

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Open J-Gate, India [link of the same is duly available at Infilbnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 5000 Cities in 187 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ROLE OF HR PRACTICES, JOB SATISFACTION, AND ORGANIZATION COMMITMENT IN EMPLOYEE RETENTION <i>SWAPNA ROSE & DR. RAJA K.G</i>	1
2.	ROLE AND PERFORMANCE OF SELF HELP GROUP IN PROMOTING WOMEN EMPOWERMENT <i>DR. S. CHITRA & DR. A. IRIN SUTHA</i>	4
3.	IMPACT OF INTERNET USAGE RISKINESS, ATTITUDE TOWARDS WEBSITE SAFETY, ONLINE SHOPPING CONVENIENCE ON ONLINE PURCHASE INTENTION <i>DR. UPASNA JOSHI SETHI & RAJBIR SINGH SETHI</i>	11
4.	A STUDY ON WOMEN CONSUMERS' SERVICE EXPECTATIONS AT A BEAUTY PARLOUR WITH SPECIAL REFERENCE TO MUMBAI CITY <i>VIDYA B. PANICKER & DR. KHALIL AHMAD MOHAMMAD</i>	15
5.	BOLSTERING STARTUPS AND INCUBATORS CENTERS THROUGH INDUSTRY-ACADEMIA PARTNERSHIP <i>DR. RAMESH SARDAR</i>	20
6.	MEASURING CUSTOMER SATISFACTION USING ATM CARD IN BANGLADESH: AN APPLICATION OF EXPECTANCY-DISCONFIRMATION THEORY <i>REBEKA SULTANA REKHA, DR.MD. AMIRUL ISLAM & MD IKBAL HOSSAIN</i>	24
7.	CORPORATE ACQUISITION IN AUTOMOBILE SECTOR: A GROWTH DRIVER AND CHALLENGES <i>NARESH KUMAR GOEL, ANINDITA CHATTERJEE & KULDEEP KUMAR</i>	31
8.	IMPACT OF COMPENSATION PACKAGE ON EMPLOYEE RETENTION <i>BABU MICHAEL, DR. ANDREW FRANKLINE PRINCE & ANNEY CHACKO</i>	36
9.	LIQUIDITY PERFORMANCE ANALYSIS OF FMCG COMPANIES: A STUDY OF TEN LEADING FMCG COMPANIES IN INDIA <i>DR. A. N. TAMRAGUNDI & PURUSHOTTAM N VAIDYA</i>	41
10.	A STUDY ON ENTREPRENEURIAL DEVELOPMENT AMONG THODA TRIBE IN NILGIRIS DISTRICT <i>MYTHILI.L & DR. C. BEULAH VIJAYARANI</i>	45
11.	SERVICE BASED BRAND EQUITY AND ITS IMPACT ON BRAND PREFERENCES AND PURCHASE INTENTION: A STUDY OF CUSTOMERS OF HEALTH INSURANCE IN THANJAVUR DISTRICT <i>DR. R. LATHA</i>	47
12.	A STUDY ON FACTORS DETERMINING THE SELECTION OF HIGHER EDUCATIONAL INSTITUTIONS AFTER SCHOOLING AMONG STUDENTS IN INDIA <i>K. MOHANASUNDARAM & S. DHARMENDRAN</i>	54
13.	THE IMPACT OF OWNERSHIP STRUCTURE ON THE EXTENT OF VOLUNTARY DISCLOSURE: A REVIEW OF THE EMPIRICAL LITERATURE <i>QADRI AL JABRI & DR. DAW TIN HLA</i>	57
14.	Z SCORE EVALUATION OF PHARMACEUTICAL COMPANIES <i>PRITISH BEHERA</i>	64
15.	REFORMS IN INDIRECT TAXATION IN INDIA <i>T. ADILAKSHMI</i>	69
16.	HR PRACTICES AND ITS IMPACT ON EMPLOYEE JOB SATISFACTION IN IT COMPANIES: A CASE STUDY OF BANGALORE IT COMPANIES <i>K. PAVAN & DR. T.L. NARASIMHA REDDY</i>	74
17.	THE RELATIONSHIP BETWEEN PORTFOLIO PERFORMANCE AND ASSET ALLOCATION POLICY - EQUITY <i>MUKESH JINDAL</i>	78
18.	SUCCINCT GLIMPSE OF MGNREGA IN HIMACHAL PRADESH <i>KHEM RAJ</i>	82
19.	THE IMPACT OF CELEBRITY ENDORSEMENT ON BRAND POSITIONING: AN EMPIRICAL RESEARCH <i>SWAROOP KUMAR</i>	85
20.	A STUDY ON INCOME EARNERS OF NORTH LAKHIMPUR TOWN AND THEIR PERSPECTIVE TOWARDS HEALTH INSURANCE <i>SRI PANKAJ SAHU</i>	89
	REQUEST FOR FEEDBACK & DISCLAIMER	93

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

DR. JASVEEN KAUR

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript titled ' _____ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR

Designation/Post* :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** The qualification of author is not acceptable for the purpose.

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. **pdf. version is liable to be rejected without any consideration.**
 - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
 - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
 - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
 - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
 - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
 - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
 3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
 4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
 5. **ABSTRACT:** Abstract should be in **fully italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
 6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
 7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aea-web.org/econlit/jelCodes.php. However, mentioning of JEL Code is not mandatory.
 8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. **It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
 9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
 10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
 11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document. However, you can mention short notes to elucidate some specific point,** which may be placed in number orders before the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

IMPACT OF INTERNET USAGE RISKINESS, ATTITUDE TOWARDS WEBSITE SAFETY, ONLINE SHOPPING CONVENIENCE ON ONLINE PURCHASE INTENTION

DR. UPASNA JOSHI SETHI
PROFESSOR
UIAMS
PUNJAB UNIVERSITY
CHANDIGARH

RAJBIR SINGH SETHI
RESEARCH SCHOLAR
USAM
PUNJABI UNIVERSITY
PATIALA

ABSTRACT

The last decade has witnessed a phenomenal growth in online sales across the globe. This paper studies the impact of risk associated with internet usage, attitude towards the safety features of a website and convenience linked to shopping online and how the three together impact online purchase intention. Multiple regression was used to carry out the study. The Cronbach's alpha and other tools for checking the reliability and validity of the data were duly applied and the values were found to be satisfactory. It is found out the attitude towards the website safety has the highest impact on online purchase intention followed by convenience of shopping online. It also emerges that risk associated with using internet is negatively linked to online purchase intention. It is suggested that the safety features of online stores should be highlighted and the risk associated with using the internet should be mitigated. The online stores should emphasize on the convenience of navigating and placing orders on the online stores.

KEYWORDS

online purchase intention, convenience, website safety, internet usage

1. INTRODUCTION

The recent Internet development has altered the commercial models of retail stores and the factors responsible for this are low costs in setting up these retail shops. The low costs are considered responsible for setting up of online shops which have turned into an important channel for startup companies or retail shops to operate. There is no doubt that the e-tailing is progressing swiftly and population of online shoppers is growing but it is "still perceived immature due to risks" (Chi and Li, 2008) and as per Horrigan study (2008) fifty-eight per cent internet users pronounce it as frustrating, confusing, and an overwhelming activity. By tradition, numerous researchers recognize that perceived risks impact purchasing behaviour (Peter and Tarpey, 1975) and as compared with conventional or long established shopping, online purchase is alleged to be extra risky and proves to be an impediment for consumer impetus for online purchase (Nenonen, 2006). Perceived risk allied with attitude towards website safety and uncertainty online prove to be the key inhibitor of online shopping (Liang and Huang, 1998).

2. REVIEW OF LITERATURE

2.1 INTERNET USAGE RISKINESS AND ONLINE PURCHASE INTENTION

Risk involves a notch of insecurity and "the consequences that are associated with each course of alternative" (Leeraphong and Mardjo, November 2013) and "each alternative will differ in the degree of perceived risk" (ibid). Ideally, a buyer will pick that alternative which produces the best results. As compared with purchasing in a physical store, online purchases are considered to be riskier and for consumers website safety remains an important consideration for buyers. Risks are subjectively determined loss expectations by an online consumer in contemplating a particular online purchase (Hasan and Rahim, 2008). Mayer et al. (1995) mention that risk perception refers to the "..... trustor's belief about likelihood of gains and losses outside of considerations that involve the relationships with the particular trustee". The acknowledged perceived risks are financial, product, performance, social, psychological and time convenience loss (Nenonen, 2006 and Hasan and Rahim, 2008). Secure purchase environment and good quality service are considered significant while making purchases. The prerequisites of online buying consist of giving of personal particulars (such as dispatching address, contact number), financial information (such as payment particulars). Samadi and Yaghoob-Nejadi (August 2009) mention that there are four specific risks when consumers are buying online and these are monetary risk, functional risk, convenience risk and physical risk. The study (ibid) found that monetary risk as the main determinant factor in online shopping because of "perceived risk that the consumer will lose their money" (ibid).

Mathew and Mishra study (2014) also established that the Indian online users have perceived risks related to security of credit card information, confidentiality of personal information and trust in e-tailers. Giving of personal information like credit card numbers make online buyers feel uncertain about online purchasing. There are also risks whether they will receive the products akin to the ones they have placed orders as they have seen the portrayal and image of products on the website of the seller only. In other words, absence of pre-purchase inspection of the product quality influences purchase intention which is considered to be a high level of risk (Festervand, Snyder, Tsaliakis, 1986). Kanungo and Jain (January 2004) study also found that the absence of physical interface between buyer and the product "induces an element of uncertainty in the mind of consumer about expected performance of the purchased product". There is also the risk of damage to the product during transportation. It needs to be pointed out here that the false online evaluations, used to excite the probable buyer, is another risk in online buying.

A number of studies consider security and privacy concerns as major barriers to e-tailing. Matic and Vojvodic (2014) find that lack of trust can "discourage online consumers from online retailing, and can influence purchase intention". The research (ibid) indicates that the "insecurity of the online environment is evident and it influences consumers' attitudes and intentions towards online purchasing". Shin et al. (2001) lay emphasis on those consumers' attitudes towards online shopping which affect consumers' intention to use internet for purchasing. Li, Kim and Park (2007) study finds that "greater consumer trust motivates customers generate more intention to purchase in the internet shopping malls". Chen and Barnes (2007) find that trust and understanding of online buying have a positive effect on purchase intention. The results of Hajiha, Ghaffari and Gholamali study (2010) confirm that purchase intention is impacted by perceived risk, and "as the perceived risk of the customers increases, their internet purchase intention decreases". It is so because perceived risk generates "inhibiting aspects of consumers' eagerness to participate in online shopping" (Faqih, 2013) because it increases instability and "vulnerabilities of online shopping" (ibid).

2.2 ATTITUDE TOWARDS WEBSITE SAFETY AND ONLINE PURCHASE INTENTION

Web is the principal interface with customers by firms engaged in e-tailing. Thus, safety of website is a vital attainment element for e-tailing firms. Safety perception is outlined as "the degree to which a person believes that the online vendor or website is secure" (Meskaran, Ismail and Shanmugam, 2013). For the purpose of

safety in online selling, for a buyer, would also include consistency from the retailer to deliver goods on time as described, an ability to return goods and receive a refund if the product is faulty or misleading and a "mission statement that sets out the retailer's privacy and security policy" (Galeziewska, September 2014). It needs to be understood that the security has the most important impact on a person's intention and outlook to shopping through the Internet (Kim and Shim, 2002). It may also be mentioned here that the success of Internet shopping is governed in part whether consumers trust sellers and products they cannot see or touch (Mathew and Lee, 2001). The findings of Mathew and Lee (ibid) point to the fact that merchant uprightness is most important positive basis of the trust of consumer in Internet shopping.

Shergill and Chen (2005) find in their study that online conduct is influenced by website security / privacy as identified by online buyers among other things like website design, website trustworthiness / fulfilment, website customer service. It is a prerequisite for the internet sellers, who usually make use of websites, to satisfy buyers of their proficiency in Internet shopping business. It is essential for sellers to observe the value which the buyers treasure as adequate. In the Shergill and Chen study (2005), it is found that the buyer rated reliability / fulfilment factor had the highest mean score. "This implied that they were more satisfied with the honesty attributes of E-tailers" (ibid).

Experience a consumer gets by using the website helps him form a judgement about the company which has possession of the website and also form a belief whether the company gives the impression of being professional and trustworthy (Tan and Theon, 2001). Trust is crucial for a consumer to begin transacting with an online retailer (Yoon, 2002) because it is the trust in the vendor / website's competence which encouragingly shapes the intention to get information and the purchase intention (Lu et al., 2010). The analysis of Matic and Vojvodic (2014) study concludes that the insecurity of the online environment has an effect on consumers' online purchase decision. It is so because safety of website is one of the "determinants of consumer trust in Internet shopping" (Cheung and Lee, 2003).

As for as the consequences of assessments of online retailer's ethical conduct on consumer purchase and revisit intentions, Limbu et al study (2012) found that the perceived ethics of an Internet retailer's website ominously affected consumers' trust and attitudes to the retailer's website that eventually had positive impacts on purchase and revisit intentions.

A safe website is likely to have a physical address or phone number, have a return policy, prices are not very low and it accepts credit cards.

2.3 SHOPPING CONVENIENCE AND ONLINE PURCHASE INTENTION

The best apparent gain and crucial element of online shopping is convenience. It is convenient because a consumer can shop when it is convenient for him because the orders are accepted 24 hours a day, the consumer has the facility of ordering products from around the world and it is comfortable to compare prices and products. Online shopping is considered to be convenient because it is stress free to hunt for information as compared with brick and mortar retail shops. The results of the study by Rajamma, Paswan and Hossain (2009) indicate that the perceived inconvenience is the most important forecaster of shopping cart abandonment. The consumers who prefer to shop from home are prepared to purchase without touching the products as they fancy convenience (Gillet, 1970). Darian (1987) remarks that online shopping contains numerous doles in terms of convenience such as less time guzzling, flexibility, very less physical effort et cetera. Robinson, Riley, Rettie and Wilsonz (2007) consider a major motivation for online purchasing is convenience in terms of shopping at any time and having large number of items delivered at door step.

Traditionally, convenience was taken to indicate providing convenient service to buyers consisting of time savings and minimization of efforts (Etgar, 1978, Kotler and Zaltman, 1971). Effort saving has concern with minimization of cognitive, physical and emotional activities that customers must bear to purchase goods and services (Berry et al., 2002). The literature on marketing gives emphasis to the importance of desire for convenience and value of time (Jiang, Yang and Jun, 2013). Jiang et al. (ibid) in their study find that convenience of online shopping comprises of access convenience, search convenience, evaluation convenience, transaction convenience and possession / post purchase convenience. Of these conveniences, search convenience is the most important and for this it is important to have user friendly websites, simple and accommodating payment procedures and the web sellers should monitor their delivery process.

Swaminathan et al. (1999) study finds that convenience is the reason for shoppers to buy online. Convenience consists of price comparison, saving of time, availability of product information et cetera.

3. NEED OF THE STUDY

A review of literature has revealed that the combined effect of the three factors chosen has not been studied before. Also, the chosen factors have not been studied in the context of Punjab, India. The study looked to plug the gap in the literature.

4. HYPOTHESIS

H1a: Risk associated with internet use has significant effect on online purchase intention.

H1b: Attitude towards website safety has significant effect on online purchase intention.

H1c: Convenience of shopping online has significant effect on online purchase intention.

The study looks to study the combined effect of the three factors on online purchase intention.

5. RESEARCH METHODOLOGY

5.1 RESEARCH DESIGN

Descriptive research was considered appropriate as the statement of the problem was well defined, hypothesis framed were specific and the type of information required was clear (Malhotra, 2011).

5.2 QUESTIONNAIRE DESIGN

The questionnaire was divided in three parts. The first part contained purpose of research and instructions for responses, the second part contained scaled response questions and third part contained the demographic profile of the respondents.

The items were taken from various sources of the literature. Standardized statements were taken for the purpose of carrying out the research. A five point Likert scale with points ranging from strongly disagree (1) to strongly agree (5) was used for collecting the responses for the dependent and independent variables. Five-point rating scales maybe preferred as increments with regard to reliability were found to be insignificant (Choudhury, 2014).

5.3 SAMPLING

All the respondents had experience of online shopping, i.e. they had done online shopping at least once. Convenience sampling, which is a non-probability sampling method was used for collecting data from the state of Punjab and the city of Panchkula. The sample size for analysis was 580.

The questionnaires were self-administered. A total of 600 questionnaires were distributed out of which 7 questionnaires were not returned. 13 respondents lacked the willingness to respond and submitted incomplete responses. These were removed from the sample. The resultant questionnaires were analyzed using SPSS version 21.

5.4 DEMOGRAPHIC PROFILE

The males and females accounted for 45 % and 55 % of the respondents respectively. Majority of the respondents (70%) belonged to Punjab. 72% of the respondents were less than 35 years of age, 53 % were post graduates, 56 % were unmarried and 68 % belonged to families earning up to eight lac rupees a year. 43 % of the respondents were not working.

5.5 RELIABILITY TEST

All the constructs were tested for the consistency with the help of Cronbach's alpha and the score for Internet Usage Riskiness was 0.876, Attitude towards Website (Safety) was 0.781, Online Shopping Motivation (Convenience) was 0.889 and Purchase Intention at Website was 0.761. The measurement scales were found to be consistent.

5.6 VALIDITY TEST

Construct validity was used for measuring the validity and factor analysis was used to measure the construct validity. The factor analysis scores were appropriate because the value of Kaiser-Meyer-Olkin (KMO) was 0.898 and the statistical test for the Bartlett test of sphericity was significant ($p=0.00$, $d.f.=276$) for all the

correlations within a correlation matrix. The extraction method used was Principal Component Analysis and the rotation method used was Varimax with Kaiser Normalization. The rotation converged in five iterations. The Eigen values for all three constructs showed a score more than 1, ranging from 5.284 (Internet Shopping Motivation-Convenience) to 2.107 (Attitude towards the Website-Safety). The factors loadings for all items within a construct were above 0.50, so the conditions for convergent validity were satisfied. All items were allocated according to the different constructs and there was no overlap. The items supported the respective constructs meeting the condition of discriminant validity.

6. FINDINGS

All six conditions before the application of multiple regression were addressed. The normality assumption was met because the distributions of residuals was unimodal and symmetric. The scatter plot showed the residuals to be randomly scattered, thus meeting the condition of linearity and free from heteroscedacity. The condition of independence of error term was met because the value of Durbin-Watson stood at 1.843. The VIF values and tolerance statistics were below 10 and above 0.2 respectively, meaning data did not suffer from multicollinearity. The P-P plot analysis showed that the data was free from outlier and influential observations because the normal probability plot was seen to be a straight line. The outputs of multiple regression are given in Table 1.1.

TABLE 1.1: COEFFICIENTS OF OUTPUT

Model	Unstandardized		Standardized	t	Sig.	Collinearity	
	Coefficients		Coefficients			Statistics	
	B	Std. Error	Beta			Toleranc	VIF
(Constant)	1.258	.247		5.102	.000		
1							
Mean_Int_Shop_Mot_Convenience	.309	.047	.245	6.648	.000	.971	1.030
Mean_Attri_Website_Safety	.367	.038	.374	9.707	.000	.886	1.129
Mean_Int_Usage_Riskiness	-.108	.043	-.099	-2.547	.011	.879	1.137

The p value for Internet Usage Riskiness (p=0.011) is less than alpha value of 0.05.

The p value for Attitude towards Website Safety (p=0.000) is less than alpha value of 0.05.

The p value for Online Shopping Motivation (Convenience) (p=0.000) is less than alpha value of 0.05.

Based on the SPSS output, the following equation was formulated:

$$\text{Online Purchase Intention} = 1.258 + 0.367 (\text{Attitude Toward's Website-Safety}) + 0.309 (\text{Internet Shopping Motivation-Convenience}) - 0.108 (\text{Internet Usage Riskiness})$$

The values of unstandardized beta coefficients show that attitude towards website safety has the highest effect on explaining online purchase intention. Internet Usage Riskiness has the least effect on explaining online purchase intention.

The R2 value is .242 which means that the explained variance is 24.2%. It means that the explained variance is nearly 24%. In the realm of social science research an explained variance of 24% is considered to be healthy.

TABLE 1.2: DEPICTION OF R² VALUE

R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
			R Square Change	F Change	df1	df2	Sig. F Change	
.242	.238	.88074	.242	61.248	3	575	.000	1.843

7. RECOMMENDATIONS

In the present era of exponential growth and competitive landscape of online shopping, it is imperative that managers of online shopping sites take serious note of the factors which shape online shopping intentions. Managers need to design safety mechanisms into the websites to meet the expectations of the online shoppers. The shopping websites should have user friendly features. The process for navigating the website, placing the order and payment facilities should be easy and time efficient. Efforts should be directed towards educating the consumers about online frauds. Strategies should be formulated so that users feel more comfortable sharing personal and financial information online. The prospect of co-creation of online shopping websites should be given due consideration.

8. CONCLUSION

The study has made valuable contributions to the field of management research as the combined effect of three factors on online purchase intention has been studied. It has emerged that the three factors have a significant effect on online purchase intention. The value of R² is around 25% which means that around 25% of the variance is explained by the proposed model. Further review should be carried out in future to identify other factors which may influence online purchase intention.

9. LIMITATIONS

The study while offering a fresh perspective into the realm of online purchase intention, does suffer from some limitations. The first major shortcoming is that the demographic variables and their effect on online purchase intention has not been explored. The limitations inherent to small sample sizes are found in the research. It is advised to increase the sample size for more generalized results. The use of probability sampling techniques needs to be explored to gain more meaningful insights into the research problem. Another dimension which needs to be addressed is the sampling area. The present study is restricted to Punjab and Panchkula. It would be beneficial if more states are included in the study. The sample was composed mostly of younger people which is another limitation of the research.

10. SCOPE OF FUTURE RESEARCH

Future studies need to consider the role of demographic variables on the independent variables in order to gain a comprehensive insight on the factors which shape the online purchase intentions. A larger sampling area needs to be considered so that findings are more generalized. The research should be carried out on people in the older age groups. This would be helpful in understanding the issues faced by the older people while shopping online

REFERENCES

1. Berry, L.L., Seiders, K. & Grewal, D. (2002), "Understanding service convenience", *Journal of Marketing*, Vol. 66, No. 3, pp. 1-17.
2. Chen, Y.H. & Barnes, S. (2007), "Initial trust and online buyer behaviour", *Industrial Management and Data Systems*, Vol. 107, No. 1, pp. 21-26.
3. Cheung, Christy M.K. & Lee, M.K.O. (2003), "An Integrative Model of Consumer Trust in Internet Shopping", *ECIS 2003 Proceedings*. Paper 48, viewed on July 24th, 2016 at [www.http://aisel.aisnet.org/ecis2003/48](http://aisel.aisnet.org/ecis2003/48)
4. Chi, Kuo-Kuang & Li, Chi-Hua. (2008), "A study of the effect of risk-reduction strategies on purchase intentions in online shopping", *International Journal of Electronic Business Management*, Vol. 6, No. 4, pp. 213-226.
5. Choudury, S. & Bhattacharjee, D. (2014). "Optimal number of sale points in Likert type scales for quantifying compulsive buying behavior". *Asian Journal of Management Research*, Vol. 4, No. 3, pp. 432-440.
6. Darian, J.C. (1987), "In-Home Shopping: Are There Consumer Segments?", *Journal of Retailing*, Vol. 63, pp. 163-186.
7. Etgar, M. (1978), "Intra channel conflict and use of power", *Journal of Marketing Research*, Vol. 15, No. 2, pp. 273-274.
8. Faqih, K. M.S. (2013), "Exploring the influence of perceived risk and internet self-efficiency on consumer online shopping intentions: perspectives of technology acceptance model", *International Management Review*, Vol. 9, No. 1.
9. Festervand, T.A., Snyder, D.R., & Tsalikis, J.D. (1986), "Influence of catalog vs. store shopping and prior satisfaction on perceived risk", *Journal of Academy of Marketing Science*, Vol. 14, No. 4, pp. 28-36.
10. Galeziowska, F. (September 2014), "An investigation of online shopping attitudes of generation Y in relation to the role of trust, risk and purchase intention", *MBA Dissertation*, National College of Ireland.
11. Gillett, P. (1970), "A profile of urban in-home shoppers", *Journal of Marketing*, Vol. 34, pp.40-45
12. Hajjha, A., Ghaffari, F., & Gholamali, N. (2010), "A study of the role of perceived risk and user characteristics in internet purchase intention", *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, Vol. 4, No. 6.
13. Hasan, H.H. & Rahim, S.A. (2008), "Factors affecting online purchasing behaviour", *Malaysian Journal of Communication*, Vol. 24, pp. 1-19.
14. Horrigan, J.B. (2008), "Online shopping: convenient but risky", viewed on July 6, 2016 <http://pewresearch.org/pubs/733/onlineshopping>
15. Jiang, L.A., Yang, Z. & Jun, M. (2013), "Measuring consumer perceptions of online shopping convenience", *Journal of Service Management*, Vol. 24, No. 2.
16. Kim, Y.M. & Shim, K.Y. (2002), "The influence of Internet shopping mall characteristics and user traits on purchase intent", *Irish Marketing Review*, Vol. 15, No.2, pp. 25-34.
17. Kotler, P. & Zaltman, G. (1971), "Social marketing: an approach to planned social change", *Journal of Marketing*, Vol. 35, pp. 3-12.
18. Leeraphong, A. A. & Mardjo, A. (2013), "Trust and risk in purchase intention through online social network: a focus group study of Facebook in Thailand", *Journal of Economics, Business and Management*, Vol. 1, No. 4.
19. Li, R., Kim, J. & Park, J. S. (2007), "The effects of internet shoppers trust on their purchasing intention in China", *JISTEM – Journal of Information Systems and Technology Management*, Vol. 4, No. 3.
20. Liang, T.P. & Huang, J.S. (1998), "An empirical study on consumer acceptance of products in electronics markets: a transaction cost model", *Decision Support Systems*, Vol. 24, pp. 29-43.
21. Limbu, Y.B., Wolf, M. & Lunsford, D. (2012), "Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust and attitude", *Journal of Research in Interactive Marketing*, Vol. 6, No. 2, pp. 133-154.
22. Lu, Y., Zhao, L., & Wang, B. (2010), "From virtual community members to C2C e-commerce buyers: Trust in virtual communities and its effect on consumers' purchase intention", *Electronic Commerce Research and Applications*, Vol.9, No.4, pp. 346-360.
23. Malhotra, N.K. & Dash, S. (2011). "Marketing Research: An Applied Orientation", Pearson Education, India.
24. Mathew, K.O. Lee, & E. Turban. (2001), "A trust model for consumer internet shopping", *International Journal of Electronic Commerce*, Vol. 6, Issue 1, pp. 75-91, viewed on May 27, 2016 www.tandfonline.com/doi/abs/10.1080/10864415.2001
25. Mathew, Priya Mary & Mishra, S. (2014), "Online retailing in India: linking internet usage, perceived risks, website attributes and post online purchase behaviour", *Electronic Journal of Information Systems in Developing Countries (EJISDC)*, Vol.65, No. 4, pp. 1-17
26. Matic, M. & Vojvodic, K. (2014), "Consumer-perceived insecurity of online shopping environment", *International Review of Management and Marketing*, Vol. 4, No. 1, pp. 59-65.
27. Mayer, R.C., Davis, J.H. & Schoorman, F.D. (1995), "An Integrative Model of Organizational Trust", *Academy of Management Review*, Vol. 20, No. 3, pp.709-734.
28. Meskaran, F., Ismail, Z. & Shanmugam, B. (2013), "Online purchase intention; effects of trust and security perception", *Australian Journal of Basic and Applied Sciences*, Vol.7, No.6, pp. 307-315.
29. Nenonen, S. (2006), "Consumer's perceived risk in e-shopping", *Proceedings of the 4th International Conference on Occupational Risk Prevention, 2006*.
30. Peter, J.P. & Tarpey, L.X. (1975), "Comparative analysis of three consumer's decisions strategies", *Journal of Consumer Research*, Vol. 2, No. 1, pp. 29-37.
31. Rajamma, R. K., Paswan, A. K. & Hossain, M. M. (2009), "Why do shoppers abandon shopping cart? Perceived waiting time, risk, and transaction inconvenience", *Journal of Product & Brand Management*, Vol. 18, No. 3, pp. 188 - 197
32. Robinson, H., Riley, F.D., Rettie, R., & Rolls, W. G. (2007), "The role of situational variables in online grocery shopping in the UK", *The Marketing Review*, Vol 7, No.1, pp. 89-106.
33. Samadi, M. & Yaghoob-Nejadi, A. (2009), "A survey of the effect of consumers' perceived risk on purchase intention in e-shopping", *Business Intelligence Journal*, Vol. 2, No. 2.
34. Shergill, G. S. & Chen, Z. (2005), "Web-based shopping: consumer's attitudes towards online shopping in New Zealand", *Journal of Electronic Commerce Research*, Vol. 6, No. 2.
35. Shin, S., Eastlick, M.A., Lotz, S.L. & Warrington, P. (2001), "An online purchase intentions model: the role of intention to search", *Journal of Retailing*, Vol. 77, No.3, pp. 397-416.
36. Swaminathan, V., Lepkowska-White, E. & Rao, B. P. (1999), "Browsers or Buyers in Cyberspace? An Investigation of Factors Influencing Electronic Exchange", *Journal of Computer-Mediated Communication*, Vol. 5, No. 2.
37. Tan, Y.-H. & Thoen, W. (2001), "Toward a generic model of trust for electronic commerce", *International Journal of Electronic Commerce*, Vol. 5, pp. 61-74.
38. Yoon, S. J. (2002), "The antecedents and consequences of trust in online-purchase decisions", *Journal of Interactive Marketing*, Vol. 16, No. 2, pp. 47-63.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

