

Abstract

The purpose of this study is to understand the relationship between attitudes, subjective norms, perceived behavioral control and internet purchasing behavior among students in India. Using the theory of planned behavior as its basis, this study researches the relationships among beliefs about internet trustworthiness, internet privacy, along with beliefs about perceived behavioral control, influence of referent others and internet purchasing.

This study was conducted in Bangalore, among 5 colleges surveying 400 students who have purchased online and data was collected from them using questionnaires.

The analysis of the data show that beliefs about internet trustworthiness positively affect attitudes towards buying online and in turn positively affect buying online. Beliefs about self-efficacy regarding purchasing on the internet positively affect perceived behavioral control which in turn positively affects online purchasing behavior.

In short respondents who believed in the trustworthiness of the internet and in their own abilities to buy online were more likely to make internet purchases than were those without such beliefs. This reinforces the fact that the more the internet is perceived to be trustworthy, the more internet commerce will happen. Vendors and merchants should together focus on educating consumers and internet users about the trustworthiness of the internet, and this will result in more internet purchasing.