally, followed by the US; but it is India that is the fastest-growing e-commerce market. **(Source: Forrester Data: Online Retail Forecast, 2016-2021 (Asia Pacific))**

The Associated Chambers of Commerce & Industry of India (ASSOCHAM), in a joint study with Resurgent India, stated that there were about 69 million consumers in the country that purchased online in 2016 and the number is going to cross 100 million by 2017. The rise of digital natives, infrastructural improvement in terms of logistics, broadband, and internet-ready devices will add to the demand in e-Commerce, the study finds. In 2017, mobile commerce will become more important as most of the companies are shifting to m-commerce. It also said that demonetisation and a reduction in cash transaction, along with improvement of net banking facilities, can actually throw up opportunities for the Indian ecommerce sector. Mobile commerce is likely to jump to 45-50% in 2017 against the current 30-35% of ecommerce sales. The study added that 50% sales come from mobile with majority being first-time users. As per the joint study, the total retail sales in India will likely to increase from the \$717.73 billion during CY 2014 to touch \$1,244.58 billion by 2018. The total retail sales are growing at an impressive rate of 15%, registering a double digit growth figure year after year. **(Source: ASSOCHAM-Resurgent Study Report, January 2017, www.assocham.org/upload/news/1484064640.pdf)**

STATEMENT OF PROBLEM

Internet growth has led to a host of new developments, such as decreased margins for companies as consumers turn more and more to the internet to buy goods and demand the best prices (IAMAI & IMRB International, 2013). According to a study conducted by the Internet and Mobile Association of India, the e-commerce sector is estimated to reach Rs. 2,11,005 Crore by December 2016. By 2020, India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce. India's retail market is expected to nearly double to US\$ 1 trillion by 2020 from US\$ 600 billion in 2015, driven by income growth, urbanisation and attitudinal shifts (IBEF, 2015). The business world is being gradually changed to an e-economy by the ever-increasing global competition, increased information availability, knowledgeable consumers, changing relationships, rapid innovations, and increasingly complex products. Because of which, no industry is left untouched in today's consumer centric e-marketplace (IAMAI & IMRB International, 2013). Thus, the increase in the usage of internet and online shopping among the customers has created new prospects and opportunities for online retailers. In order to take advantage of this scenario, it becomes essential for the online retailers to know the factors, which influence the online buying behavior of the customers. In order to survive in the market and to be a successful online store, it is important to study and analyse the consumers' perception, attitude, satisfaction and post purchase behavior towards online shopping. This can then be utilized in the design of the online store and its products and services to meet and match the consumers' behavior, as well as in marketing activities. Hence, this study is an attempt to study and analyse the perception, attitude, satisfaction and post purchase behavior of customers towards online shopping in Chennai.

OBJECTIVES OF THE STUDY

The Objectives refer to the questions to be answered through the study. They indicate what researcher trying to get from the study. The objectives of this study is to analyse the perception of consumers towards Online Shopping. The study is conducted to identify the relationship among Perception, Attitude, Satisfaction and Post Purchase Behaviour towards Online Shopping. The study also evaluate the impact of perception on Satisfaction and Post Purchase Behaviour towards Online Shopping.

SIGNIFICANCE OF THE STUDY

The area of E-Commerce with respect to Online Shopping has received significant research attention in recent years. There are billions of people online any time and they all are a potential consumer in the online market. Since there are so many online sellers, the most important thing for these organisations is to understand what are consumer wants and needs in this competitive business environment. In the online shopping market since there is no face-to-face contact, analysing and identifying factors that influence the consumers and their attitude, satisfaction and post purchase behavior are vital. Moreover, consumers have new demands, preferences and expectations in the online shopping. Therefore, it becomes more important to study the online shopping behavior of consumers to fulfill their expectations, increase the level of satisfaction, improve favourable post purchase behavior and retain them for the future.

While various studies have been done in reference to e-commerce and online shopping, none has been done in regards to the perception, attitude, satisfaction and post purchase behavior of millennials in Chennai depicting the existence of a knowledge gap. The knowledge from this study will provide valuable information for retailers about the relevant factors that drive consumers to shop online and the products and services that are more likely to be purchased online. From the marketing point of view, gaining useful insight into online consumer behavior is fundamental and the knowledge from this study could help create marketing strategies tailored to respond to online consumers' requirements and needs. The findings of this study will provide Government, Policy makers and Marketers with better understanding the consumer behaviour towards online shopping in Chennai. The findings of this study therefore will also prove useful to Research Scholars and Academicians who may wish to use them as a basis for further research on this subject. The research is also significance in incorporating the perception, attitude, satisfaction and post purchase behavior towards online shopping of consumers in Chennai.

SCOPE OF THE STUDY

Scope of study is a general outline of what the study will cover. The focal point of the study is to analyse the consumers' perception on Online Shopping and its impact on Consumer Satisfaction and Post Purchase Behaviour towards Online Shopping. The analysis, findings, suggestions and conclusion of the present study conducted by the researcher will be of immense use for the Online Stores/Shops as well as Online Shoppers in India as well as other parts of the world and this study is more useful for future researcher with similar studies in this nature. This study is limited to the perception of Consumers on Online Shopping in Chennai. The scope of study is confined within Chennai district. This study is conducted to suggest some measures to improve the present online shopping environment in order to increase the customer satisfaction,

which leads to positive and favourable post purchase behavior of consumers towards Online Shopping.

REVIEW OF LITERATURE

Tonita et al. (2004) found that in online shopping context consumer evaluate their internet shopping experience in terms of perception regarding product customization, form of payment, delivery terms, service offered, risk involved, privacy, security, personalization, and enjoyment.

In the study conducted in US by **Xu and Paulins (2005)**, results showed that there was a strong relationship between students' attitude and intentions towards shopping online for apparel products. The demographic variables internet usage, employment status, and car access had significant influence on students' attitude toward online shopping for apparel products. Students who browsed the internet on a more frequent basis had a more favorable attitude toward shopping online for apparel products than those who browsed the internet less frequently. Also, students past online shopping experiences were shown to have significant influence on their attitudes toward online shopping for apparel products.

A research by **Wang et al., (2005)** show that 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. Research shows that 58 percent chose to shop online because they could shop after-hours, when the traditional stores are closed and 61 percent of the respondents selected to shop online because they want to avoid crowds and wailing lines, especially in holiday shopping.

Study by **Vijay, Sai. T. & Balaji, M. S. (May 2009)**, revealed that Consumers, all over the world, are increasingly shifting from the crowded stores to the one-click online shopping format. However, in spite of the convenience offered, online shopping is far from being the most preferred form of shopping in India. A survey among 150 internet users, including both users and non-users of online shopping, was carried out to understand why some purchase online while others do not. The results suggested that convenience and saving of time drive Indian consumers to shop online; while security and privacy concerns dissuade them from doing so.

Sinha (2010), in his study carried out in India implied that Socio-psychological factors and infrastructure have been found influential factors while the perceived risk surprisingly was not significant as a whole but at gender level there was significant difference between the online behavior of male and female due to risk perception.

In the study done in India by **UshaVaidehi P. (2014)**, it was revealed that male students are more interested in purchasing goods online when compared to female students. This study exhibits that the Factors such as shopping online saves time, availability of the product for less price, promotions that E- Retailers are providing, ease in payment are the motivating drives to encourage students to shop more online. However, both male & female respondents preferred to purchase goods online and they were more interested to buy apparels, electronic goods and books through online.

THEORETICAL FRAMEWORK

Perception refers to an opinion, impression, awareness formed about a product. A consumer identifies, organizes, and interprets information to create meaning about the product by a process. It can be shaped by learning, memory and expectations. Once learning comes up to the desired level, consumers form attitude. An attitude can generally contain a positive or negative evaluation of product. It is an outcome of perception. If the performance of the product is good, the customer is satisfied, favours the product, and recommends it to others. The behaviour after a product purchase is called Post purchase behaviour, which may be positive or negative. Based on the satisfaction or dissatisfaction the consumer will rebuy the product, discontinue the product, or switch over to some other product.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the problem. The methodology followed for conducting the study includes the specification of research design, sample design, questionnaire design, data collection and statistical tools used for analyzing the collected data.

TABLE 1
RESEARCH METHODOLOGY

Research type	Descriptive and Exploratory Research
Research Approach	Qualitative and Quantitative Approach
Population (Universe) & Sampling Unit	Consumers of Online Shoppers in Chennai
Sample size	100
Sampling Area	Chennai
Sampling Method	Probability Sampling – Random Sampling
Research Method	Survey
Data type	Primary (Majority of the data) and Secondary Data
Sources of Primary Data	Questionnaire and Personal Interview
Sources of Secondary Data	Newspapers, Journals, Magazines, Reports, books, research articles, internet, etc.
Research instrument	Structured Questionnaire
Period of data collection	June 2017 to August 2017
Software used for analysis	SPSS (Version 20)

DATA ANALYSIS AND DISCUSSION

The data, after collection, has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. Analysis has been done through various statistical tools to understand the outcomes with reference to the objectives and hypothesis. In order to analyze and give the proper interpretation of data various statistical tools (descriptive as well as inferential) are used.

1. DEMOGRAPHIC PROFILE

TABLE 2
Demographic Profile
(Sample Size = 100)

VARIABLES	OPTIONS	FREQUENCIES	(%)
Gender	Male	62	62.00
	Female	38	38.00
Age	18 – 30 Years	(Open ended Question)	52.00
	31 - 64 Years		48.00
Qualification	School	34	34.00
	Level/Diploma	54	54.00
	UG / PG	12	12.00
	Professional		
Marital Status	Married	57	57.00
	Unmarried	43	43.00
Occupation	Salaried Job	48	48.00
	Business/Profession	22	22.00
	Home makers	20	20.00
	Students/Retired	10	10.00
Monthly Income (INR)	Upto Rs.50,000	56	56.00
	Rs.50,001 –	33	33.00
	Rs.1,00,000	11	11.00
	Above Rs.1,00,000		

Source: Primary Data

INTERPRETATION

From the above table, it is inferred that Male respondents (62%) are more than female respondents. In terms of Age of the respondents, majority of them belongs to the age group of 18 – 30 Years (52%). 54% of them are Under and Post Graduates. In terms of Occupation, 48% of the respondents are salaried people followed by Businessman with 22%. Majority of the respondents are married (57%). As far as Monthly Income of the respondents is concerned, majority of them (53%) are getting monthly income of uptoRs.50,000.

2. ONLINE SHOPPING PROFILE

TABLE 3
Online Shopping Profile
(Sample Size = 100)

VARIABLES	OPTIONS	FREQUENCIES	(%)
Internet Usage (in Years)	1 – 5 years	(Open ended Question)	47.00
	Above 5 Years		53.00
Internet used for Online Shopping (in Years)	1 – 5 years	63	63.00
	Above 5 Years	37	37.00
Level of Experience in Online Shopping	Less Experience	36	36.00
	Adequate Experience	46	46.00
	More Experience	18	18.00
Who influence Online Purchase Decision	Family Members	14	14.00
	Relatives	10	10.00
	Friends & Colleagues	32	32.00

	Discussion Forums	26	26.00
	Product Review	18	18.00
Type of goods purchased	Electronic Goods	46	46.00
	Cosmetics/healthcare	12	12.00
	Books	10	10.00
	Apparels	22	22.00
	Others	10	10.00
Website used for Online Shopping	Flipkart	22	22.00
	Amazon	38	38.00
	Snapdeal	10	10.00
	ebay	18	18.00
	Others	12	12.00

Source: Primary Data

INTERPRETATION

Majority of the respondents (53%) are using internet more than 5 years and 63% of them are using internet for online shopping for 1 to 5 years. 46% of them said that they have adequate experience in online shopping. Friends and Colleagues influence are more (32%) for online purchase decision of the respondents followed by Discussion Forums (26%). 46% of the respondents bought Electronic goods through online shopping. Majority of the respondents using the Website – Amazon (38%) followed by Flipkart (22%), ebay (18%), Snapdeal (10%) and others (12%) for online shopping.

3. CORRELATION ANALYSIS

H₀: There is no significant relationship between the Perception and the Level of Satisfaction of Consumers towards Online Shopping.

A Pearson product-moment correlation was run to determine the relationship between the Perception and the Level of Satisfaction of consumers towards Online Shopping.

**TABLE 4
PERCEPTION– SATISFACTION ON ONLINE SHOPPING**

VARIABLES	N	'r' VALU E	P - VALU E	RELATION SHIP	REMARKS	
					Result	Null Hypothesis
Perceived Product Quality - Satisfaction	100	0.451**	0.001	Positive	Significant	REJECTED
Perceived Price - Satisfaction	100	0.582**	0.001	Positive	Significant	REJECTED
Website Features - Satisfaction	100	0.594**	0.001	Positive	Significant	REJECTED
Perceived Easiness - Satisfaction	100	0.628**	0.001	Positive	Significant	REJECTED
Perceived Service - Satisfaction	100	0.425**	0.001	Positive	Significant	REJECTED

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

As the P value is lesser than Sig. Value (0.01) in all the above cases, the Null Hypotheses are rejected. There are high positive correlations between perception and level of satisfaction towards online shopping. Hence, there is a significant relationship between the Perception factors and the Level of Satisfaction on Online Shopping. The correlations between the Perceived Easiness ($r = 0.628$) and Website Features ($r = 0.594$) with the Level of Satisfaction towards online shopping are higher than other variables.

H₀: There is no significant relationship among Perception, Attitude, Satisfaction and Post Purchase Behaviour towards Online Shopping.

A Pearson product-moment correlation was run to determine the relationship among Perception, Attitude, Satisfaction and Post Purchase Behaviour towards Online Shopping.

**TABLE 5
PERCEPTION, ATTITUDE, SATISFACTION AND POST PURCHASE BEHAVIOUR
TOWARDS ONLINE SHOPPING**

VARIABLES	N	'r' VALU E	P - VALU E	RELATIO N SHIP	REMARKS	
					Result	Null Hypothesis
Perception - Attitude	100	0.552**	0.001	Positive	Significant t	REJECTED
Perception - Satisfaction	100	0.608**	0.001	Positive	Significant t	REJECTED
Perception - Post Purchase Behaviour	100	0.625**	0.001	Positive	Significant t	REJECTED
Attitude - Satisfaction	100	0.571**	0.001	Positive	Significant t	REJECTED
Attitude - Post Purchase Behaviour	100	0.544**	0.001	Positive	Significant t	REJECTED
Satisfaction – Post Purchase Behaviour	100	0.657**	0.001	Positive	Significant t	REJECTED

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

As the P value is lesser than Sig. Value (0.01) in all the above cases, the Null Hypotheses are rejected. There are high positive correlations between all the variables. Hence, there are significant relationships among Perception, Attitude, Satisfaction and Post Purchase Behaviour towards Online Shopping. The correlations between the Satisfaction ($r = 0.657$) and Perception ($r = 0.625$) with the Post Purchase Behaviour towards online shopping are higher than other variables.

H₀: There is no significant relationship between the Perception factors and the Post Purchase Behaviour towards Online Shopping.

A Pearson product-moment correlation was run to determine the relationship between the Perception factors and the Post Purchase Behaviour towards Online Shopping.

TABLE 6
PERCEPTION ON ONLINE SHOPPING – POST PURCHASE BEHAVIOUR
ON ONLINE SHOPPING

VARIABLES	N	'r' VALU E	P - VALU E	RELATIO N SHIP	REMARKS	
					Result	Null Hypothesis
Perceived Product Quality – Post Purchase Behaviour	100	0.534**	0.001	Positive	Significant	REJECTED
Perceived Price - Post Purchase Behaviour	100	0.443**	0.001	Positive	Significant	REJECTED
Website Features - Post Purchase Behaviour	100	0.671**	0.001	Positive	Significant	REJECTED
Perceived Easiness - Post Purchase Behaviour	100	0.606**	0.001	Positive	Significant	REJECTED
Perceived Service - Post Purchase Behaviour	100	0.420**	0.001	Positive	Significant	REJECTED

****.** Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

As the P value is lesser than Sig. Value (0.01) in all the above cases, the Null Hypotheses are rejected. There are high positive correlations between all the variables. The correlations between the Website Features (r = 0.671) and Perceived Easiness (r = 0.606) and with the Post Purchase Behaviour towards online shopping are higher than other variables. Hence, there is a significant relationship between the Perception factors and the Post Purchase Behaviour towards Online Shopping.

4. MULTIPLE REGRESSION

Regression is the determination of statistical relationship between two or more variables. Multiple regression analysis examines the strength of the linear relationship between a set of independent variables and a single dependent variable (measured at the interval/ratio level). Multiple Regression was conducted to determine the best linear combination of Perceived Product Quality, Perceived Price, Website Features, Perceived Easiness and Perceived Service Quality for predicting Post Purchase Behaviour towards Online Shopping.

TABLE 7
REGRESSION ANALYSIS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.797	.542		1.472	.184
	Perceived Product Quality	.185	.011	.442	13.474	.000
	Perceived Price	.214	.010	.356	10.429	.000
	Website Features	.242	.008	.535	15.954	.000
	Perceived Easiness	.124	.012	.487	14.157	.000
	Perceived Service Quality	.111	.016	.374	12.721	.000

Dependent Variable: POST PURCHASE BEHAVIOUR

Preliminary analyses were conducted to ensure no violation of the assumptions of normality, linearity, multi-collinearity and homoscedasticity. The Means, Standard Deviations, and inter-correlations can be found. This combination of all five variables significantly predicts the dependent variable i.e., Post Purchase Behaviour, $F(5, 444) = 95.327$, $p = .000$ which is lesser than .001 (Sig. Value 2-tailed) and Adjusted R Square = 0.662. Out of five independent variables, Website Features (0.535) and Perceived Easiness (0.487) are the strongest influencing factors which predicting dependent variable – Post Purchase Behaviour. The beta weights suggest that the Website Features only contribute most (0.535 or 53%) to predict Post Purchase Behaviour.

SUGGESTIONS AND RECOMMENDATIONS

It is found from the study that the respondents perceived less on Price and Service Quality of Online Shopping. So, the Online Shopping organisations should improve the quality of products and services and fulfil their expectations. It has been found that Indian Consumers are price sensitive. Hence, the price sensitive consumers (especially female consumers as shown in our study) do not take much interest in online shopping. So, the Online Shopping organisations should provide facilities for bargaining and allow considerable price reduction for the customers. The study shown that the Website Features play an important role in influencing the post purchase behaviour towards Online Shopping. Hence, Online Stores should use effective implementation of website factors such as information design, features, communication, privacy and security, as a marketing tool by which trust towards the website can be created among the consumers and subsequently enhance level of satisfaction and post purchase behaviour.

LIMITATIONS OF THE STUDY

Because of the limited time and financial resources available, the survey is of limited scale and scope, such that the survey results may not be fully representative of the views of the consumers in the city (Chennai) studied. It is important to note that consumers' perception, attitude, satisfaction and post purchase behavior towards online shopping may vary from time to time. Finally, these limitations may decrease the ability of generalizing the results of this study to other industries' settings. Therefore, the conceptual and methodology limitations of this study need to be considered when designing future research and these limitations are acknowledged and provide possible avenues for further research.

DIRECTION FOR FURTHER STUDIES

This is an empirical study which would be a useful contribution. However, for arriving at any generalization it is highly desirable to undertake more such empirical studies. This will make the applications more meaningful to make Online Shopping more effective. The further research must direct itself for conducting such investigations. Further the suggested outcome needed to be tested for its application across the sector and benchmarks to be identified for others to follow. Further the views suggested are macroscopic; this can be further extended to microscopic level. The scope of research was restricted to the Online Shopping with respect to the electronic goods in Chennai city only. Similar study can be also carried out in the other areas of Tamil Nadu and also other parts of India for comparison purposes. A comparative study of consumers towards Online and Off-line Shopping towards products can also be conducted.

CONCLUSION

The result of this study have verified the previous finding that the various factors of Perception of customers have strong impact on satisfaction and post purchase behavior towards online shopping in Chennai. This is also consistent with prior studies. In addition, it is also proved that the Website Features and Perceived Easiness played important roles in determining post purchase behaviour. The impact of the above variables on Satisfaction is also highly significant. This study has taken a new look at the relationships between Perception, Attitude, Satisfaction and Post Purchase Behaviour, which receives continuous attention from academic researchers and managers. The marketing personnel of online shopping should take necessary steps to increase the trust and service quality which are lesser significant than others in this study.

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