

FACTORS INFLUENCING PREFERENCE OF WOMEN TOWARDS ONLINE SHOPPING

N. Anitha, PhD

Associate Professor
GRG School of Management Studies,
Peelamedu, Coimbatore, India

ABSTRACT

In recent years the business world is changing and internet has played a significant role in our daily life and market place is fast turning into e- market place and consumer interest in e- shopping is growing day by day due to so many motivational factors and which allows consumer to directly buy goods and services from a seller over the internet using the web browser this leads to the revolution in business today. So the purpose of the study is intended to examine the preference of women post graduate students towards online shopping with special reference to Coimbatore city. The sample size of 150 was chosen among the PG students and the questionnaire was administered to collect the primary data. Likert scale was incorporated in the Questionnaire. In order to identify the major factors influencing the preference of online shopping and evaluate the online product and services the factor analysis has been employed with principal component extraction with varimax rotation. To identify the preference of online shopping by considering various demographic variables the ANOVA test has been applied to identify the variables and also to study the major barriers of online shopping Rank correlation was used. To study the post purchase behavior of the customer simple percentage analysis has been incorporated. Hypothesis was framed and tested and results show that certain factors are having positive influence over the preference. The factors determine the preference of online shopping would be helpful to identify the major influential factors for preference and helps to improve the satisfaction level. The outcome of the study would be helpful to modify their existing marketing strategies and improve the existing motivational factors. The study would helpful to identify the barriers customers face during the online purchase and helps to reduce the problems and improve the level of satisfaction.

Keywords: *e – market, consumer interest, online shopping, consumer preference, marketing strategies, motivational factors.*

Introduction:

Electronic Commerce has experienced a rapid growth in the last few decades and the advancement of internet provides a prospect for online shopping and changed the way consumers buy goods and service. Information technology too enhanced the consumers towards online shopping. These provided the way for the emergence of online shopping. Today Online shopping is growing like a world biggest shopping mall because of the technological advancement, convenience, better purchasing capacity, and the availability of different search engines and easier payment mode satisfaction and security. Online

shopping provides all types of goods available in the virtual world and customer can access these shops anytime without stepping out of their home. The products are displayed with the detailed information about the price and features and customers can explore, analyse and compare the similar products and services with other outlet and can make their purchase decisions. But Indian shopping pattern is slightly different from other countries and now a days the demand for online shopping is notably increasing in India and customers are preferring for the online shopping and it is crossing the global average. The research results shows that men purchases more through internet than women and the student

participation in online shopping is growing drastically. Unlike traditional shopping online shopping has many advantages and has also influenced the emergence of online shopping. So knowing the preference of online shopping by the students preferably women students will help the marketers to further develop their marketing strategies to convert their potential customer into active one. Online shopping is not restricted to elite class but the person with the average income can make their own choice. This is also one of the motivational factor for choosing online shopping. But at the same time it is having its own disadvantages too. So the study is intended to know the women's preference towards online shopping and to study the motivational factors behind the online shopping.

Statement of Problem:

The internet users in India is expected to reach 402 million by December 2016 and online shoppers are expected to increase from 20 million in 2013 to 40 million in 2016. Majority of them uses Smartphone to access in the year 2016 the penetration level of mobile and internet increased at the annual growth rate of 65%. Men and women both are tend to go for the online shopping from their laptops but men are more likely to use their Smartphone for their purchase. The purchase pattern of female through online is also increasing day by day but the student community is more aware of online marketing and the tools. So the study is intended to identify the preference of women students towards online shopping in Coimbatore city. So that marketers can develop the strategies for filling the student online market.

Review of Literature:

Sujana Adapa (2008) studied that it is important to consider the prevailing cultural situations for diffusion of the internet as well as for the development of e-commerce. The role of women is constantly changing in today's competitive world due to increase in their level of education and working capabilities. The internet usage rate of the women is also increasing at a faster pace than in the past. Therefore it is important for marketers to understand their consumers and formulate effective marketing strategies.

Thomas G. Brashear, Vishal Kashyap, Michael D. Musante, Naveen Donthu (2008) studied that each country is unique for their social Norms, cultural and infrastructure differences and these factors play a major role towards online shopping and shoppers are keener towards the convenience on shopping.

Syed Shah Alam (2008) found that perceptions of the customer service, reliability and trust of online purchasing exhibit significant relationships with their online buying intention. Marketers need to realize that the online marketing environment affects the way

consumers view and develop relationships so to add value to the online shopping experience and to build relationships, trust is everything.

John B. Horrigan (2008) studied that more than half of the internet users prefer to shop online since they trusted the e-commerce environment more and have purchased a product online, such as a book, toy, music, or clothing. Attitudes and perceptions play a key role in online users choose to purchase products online. While the number of e-shoppers continues to grow, there is still widespread concern in the internet population about the safety of financial and personal data online.

Narges Delafrooz, Laily H. Paim, Sharifah Azizah Haron, Samsinar M. Sidin, and Ali Khatibi (2009) studied that convenience, price and wider varieties are the other factors influence the attitude of customers towards online shopping.

Shweta Tanwar (2009) studied that 24 hours of service and anywhere shopping facilities are the major influencing factors to prefer for online shopping these factors help them to cut the access cost and provide convenience for shopping.

Rakesh Kumar (2010) stated that hygiene consciousness, price consciousness, flexibility, choices, people consciousness are the factors also positively-influence the trends of finding more users for online shopping.

Anupama Prashar (2011) studied that increase in per capita disposable income, higher penetration of media, urbanization, education and health awareness, movement of households towards higher income groups, changes in lifestyle and family structure are factors influencing increase purchase pattern of people and socio demographic factors like age, income, gender and attitude are also the influencing factors for the preference of online shopping.

Shabnam Ghaffari (2011) found that consumers with high levels of consumer experience are the only group exposed to visualizations and have many positive effects on online shopping environments, on the contrary it was also predicted that the use of average sized women to visualize clothing may have an adverse effect on purchase intent and brand perception through online.

Sapna Rakesh, Arpita Khare (2012) studied that types of purchases consumers make online can be identified to understand the relevance of deals and preferences, factors such as website, layout, product displays and payment modes can be understood with reference to value consciousness and low prices belongs to one category and demographic factors such as education and income can provide understanding about consumers' Internet-savvy behavior belongs to the other category.

A Nielsen Global Consumer Report (2012) studied that globally one-third of online consumers primarily prefer Internet shopping to shop goods and services

and most of the customer prefer online services for booking travel tickets and buying concert tickets.

Wen Gong , Lynda M. Maddox , Rodney L. Stump (2012) studied that online shoppers become progressively global and multicultural, more cross-cultural so the research to be done on this diffusion to better understand online consumers' purchase behavior. **Sandip Prajapati, Mital Thakor (2012)** studied that internet is the phenomenon gaining popularity among the people and factors such as time saving and ubiquity (Availability of product 24*7) are the most tempting reasons for the preference of online purchase.

Dahiya Richa, (2012) studied that online portals developed by the Indian markets are the motivating factor for shopping online.

Archana Raje, Vandana Tandon Khanna (2012) studied that e - service quality type of service, situation, time, need, privacy and other factors influences the online purchase behavior .

Manish Dwivedi, Kumawat Mahesh, Verma Sanjeev (2012) studied that enhanced customer service, Mass customization, Global reach, Niche marketing and specialized stores are the factors influencing the online purchase of customers.

Nahla Khalil (2014) studied that online shopping is ideal for many people with disabilities, with children, people with hectic schedules and people those do not have time and energy to walk around the mall.

Kuppuraj P (2014) studied that online shopping has become a significant part of our life and as a result of the growing internet and our busy schedule online shopping helps to make the shopping faster, easier, safer and less costly shopping and the greater advantage of online shopping is it saves time and also offers wide range of products with the best offer.

Vipin Kumar, Kadambini Kumari (2014) studied that Indian consumers are not price-based, shopping orientations and web site dimensionality consumer conceptualizations of shopping are the factors to be studied to understand the Indian consumers' perceptions of the marketplace change with market development.

Lim Ying San (2015) studied that service quality dimensions, reliable and prompt responses, ease of use and access had created significant impacts on customers' perceived online shopping service quality and there is a relationship between customers' perceived online shopping service quality and online customers' satisfaction.

Objectives:

- To understand the awareness level towards online shopping among the women students.
- To identify the preference of online shopping.
- To study the major factors influencing women students to prefer online shopping
- To analyse the post purchase behavior of consumer towards online shopping
- To identify the barriers towards online shopping preference.

Hypothesis:

There is no significant association between Education and Feel of trust towards online shopping security.

There is no significant association between Money Spend and online shopping security feel.

There is no significant association between Education and major reasons for the preference of online purchase.

There is no significant association between income and major reasons for the preference of online purchase.

There is no significant association between place and major reasons for the preference of online purchase

Research Methodology:

The study is descriptive in nature. Among the different educational centers in Coimbatore PSGR Krishnammal College women students has been purposively selected for the present study. The students have been selected randomly by adopting multi-stage random sampling technique through pre-tested, structured questionnaire through online from 150 students to reduce the potential bias and analyzed using the statistical tools factor analysis, ANOVA, Rank Correlation and simple percentage analysis. The period of study is June 2016 – August 2016. Both primary as well as secondary data was used for the study. The questionnaire contains women's preference towards online shopping. Both open ended as well as closed ended questions were administered in the questionnaire. Likert Scale has been incorporated. Necessary changes have been made in the Questionnaire after the pilot study with 36 respondents. The reliability value of pilot study was 0.891.

Reliability Statistics

Cronbach's Alpha	N of Items
.891	18

Data Analysis:

Hypothesis:

There is no significant association between Education and Feel of trust towards online shopping security.

Table 1

S N	Dimensions	Chi-Square Value	df	Sig.
1.	Feel comfortable with online purchase because of the data security	13.727	2	0.001*
2.	Feel secured with online purchase because of the completeness of transaction	21.837	3	0.000*
3.	Trust the online shopping	2.951	4	0.566
4.	Prefer online shopping for flexible return policy	6.564	4	0.161
5.	Feel secured because the credit cards are accepted for the transaction	4.932	4	0.294
6.	Come to know about the online purchase	10.684	3	0.014*

**significant at 0.05 % level*

Among the 6 dependent factors relating to feel comfortable with online purchase because of the data security, Feel secured with online purchase because of the completeness of transaction and Come to know about the online purchase shows significant relationship with Education of the respondents, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, which means there is an association between education and feel of trust variables towards online shopping.

Hypothesis:

There is no significant association between Money Spend and online shopping security feel.

Table 2

S N	Dimensions	Chi-Square Value	df	Sig.
1	Feel comfortable with online purchase because of the data security	30.709	8	0.000*
2	Feel secured with online purchase because of the completeness of transaction	111.439	12	0.000*
3	Trust the online shopping	83.808	16	0.000*
4	Prefer online shopping for flexible return policy	61.932	16	0.000*
5	Feel secured because the credit cards are accepted for the transaction	69.560	16	0.000*
6	Come to know about the online purchase	40.730	12	0.000*

**significant at 0.05 % level*

Among the 6 dependent factors all the factors shows significant relationship with money spend by the respondents towards trust of feeling security, since their significance value is less than ‘P’ value (0.05%). Hence the null hypothesis is rejected, Which means there is an association between money spend towards online shopping and feel of security towards online shopping.

ANOVA

Table 3: ANOVA for Education and Major Reasons for the preference of online purchase

Hypothesis:

There is no significant association between Education and major reasons for the preference of online purchase.

		Sum of Squares	Df	Mean Square	F	Sig.
Feel comfortable to buy online	Between Groups	0.060	1	0.060	0.112	0.738
	Within Groups	77.940	145	0.538		

		Sum of Squares	Df	Mean Square	F	Sig.
through the 24x7 purchase opt	Total	78.000	146			
	Between Groups	0.025	1	0.025	0.048	0.828
Feel convenient and able to save the time through online purchase	Within Groups	77.768	148	0.525		
	Total	77.793	149			
	Between Groups	0.000	1	0.000	0.000	0.992
Prefer the price discounts of online shopping	Within Groups	75.592	145	0.521		
	Total	75.592	146			
	Between Groups	0.128	1	0.128	0.193	0.661
Trust the online shopping	Within Groups	98.165	148	0.663		
	Total	98.293	149			
	Between Groups	0.043	1	0.043	0.047	0.829
Online shopping is ease and fast	Within Groups	133.957	148	0.905		
	Total	134.000	149			
	Between Groups	0.511	1	0.511	1.042	0.309
Conscious towards the brand	Within Groups	72.662	148	0.491		
	Total	73.173	149			
	Between Groups	3.123	1	3.123	10.632	0.001*
Enjoy the availability	Within Groups	43.470	148	0.294		
	Total	46.593	149			
	Between Groups	2.268	1	2.268	2.446	0.120
Prefer the mode of payment facilities of online shopping	Within Groups	137.206	148	0.927		
	Total	139.473	149			

By analyzing the factors relating to major reasons for the preference of online purchase dimension, out of 8 factors enjoy the availability only show a significant association with the education of the respondents, since the significance value is less than the ‘P’ value (0.05%). Hence the null hypothesis is rejected.

The other factors related major reasons for the preference of online purchase dimension shows no significant association with the education of the respondents. Hence null hypothesis is accepted, which means that on an average the education of the respondents does not have the same level of opinion on major reasons for the preference of online purchase variables in certain aspects.

Table 4: ANOVA for Income and Major Reasons for the preference of online purchase

Hypothesis:

There is no significant association between income and major reasons for the preference of online purchase.

		Sum of Squares	Df	Mean Square	F	Sig.
Feel comfortable to buy online through the 24x7 purchase opt	Between Groups	6.242	4	1.560	3.088	0.018*
	Within Groups	71.758	142	0.505		
	Total	78.000	146			
Feel convenient and able to save the time through online purchase	Between Groups	16.195	4	4.049	9.530	0.000*
	Within Groups	61.599	145	0.425		
	Total	77.793	149			
Prefer the price discounts of online shopping	Between Groups	7.168	4	1.792	3.719	0.007*
	Within Groups	68.424	142	0.482		
	Total	75.592	146			
Trust the online shopping	Between Groups	13.479	4	3.370	5.761	0.000*
	Within Groups	84.814	145	0.585		
	Total	98.293	149			
Online shopping is ease and fast	Between Groups	6.643	4	1.661	1.891	0.115
	Within Groups	127.357	145	0.878		
	Total	134.000	149			
Conscious towards the brand	Between Groups	11.795	4	2.949	6.966	0.000*
	Within Groups	61.379	145	0.423		
	Total	73.173	149			
Enjoy the availability	Between Groups	6.356	4	1.589	5.726	0.000*
	Within Groups	40.237	145	0.277		
	Total	46.593	149			
Prefer the mode of payment facilities of online shopping	Between Groups	8.693	4	2.173	2.410	0.052
	Within Groups	130.780	145	0.902		
	Total	139.473	149			

By analyzing the factors relating to major reasons for the preference of online purchase dimension, out of 8 factors Enjoy the availability, Conscious towards the brand, Trust the online shopping, Prefer the price discounts of online shopping, Feel convenient and able to save the time through online purchase and Feel comfortable to buy online through the 24x7 purchase opt show a significant association with the income of the respondents, since the significance value is less than the 'P' value (0.05%). Hence the null hypothesis is rejected.

The other factors related major reasons for the preference of online purchase dimension shows no significant association with the income of the respondents. Hence null hypothesis is accepted, which means that on an average the income of the respondents does not have the same level of opinion on major reasons for the preference of online purchase variables in certain aspects.

Table 5: ANOVA for place and Major Reasons for the preference of online purchase

Hypothesis: There is no significant association between place and major reasons for the preference of online purchase.

		Sum of Squares	df	Mean Square	F	Sig.
Feel comfortable to buy online through the 24x7 purchase opt	Between Groups	8.980	3	2.993	6.202	0.001*
	Within Groups	69.020	143	0.483		
	Total	78.000	146			
Feel convenient and able to save the time through online purchase	Between Groups	7.404	3	2.468	5.119	0.002*
	Within Groups	70.389	146	0.482		
	Total	77.793	149			
Prefer the price discounts of online shopping	Between Groups	60.613	3	20.204	192.885	0.000*
	Within Groups	14.979	143	0.105		
	Total	75.592	146			
Trust the online shopping	Between Groups	50.796	3	16.932	52.047	0.000*
	Within Groups	47.497	146	0.325		
	Total	98.293	149			
Online shopping is ease and fast	Between Groups	37.525	3	12.508	18.929	0.000*
	Within Groups	96.475	146	0.661		
	Total	134.000	149			
Conscious towards the brand	Between Groups	34.173	3	11.391	42.644	0.000*
	Within Groups	39.000	146	0.267		
	Total	73.173	149			
Enjoy the availability	Between Groups	1.396	3	0.465	1.503	0.216
	Within Groups	45.197	146	0.310		
	Total	46.593	149			
Prefer the mode of payment facilities of online shopping	Between Groups	6.298	3	2.099	2.302	0.080
	Within Groups	133.175	146	0.912		
	Total	139.473	149			

By analyzing the factors relating to major reasons for the preference of online purchase dimension, out of 8 factors Conscious towards the brand, Trust the online shopping, Prefer the price discounts of online shopping, Feel convenient and able to save the time through online purchase, Feel comfortable to buy online through the 24x7 purchase opt and Online shopping is ease and fast show a significant association with the place of the respondents, since the significance value is less than the 'P' value (0.05%). Hence the null hypothesis is rejected.

The other factors related major reasons for the preference of online purchase dimension shows no significant association with the place of the respondents. Hence null hypothesis is accepted, which means that on an average the place of the respondents does not have the same level of opinion on major reasons for the preference of online purchase variables in certain aspects.

Table 6: Rank Correlation – Main barriers of online shopping

	Mean Rank
Do not feel safe when making the payment	5.05
Do not agree with the refund policy of online purchase	4.93
Feel the low trust level of online store and brand is the barrier of online shopping	4.46
Feel the shipping cost is too high when making the purchase through online	4.38
There is no assurance for warranty and claims	4.16
Do not satisfy with the value added tax/ customs duty	3.28
Other reasons are the barrier	1.75

Test Statistics	
N	150
Kendall's W(a)	0.334
Chi-Square	300.369
Df	6
Asymp. Sig.	0.000

Majority of the respondents feel that they do not feel safe when making the online shopping and that is the major barrier of online shopping.

Table 7: Factor Analysis KMO and Bartlett's Test on major reasons for the preference of online purchase and evaluate the online products / services

The individual statements on factors major reasons for the preference of online purchase and evaluate the online products / services was examined using factor analysis based on 15 individual statements and the reliability of the samples collected was tested for internal consistency of the grouping of the items.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.597
Bartlett's Test of Sphericity	Approx. Chi-Square	1,110.719
	Df	105
	Sig.	0.000

KMO measure of sampling adequacy is an index to examine the appropriateness of factor analysis. High values between 0.5 and 1.0 indicate factor analysis is appropriate. Values below 0.5 imply that factor analysis may not be appropriate. From the above table it is seen that Kaiser – Meyer – Olkin measure of sampling adequacy index is 0.597 and hence the factor analysis is appropriate for the given data set. Bartlett's

Test of Sphericity is used to examine the hypothesis that the variables are uncorrelated. It is based on chi-Square transformation of the determinant of correlation matrix. A large value of the test statistic will favor the rejection of the null hypothesis. In turn this would indicate that factor analysis is appropriate. Bartlett's test of Sphericity Chi-square statistics is 1,110.719 shows that the 15 statements are correlated and hence as inferred in KMO, factor analysis is appropriate for the given data set.

Table 8: Total Variance Explained

Component	Initial Eigen values			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.837	25.579	25.579	3.837	25.579	25.579
2	2.542	16.950	42.528	2.542	16.950	42.528
3	2.194	14.625	57.153	2.194	14.625	57.153
4	1.189	7.925	65.077	1.189	7.925	65.077
5	0.963	6.423	71.500			
6	0.881	5.871	77.371			
7	0.728	4.855	82.226			
8	0.668	4.453	86.679			
9	0.620	4.133	90.812			
10	0.496	3.306	94.118			
11	0.272	1.815	95.933			
12	0.241	1.609	97.542			
13	0.164	1.092	98.634			
14	0.144	0.961	99.595			
15	0.061	0.405	100.000			

Communalities:

	Initial	Extraction
Feel comfortable to buy online through the 24x7 purchase opt	1.000	.469
Feel convenient and able to save the time through online purchase	1.000	.623
Prefer the price discounts of online shopping	1.000	.805
Trust the online shopping	1.000	.896
Online shopping is ease and fast	1.000	.541
Conscious towards the brand	1.000	.691
Enjoy the availability	1.000	.290
Prefer the mode of payment facilities of online shopping	1.000	.792
Visit any retail out before making an online purchase	1.000	.844
often you purchase through online	1.000	.696
used to do the periodic review	1.000	.481
will check the product rating	1.000	.408
normally compare the description and pricing	1.000	.820
usually refer my colleagues / friends / family members	1.000	.825
used to get advice from offline store	1.000	.582

Extraction Method: Principal Component Analysis. Eigen Value represents the total variance explained by each factor. Percentage of the total variance attributed to each factor. One of the popular methods used in Exploratory Factor Analysis is Principal Component Analysis, Where the total variance in the data is considered to determine the minimum number of factors that will account for maximum variance of data.

	Component			
	1	2	3	4
Feel comfortable to buy online through the 24x7 purchase opt				
Feel convenient and able to save the time through online purchase				
Prefer the price discounts of online shopping	0.863			
Trust the online shopping				
Online shopping is ease and fast				
Conscious towards the brand				
Enjoy the availability				
Prefer the mode of payment facilities of online shopping				0.398
Visit any retail out before making an online purchase			0.573	
often you purchase through online				
used to do the periodic review				
will check the product rating				
normally compare the description and pricing				
usually refer my colleagues / friends / family members		0.726		
used to get advice from offline store				
Extraction Method: Principal Component Analysis.				
a. 4 components extracted.				

Interpretation of factors is facilitated by identifying the statements that have large loadings in the same factor. The factor can be interpreted in terms of the statement that loads high on it.

The factors major reasons for the preference of online purchase and evaluate the online products / services of 15 individual statements. Out of 15 statements, 4 individual statements contribute more towards the study (65.077%).

The statements are:

1. Prefer the price discounts of online shopping
2. Prefer the mode of payment facilities of online shopping
3. Visit any retail out before making an online purchase
4. Usually refer my colleagues / friends / family members

Limitations of the study:

The present study is restricted only to Krishnammal College women students the drawbacks and limitations of the online survey are very much

applicable to the present study and the data and information collected from the respondents are subjected to recall bias.

Findings:

1. There is no significant association between Money Spend by the respondents towards online shopping and feel of security towards online shopping.
2. The major reasons for the preference of online purchase dimension show no significant association with the education of the respondents. Hence null hypothesis is accepted, which means that on an average the education of the respondents does not have the same level of opinion on major reasons for the preference of online purchase variables in certain aspects.
3. The other factors related major reasons for the preference of online purchase dimension shows no significant association with the income of the respondents. Hence null hypothesis is accepted, which means that on an average the income of the respondents does not have the same level of opinion on major reasons for the preference of online purchase variables in certain aspects.
4. The other factors related major reasons for the preference of online purchase dimension shows no significant association with the place of the respondents. Hence null hypothesis is accepted, which means that on an average the place of the respondents does not have the same level of opinion on major reasons for the preference of online purchase variables in certain aspects
5. Majority of the respondents feel that they do not feel safe when making the online shopping and that is the major barrier of online shopping.
6. The Major factors influencing the respondents to prefer towards online shopping is Prefer the price discounts of online shopping, prefer the mode of payment facilities of online shopping, Visit any retail out before making an online purchase, and usually refer my colleagues / friends / family members

Conclusion:

Online shopping has become the trend among the students and the research has been conducted among 150 respondents of PG students using the instrument questionnaire and the results are summarized. The analysis shows that there is no association between the variables, money what they spend, income, education and location and online shopping decisions. Majority of the respondents do not prefer online shopping because of the reason that they do not feel safe when making the purchase online. Factor analysis results shows that majority of the respondents prefer online shopping for the following factors Prefer the price discounts of online shopping, prefer the mode of

payment facilities of online shopping, Visit any retail out before making an online purchase, and usually refer my colleagues / friends / family members. From the research analysis it can be concluded that students are well aware of online shopping and the online sellers can develop the strategy for student improving promotion.

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