

## **IMPACT OF ONLINE SHOPPING AMONG COLLEGE STUDENTS**

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### **ABSTRACT:**

This study endeavours to understand the impact of online shopping among college students while investigating the major reasons that motivates the student's decision making is time saving and trend. The existing literature was reviewed to discover the reason for building trust and security support system to improve loyalty in purchase. Surveys were conducted by circulated questionnaire among the students to gather data for this research. SPSS software package used to calculate chi-square and rank analysis and to test the hypothesis. From the findings, it was discovered that maximum students shows interest on online shopping because of regular change in trend, they are willing to purchase at the minimum price, discount, increase security and product quality. Student purchase on their convenient elements such as time saving, variety of product, budget friendly, information availability and less stress. The negative element that influence them to stay away such as product damage, late delivery, fake dealers and transaction fraud. Finally some recommendations have been offered in the conclusion that strong security and verification of fake dealers to be identified in the online market to motivate the students to purchase.

### **INTRODUCTION OF THE STUDY:**

In the digitalizing world online shopping plays a major role, the world market have turned towards online shopping. In many ways people and youngster are very much attract towards online shopping. Online shopping creates a comfort zone from the house of the customer for 24/7 in just one click and satisfy their need. However, while online shopping offers benefits like time savings and access to a wider range of a product, it also include challenges and impact, environmental concerns related to packaging and delivery, and issues with data privacy and security. Consumer behavior change based on the experience faced in the online shopping. In present scenario most of the college students are preferring online shopping, the reason for this is the wide range of different product are available on present trend also youngster would always prefer such product. Although there are number of branded products available in online, fake product also available which might not be noticed most of time. Some of the people could find difficult to trust online products without being able to see in real and feel the product. The reason for this growth is the deals, offers, discounts and lower price. It is important to consider the other side too in some occasions it may also lead to face the issues, so better be aware before purchase. This study investigate the usage and opinion of college students.

### **STATEMENT OF PROBLEM:**

Even though online shopping has attain rapid growth in the economy, students are faced by different challenges in online shopping. Issues such as lack of personal interaction, damage, high shipping cost, refund issues, late delivery etc., are some of the issues faced by the online customer.

Due to lack of security, transaction fraud causes loss to the customer. Some students do not aware of online scam, this would lead to heavy impact on usage. Although there are many fake dealers and fake product are also in the view of customers. Sometimes the ratings and review of the products may not be true. This research aims to analyze, understand and to give suggestion to the problem.

### **OBJECTIVES OF THE STUDY:**

1. To study the demographic profile of the respondents.

2. To analyze the usage and its impact of online shopping.
3. To identify the satisfaction level of product consumption..
4. To understand the convenience and problem faced by the college Students.

### **SCOPE OF THE STUDY:**

This study focuses on understanding customer and perception of online shopping, with college student. It aims to evaluate the ability to meet customer expectation, particularly in terms of key features like preference and payment options. The research also explores customer attitude towards online shopping and examines how these perceptions influence their purchasing decisions. By analyzing consumer behavior, preference, and satisfaction levels, the study seeks to offer comprehensive insights into performance.

### **LIMITATIONS OF THE STUDY:**

- The study is limited by a sample size of only 120 respondents.
- This study is limited to college students, which may not fully reflect the diverse demographic of online customers.

### **RESEARCH METHODOLOGY:**

This study consists of 120 respondents from college students using simple random sampling. The primary data are collected for the first time which is fresh and original in nature from the respondents in a structured questionnaire method. The secondary data is gathered from various sources like websites, journal, and magazines. This study consists of tool such as chi-square and rank analysis. The chi-square is used to identify the relationship between age and the type of product they prefer, salary and the amount they spend on purchase and gender and major reason for online shopping. The rank analysis is to rank overall experience.

### **REVIEW OF LITERATURE:**

*According to Nidhi Vishnoi Sharma (2013) “study of online shopping behavior and its impact on online deal websites”, this study tells that the people one who trust prefer debit or credit payment and the people one who does not trust prefer cash on delivery. The sample of the article show that there is significant relationship between the trust and the time of purchasing online deals. E-shopping marketers should put their efforts on increasing awareness about availability of goods and service. Deals and discount concentrate their marketing efforts towards building trust also provide all kinds of payment with strong security. Building trust and security support leads to increase loyal customers.*

*Rashed AL karim (2013) “Customer Satisfaction in Online Shopping: a study into the reasons for motivation and inhibitions”, this research found that nearly 90% of people use the internet daily but most of them do not use it for buying the product. Nearly half of the respondent’s opinions were that they would use internet to buy the product when the need arises to do so. It delivers that the main motive of the customer opinion is ‘time saving’, ‘information availability’, ‘open 24/7’, ‘reasonable price’, ‘easy ordering system’, ‘huge range of product’, ‘offer and deals’. In the contrary, when customers are asked about the defective of online shopping, it was found that ‘late delivery’, ‘security issues’, ‘online payment system’, ‘damage’, ‘mixing of product’ and ‘lack personal interaction’. Online shopping is not trustworthy due to the security system, fraud, privacy and hacking.*

*Didier G.R. Soopramanien, Alastair Robertson (2007) “Adoption and usage of online shopping: An empirical analysis of the characteristics of “buyers” “browsers” and “non-internet shoppers”, the data*

of this project is collected in UK between July and august in 2005. The aim of this research is to understand these diverse customer needs and preference. Zeithaml et al' (2002) focus on service quality align with the broader trend of customization and personalization in retail, which have become essential in current market where the preference of the consumer changes continuously. The data for this research is collected through postal that were sent to households in the UK.

**Rashad Yazdan ifard, Godwin Negedu Wada (2011)**, this research urge the readers to keep in mind that this study focuses on consumer behavior, need of security system, website efficiency in terms of speed, and flexibility. The major problem online shopping is security in credit card payments. This research shows that the time factor and availability irrespective of distance and location are the benefit factor of E-shopping. The online shop did not promise secure transaction, this is the reason why consumer abandon online shopping. E-security seal in e-commerce tends to increase in customer trust on service provider, to guarantee e-payment success. Meta tags, speed of page loading, presence of privacy policy etc, enhancing e-shopping site.

**Saranya.W al.et (2023)**, "Effect of internet advertising on consumer's purchase decision towards mobile phones introduction about the study", this research highlights the usage of internet increases after pandemic and the method of advertising through mobile phone has developed drastically. This study identifies that there is a significant relationship between internet advertisement through call, message, banners, ads etc. and consumer's purchase decision. There is positive relationship between consumer buying behavior and online advertisement. Now a days all are working or studying through online mode, so organization can get more reach by giving attractive offers through online.

## **ANALYSIS AND INTERPRETATION: SIMPLE PERCENTAGE ANALYSIS**

**TABLE NO.01**  
**AGE**

<b>VARIANCE</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
18	47	39.20%
19	38	31.70%
20	22	18.30%
20 and above	13	10.80%
Grand total	120	100.00%

Source: Primary data

### **INTERPRETATION:**

The above table represents the distribution of age respondents. This data shows that 39.20% for the age group 18, 31.70% for the age group 19, followed by the age group of 20 with 18.30% and 10.80% for the age group 20 and above.

Most of the respondents belongs to the age category of 18 with 39.20%.

**TABLE.02**  
**GENDER**

<b>VARIANCE</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Male	82	68.30%
Female	38	31.70%
Grand total	120	100.00%

Source data: Primary data

### **INTERPRETATION:**

The above table shows the gender distribution respondents. The above data indicates that 68.30% are male and 31.70% are female.

Male respondents are more when compared to female with 68.30%

**TABLE NO.03**  
**EDUCATION**

<b>VARIANCE</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Undergraduate	105	87.50%
Postgraduate	7	5.80%
Uneducated	5	4.20%
None of the above	3	2.50%
Grand total	120	100.00%

Source: Primary data

**INTERPRETATION:**

The above table presents the education level of the students. The table it delivers that 87.50% are undergraduate, 5.80% are from postgraduate, 4.20% are uneducated and 2.50% are none of these.

From the above result most of the students (87.50%) are pursuing their undergraduate.

**TABLE NO.04**  
**INCOME**

<b>VARIANCE</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<i>Family income</i>	<i>110</i>	<i>91.70%</i>
<i>Personal income</i>	<i>10</i>	<i>8.30%</i>
<i>Grand total</i>	<i>120</i>	<i>100.00%</i>

Source: Primary source

**INTERPRETATION:**

The above table displays the type of income on which they spent on online shopping. 91.70% of respondents are belongs to family income and 8.30% of respondents are belongs to personal income.

Most of the respondents are depends on family income (91.70%).

**TABLE NO.05**  
**MONTHLY INCOME**

<b>VARIANCE</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
<i>Below Rs.10000</i>	<i>33</i>	<i>27.50%</i>
<i>Rs.10000-Rs.20000</i>	<i>28</i>	<i>23.30%</i>
<i>Rs.20000-Rs.30000</i>	<i>18</i>	<i>15%</i>
<i>Rs.30000-Rs.40000</i>	<i>15</i>	<i>12.50%</i>
<i>Above Rs.40000</i>	<i>26</i>	<i>21.70%</i>
<i>Grand total</i>	<i>120</i>	<i>100.00%</i>

Source: Primary data

**INTERPRETATION:**

The above data highlights the income of respondents. The data shows that 27.50% are below Rs.10000, 23.30% earn Rs.10000 to Rs.20000, 15% earn between Rs.20000 to Rs.30000, followed by 12.50% earn Rs.30000 to Rs.40000 and lastly 21.70% are above Rs.40000.

The majority of respondents (27.50%) having the income range of Rs.10000.

**TABLE NO.06**  
**FAMILY TYPE**

<b>VARIANCE</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
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Joint family	32	26.70%
Nuclear family	88	73.30%
Grand total	120	100.00%

Source: Primary data

**INTERPRETATION:**

The above table presents the type of family on which the respondents belongs. The data reveals that 26.70% are joint family and 73.30% are from nuclear family.

The majority of respondents (73.30%) are belongs to nuclear family.

**TABLE NO.07**  
**AMOUNT SPENDING**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Below Rs.2000	70	58.30%
Rs.2000-Rs.4000	30	25%
Rs.4000-Rs.8000	9	7.50%
Above Rs.10000	11	9.20%
Grand total	120	100.00%

Source: Primary data

**INTERPRETATION:**

The above table displays the amount spend on online shopping. It shows that 58.30% of respondents spend below Rs.2000, whereas 25% spend Rs.2000 to Rs.4000, 7.50% of students spend Rs.4000 to Rs.8000 and 9.20% of students are spending above Rs.10000.

The amount spend on online shopping below Rs.2000 with 58.30% is the highest one.

**TABLE NO.08**  
**AWARENESS OF ONLINE SHOPPING**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Yes	112	93.30%
No	8	6.70%
Grand total	120	100.00%

Source: Primary data

**INTERPRETATION:**

The above table indicates the awareness of online shopping. 93.30% are aware of online shopping and only 6.70% do not aware of online shopping.

The majority (93.30%) of respondents are aware of online shopping.

**TABLE NO.09**  
**DURATION OF AMOUNT SPENDING**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Daily	8	6.60%
Weekly	6	5%
Monthly	31	25.80%
Rarely	75	62.50%
Grand total	120	100.00%

Source: Primary data

**INTERPRETATION:**

The above table depicts the duration of amount spending on online shopping among respondents. The data reveals that 6.60% of respondents spend daily, 5% of respondents spend weekly, 25.80% of students spend monthly and 62.50% spend only rarely.

The majority (62.50%) of respondents spend only rarely on online shopping.

**TABLE NO.10**  
**SATISFATION LEVEL**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
More satisfied	12	10%
Satisfied	91	75.80%
Less satisfied	15	12.50%
Not satisfied	2	1.70%
Grand total	120	100.00%

Source: Primary source

**INTERPRETATION:**

The above table highlights the satisfaction level of the user on online shopping. 10% of respondents are more satisfied with the online shopping, 75.80% of respondents are satisfied with online shopping, 12.50% are less satisfied and just 1.70% are not satisfied

The majority (75.80%) of respondents satisfied with online shopping.

**TABLE NO.11**  
**REASON FOR ONLINE SHOPPING**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Trend	28	23.30%
Time saved	52	43.30%
Wants at one click	18	15%
Money saved	22	18.30%
Grand total	120	100.00%

Source: Primary data

**INTERPRETATION:**

The above table shows that main reason for online shopping. It displays that 23.30% based on trend, 43.30% for time saving, 15% on wants at one click and 18.30% on money saving.

The majority (43.30%) of respondents purchase on time saving.

**TABLE NO.12**  
**FREQUENCY OF PURCHASE**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Frequently	8	6.70%
Little often	37	30.80%
Rarely	72	60%
Never	3	2.50%
Grand total	120	100.00%

Source: Primary data

**INTERPRETATION:**

The above table illustrates that how often do they purchase on online shopping. 6.70% purchase frequently, 30.80% purchase only little often, 60% purchase rarely, 2.50% of respondents never purchase on online shopping.

The majority (60%) of respondents purchases rarely on online shopping.

**TABLE NO.13**  
**KINDS OF PODUCT**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Accessories	18	15%



Gadgets	30	25%
Cloths	53	44.20%
Others	19	15.80%
Grand total	120	100.00%

Source: Primary data

**INTERPRETATION:**

The above table indicates that what kind of product do they purchase. 15% prefer accessories, 25% prefer gadgets, 44.20% prefer cloths and 15.80% purchase on other kind of products.

The majority (44.20%) of respondents prefers to buy cloths.

**TABLE NO.14**  
**TYPES OF TRANSACTION**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
UPI	29	24.20%
Cash on delivery	82	68.30%
Net banking	7	5.80%
Credit card	2	1.70%
Grand total	120	100.00%

Source: Primary data

**INTRPRETATION:**

The above table presents the type of transaction do they use in online shopping. 24.20% payment through UPI, 68.30% prefer cash on delivery, followed by net banking 5.80% and credit card payment 1.70%

Most of the respondents prefer cash on delivery (68.30%).

**TABLE NO.15**  
**PROBLEM FACED**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Yes	54	45%
No	66	55%
Grand total	120	100.00%

Source: Primary data

**INTERPRETATION:**

The above table displays the problem faced in online shopping. 45% had faced problem in online shopping and 55% had not faced any problem.

The majority (55%) of the respondents did not faced any problem.

**TABLE NO.16**  
**HOW OFTEN PROBLEM FACED**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Very often	6	5%
Not very often	24	20%
Rare	65	54.20%
Never faced any problem	25	20.80%
Grand total	120	100.00%

Source: Primary data

**INTERPRETATION:**

This table shows that how often do they faced problem. 5% of respondents faced very often, 20% of respondents had not faced very often, 54.20% had faced rarely and 20.80% had never faced any problem.

The majority (54.20%) of respondents faced problem rarely on online shopping

**TABLE NO.17**  
**TYPES OF PROBLEM**

VAARIANCE	NO OF RESPONDENTS	PERCENTAGE
Damage	37	30.83%
Late delivery	26	21.67%
Refund issues	26	21.67%
Others	31	25.83%
Grand total	120	100.00%

Source: Primary data

INTERPRETATION:

The above table highlights the kinds of problem faced by the customers. 30.83% due to damage of the product, 21.67% for late delivery, 21.67% on refund issues and 25.83% on others.

The majority (30.83%) of respondents faced the problem on damage.

**TABLE NO.18**  
**AWARENESS OF SCAM**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Yes	96	80%
No	24	20%
Grand total	120	100.00%

Source: Primary data

INTERPRETATION:

The above table displays the awareness of scam in online shopping. 80% of respondents aware of online shopping. 20% of respondents do not aware of scam on online shopping.

The majority (80%) of the respondents aware about it.

**TABLE NO.19**  
**TYPES OF WAYS TO AVOID SCAM**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Authentication	22	18.30%
Avoid using online transaction	40	33.30%
Verifying fake dealers	42	35%
Others	16	13.30%
Grand total	120	100.00%

Source: Primary data

INTERPRETATION:

Table no.19 presents the different ways to avoid scam faced by customers.18.30% of the respondents would like to improve the authentication, 33.30% like to avoid using online transaction, verifying fake dealers are recommended by 35% of respondents and 13.30% had suggested to others.

The majority (33.30%) of respondents like to avoid using online transaction.

**TABLE NO.20**  
**LEVEL OF KNOWLEDGE**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
High level	18	15%
Medium level	94	78.30%
Low level	8	6.70%
Grand total	120	100.00%



Source: Primary data

**INTERPRETATION:**

Table no.20 represents level of knowledge in online shopping. 15% at high level, 78.30% at medium level and 6.70% at low level

The majority (78.30%) of respondents had medium level of knowledge.

**TABLE NO.21**  
**OVERALL EXPERIENCE**

VARIANCE	NO OF RESPONDENTS	PERCENTAGE
Poor	5	4.20%
Average	48	40%
Good	61	50.80%
Excellent	6	5%
Grand total	120	100%

Source: Primary data.

**INTERPRETATION:**

The above table shows the overall experience about online shopping. 4.20% had a poor experience, 40% had a average experience, 50.80% had a good experience and 5% had a excellent experience.

The majority (50.80%) of the respondents had a good experience in online shopping.

**CHI-SQUARE ANALYSIS**  
Age\*types of product on online shopping

VAR00001\*VAR00002 Crosstabulation

count

Productts	VAR00002				TOTAL
	Accessories	cloths	gadgets	others	
VAR00001 Age					
18	6	20	12	9	47
19	7	15	10	6	38
20	4	12	4	2	22
20 and above	1	6	4	2	13
Total	18	53	30	19	120

**Chi - Square tests**

	values	df	Asym Sig (2-sided)
pearson chi-square	3.403 <sup>2</sup>	9	0.949
likelihood ratio	3.579	9	0.937
N of valid cases	120		

**INTERPRETATION:**

The chi-square analysis for hypothesis No.1 reveals that the calculated pearson chi-square value (3.403<sup>2</sup>) has an asymptotic significance (2 sided) of 0.949. This indicates a significant relationship between age and the products they prefer.47% of respondents are under the age group of 18.53% of respondents prefer cloths rather than other products.

**Salary\*Amount spend on online shopping**

<b>VAR00001*VAR00002 crosstabulation</b>					
count					
	VAR00002				Total
	Below Rs.2000	Rs.2000 - Rs.4000	Rs.4000 - Rs.8000	Above Rs.10000	
VAR00001 below Rs.10000	23	6	1	3	33
Rs.10000 - Rs.20000	15	10	1	2	28
Rs.20000 - Rs.30000	10	5	3	0	18
Rs.30000 - Rs.40000	5	3	3	4	15
Rs.40000 and above	17	6	1	2	26
Total	70	30	9	11	120

<b>Chi - Square Tests</b>				
	Values	df	Asym sig (2- sided)	
pearson chi-square	18.743 <sup>2</sup>	12	0.095	
likelihood	17.844	12	0.12	
N of valid cases	120			

**INTERPRETATION:**

The chi-square of hypothesis reveals that the calculated pearson chi-square value (18.743<sup>2</sup>) has an asymptotic significance (2-sided) of 0.095. This indicates a significant relationship between the variable 33% of respondents salary are below rs.10000.70% of respondents are spending on online shopping below rs.2000.

**Gender\*Reason for online shopping**

<b>VAR00001*VAR00002 crosstabulation</b>					
count					
	VAR00002				total
	money saved	time saved	trend	wants at one click	
VAR00001 female	15	36	19	12	82

male	7	16	9	6	38
total	22	52	28	18	120

#### Chi-Square Tests

Chi - square				
	values	df	Asymp.sig.(2- sided)	
pearson chi-square	0.046 <sup>2</sup>	3	0.997	
likelihood ratio	0.046	3	0.997	
N of valid cases	120			

#### INTERPRETATION:

The chi-square analysis reveals that the calculated pearson chi- square value (0.046<sup>2</sup>) has an asymptotic significance (2-sided) of 0.997. This indicates a significant relationship between the variable 82% of respondents are male. 52% of respondents are shop for the reason on time saving.

#### RANK ANALYSIS :

CATEGORIES	VARIANCE	NO OF RESPONDANTS	RANK
overall experience about online shopping	poor	5	4
	average	48	2
	good	61	1
	excellent	6	3

#### INTERPRETATION:

The rank analysis table shows that respondents with good experience rank first, the respondents feels average rank second, the respondents who feels excellent rank third and the respondents with poor experience rank fourth.

#### FINDINGS:

- Most of the respondents (39.20%) belongs to the age category of 18 years.
- The majority of respondents (68.30%) are male.
- The majority of respondents (87.50%) are undergoing their undergraduate.
- Most of the respondents (91.70%) belongs to family income.
- Most of the respondents (27.50%) have a salary range of below rs.10000.
- The majority of respondents (73.30%) belongs to nuclear family.
- The majority of respondents (93.30%) do aware of online shopping.
- The majority of respondents (42.50%) have been using online shopping for more than 2 years.
- The majority of respondents (58.30%) spend at the maximum of below rs.2000 on online shopping.
- The majority of respondents (62.50%) spend only rarely on online shopping.
- The majority of respondents (75.80%) are satisfied with online shopping.

- The majority of respondents (43.30%) purchase on time saving.
- The majority of respondents (60%) purchase rarely on online shopping.
- Most of the respondents (44.20%) prefers to purchase cloths.
- The majority of respondents (68.30%) are willing to pay in cash on delivery.
- Most of the respondents (55%) did not faced any problem on online shopping.
- The majority of respondents (54.20%) faced problem rarely.
- The majority of respondents (30.83%) faced problem on damage.
- The majority of respondents (80%) do aware of online shopping.
- The majority of respondents (33.30%) like to avoid using online transaction.
- The majority of respondents (78.30%) had a medium level of knowledge.
- Most of respondents (50.80%) had a good experience on online shopping.

#### **SUGGESTION:**

- They must improve the product availability to the customers in the website.
- Fake dealers must be identified and removed, this can increase the trust of the customers
- Giving more detailed information and awareness about shopping in online.
- Improving customer service in case of any problem, queries and compliant from the customer.
- Improve the quality of the product to reduce the damage while transportation and increase the life of the product.
- Exchanging of a product or refund for the product should be done as soon as possible.
- Enhancing secure and safe transaction on online, verifying the dealers and brokers before transaction

#### **CONCLUSION:**

This study highlights the impact of online shopping among college students, the factor that are significantly influenced such as wants at one click, time savings, variety of product, pricing etc. These aspects shows that online shopping has an ability to meet the expectation of the students. The level of interest on online shopping among college students is at mixed level. Though they are undergoing education and spending family income, students are likely to take low risk and spending to avoid confusion and problem.

Additionally, the analysis reveals key insights into customer behavior such as maximum amount they willing to spend, satisfaction and problems to avoid online shopping. Enhancing the security and verification of dealers improves trust and loyalty of the customers. The main motive of students towards online shopping is time saving on purchase at minimum price and trend basis. This study also underline the problems such as damage, security, fake dealers, refund issues and product quality.

In conclusion, online shopping plays a pivotal role among college students in upgrading world. Students feel satisfied and shows interest on purchase at minimum price and discount. Although in some cases the difficulties also must be considered to remove unwanted fear in purchase, a strong security system must be provided for transaction. Fake dealers should be identified and removed, developing the quality of the product increase the trusty customer.

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