ATTRIBUTES AFFECTING ONLINE SHOPPING A FACTOR ANALYTICAL APPROACH

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ABSTRACT

Online Shopping is a process of buying and selling of products and services through electronic media. Online shopping becomes a new trend mark of buying goods & services. It is a method through which consumers directly buy goods and services, without an intermediary from a seller in real time over the internet.. With the increase in number of internet users, the prospect of online shopping is increasing in India so there is need to identify the attributes affecting online shopping. The current study analyzed the various attributes which affect the online shopping. The data was collected with the help of structured questionnaire the sample constituted of 100 respondents from Jalandhar, Amritsar and Ludhiana. The factor analysis has been applied. The result indicated that there are 9 factors i.e. customer satisfaction, product value, privacy, usability, convenience, ease of use, delivery, trust and security.

KEYWORDS: Attributes Affecting Online Shopping a Factor Analytical Approach