

## **UNDERSTANDING THE ATTITUDE AND SATISFACTION OF UNIVERSITY STUDENTS TOWARDS ONLINE SHOPPING**

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### **ABSTRACT**

India's online market grew at a staggering 88% in 2013 to \$16 billion riding on booming online retail trends and defying slower economic growth and spiraling inflation according to a survey of Assocham. The increasing internet penetration and availability of more payment options boosted the e-commerce industry in 2013. According to the survey, age-wise analysis revealed that 35% of online shoppers are aged between 18 and 25 years. This study examined the attitude towards online purchasing behavior among university students in Chennai. A convenience sampling method was used and the sample comprises of 60 students. Data were collected via questionnaire.

The study concluded that gender, level of online shopping, attitude towards online purchasing behavior, perceived risk towards online purchasing behavior, and satisfaction level of students towards online shopping. Further studies should explore other factors that influence attitude towards online purchasing behavior with a broader range of population and higher representativeness sampling method.

**KEYWORDS:** Gender, Online Consumer Behavior, Online Satisfaction, Perceived Risk