

A STUDY ON BUYING DECISION OF CONSUMER TOWARDS ONLINE SHOPPING (SPECIAL REFERENCE WITH COLLEGE STUDENTS IN CHENNAI CITY)

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Abstract

Online shopping is very much popular throughout the year, because it is convenient and easy to purchase the product and also it is comfort to place an order from their home or office. The aim of this research paper to know the consumer buying behavior towards online shopping special reference with college students in Chennai city. This research paper is an attempt to evaluate those factors which affect buying decision of consumer towards online shopping. Survey was conducted by distributing 141 questionnaires to the selected college students in Chennai city to gather for this research, Using Regression, Percentage analysis, Chi Square and ANOVA. The research found that most of the online shoppers are of younger generations, reveals that the preceding generations are still opting for offline shopping due to their lack of knowledge in technology and traditional customs bounded. If awareness about the online shopping provided to such generations their buying decision on it could see some changes.

Key Words: Online shopping, Consumers Buying Decision.

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1. INTRODUCTION

Online shopping is very much popular throughout the year, because it is convenient and easy to purchase the product and also it is comfort to place an order from their home or office. The most important factor is that people can make a shopping during the holiday season and it is not necessary to wait in long lines for billing and search the product from store to store for purchasing items. Online shopping has become a popular shopping method because of the internet, because using of internet connection has become common to very people with their mobile phone. Now a day's online shopping stores are booming business today. We can purchase any type of commodities like clothes, gadgets, shoe, and appliances etc which make a people to feel that they are in comfort zone to purchase those commodities through online shopping.

Online shopping helps the people to save their time; with a couple of clicks in mouse they can purchase their shopping order and product would be delivered in their door steps, so the people can utilize the time. As the product the is delivered to the door steps of the people there no need of vehicles for shopping so no matter to think about the

increasing and decreasing of fuel which will not affect the shopping. Peoples can save their precious energy in case of online shopping because if no available stocks for the merchandise you want to buy people are not suppose to shop from one location and transfer to another location. We can say there is no intermediaries of purchasing the products here we are having a direct conduct with the online store.

People can have the comparison of price from one online shopping website to another website, through advanced innovation of search engine they can check and compare which gives the freedom to analyze the affordable prices if the commodities. Availability of online shopping is 24/7 which give the freedom to purchase the commodities at their own pace and convenience. The main feature of online shopping is online store is designed with unique individual ordering to purchase the items so there is no need of standing in a long line and just waiting in queue. When purchasing some of the products people gets embarrassing when seen by other people but in case of online shopping it is basically done privately. People can easily determine whether the product are available or out of stock, they can also look for specific online store with our requirement of model number, style, size and color of the commodities.

As per today's online shopping Rice, pulses, oil and stationary goods are also purchased through online; people can also purchase the fruits, vegetables etc. It is also helpful for purchasing electronic goods like mobile phones, televisions, refrigerators from the convenience of their home. The cash payment methods "cash on delivery" is one of the important aspects which attracts the people and create believe on online store to purchase the products.

Some other people worry about the online shopping because in some online stores there no option like cash on delivery. So the people have use the credit card or debit card for the money transaction by using the card number and secret code, there is no guarantee that information will remain private. Another reason of avoiding online shopping is that they are not believed in the quality, quantity, measure and size of the commodity. While seen the picture of the commodity the feel it is comfortable for the customer but after it delivery of the product they are uncomfortable with product what they have purchased.

2. REVIEW OF LITERATURE

In the article entitled, "**Consumer online buying decisions: A Critical Appraisal of Literature**", Amit Kishore Sinha, Gyanendra B. S. Johri (2017) analyzed the factors which affect consumer buying behavior in Indian based business environment. This study confirmed that evaluate suitability of Basic services marketing mix model given by Booms and Bitner and assess its applicability in the present Indian e-retails business Environment.

Lakshmi. S (2016), in the research paper, "**Consumer Buying Behavior towards online shopping**", analyzed the factors influence consumer buying behavior. The result of the study indicated that Culture, Social class, family, salary level and salary independency is show the different consumer behavior. It concluded that the factors affect the consumers while shopping online and that affect satisfaction they consider that convenience and trust.

Kanupriya, and Rita (2016), in the research paper, "**A Study of Behavior of Consumer towards Online Shopping**", analyzed the preliminary assessment, evaluation and understanding of the characteristics of online shopping. using Survey sampling Techniques for 70 respondents. The results of Percentage analysis revealed that the respondents E Markets with a constructional framework for fine- turning their E Business strategies.

In the article entitled, **“A Consumer Buying Behavior towards online shopping: A literature Review”**, Gopal. R and Deepika Jindoliya (2016) analyzed the consumer behavior towards online shopping. This study confirmed that the consumer behavior on the internet markets need to understand why and how on-line consumers go through their buying decision process. It concluded that the Channeling more money and effort towards the strategy which has maximum impact on consumer psyche.

R. Shanthi and Desti Kannaiah (2015), in the research paper, **“Consumers’ Perception on online shopping”**, analyzed the student’s attitude towards online shopping and their product preference on online shopping, using Structure questionnaire for 100 students of Madras University and madras Christian College. The result of study indicated that the E-Retailer’s to support their online customer better by developing suitable marketing strategy in order to attract and convert potential customers as an active customer by encouraging them in an efficient way to make a purchase decision.

In the article entitled, **“Online Marketing and Consumer Purchase Behavior: A Study of Nigerian Firms”**, Jenyo Gabriel and Soyoye Kolapo M (2015) analyzed the functionality of the infrastructure of the internet and the internet security issues impact consumer’s decision to eventually purchase, using Structured Questionnaire method for 120 respondents were surveyed with simple regression analysis. The result of the study indicated that online marketing has impacted consumer purchase decisions in Nigeria firms and also there is a relationship between internet security and consumer Purchase behavior.

In the article entitled, **“Factors affecting online shopping Behavior of Consumers”**, Hana Uzan, Mersid Poturak (2014) analyzed the factors affect consumers in the context of Electronic Commerce and also study the relationship between E- satisfaction and E -loyalty, using online survey method for 104 respondents were surveyed. The statistical tools used in the study were Chi Square, ANOVA. The result of the study indicated relation between satisfaction with online service and customer’s intention to buy in the future which generates customer loyalty.

Ashish Bhatt (2014), in the research paper, **“Consumer attitude towards online shopping in selected Regions of Gujarat ”**, analyzed the factors which online Indian buyers keep in mind while shopping online, using personal survey of structured questionnaire sampling Techniques for 258 respondents. The results of t test, ANOVA, General linear model and standard multiple regression revealed that the perceived usefulness, perceived enjoyment and Security /Privacy are the factors which influence Consumer perceptions on online Shopping.

In the article entitled, **“Consumer satisfaction in online shopping: A study into the reasons for motivations and inhibitions”**, Rashed Al Karim (2013) analyzed the consumer satisfaction in online shopping while investigating the major reasons that motivate consumers, using personal survey of 60 respondents. The result of the study indicated that convenient includes time savings, information availability, opening time, ease of use and less shopping stress are the factors the respondents use internet to purchase products. It concluded that the respondents mid sets, online payment security personal privacy and trust and unclear warranties are the foremost barriers of online shopping.

Chuleeporn (2006), in the research paper, **“Consumer Perceptions of Online Shopping”**, analyzed consumers perceive online shopping and factors are perceived differently between consumers who prefer online and off line

shopping using direct survey with 39 respondents with t test model. The result of the study indicated that the five factors namely perceived with online shopping, past experience, benefits ease of online and uncertainty of online shopping perceived differently with on line and off line shopping. It concluded that the consumer's awareness could provide insights into what needs to be done to attract and retain more online customers.

Chayapa Katawetawaraks and Cheng Lu Wang (2011), in the research paper, "**Online Shopper Behavior: Influences of Online Shopping Decision**", analyzed an interest in investigating Consumer motives that affect the inline shopping behavior and provide an overview of online shopping decision process by comparing online customer to decide or not decide to buy online. The analysis revealed that marketing communication process differs between offline and online consumer decision.

In the article entitled, "**Web Services and e-Shopping Decisions: A Study on Malaysian e-Consumer**", Arasu Raman and Viswanathan Annamalai(2011) analyzed the Perceptive and manipulating the decision of e-shoppers to create a base for marketers and consumers involved with Malaysian e-business market, using Questionnaire techniques for 230 respondents, the results of percentage analysis, Chi Square and Multivariate Regression analysis. The result of the study indicated that the internet purchasing will still be a strong upcoming upon the synchronization and understanding of the issues by both e-marketers and e-consumers.

3. RESEARCH METHODOLOGY

3.1 MEANING

Research is a careful investigation of especially through search for new fact in any branch of knowledge. Methodology is a systematically to solve the research problem. It may be understand as a science of studying how research is done logically. The various steps that are generally adopted by a research in studying researcher problem are the main function of research methodology

3.2 TITLE OF THE STUDY

A STUDY ON BUYING DECISION OF CONSUMER TOWARDS ONLINE SHOPPING (SPECIAL REFERENCE WITH COLLEGE STUDENTS IN CHENNAI CITY)

3.3 SCOPE OF THE STUDY

The project has been undertaken in a study on buying decision of consumer towards online shopping special reference with college students in Chennai city.

3.4 OBJECTIVES OF THE STUDY

1. To know the consumers Buying Decision about online shopping reference with college students in Chennai city.
2. To know the various factors Influences a consumer Buying Decision towards online shopping
3. To know the frequency, Sources and mode of payment for goods they purchase online

3.5 STATEMENT OF THE PROBLEM

It is vital to look into the situation in academic perception for the reasons on what makes the online consumer making in purchasing the product online above the offline transactions. This research may fill the gap between the choice of online shopping and offline shopping. This study reflects the problems and factors deciding to buy through online and offline shopping. There are certain problems, why people do not do online shopping and go for market to shop things? What are the major reasons behind the online and offline shopping? This study helps the consumer to get an idea about the online shopping. The study makes the consumer clear about which option should be taken by the consumer to get more benefit out of it.

3.6 SAMPLE SIZE

The sample size of the study is 141 and the respondents are those who undergo online shopping in their purchase pattern and practice specially from college students around Chennai city. The response of the study was collected by providing supplement information about the study.

3.7 PILOT STUDY

After deciding the scaling to test the suitability and validity the questionnaire was pre test. The pre test was 10 respondents which helped the researcher to make some modification and alternation in the questionnaires from the respondents

3.8 RESEARCH DESIGN

The design (or) blue prints an essential part of the research. The study is carried out by adopting an exploratory, descriptive and cum diagnostics

- Exploratory Design: To discover the ideas and insights
- Descriptive Design: To descriptive the characteristics (or) certain groups
- Diagnostics Design: To set the hypothesis and analysis the problem

3.9 SAMPLING/TECHNIQUES

Sampling design is to clearly define set of objects, technically called the universe and the sampling design used in the study is probability sampling. The sampling technique is “Simple random sampling” of probability sampling method.

3.10 COLLECTION OF DATA

For the present study data was collected through Primary data & Secondary data

3.10.1 PRIMARY DATA

The primary data are these which collected a fresh and for the first times and thus happen to be original character in primary data do not already exist in publications. The primary data is collected by questionnaire. The questionnaire was handed over to the various respondents and the purpose of the study was explain to them.

3.10.2 SECONDARY DATA

The secondary data are collected from the company records and magazines, Journals, Internet etc.,

3.11 TOOLS OF DATA COLLECTION

In this study the researcher has used questionnaire as a tool the questionnaire consist of 39 items with 4 dimensions.

3.12 STATISTICAL ANALYSIS

The data collected were careful analysis and processed statistical chi – square test were applied to draw meaningful inferences

3.12.1 PERCENTAGE ANALYSIS

This method is used as making comparison between two (or) source of data percentage can also be used to compare the distribution of two (or) more sources of data

3.12.2 CHI – SQUARE TEST

Chi – square test in the simplest and most widely used non probability test in statistical work. Chi – square represent the magnitude of discreminance between theory and observation Formula for Chi – square: $(O - E)^2 / E$ with $(N - 1)$ degree of freedom.

3.13 SCORING PROCEDURE

The scoring is five point scale and two point scale ranging from 1,2,3,4,5 each of positive question where given weight are Strongly agree, Agree, Neither agree or disagree, disagree, Strongly disagree.

3.14 HYPOTHESIS

A hypothesis is nothing more than a statement about the relationship between two (or) more variables – A good by carries clear implication for testing the stated relationship between the variables

3.14.1 RESEARCH HYPOTHESIS:

H01: There is no association between Age and Frequency of Purchase

H02: There is no association between Age and Sources of Information

H03: There is no association between Age and Mode of Payment

3.15 LIMITATIONS OF THE STUDY:

- i. The study has been limited to only a sample of 141
- ii. Time was one of the big constraints
- iii. The study is confined only with the limits of Chennai zone reference with college students.
- iv. This study cannot be generalised with having above limitations

4 Data Analysis Findings and Suggestions

This section will represent collected data. Analyses have been done by using Descriptive statistics and Regression, Chi Square analysis and ANOVA. Result based on responses from 141 respondents from college student's

reference with Chennai City. Following will represent Gender, Age, Family Type, Frequency of Shop online, Sources of Information and Mode of Payment.

Table 4.1: show that the Gender of Respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	77	54.6	54.6	54.6
	Female	64	45.4	45.4	100.0
	Total	141	100.0	100.0	

Table 4.1 shows that the Gender of Respondents of 141 samples, both male and female. There were 77 male respondents (54.6%) and 64 female respondents (45.4%) used in the sample of college students in Chennai city.

Table 4.2: Show that the Age of Respondents

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20	128	90.8	90.8	90.8
	21 – 30	13	9.2	9.2	100.0
	Total	141	100.0	100.0	

Table 4.2 shows that the Age of Respondents of 141 samples. There were 128 (90.8%) of respondents are in the age group of Less than 20 and 13 respondents (9.2%) are in the age group of 21-30 used in the sample of college students in Chennai city.

Table 4.3: Show that the Family types of Respondents

Family Type					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Joint Family	39	27.7	27.7	27.7
	Nuclear Family	102	72.3	72.3	100.0
	Total	141	100.0	100.0	

Table 4.3 shows that the Family types of Respondents of 141 samples. There were 39 (27.7%) of respondents are in the Joint family system and 102 respondents (72.3%) are in the Nuclear family system, used in the sample of college students in Chennai city.

Table 4.4: Show that the Purchase Frequency of Respondents

Purchase Frequency					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once in a week	4	2.8	2.8	2.8
	In any special occasions	91	64.5	64.5	67.4
	Once in a month	38	27.0	27.0	94.3
	Never	2	1.4	1.4	95.7
	Once in a year	6	4.3	4.3	100.0
	Total	141	100.0	100.0	

Table 4.4 shows that the Age of Respondents of 141 samples. There were 91 (64.5%) of respondents are Purchase the product through online in any special occasions and 38 respondents (27.0%) are once in a month used in the sample of college students in Chennai city.

Table 4.5: Show that the Sources of Information of Respondents

Sources of Information					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Search Engines	43	30.5	30.5	30.5
	Promotional e-mails	9	6.4	6.4	36.9
	Product reviews in the print media	12	8.5	8.5	45.4
	Company Website	4	2.8	2.8	48.2
	Product Catalogs	7	5.0	5.0	53.2
	Blogs	2	1.4	1.4	54.6
	Advertisements	36	25.5	25.5	80.1
	Others	2	1.4	1.4	81.6
	Friends and family	26	18.4	18.4	100.0
	Total	141	100.0	100.0	

Table 4.5 shows that the Sources of Information collect from various sources of Respondents of 141 samples. There were 43 (30.5%) of respondents are collected information through Search Engines, 36 respondents (25.5%) are from Advertisement and 26 (18.4%) respondents are from Friends and Family used in the sample of college students in Chennai city.

Table 4.5: Show that the Mode of Payment of Respondents

Mode of Payment					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Credit card	12	8.5	8.5	8.5
	Cash on delivery	101	71.6	71.6	80.1
	Net Banking	11	7.8	7.8	87.9
	Debit card	17	12.1	12.1	100.0
	Total	141	100.0	100.0	

Table 4.5 shows that the Mode of the payments of Respondents of 141 samples. There were 101(71.6%) of respondents are using cash on delivery for the payment to pay product purchased online, 17(12.1%) respondents are using Debit card, 12 (8.5%) using Credit card and 11 (7.8) are using Net banking for the mode of purchase used in the sample of college students in Chennai city.

Table 4.6: Show that the Convenience, Finding Product, Tendency, Ease of Comparison, offers and Discount and Offline Stores of Respondents

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Convenience	Between Groups	.001	1	.001	.002	.962
	Within Groups	79.658	139	.573		
	Total	79.660	140			
Finding Product	Between Groups	.027	1	.027	.015	.903
	Within Groups	250.242	139	1.800		
	Total	250.270	140			
Tendency	Between Groups	.056	1	.056	.054	.816
	Within Groups	142.767	139	1.027		
	Total	142.823	140			
Ease of Comparison	Between Groups	.294	1	.294	.413	.522
	Within Groups	98.997	139	.712		
	Total	99.291	140			
Offers/Discount	Between Groups	.043	1	.043	.089	.766
	Within Groups	66.269	139	.477		
	Total	66.312	140			
Offline Stores	Between Groups	.103	1	.103	.100	.752
	Within Groups	143.698	139	1.034		
	Total	143.801	140			

Table 4.6: Show that the ANOVA test of Convenience(.962), Finding Product(.903), Tendency(.816), Ease of Comparison(.522), offers and Discount(.766) and Offline Stores(.752) of Respondents, P value for the above factors found to be higher than the Significance value (0.05) so we can say that consumer buying decision is not affect the above factors .

Chi-Square

Table 4.6: Show that the Age and Frequency of Shopping

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.176 ^a	4	0.0005

Likelihood Ratio	14.859	4	0.005
Linear-by-Linear Association	3.395	1	0.065
N of Valid Cases	141		
a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .18.			

Table 4.6: Show that the association between age and Frequency of shopping, it shows that the P Values (0.05) less than the significance value, therefore H01 null hypothesis is rejected, hence “H01: there is a association between Age and Frequency of Shopping”

Table 4.7: Show that the Age and Sources of Information

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.300 ^a	8	.001
Likelihood Ratio	20.302	8	.009
Linear-by-Linear Association	.000	1	.997
N of Valid Cases	141		
a. 12 cells (66.7%) have expected count less than 5. The minimum expected count is .18.			

Table 4.7: Show that the association between age and Sources of Information, it shows that the P Values (0.05) less than the significance value, therefore H02 null hypothesis is rejected, hence “H01: there is a association between Age and Sources of Information” .

Table 4.8: Show that the Age and Mode of Payment

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.599 ^a	8	.991
Likelihood Ratio	1.609	8	.991
Linear-by-Linear Association	.001	1	.978
N of Valid Cases	141		
a. 10 cells (55.6%) have expected count less than 5. The minimum expected count is .91.			

Table 4.8: Show that the association between age and Frequency of shopping, it shows that the P Values (0.05) greater than the significance value, therefore H01 null hypothesis is accepted, hence “H01: there is no association between Age and mode of payment”.

Multiple Regressions

Table 4.9 Results of Co-Efficient for Perception towards online shopping and its effect on shopping behaviour

Coefficients					
Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		

	(Constant)	1.818	0.092		19.799	0.000
1	Over charged by Internet	0.153	0.035	0.344	4.314	0.000
a. Dependent Variable: SHPAVG						

Table 4.9 shows the results of co-efficient analysis revealing the impact of perception of online shopping towards shopping behaviour. It is to be noted that among all other determinants, is the charges for internet by the service providers is considered to be the major influencing factor in determining the shopping behaviour of respondents. Hence, introduction of internet at low cost by telecom operators like Reliance Jio can facilitate better online shopping experience of the respondents.

Table 4.10 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.582	1	3.582	18.607	.000 ^b
	Residual	26.757	139	0.192		
	Total	30.338	140			
a. Dependent Variable: SHPAVG						
b. Predictors: (Constant), Over charged by Internet						
c. Predictors: (Constant), Over charged by Internet , Sincere in their Dearlings						
d. Predictors: (Constant), Over charged by Internet , Sincere in their Dearlings , Care of My welfare						

Table 4.10 presents the results of One Way ANOVA showing differences in perception of respondents towards online shopping behaviour. From the results, it is clear that the 'p' value is less than 0.05 which indicates the results are statistically significant. Therefore the H02: "There is no significant impact of perception of respondents towards online shopping behaviour" is rejected. Hence effective steps could be taken by the online companies to create confidence in online shopping which can help increase the sales and profitability of the companies.

Table 4.11 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.344 ^a	.118	.112	.43874

Table 4.11 highlights the results of model summary. It is to be noted that the value of R is 0.344 and R² is 0.118. The results of R and R² indicate the model is a fit indicator and can be used for analysis.

Findings and Suggestions

The study resulted that 54.6% of online shop doing customers are male whereas female stands at 45.4%. Since advancement of technology are ease and grasping to the young generation majority of the customers are falling under the age of less than 20 years viz., 90.8% in online shopping. Online shopping customers are high from nuclear type of family (72.3%) because they are put to get the review on products online as they don't have such people in them.

Having said these when it is looked into the frequency of their purchases it revealed here that 64.5% of the online shoppers do their shopping in any special occasions followed by the regular one month interval shoppers *i.e.*, 27%. In online purchase the behavior of their payment is highly concentrated in cash on delivery that is 71.6% whereas in digital payment mode it falls less than 20% (credit and debit cards). Online buying decision is influenced by the source of information you have on that, in such source of information provisions search engine acts as the highly preferred source, 30.5% followed by the advertisements 25.5%.

Conclusion

As the time passes and with the advancement of technologies, trend towards online shopping is reforming with an increase in the adoption of it through its different platforms. Consumers' buying decision towards online shopping is said to be varying from person to person based on their fundamental demands and needs from that. As it was stated in the study that most of the online shoppers are of younger generations, reveals that the preceding generations are still opting for offline shopping due to their lack of knowledge in technology and traditional customs bounded. If awareness about the online shopping provided to such generations their buying decision on it could see some changes.

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