

Online Shopping Behaviour of Students in Agricultural College Bapatla

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ABSTRACT

The study was carried with the objective of investigating the online shopping behaviour of students in agricultural college Bapatla. The proportionate sampling procedure was followed for selecting the respondents. The study revealed that majority of the respondents are from rural areas with employee parental background many of them opted for online shopping because of a availability of Different products with discounted price and the barriers that kept way from shopping online are refund policy, difficulty in claiming warranty for certain products.

Key words : E-commerce, Internet, Online shopping.