

Notification No: COE/Ph.D./ 531/2023

Date of Award: 03-03-2023

Name of Scholar: Mohd Irfan Rais

Name of Supervisor: Prof. Mohd Altaf Khan

Name of the Department: Commerce & Business Studies

Title: Consumers Preference and Attitude towards online shopping for Food Products

In the first chapter I have given the introduction about the online food industry nationally and internationally.

I have divided second chapter “Review of Literature” into three themes consumer attitude and perception towards online shopping, consumer perception, behaviour and attitude regarding different food products and consumer preference and attitude towards online food shopping.

In 3 chapter Theoretical Framework I have introduced the consumer behaviour and models of consumer behaviour and theory of planned behaviour overview. I have also discussed about market segmentation in this chapter.

In chapter 4 statement of the problem, scope of the study, need and justification of the study, profile of the study, 4 research objectives and 3 research questions are framed. 65 hypotheses are framed and the research model has 8 constructs. Also, the researcher has adopted the research design in which target population, questionnaire development, sources of data, pilot study, sample unit and frame, sample selection and survey administration, data cleaning and tools of data analysis are framed.

In chapter 5 I have shown the whole data analysis and Interpretation and

Finally in chapter 6 I have written summary and conclusion in the last chapter.

.

