

“ON LINE SHOPPING ATTITUDE OF CONSUMERS” WITH SPECIAL REFERENCE TO THRISSUR DISTRICT

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ABSTRACT

Online shopping is a major part of the overall electronic commerce, or e-commerce, industry which consists of all the buying and selling of goods and services over electronic systems such as the internet and other computer networks. With the spread of the internet, the amount of trade that is conducted electronically has seen extraordinary growth; and has led to innovations and development in areas such as electronic funds transfer, electronic data interchange and internet marketing. Internet marketing and online shopping are complimentary. Internet or online marketing is the most effective way to brand the product line or services and to increase the visibility on line. It follows that a properly marketed and visible online business will experience a growth of shoppers and a higher conversion rate. The study aims in analyzing the online shopping attitude of consumers in Thrissur. Sample size considered for the study is 50. Statistical test Chi Square is used in the study with the help of Microsoft Excel.

KEYWORDS: Online Shopping, E Commerce, Internet, Online Marketing, E Payments