

Does Online Shopping leads to the Trust Building & Risk Perception of Consumers

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ABSTRACT

Online shopping is experiencing growth like never before especially in developing countries like India. Today almost every netizens buys things of his requirements online. As per reports there are more than 900 small and big online shopping stores or Ecommerce stores in India and many are being launched on a daily basis. Almost all things available in the traditional market are available online. We can buy fruits and vegetables, grocery, stationery, apparel, books, electronic items like mobiles, laptops, TV's, baby care items, bags, accessories and so on. Some sites have even enabled booking of cars and bikes online.

Online shopping is a different experience and one can make the shopping creative over the internet as one gets used to it. There can be a lot of apprehensions about online shopping when one gets in to it for the first time. As people experience more and more of it, those apprehensions get disappeared slowly.

This research study has given me a precise knowledge about buying behavior of internet shoppers, preferences towards internet shopping, risk perception and reasons for shopping online.

Keywords: Online Shopping, Trust, Risk, Purchase Intension, Consumer behaviour.

INTRODUCTION:

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. It is a form of electronic commerce. The sale or purchase transaction is completed electronically and interactively in real-time such as in Amazon.com for new books. However in some cases, an intermediary may be present in a sale or purchase transaction such as the transactions on eBay.com.

An online shop, e-shop, e-store, internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or in a shopping centre. The process is called Business-to-Consumer (B2C) online shopping. This is the type of electronic commerce conducted by companies such as Amazon.com. When a business buys from another business it is called Business-to-Business (B2B) online shopping.

A large percentage of electronic commerce is conducted entirely in electronic form for virtual items such as access to premium content on a website, but mostly electronic commerce involves the transportation of physical items in some way. Online retailers are sometimes known as e-tailers and online retail is sometimes known as e-tail. Almost all big retailers are now electronically present on the World Wide Web.

Online marketplaces such as eBay and Amazon Marketplace have significantly reduced financial and reputational barriers to entry for SMEs wishing to trade online. These marketplaces provide web presence, marketing and payment services and, in the case of Amazon, fulfilment. This allows SMEs to focus on their core competencies e.g. managing supplier relationships. Moreover, SMEs have choices online, as these marketplaces compete with each other (some retailers sell across several marketplaces) and retailers 'own websites. They also compete with paid search providers and others in providing marketing to SMEs.

Customer ratings are a key element of the marketplaces, enabling SMEs to build a reputation at low cost relative to the offline environment. This element of reputation may be achieved quickly (just one piece of feedback generates a rating) and is tied to particular platforms (i.e. ratings are non-transferable).

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History Of Online Shopping

In 1990, Tim Berners-Lee created the first World Wide Web server and browser in UK. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994, the German company Intershop introduced its first online shopping system. In 1995, Amazon launched its online shopping site, and in 1996, eBay appeared.

Originally, electronic commerce was identified as the facilitation of commercial transactions electronically, using technology such as Electronic Data Interchange (EDI) and Electronic Funds Transfer (EFT). These were both introduced in the late 1970s, allowing businesses to send commercial documents like purchase orders or invoices electronically. The growth and acceptance of credit cards, automated teller machines (ATM) and telephone banking in the 1980s were also forms of electronic commerce. Another form of e-commerce was the airline reservation system typified by Sabre in the USA and Travicom in the UK.

Need for Internet Shopping

Few developments have altered India's lifestyle more quickly and more completely than the Internet. Online access has enabled people from all walks of life to bring entire libraries, entertainment venues, post offices and financial centers to a workplace, to a desktop or to a shirt pocket. The Internet's largest and most meaningful impact may very well be on the way consumers shop for everything from gifts, gadgets and groceries to clothing, cars, and cruises. The ease and selection that the Internet provides to shoppers has changed the face of retailing. More and more, consumers visit a store's Web site to make their choices before traveling to the store itself; and in a rapidly swelling tide, many shoppers are bypassing the store altogether and ordering online directly from the Web sites of their favorite brands and outlets. Companies like Sephora, Sears and Crate & Barrel have increased the range and quantity of products available at their online stores and are sending online coupons and sale announcements via e-mail directly to their customers.

Because online stores are open 24 hours a day, seven days a week, and their inventories are often more complete than those of their brick-and-mortar counterparts, the Internet makes it easy for shoppers to compare products with in or between stores, to read product reviews from other customers, to access vendor return policies and to find warranty information.

India Internet Report 2018

The number of internet users in India is expected to reach 500 million by June 2018, said a report by the Internet and Mobile Association of India (IAMAI) and Kantar IMRB on Tuesday. The number of Internet users stood at 481 million in December 2017, an increase of 11.34% over December 2016 said the report titled, "Internet in India 2017."

Urban India with an estimated population of 455 million already has 295 million using the internet. Rural India, with an estimated population of 918 million as per 2011 census, has only 186 million internet users leaving out potential 732 million users in rural India.

"Given that total Urban Population is much lower than total rural population, the Urban-Rural Digital divide is actually more acute than what the penetration numbers portray. The future growth policies therefore must focus on bridging the digital divide that exists between urban and rural India today," the report added. Internet penetration in Urban India was 64.84% in December 2017 as compared to 60.6% last December. In comparison, rural Internet penetration has grown from 18% last December to 20.26% in December 2017.

Definition and Role of Trust:

Trust is considered as a aggregation of distinct beliefs such as benevolence, competence, and honesty of another party (Chiu et al., 2009). Fassnacht and Köse (2007) depicted trust as a customer's inspirational demeanor toward the web-based service. Online trust is characterized as the level of certainty the customers have in online exchanges (Ribbink, VanRiel, Liljander, & Streukens, 2004). The growth of online exchange has supported the shoppers' trust in online shopping (Kim, Xu, & Gupta, 2012). The part of trust is critical for online business achievement due to risk and vulnerabilities identified with the online exchanges (Wen et al., 2011; Gotzamani & Tzavlopoulos, 2009; Shin et al., 2013).

Under the current challenging economic conditions managers must allocate scarce marketing resources efficiently across all channels and within the Internet channel to develop sustainable customer relationships. To create long-term customer relationships, firms need to build customer trust³. To achieve their objective of customer trust, companies must understand the specific environment of the electronic marketplace, where the barriers to customers switching are lower compared with the traditional economy and vendors are more vulnerable to customer defection. Customer trust is particularly important in the online context because customers increasingly rely on the Internet for information and purchases and can be more loyal online.

To formulate a successful Internet marketing strategy, companies need a deeper understanding of how trust is developed and how it affects consumer behavioural intent in the online context. Businesses competing in the internet economy are turning their attention and resources towards increasing the trust of their customers and users. Trust has a central role, especially in the area of e-commerce, it may be stated that—price does not rule the web, trust does|| . But even though it is not only the buyer who decides if he is willing to shop online, but also the seller who provides opportunity. The high prominence of trust, which is reflected in a multitude of research articles dealing with trust, both offline³ and online is not surprising.

As highlighted by Shapiro, specialization and social division of labour, which are the keystones of any modern economy, lead to a wide variety of agency relationships, which people are obliged to enter each day, starting from taking dirty clothes to the dry cleaner and reading information collected by reporters and presented in newspapers, to using money and other symbolic forms of wealth. Even though it is not evident if trust is —perhaps the most efficient mechanism for governing economic transactions|| or —has supernormal costs associated with it|| , it is an important parameter that avoids the complete paralysis of any society, by making people enter necessary agency relationships.

Trust is significant for monetary exchanges (Elliott & Speck, 2005) on the grounds that the absence of trust would lessen the customers' interest in the web-based shopping process (Har Lee et al., 2011). The benefit or loss of online organizations is related to the trust (Prasad & Aryasri, 2009). Trust owns a vital role to work in finding customers' purchasing (Wu, 2013). As indicated by Weisberg, Te'eni, and Arman (2011) trust speaks to a noteworthy part in characterizing shoppers' expectations and conduct. Online trust assumes a crucial function in the customer buy/repurchase goal (Zhou, Lu, & Wang, 2009; Thamizhvanan & Xavier, 2013).

The question of trust may be more important in e-commerce than in off-line trade. This is because the cultivation of trust is particularly important when uncertainty and risk are inherent and contracts and warranties are often absent. The e-commerce environment has all of these characteristics. Remote users are allowed to globally access critical files on computers in all corners of the world because the Internet was originally designed for research, not for commerce.

This makes e-commerce on the Internet inherently risky from the viewpoint of security. Adding to the uncertainty of e-commerce is the fact that the parties to a transaction are not in the same place and thus cannot rely on things like physical proximity, handshakes, and body language. Nor can one party directly observe the other party's behaviour. Finally, warranties are often absent in the e-commerce environment. If the parties are in different countries, their e-commerce transaction may not be subject to the laws of either country. Because of the importance of trust in e-commerce, trust in Internet vendors is a major factor influencing the growth of e-commerce.

Trust reduces uncertainty by ruling out possible but undesirable and unfavourable future actions of other parties. In the case of e-commerce, trust would rule out such behaviors as misusing personal information and deliberately providing misleading information. Trust is essential in e-commerce because the lack of a guarantee that a supplier on the Web will refrain from undesirable behaviors exposes customers to substantial uncertainty. Trust is a prime mechanism for reducing customers' uncertainty and will, therefore, influence their decisions to trade in the e-commerce environment.

Uncertainty represents major elements of consumer's perceived risk involved in a buying decision process. The more uncertainty consumers have about making purchase decisions without sensory product inspection, the higher their perceived risk. Online shopping does not permit sensory product inspection and occurs in a non-store milieu. Regardless of buying context, consumers exhibit uncertainty regarding the match between their choices of products or brands and their buying goals, as well as the unfavourable consequences they might face if a mismatch occurs. Also, online shopping can be considered similar to ordering products by mail or telephone, as these shopping modes contain invisible threats and require consumers to provide their personal and financial information to the unseen party.

Online and Offline Trust:

In the anonymous electronic environment, however, achieving trust in the beginning of a relationship is more difficult than in the traditional business world because the customer has much less information available to assess the trustworthiness of a supplier. In addition to the lack of interpersonal interaction between buyer and seller, a potential customer receives no guidance on assessing the economic viability of a supplier. In the traditional business world a customer can draw conclusions from the location, size and design of a store, whereas in the electronic business such clues are largely missing. Moreover, in most online transactions the customer carries the risk of upfront payment, while in the offline world an immediate exchange of payment and goods or services is the norm. Therefore, online customers are not only less informed about their suppliers than offline customers, they also carry the fulfilment risk.

In recent years, researchers have begun to explore similarities and differences between shopping for products and services in online versus traditional retail environments. Unlike traditional retail shopping, parties in an online encounter have no direct contact – in an environment with few social cues. When shopping online, the social proximity and face-to-face interaction with salespeople and other shoppers are replaced by a complex socio-technical system that is not well understood by the consumer. Offline trust that involves the offline activities of the firm (such as direct sales, channel sales, and other communication and transactions) and its relationships with its customers and other stakeholders.

Online trust that involves the firm's business activities in the electronic medium, and in particular, its Web site. Although online trust is similar to offline trust in many ways, there are some important distinctions. In offline trust, the object of trust is typically a human or an entity (organization). In online trust, typically, the technology (mainly the Internet) itself is a proper object of trust. In a sense, a firm's Web site is its salesperson that needs to build trust with her/his customers.

In many ways, shopping is a communication process. Shoppers gain information in a variety of forms, and make decisions as to whether a purchase is desirable.

In recent years, with the introduction of e-shopping, that communication process has been dramatically altered. Face-to-face communication between a customer and vendor is supplanted by an electronic medium that replaces a real salesperson. Nowadays computers and electronic networks have revolutionized communication. Related to this phenomenon, social psychological effects of computer communication have been compared with face-to-face communication.

Findings have demonstrated that an absence of nonverbal cues to embellish meaning or social context regarding gender, age or status "potentially hampers communication efficiency. In turn, new capabilities for communicating content via the Web are created. Included in the realm of computer-mediated communication are text-based communication (email or "chat") or more recently, intelligent agents that assist customers with online purchasing decisions. The use of agents has the benefit of providing the consumer with an element of interactivity, which replaces in some form the exchange of information as it occurs in a face-to-face environment.

Additionally, for many consumers, shopping enjoyment results from proximity to other shoppers, and some researchers suggest that consumers visit stores seeking social interactions or even social support. In a traditional store, it is further posited that shoppers derive pleasure from the sights, sounds or smells of the retail environment.

While Internet shopping might be perceived to expand the scope of information search, comparing many alternatives on prices or product features may prove overwhelming for some consumers leading to sub-optimal decision-making or frustration.

In general, when compared to a traditional store environment, online shopping:

- (1) lacks physical cues that help engender trust (such as investments in physical buildings, facilities and personnel)
- (2) Is perceived as providing less control over consumer data during and following its transfer
- (3) Hinders physical evaluation of products, as consumers can only rely on the senses of vision and sound; and
- (4) Possesses lower barriers to entry and exit for vendors.

There is some degree of commonality of trust elements and transfer of trust between the online and offline environments. These areas of commonality may include product quality and firm reputation. A lot of research has been done concerning factors that may influence the creation of trust, both online and offline. Due to the

specific characteristics of the Internet, online marketers pay increased attention to trust-related issues in the online world.

Social Learning Theory Perspective on Trust building:

Rotter's SLT explains why a person chooses a certain course of action when she has a number of possible alternatives available. There are four basic concepts in

Rotter's theory 6:

- (1) Behavior potential – is the likelihood for any given behavior to occur.
- (2) Expectancy – considered the central concept of SLT, is the probability that a particular reinforcement will occur as a function of a specific behavior in a particular situation.
- (3) Reinforcement value - is the degree of preference for any reinforcement, if the probability of their occurring were all equal.
- (4) Psychological situation - emphasizes that all the above factors are subjective perceptions.

Rotter goes on to treat behaviour potential as a function of expectancy and reward (i.e., reinforcement value). Although Rotter⁸ subsequently applies this theory to trust propensity, and regard it as a type of general expectancy resulting from experiences in interpersonal relationships, further application of this theory in the trust domain has not been explored. Thus, we extend SLT to study the trust relationship between a buyer and a seller. In doing so, we consider the behaviour potential as either to-buy or not-to-buy. The reward is the outcome of the purchase. The corresponding expectancy can be regarded as the perceived trustworthiness of the seller in fulfilling its obligations (e.g., on time delivery).

Trust building process is essentially an expectancy formation process from SLT perspective.

While Rotter's SLT does not propose any specific mechanism of expectancy learning, Bandura's SLT addresses this issue.⁹ In Bandura's SLT, behaviour and its associated expectation can be learned through direct experience and/or modelling. Learning through direct experience requires the subject to be personally involved in the activity, and realize the consequences of her response,

successful or punitive. Modeling is the process of learning by observing others responding to an environment and experiencing certain consequence. Modeling

includes both vicarious learning (i.e., observing others) and symbolic learning (e.g. reading printed material). With respect to people's learning behavior, Bandura highlights that: —By observing the different outcomes of their action, they develop hypotheses about which responses are most appropriate in which settings. This acquired information then serves as a guide for future action. Performance accomplishments provides the most dependable source of efficacy

expectations because they are based on one's own personal experiences. Successes raise mastery expectations; repeated failures lower them, especially if

the mishaps occur early in the course of events. According to social learning theory, modeling influences produce learning principally through their informative function. Many expectations are derived from vicarious experience. Seeing others perform threatening activities without adverse consequences can create expectations in observers that they too will eventually succeed if they intensify and persist in their efforts.

SLT is in fact not the only theory that proposes the dichotomy of direct and indirect learning. In referring to the social exchange theory, Blau¹⁰ comments that —these expectations of social rewards are based on the past social experiences of individuals and on the reference standards they have acquired, partly as the result of the benefits they themselves have obtained in the past and partly as the result of learning what benefits others in comparable situations obtain. Relating to trust building, the trust transference might be regarded as a type of learning by modeling. Besides direct experience and modeling, learning can also occur from similar experiences. Rotter⁸ posits that —in social learning theory expectancy in each situation is determined not only by specific experiences in that situation but also, to some varying degree, by experiences in other situations that the individual perceives as similar|. Experience with a specific situation produces specific expectancy, and the experiences with similar situations collectively form the general expectancy. Both specific expectancy and general expectancy can affect behavior. As Rotter highlights, —in social learning theory, expectancy is a function of a specific expectancy, and a generalized expectancy resulting from the generalization from related experience.

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The two aspects of the directness of experience and the specificity of situation are combined resulting in four combinations: direct experience in the same situation, direct experience in a similar situation, modeling in the same situation, and modeling in a similar situation. These four learning processes constitute the SLT-based framework which can be used to explain trust building. The learning outcome occurring from the four processes can be of two types. First, ultimately, expectancy is formed in each process (e.g. —I know from my friend that the firm is trustworthy). The expectancies from individual processes collectively produce an aggregated expectancy. Second, some detailed beliefs about the situation (e.g. service quality, store environment etc.), which Rotter termed cognition, can be learned. Such beliefs of situational variables constitute what Rotter calls the psychological situation (Rotter 1980b). These two types of learning outcomes are related. The learned simple cognitions are usually determinants of a more general expectancy. —The simple cognitions regarding the properties of objects determine, in part, expectancies for behavior-reinforcement sequences. Therefore, in order to understand how an overall expectancy is formed, we can examine the related beliefs learned in these processes.

This framework can be applied to trust-building. In online trust studies, antecedents such as website quality, service quality, familiarity with the website, among others, have emerged as outcomes of direct experience. Reputation and reputation-like feedback from other fellow customers represent modeling in the same situation. Structural assurance, which is the perceived legal and technological safeguard, can be learned in different ways. A customer might learn about legal safeguards in the online setting from the focal firm or other online firms, or from reports on online security and legislation. In the business to business market, the market maker's monitoring and accreditation of participant firms can be regarded as a type of structural assurance.

Model for Consumer's Trust in Internet Shopping

This model captured the most significant set of trust antecedents, derived from different lines of previous research, and presented them as an integrated entity that provided direction for empirical testing.

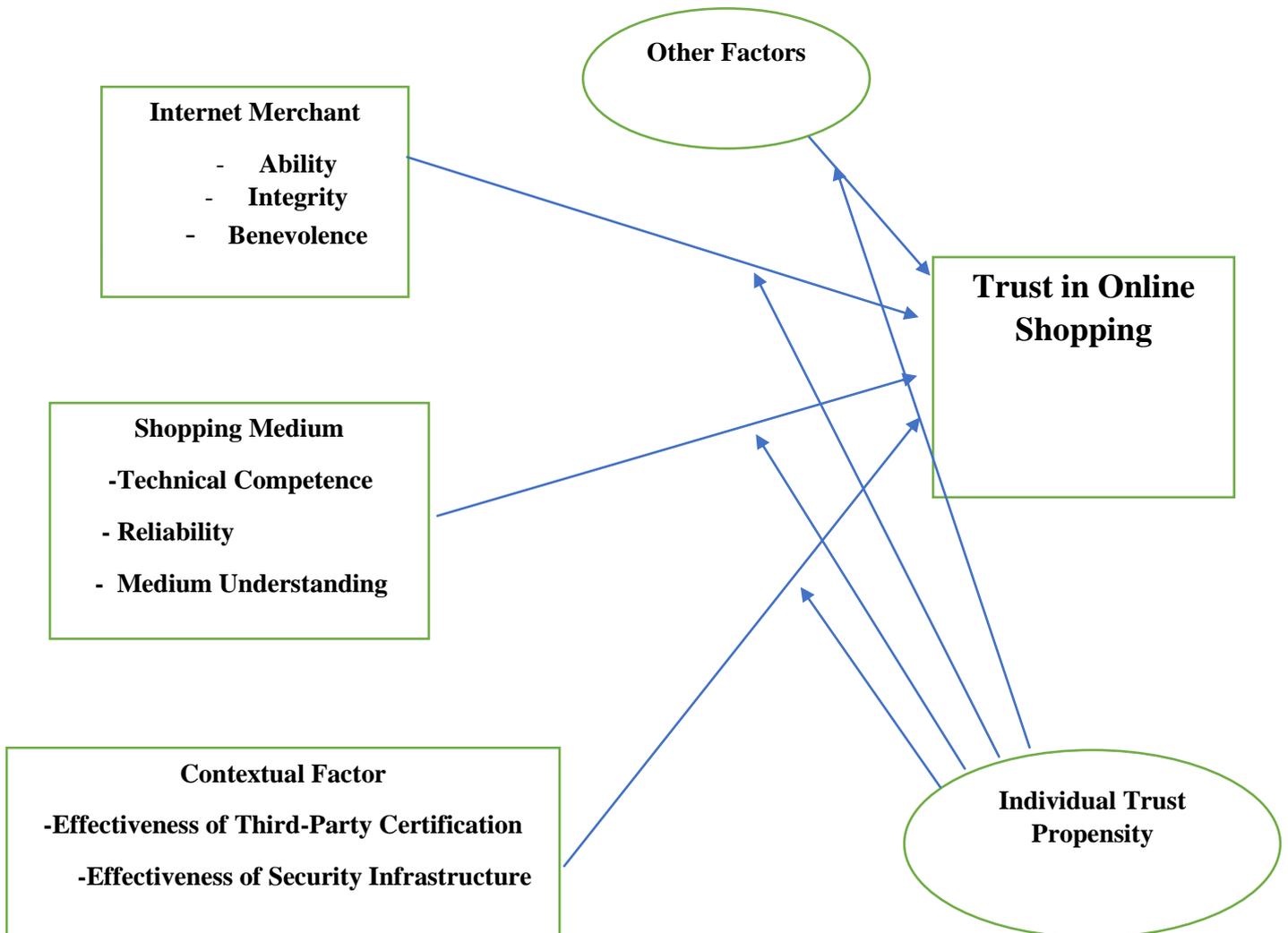
Trustworthiness of Internet Merchant

Many researchers have studied the influence of perceived trustworthiness on building trust. Ability, integrity, and benevolence are consistently related to trust in most studies and thus were included in this framework. These three factors encompass, and represent different dimensions of, the concept of reputation.

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Objective of the Study:

The main objective of the study is to understand risk perception in internet Shopping.

The study also incorporates some of the basic objectives as under:

1. To analyze buying behavior of internet shoppers
2. To know why customers prefer internet shopping
3. To understand risk perception in internet shopping
4. To know whether trust matters in internet shopping
5. To find out reasons for reluctance to internet shopping
6. To suggest suitable precautions to customers regarding how to shop Safely online.

Significance of the Study

As mentioned above the proposed research is unique and will highlight some new findings than the earlier research and will be useful to many related to

Marketing activities. Some of the potential beneficiaries from the study are elaborated as under:

1. Marketers: This will help the marketers perfect the old-tricks that they have to be perfected over the last few decades and involve more creative strategies to appeal to this energetic, confident and tech-savvy segment.
Also it will help further to give more appealing web designs, positioning strategies, web pages, websites, promotional tools, etc for this specific target.
1. Advertisers: Also the advertisers, having gained knowledge about the risk perceptions, trust factors and lifestyle predictors about this segment, can better do justice to their campaigns by designing them taking these factors in mind.
2. Future researchers- This also gives a base to future researchers to explore the areas based on the revelations of this research and give further insights into developing future correlations between various variables related to this area.

Hypothesis of Study:

To accomplish the objectives of the study, the following null hypothesis have been developed for empirical testing. The following null hypothesis is presented by referring to the conceptual framework which will be tested through rigorous statistical procedure:

- 1 **H₀: There is no significant difference between preferences towards internet shopping with respect to personal variables.**
- 2 **H₀: There is no significant difference between risk perceptions in internet shopping with respect to personal variables.**
- 3 **H₀: There is no significant difference between trusts in internet shopping with respect to personal variables.**
- 4 **H₀: There is no significant difference between reluctance to internet shopping with respect to personal variables.**

RESEARCH METHODOLOGY

This research is based on exploratory research. The main purpose of this research is that of developing the working hypotheses from an operational point of view. The major emphasis in such studies is on the discovery of ideas and insights. As such the research design appropriate for such studies must be flexible enough to provide opportunity for considering different aspects of a problem under study. Through this research the study is based on various factors that leads to the trust involved in the online shopping.

TOOLS USED FOR DATA COLLECTION:

Primary data would be collected from Questionnaire prepared according to the Standard Scale.

TOOLS FOR DATA ANALYSIS:

Structural equation modeling (SEM), with the technique of partial least squares (PLS), can be used for exploratory and predictive evaluations of the causal relationships and impact among variables postulated in theoretical models. PLS-SEM 3.0 was used for the purpose of data analysis. This tool has been widely accepted due to its ability to work on smaller samples, no prior assumption on data distribution, and higher statistical power than covariance- based SEM (Hair, Sarstedt, Ringle, & Mena, 2012).

The basic algorithm of PLS-SEM estimates the coefficients and various parameters via minimizing the unexplained variance and maximizing the explained variance (Hair et al., 2012).

Thus, PLS-SEM is an apt choice for analyzing the data. The measurement model was first assessed before the structural models (Hair et al., 2012). Table 1 gives a summary of the measurement model. The average variance extracted (AVE) is greater than 0.5 and convergent validity observed via individual item loading is above 0.70 (Hair, Sarstedt, Hopkins, & Kuppelwieser, 2014). Composite reliability (CR) ranges from 0 to 1 and is above the acceptable level of 0.70 (Henseler, Ringle, & Sinkovics, 2009). The items reliability, CR, and AVE support the convergent validity of the CFA results.

Overall, these results specify that the measurement model have an acceptable level of convergent validity. Discriminant validity is a measure for checking the degree of the constructs that are different from other constructs and is measured by the square root of the AVE of each latent variable, which is more than the correlation of the latent variable with any other construct (Table 2). All the diagonal values are greater than the rest of the column values, so the criteria for discriminant validity have been satisfied. The issue of multicollinearity is taken care of by the variance inflation factor (VIF) values. All the VIF values are less than 10, so it can be stated that the data is free from collinearity; refer to Table 3 (Hair, Ringle, & Sarstedt, 2011). Thus, the data is appropriate for further analyses.

Table 1. Summary results of the measurement model and convergent validity.

Construct	Items	Cronbach's Alpha (CA)	Composite Reliability (CR)	Average Variance Extracted (AVE)
Preferences	3	0.852	0.821	0.512
Risk	2	0.794	0.873	0.628
Trust	2	0.852	0.902	0.864
Reluctance	2	0.896	0.902	0.864

Table 2. Discriminant validity.

	Preference	Risk	Trust	Reluctance
Preference	0.917			
Risk	0.752	0.622		
Trust	0.468	0.662	0.754	
Reluctance	0.468	0.662	0.754	0.542

Table 3. VIF values.

	Preference	Risk	Trust	Reluctance
Preference	1.000			
Risk	1.988	1.000		
Trust	2.053	2.031	1.000	
Reluctance	2.216	2.361	2.569	1.000

Hypothesis testing:

Table 4 shows the entire proposed hypothesis of this study.

Table 4. Hypothesis testing.

	Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)	P Values
Preference->Risk	0.605	0.601	0.125	4.532	0.000
Risk->Trust	0.412	0.402	0.137	3.012	0.001
Trust->Reluctance	0.459	0.462	0.076	5.562	0.000
Reluctance->Preference	0.648	0.675	0.067	9.016	0.000

Table 5: Mediation (Indirect effect)

	Original Sample (O)	Sample Mean (M)	Standard Error (STERR)	T Statistics (O/STERR)	P Values
Preference->Risk	0.188	0.191	0.087	2.172	0.030
Risk->Trust					
Trust->Reluctance	0.568	0.585	0.119	4.774	0.000
Reluctance->Preference					

CONCLUSION:

In conclusion, having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enable for a more convenient lifestyle today. Factor analysis results reveal that Experimental Uniqueness, Customer Service and Convenience tend to be three significant dimensions as to why customers prefer internet shopping. Electronic goods and Airline or Railway ticket reservation tend to be the most sought after products bought online. **Online shopping** is a different experience and one can make the shopping creative over the internet as one gets used to it. There can be a lot of **apprehensions** about online shopping when one gets in to it for the **first time**. As people experience more and more of it, those apprehensions get **disappeared** slowly.

The internet has become a major resource in modern business, thus internet shopping has gained significance not only from the entrepreneur's but also from the customer's point of view. For the entrepreneur, internet shopping generates new business opportunities and for the customer, it makes comparative shopping possible. In turn, exposure to innovative online services and opportunities has brought about lasting changes for professionals and families as well. In all likelihood, these changes will probably intensify as the internet increasingly influences our way of life. As such, because of its experimental uniqueness, online shopping will probably increase to the point that it could easily be the principal purchasing tool of the future for most families.

In Nutshell, Online shopping has come to stay but it is not a threat to traditional shopping because many consumers still value some of its features like quality of customer service, the experience of trying and buying products, how products are displayed and so on. However, we can say that most of the respondents are aware about internet shopping but not shopping online as they enjoy going out for shopping and they don't like

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providing personal information. Moreover, Factor analysis reveals that customers perceive Time-loss and Functional risk, Risk of

Performance & Privacy, Psychological risk, Physical risk and Social risk in doing internet shopping. Initial level of trust of customers matter a lot in influencing internet shopping which depends upon perceived reputation of internet merchants.

It is also important for all of us to understand how to shop online safely and wisely. This research study has helped in understanding how many people are buying products and services through online shopping, what is their buying behavior, whether they are placing trust in internet shopping and what is their perception about risk in internet shopping. This research study has given me a precise knowledge about buying behavior of internet shoppers, preferences towards internet shopping, risk perception and reasons for shopping online.

LIMITATION:

As per the scholar's work lead to limitation, this study also has some. Some of the social issues is not being covered into this study like individual risk, Online payment and many more. It should also make sure that the approach used by the individual and the retailers leads to a positive response. It should not have the negative impact on the both the individual & online retailers. Retailing has been one of the most growing industry and it can help the environment also for it growth.

All the necessary measures and theories other than mentioned in the study can be tested. This study is been appropriate to Online Shopping Behaviour. Other studies can also be having impact to it, but due to some constraints its not be tested.

Research should also analyse how these Online Shopping initiatives should be communicated and how they influence the retailer's image.

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