

ONLINE SHOPPING ATTITUDE AND BEHAVIOUR - AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO SELECT PROFESSIONALS IN CHENNAI CITY

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ABSTRACT

In the global arena of internet explosion, the online shopping has increased drastically. In India the volume of internet users is not reflected in online shopping. So there is a huge prospect for Online Shopping. To cover the untapped market and to be successful the E-marketer should have knowledge on the key factors affecting online shopping behaviour of Indian Consumers. They should also understand the relationship among those factors to develop marketing strategy to convert every visitor and non-visitors into active customers. The Objective of this study is to understand the key factors affecting attitude of consumer and also to analyse the relationship between those factors with personal details of respondents. The population of the study is from five select professionals from Chennai. This study is descriptive in nature and structured questionnaire is used to collect data from 219 samples identified through convenience sampling. Mean and Standard Deviation, ANOVA, Correlation and Regression analysis are used to give meaningful interpretation and results. The research findings revealed that there is an impact of demographic factors namely age, gender, income and professional group has on online shopping behaviour.

KEYWORDS: Chennai City, Consumers' Behaviour and Attitude, Online Shopping, Select Professionals.

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