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COLLEGE STUDENTS' PERCEPTION ON LIFESTYLE PRODUCTS PURCHASED THROUGH E-COMMERCE PLATFORMS

TANISHQ AGARWAL
STUDENT
CHRIST UNIVERSITY
HULIMAVU

ADITYA JHA
STUDENT
CHRIST UNIVERSITY
HULIMAVU

ABSTRACT

An often discussed topic today is college students' perception of buying lifestyle products through e-commerce websites. The purpose with the present dissertation in hand is to get a good understanding of how the perception of a college student gets affected when it comes to buying lifestyle products via e-commerce websites. We wanted to find the main factors affecting the perception of this particular target group. The discussed factors guided our empirical research, in which our purpose is to investigate how these factors create a psychological impact or how well they are able to convince the customers of the targeted age group. We chose to use a survey as a strategy for our research and the primary data was collected through questionnaire. We found that there are many factors such as the offers which an e-commerce company provides as compared to that offered by an ordinary retail store, convenience of getting the required product delivered at the doorstep rather than going to a store to buy it, getting an option of gifting the present to a person without having to be physically present, convenience of buying them at any point of time as per the convenience of a customer, etc. which have been discussed in detail in the article below. Precisely, convenience and recreational introductions were decidedly identified with inclination for shopping on the web. And also, we have discussed about the future scope of these companies which answer various queries such as will there be growth for them in the coming future, are these companies going to carry on their business in the same manner as they are conducting in the present scenario or are there any chances for their potential discontinue in the market resulting because of lack of scope. In the wake of gathering the data, they were processed, analysed and examined using descriptive and inferential statistics.

KEYWORDS

college students' perceptions, lifestyle products, e-commerce platforms.

INTRODUCTION

E-Commerce, as an industry has developed a lot in the past years, and thus understanding the perception of the consumers, has become a much more necessary aspect. In the given lines, the following research had been conducted to understand the perception of students as consumers of The E-Commerce industry. The research sought out to discover the difference in the perception of students about an online store compared with an offline retail store. The study revolves around the aspects of how a student perceives e-commerce to purchase lifestyle products. Due to a shift in the very concept of retailing from offline to online, it makes the study very important as college students and people of the younger generation are keener on purchasing products from online websites as compared to the older generation. In the study it was found that the current scenario of the perception of college students about buying Lifestyle products from E-Commerce platforms was positive as students preferred a wider range in category and variety of products. The scope of these online commerce companies also seems to be bright as students have started to shift from there go to offline stores to the online E-Commerce platforms for their requirements. That can be number of barriers that may arise while making a purchase on an E-Commerce platform but it can be handled well with the help of adequate demand and good service. The research for the increases the scope of the E-Commerce study by broadening the understanding of one category of consumers that is the students. The increase in market share of these E-Commerce platforms completely depends and how they cater to the consumers and how customise is the experience for each customer on the E-Commerce platform. Students perceive that the scope of good marketing is the key to making the product attractive to induce the will to purchase the product from an E-Commerce platform.

OBJECTIVES

1. To analyse the college student's perception about lifestyle products traded through e-commerce companies.
2. To analyse the future scope of these markets in India from the sample chosen.

PURPOSE

To predict the future of E-Commerce markets in India based on the college students' perception about purchasing lifestyle products through e-commerce websites and also to analyse the shift in consumer buying behaviour.

SCOPE OF THE STUDY

The aim of the study is to explore the E-Commerce market in India on the basis of college students' perception about buying lifestyle products purchased through e-commerce websites and to determine what factors have influenced consumers to shift from retail business store to the E-Commerce websites.

NEED OF THE STUDY

E-commerce has produced a paradigm shift in the modern corporate world. The study was conducted to focus on how ecommerce websites work, their relevance, the barriers which they face while doing their business, etc. Moreover this study mainly focuses on the markets of ecommerce in India. The objective is also to compare big ecommerce giants i.e. Amazon and Flipkart.

RESEARCH METHODOLOGY

We conducted a survey to find out college students' perception on lifestyle products purchased through E-Commerce platforms. How many people prefer e-commerce shopping over retail stores, the future prospects, etc. through sending an online questionnaire to the college students'. A total of 148 responses were collected. We have divided the survey into four sections. The first section captures the preference of the respondent about shopping lifestyle products purchased via E-commerce platforms. The second section deals with the prime factors of the success of E-commerce. The third section of the questionnaire comprises of the factors which has persuaded the respondent to shift from shopping with retail store to shopping with online commerce websites. The last section of the questionnaire deals with the scope of the E-commerce companies in future and the respondent's view on it.

METHOD OF DATA COLLECTION

Primary Data

SAMPLING METHOD

Simple random sampling

HYPOTHESIS:Null hypothesis (H_0)(H₀A). There is favourable demand among the college students for lifestyle products bought through E-Commerce websites.(H₀B). There is a good scope of e-commerce companies to carry on their business in future in India, as the sample adopted prefer buying the lifestyle products from the e-commerce companies.Alternative hypothesis (H_1)(H₁A). There is an unfavourable demand among the college students for lifestyle products which are bought through E-Commerce websites in India.(H₁B). There is no scope for e-commerce companies to carry on their business in future in India.**FACTORS INCLUDED**

1. Trust worthiness in e-commerce
2. How offers offered by the e-commerce companies affect the buying behaviour of customers.
3. Ease of shopping
4. Knowledge factor
5. Technological factors
6. Perception of Security control on the Acceptance of E-commerce
7. Customer orientation and the development of long-term relationships with customers

REVIEW OF LITERATURE

The authors' Kyösti Pennanen and Minna-Kristiina Paakki in their research about "A Qualitative Analysis of Consumers' Perceptions of the Trustworthiness of e-Commerce" have discussed the attributes of the trustworthiness of E-Commerce found to be important by the customers by adopting a qualitative method, particularly with respect to electronic grocery shopping. The authors have found that there is often confusion between the concepts of, consumer trust in e-commerce and trustworthiness of e-commerce. The objective of this study is to investigate what meanings consumers give to the trustworthiness of e-commerce. Trust has been defined as an act whereas trustworthiness is a characteristic containing three dimensions competence, benevolence and integrity. Interviews were conducted in an authenticated manner to gain an understanding about the subject. The authors concluded that competence dimension had many internal attributes and was considered more important than the other two dimensions. The author suggests that more and more empirical researches concerning this have to be conducted. Also a deeper analysis of the present dimensions and other relevant dimensions is necessary. The author suggests that other factors like consumers past experiences, demographics which impact the consumers perception on E commerce should also be included. The findings have that trust related issues are integral aspect of E commerce.

Swtt.A.Wymer and Elizabeth.A.Regan in their study "Factors influencing E-Commerce adaption and use by small and medium business" have discussed about the variables existing in adoption of EEIT for SMES. Owing to the inconsistency in naming, grouping and classifying the variables, they proceeded with a rigorous process to create a list of twenty six neutral factors. They in turn divided these variables into environmental factors, knowledge factors, organisational factors and technological factors. The study revealed that out of twenty six, only sixteen had an impact as incentives or barriers based on null hypothesis conducted on small and medium enterprises in Appalachian counties of Kentucky. The study concluded that the major limitations are it was surveyed in a limited area. Perceptions of variables varied from adopters to non-adopters of EEIT. Cost was found to be a major input factor all groups, followed by resource limitations.

Abhijit Mitra (2013) in his study Ecommerce in India-A review stated that it is a "disruptive" innovation that is radically changing the traditional way of doing business". He mentions why ecommerce is such an essential part of the Indian society as it spans over a variety of goods and services like clothes, electronics, teaching, doctor, etc. He also discusses the reason why customers today are shifting from the retail stores to ecommerce websites. He focuses on the point that increasing number of internet users have added to the growth of internet based commerce. The study has been conducted by the author to describe the current scenario and facilitators of online trade in India, to interpret the current trends of E-commerce in India and the barriers faced by an E-commerce company in carrying their day to day business.

Prof. Waghmare (2012) in his study "ecommerce, a business review and future prospects in Indian business" discusses the benefits and the future of the e-commerce industry in India at length. He states the primary objective of the e-commerce websites were to cater to the NRI's through gift delivery services, but has eventually expanded and captured the entire Indian market. He also states that e-tailing has not been the sole reason the e-commerce industry has grown exponentially, Banks have been very successful in adapting EC and EDI technologies to provide customers with real time accounts status, transfer of funds between current and checking accounts, stop payment facilities.

David Lucking Reiley and Daniel F. Spulber conducted a study on "Business to Business Electronic Commerce". The main objective of this research was to explain in detail about how business to business (B2B) e-commerce industry works, what are the components which it includes, etc. The research focuses on the fact that the potential size of B2B e-commerce in the economy is very vast but is extremely difficult to pin it down. The fact is very well supported with figures which represent the estimated overall transaction of goods (excluding services) between businesses. The authors have very well divided the expectations about productivity gains from this industry that are efficiencies from automation of transactions, economic advantages of new market intermediaries, consolidation of demand and supply through organized exchanges, and changes in the extent of vertical integration of companies which explains in brief about the B2B e-commerce industry.

E. Andrew Boyd and Ioana C. Bilegan (2003) in their study "Revenue Management and E-commerce" have very well followed the historical backdrop of income administration with an end goal to show an effective internet business model of dynamic and robotized deals. They began their brief outline of electronic distribution as exercised in the airline industry, underscoring the fundamental part of focal reservation and income administration frameworks, for controlling the offer of stock are then presented alongside related methods for enhancement and anticipating. Examine commitments and regions of noteworthy research potential are given unique consideration. They concluded by looking at the factor that how revenue management is taken into consideration outside this particular industry and its relationship with dynamic pricing.

Anindya Ghose and Arun Sundararajan in their study (2006) "Evaluating Pricing Strategy Using e-Commerce Data: Evidence and Estimation Challenges" focuses on the fact that because of the huge acceptance of the internet based trade industry i.e. E-commerce, huge volumes of data about the demand for a particular product and also the pricing of a vast variety of products has become available. Both the authors have very well summarized their research which mainly inquiries about that intends to survey the value segregation in the product business utilizing a huge internet business board informational index accumulated from Amazon.com. From the Sales rank reported by Amazon.com a method for reverse engineering has been included by them which measures the elasticity of the demand, variable costs and the optimality of pricing choices directly from easily available internet based commerce data. Their analysis has raised many upcoming challenges for the reliable statistical analysis of the E-commerce data.

Vladimir Zwass in his study (2003) "Electronic Commerce and Organizational Innovation: Aspects and Opportunities" has emphasised the importance so as to secure the nature and extent of the open doors offered by internet business, it is important to sort out them completely and see them completely. The target here is to demonstrate the expansive range of advancement exercises encouraged by E-commerce. Therefore, the goal here is to demonstrate the wide range of development exercises cultivated by web based business. Proper categorization of broad based organizational and technological development is required. Also a brief about the principle aspects of the internet based commerce have been identified in the article in five domains that are collaboration, communication, com-

merce, computation and connection. The article explains that once these aspects are taken into consideration they provide a way for specific innovative opportunities that can be explored well in order to organize the marketplaces, collaborate with more business groups, transform the business processes and organize the delivery of information system services. The overall research is proved to be framework of E-commerce which is a technologically based means to transform the business.

Carl. W. Turner (2002) in his study of "The online experience and consumers' perception of E-Commerce security". It evidently proved that the security perception of general masses is mainly dependant on visual presentation than technical security knowledge. In his study thirty-seven people were in asked to value the home page design, security features, security technology information, third party endorsements and security of three unfamiliar sites. The two hypothesis of the paper were, consumers' perception of security perception comprised of visual presentation, ease of use, number of graphical and textual reference to security, readability and third party endorsements and the perception of site security is positively co-related to consumers' willingness to buy. Linear regression analysis was carried out keeping the five factors are variables and site security as dependant variables. Experimental testings can produce reliable results but however this may not be the case always, people may show reluctance to submit their card number and other information for sites which seem insecure. However, the study concluded that the present data clearly demonstrates, navigation, ease of use, third party endorsements have great effect on security perception of people than the core technical staff.

Brian J. Corbitt, Theerasak Thanasankit and Han Yi (2003) published a paper on 'Trust and E-commerce: a study of consumer perceptions'. The main objective was to know what factors influenced trust and how they were related. Another question was to understand how does trust influence participation in E-commerce. The proposed 12 hypothesis in their trust model which included market orientation, technology, trust worthiness, user's web experience, site quality, risk perception and trust in E-commerce participation. A web survey was conducted owing to its advantages, on the students of Victoria University, Wellington, New Zealand. Results were tabulated by multiple regression analysis. Some results were in sync with hypothesis whereas some deviated. Most important thing was market orientation was completely out of list due to its low value of (P). Each factor influencing both trust and participation in E-commerce. The final word states that trust was greatly influenced by user's web experience, site quality, market orientation and technical trust worthiness. Trust and user's web experience together explained a variance in E-commerce participation. It proposes a new way of B2C E-commerce trust model. It suggests to keep customer focused business orientation, actively generate customer information and provide value added reviews. This must be well communicated to customers.

Saad Akbar and Paul T.J. James in their study regarding "consumer's attitude towards online shopping" have evidently stated the positive impact of 9 variables in E-commerce sector. The 9 variables being price, refund, convenience, auction websites, security, brand, search engines, promotion and online shopping malls in order of their influence. The study was conducted on the employees of 'crazy domain'. Each employee was given a questionnaire and results were tabulated using multiple regression analysis. The study highlights the positive impact of the above mentioned variable in consumer's attitude towards online shopping. They act as accelerators for receptivity in E-business. It states E-retailers would use the results of their data in expanding their online market. Meanwhile, they also have stated that the factors influencing, and their role as accelerators or inhibitors may change from time to time. Therefore, this cannot be taken as a general perception among all masses.

Riccardo Mangiaracina, Gianluca Brugnoli and Alessandro Perego (2009) in their study "The E-Commerce Customer Journey: A Model to Assess and Compare the User Experience of the E-Commerce Websites" in their article state that there has been a considerable growth of Business to Consumer market (B2C) E-commerce in the market and the data depicts that the concentration of the market has been very high and the value represents a very limited part of the overall retail sales only. Hence, they focus on the fact that the full potential of the business to consumer (B2C) is still unexplored and there are a number of barriers to be faced in the future. In this paper the research has focused upon the offering which is much differentiated in terms of customer experience with respect to the merchants with strong conviction. It is basically a path which a customer follows from the landing on a website to the payment of the good/service. This is termed to be an important factor in determining the success of an E-commerce company. The paper has provided a model which aims at evaluating a customer's perception and his/her experience of an E-commerce website. The authors have prepared a model which is Customer Journey Map which is prepared of the five main phases which a customer goes through which purchasing through a Business to consumer (B2C) website. All these five phases have been briefly discussed about in the article. These are landing, identification of the product, presentation of the product, cart (a basket from where the selected items can be checked out), completion of the order and payment. Through this article readers can compare different E-commerce websites and identify the strength aspects as well as the weakness.

In an empirical article titled "Counting your customers from an "always a share" perspective" (2011) written by Shaouhi Ma and Joachim Buschken has incorporated the famous Pareto framework for their customer base analysis. The Pareto framework assumes that purchasing follows a Poisson process until the defect of customers, thus the chances of error is relatively high as it undermines the probability of repeated transactions. And hence the problem statement of the paper is the above stated limitation. To overcome the loophole in the Pareto model, authors came up with a new model called "Hierarchical interrupted Poisson process" which assumes the customers do not defect, but are free to switch from an active state to inactive state. According to the "Hierarchical interrupted Poisson process (HIPP)" model, it is the contrast of the Pareto model that is customers purchase through Poisson process while they are active and do not purchase while they are inactive and mainly focuses on the better approach of modelling customer transactions in non-contractual settings. The methodology adopted to arrive at the conclusion is experimentation, specifically simulation experiments. The source of customer data collection which facilitated the research is primary, which optimally used two real-life databases. To analyse the data, the statistical tool used by the authors is Time series to get a righteous view of the future scope of customer transactions. The findings of the paper are numerous helpful expressions for customer base analysis were derived. Though ignore by the Pareto model, the simulation experiments proved that the customers moving from an inactive to an active state is an extremely prominent factor that decides the predictive ability of the Pareto model and the new model invented by the authors.

Stephanie Jakle Movahedi-Lankarani in her descriptive paper named "E-Commerce: Resources for Doing Business on the Internet" (2002) inspired by the biggest 2002 Amazon.com's success story which reported 5 million dollars of net profit discusses about the trends in E-Commerce in two dimensions, that is consumer online buying and B2B internet transactions. She emphasis in her paper where E-Commerce should stay and the frequently used terminology in the E-COMMERCE field such as ADSL, CRM, EDI, etc. she further explains the types of E-Commerce business namely, B2B,C2C,C2B,B2C, M-Commerce, G2C and their importance in the real world. In the later part of the paper, she also discusses the websites of E-Commerce.

In a book called "Application Servers for E-Business" (2001), the authors Lindgren, Lisa M, Boca Raton, Fla.: Auerbach have made an attempt to describe the usage of technologies in E-business. The main objective of the book is to give the readers a clear picture about the understanding of the technological advancement and their increasing role in the online platforms. The modules in the book emphasize on technologies like web tech, Java tech, CORBA, and the application servers. To facilitate the readers to catch up with the drastic and positive upward shift in the technology, useful references are also provided to equip them with the better understanding of the concepts.

"Under the Radar: Starting Your Net Business without Venture Capital" is a book written by Kling, Arnold. The author's objective of the book is to encourage potential e-business entrepreneurs to comprehend their ideas and organise their thoughts to unleash their dreams to succeed. The book discusses the strategies that should be followed by the future entrepreneurs who give up just because of their lack of ability to pool in the funds required in this advent. The inspiring success stories of the businesses which succeeded without the basic venture capital or prior market research which involved expensive methods is addressed in the book successfully and has inspired many readers.

In the article titled, "An analysis of Catalog Buying Behavior" the author Fred D. Reynolds discusses the magnitude of the in-home market and to the tenacity and ongoing viability of marketing efforts directed to the aforementioned segment. The authors have found that there are 3 main factors that affect the catalog buying behavior of consumers. These factors are namely Convenience, Offering and Behavior. The objective of the study is to analyse and interpret these 3 major factors and their implications. Primary data was collected for research purpose using Random Sampling Procedure. The author suggests that there are further strategies and measures that can make the market more accessible for Ecommerce businesses such as, defining the market and reaching the market.

"Impact of Customer Orientation, Inducements and Ethics on Loyalty to the Firm: Customers' Perspective" written by Leslier M. Valenzuela, Jay P. Mulki and Jorge Fernando Jaramillo is been a successful effort address the conditions for growth and profit sustainability that is Customer orientation and the development of long-term relationships with customers, in other words Customer Relationship Management. The statistical tool adopted for the research is hypothesis testing and estimation with the help of primary source data of about 299 customers of Chile. The authors have focused on proving how significant is retaining the existing

customers through personalised gestures and appreciation for shopping with them over the other brands. The study strikes out the probability of such gestures being the right positioning strategy or not, it rather suggests that the special effort made by the companies to acknowledge the value of their customers does indeed improve the customer relationships with the company and will ensure repeated transactions with the same company. However, the authors are of the opinion that, if the companies are able to acquire loyalty of the customers in an ethical way the customers stick to the same brand. The results proved the null hypothesis of the study that is, firm's ethical reputation is indeed useful for retaining customers.

Robert E. Hall in his book named "Digital Dealing: How E-Marketers Are Transforming the Economy" (2001) discusses that every transaction which is business oriented will involve a legitimate deal. According to the author, a deal constitutes setting a number, determining a price or price range. The book further talks about how important electronic systems are for E-Commerce businesses to prevail in the online marketplace. The author opines that for a profitable E-market chain to exist, four fundamental systems to co-exist. They are identifying the possible trading partners; communicate deals with the probable partners; implement the deal; and the fourth system is to disseminate information about the deal to other traders in the market. Author also comments on the future of e- markets.

The author, C.Satapathy (Oct 2001) in his research article titled "WTO Work Programme on E-commerce: Strategy for further negotiations" has made discussions with regard to a market access proposal from the United States in February 1998 to waive off electronic transmissions from customs duties. The author also noted that this is the first time in history that such an issue was considered and looked upon on the international platform with Ecommerce kept in mind. The objective of the study is to examine a possible negotiating strategy for developing countries such as India, despite the low infrastructural development, have exhibited a strong growth potential in exports. The data was collected through secondary means, that is by publications from DGCI&S and Teltscher. Concerning issues to countries such as India like access to internet, access to computer hardware and software was identified. The author identified potential solutions such as exempting certain digitizable products fully from border tariffs. Also suggested is the fact that it is of vital importance to take active participation in international platforms where such international rules are created, because once these rules are made it is very challenging to change or make amendments to them.

A book named "Capitalizing on Knowledge: From E-Business to K-Business", author David Skyrme explains what are K-Businesses and the shift from E-Business to K-Business. The book is written to the niche readers who practice knowledge management. The book may be helpful for business minds who want to see themselves succeed in the field of business. The book is also proved to be advantageous for developing the new ideas for business and also for polishing the organised-yet-to-implement ideas.

John McMullen in his research article titled, "Reviewed Work(s): A Practical Approach to Company Law by Stephen W. Mayson and Derek French; The Companies Act 1981 by Geoffrey Morse, Ann Arora, Christopher Ryan and Richard Morris" reviewed the books named in the above title.

In the first book "A Practical Approach to Company Law by Stephen W. Mayson and Derek French" is scholarly content about the Companies Act 1981. According to the author, this book is unrivaled in terms of up-to-datedness and practicality. He examined how it included most of the typical examination topics and the varying degrees to which it is explained in the book. However he critically analyses the book to oversimplify some of the areas hence making the book a little misleading in some areas. Nevertheless, the author describes this book as the best of its kind.

The second book "The Companies Act 1981 by Geoffrey Morse, Ann Arora, Christopher Ryan and Richard Morris" is described as a current law statutes reprint, by the author. He deems it as an important tool for both lawyers and accountants.

This book, according to the author, deals with implementation of rules relating to company accounting and disclosure, provisions relating to company or business names, provisions relating to shares, disclosure of interest in shares designed to mitigate the effect of the practice of "down raids" and "concert parties".

He describes the book as being technical for the most part, in which annotations are very helpful and clear. According to the author, the history of the laws where possible is also clearly pictured in this book.

Aletnayehu Molla and Paul S. Licker in their paper called "Perceived E-Readiness Factors in E-Commerce Adoption: An Empirical Investigation in a Developing Country" comment on the factors affecting E-Commerce adaptability in a developing country. The authors propose two models called Perceived Organizational E-readiness (POER) and Perceived Environmental E-readiness (PEER). The study used primary data which involved the sample of about 150 businesses in South Africa. The models basically focus of finding a link between E-readiness to E-commerce adoption. The study suggests that the combination of PEER and POER affect the E-commerce adoption of developing economies. However, the study results indicate that the firms which are trying to make E-Commerce adoption decisions in developing countries must pay heed to both the organizational and environmental considerations, as both the factors carries the same weightage and the decisions are recommended to go hand in hand.

An empirical article titled "Contextual Marketing and Customer-Oriented Strategy for E-Commerce: An Empirical Analysis" written by Xueming Luo and Mojtaba Seyedian. Empirical testing shows that customers perceived contextual marketing and customer-oriented strategies are associated with site satisfaction and loyalty. The study results prove that the real-time information to the customers at the point of need will acquire the competitive advantage in the future times of E-Commerce.

In the research article titled, "Local Policy Restructuring: A comparative assessment of Policy responses in England and Germany" the author, Tassilo Herrschel analyses the implications of economic restructuring as a challenge to traditional local policy making. He considered the countries England and Germany as samples for this study and had studies various relating factors such as 'spending pattern as an indicator for policy making'. The author also describes 3 patterns of local policy restructuring that is Type A (Advanced diversification), Type B (Progressive Diversification) and Type C (Delayed diversification).

He deists the study by concluding that policy decisions are also influenced heavily by the central government and availability of additional finance may be a viable solution for better policy making.

The authors Youlong Zhuang and Albert L. Lederer (2003) in their research article titled "An Instrument for Measuring the Business Benefits of E-commerce Retailing" analyzed an instrument that examines and evaluates the benefits of E-commerce and its derivative benefits for researchers and managers. A web and email based survey was conducted for the study. The instrument developed by these authors consists of 27 items and considers 5 factors as parameters that evaluate the effectiveness and business benefits of E-commerce Retailing. The 5 factors are Back-end Efficiency, Market expansion, Inventory management, Cost reduction and Customer Service Benefits. The authors also analyzed the superiority/edge that the newly developed instrument had over the existing related instruments, which includes the likes of WebQual, Electronic Data Interchange, Shop.org, Balanced Scorecard Approach, General IT Benefits)

The authors round off by concluding that the instrument provides a common measure of independent variables that will help researchers to better understand the antecedents and outcomes of Business to Customer E-commerce and practitioners to make better choices in their investment in technology.

The authors, Bomil Suh and Ingoo Han (2003) in their research article titled, "Impact of Customer Trust and Perception of Security control on the Acceptance of E-commerce" analyzes and investigates the impact of customer perception of security control on E-commerce acceptance. A web survey among internet banking users was conducted and statistical analyzes were made using structural equation modeling. The authors identified 'Trust' as the most vital factor and made their study based on this core factor.

According to the study, customers could not discriminate between strength of authentication and strength of nonrepudiation. And because of validity problem of authentication, the hypothesis related to construct could not be accepted, hence further research should be developed for more valid measurement items for it, according to the authors.

The authors, Xueming Luo and Mojtaba Seyedian, in their research article titled, "Contextual Marketing and Customer-Oriented Strategy for E-commerce: An Empirical Analysis" analyses the impact of contextual marketing and customer-orientation strategy on site satisfaction. The objective of the research is to identify how the framework of contextual marketing and customer-orientation should be structured so as to drive E-commerce businesses forward. The authors bring down the curtain by concluding that the contextual marketing approach of providing personalized, real-time information to customers at the point of need will gain the businesses a competitive edge in E-commerce.

QUESTIONS ASKED FOR CONDUCTING THE SURVEY THROUGH A QUESTIONNAIRE

Q1. On the scale of 1-5, at what rate will you prefer buying lifestyle products through E-commerce platforms?

Options: 1, 2, 3, 4, 5

- Q2. "Efficiency and credit worthiness of E-commerce companies is the prime factor of their success".
Options: Strongly Disagree; Disagree; Neutral; Agree; Strongly Agree
- Q3. "E-commerce websites has indeed reduced the customer efforts in shopping for lifestyle products"
Options: Strongly Disagree; Disagree; Neutral; Agree; Strongly Agree
- Q4. Factors such as ease of shopping, time effectiveness and attractive offers has persuaded me to shift from retail stores to online shopping
Options: Strongly Disagree; Disagree; Neutral; Agree; Strongly Agree
- Q5. "Delays in delivery by the E-commerce vendors has discouraged me from shopping with them"
Options: Strongly Disagree; Disagree; Neutral; Agree; Strongly Agree
- Q6. Do you think there is a scope of E-commerce companies in future?
Options: Strongly Disagree; Disagree; Neutral; Agree; Strongly Agree
- Q7. On a scale of 1-5, how likely are you to recommend --people about shopping lifestyle products through E-commerce platforms over retail stores?
Options: 1, 2, 3, 4, 5
- Q8. "My experience with buying lifestyle products through E-commerce websites has always been pleasant"
Options: Strongly Disagree; Disagree; Neutral; Agree; Strongly Agree

TABLE 1: CORRELATIONS

		Reduced customer effort	Factors responsible for shift	Scope	Discouraged delays
Reduced customer effort	Pearson Correlation	1	.545**	.677**	.066
	Sig. (2-tailed)		.000	.000	.424
	N	148	148	148	148
Factors responsible for shift	Pearson Correlation	.545**	1	.538**	.119
	Sig. (2-tailed)	.000		.000	.149
	N	148	148	148	148
Scope	Pearson Correlation	.677**	.538**	1	.073
	Sig. (2-tailed)	.000	.000		.378
	N	148	148	148	148
Discouraged delays	Pearson Correlation	.066	.119	.073	1
	Sig. (2-tailed)	.424	.149	.378	
	N	148	148	148	148

** Correlation is significant at the 0.01 level (2-tailed).

Interpretation

1. There is a strong positive correlation between reduced customer effort and factors responsible for shift which is statistically significant (r=.545, n=148)
2. There is a strong positive correlation between reduced customer effort and scope which is statistically significant (r=.677, n=148)
3. There is a strong positive correlation between factors responsible for shift and scope which is statistically significant (r=.538, n=148)
4. There is a strong positive correlation between reduced customer effort and factors responsible for shift which is statistically significant (r=.545, n=148)

FINDINGS

1. The proposed new model, which we call the Interrupted Poisson Process model (HIPP), assumes that customers are in one of two stages: active or inactive, and departs from the assumption that customers buy until they die. **‘Counting your customers from an “always a share” perspective’ (2011)**
2. A recent survey conducted by the international accrediting body for business schools found that almost half of business schools around the world have formally integrated electronic commerce into their curriculums. This direction is likely to continue.
3. In fact, one business educator predicted that "there will definitely be more courses with e-marketing and e-commerce in their titles" and that "these topics will pervade the overall business curriculum more as well."

SUGGESTIONS

1. In the current scenario, online commerce websites can only prosper well when they offer factors like ease of convenience of shopping, a rate which is comparably lesser than that offered by a retail store, quality of the product, credit worthiness, etc. to their customers to stand out from the retail market.
2. Once a company builds an image of trust in the eyes of their customers by their trust and credit worthiness with their products and services, it creates a set platform for itself to carry on their business in the long term.

CONCLUSION

1. From the above study we can conclude that in current scenario, college students’ perception about buying lifestyle products from E-commerce platforms seems to be positive as the customers today prefer buying this category of goods more from E-commerce websites than a retail store.
2. Also, the scope of these online commerce companies seems to be bright enough in the future to carry on their business in a smooth manner.
3. Various barriers do come while carrying on the business of online trading but with increased favourable demand of the customers it can be well handled.

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