

A Study on Consumer Attitude towards Online Shopping

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ABSTRACT

The study investigates the potential factors that influence consumer attitude towards online shopping behaviour in India. The study also examines whether the consumer's attitude vary with the demographics of consumers. The study is based on an empirical research work and a convenience sample of 200 respondents. The results of the study depicted that Coimbatore city consumers have knowledge and skills for operating the computer and using the internet. They have easy access to Internet services, with a positive impression about the presentation and promotion of companies' web sites on the Internet. However, the sense of security with online transaction is considered as a major factor that restricts the consumers to use the online shopping. The results also depicted that there are no significant differences in consumer's attitude due to demographic variables except the income. The study concludes that Indian companies need to have a better understanding of electronic shopping behaviour and distinguishing approaches should be used to enhance security of electronic transactions.

KEYWORDS: Consumer, Demographics, Behaviour, Online shopping, Security, India.

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