OBJECTIVES

The research objectives are,

1. To study the impact of trust on online buying.
2. To study the impact of security on online buying.
3. To study the impact of price on online buying.
4. To determine the most preferred mode of online payment.
5. To find out most preferred E - shopping Website.
6. To study the factors influencing online buying.
7. To study the customer’s level of satisfaction with regard to online shopping.
8. To examine whether customers prefer online shopping to physical stores.
HYPOTHESIS OF THE STUDY

Hypothesis 1

H0- The perception of security well-being negatively affects an online customer’s motivation to buy.

H1- The perception of security well-being positively affects an online customers’ motivation to buy.

Hypothesis 2

H0 The perception of trust well-being negatively affects an online consumer’s motivation to buy.

H1- The perception of trust well-being positively affects an online consumer’s motivation to buy.

Hypothesis 3

H0. The perception of lower price negatively affects an online consumer’s motivation to buy.

H1. The perception of lower price positively affects an online consumer’s motivation to buy.