VINDICATING THE DIMENSIONS FOR DELAYED – POSITIVE REACTION OF CONSUMERS TOWARDS ONLINE SHOPPING

Dr. Pearl AdiKharas
Assistant Professor, UCCC & SPBCBA & SDHGCBCA&IT,
Udhna College, Surat, Gujrat, Email: pearlk25@yahoo.com

ABSTRACT

The present paper is a review vindicating positive butdelayed response towards online shopping by the consumers. The study analyses two dimensions: TSS (Trust, Security, Safety) and ACh (Availability of Comparison helpful for online shopping) which lead to buying behavior of consumers with positive results, but in a delayed genre. They are such dimensions that, the consumers will have a positive attitude, but will take some time to come to a decision for online shopping. Accordingly, the e-tailers have to be more prudent in this area; efforts should be made to reduce the time lapse in each of the parameters defining the dimensions.The demographic variables taken for the study are Age, Gender, Education and Occupation to test their relation with selected parameters leading to delayed positive reaction. These parameters includeSafety in online shopping, Trust in Ratings for online shopping, Trust towards online representation and Security in online shopping, under the dimension of 'TSS' and Availability of variety for comparison, Requirement of variety for selection, Universal comparability and Availability of information for comparability under the dimension of 'Ach'.

Keywords: Online Shopping, TSS, Ach, Demographic Variables

INTRODUCTION

Business to consumer model of E-commerce enables a firm or individual to conduct business over an electronic network (derived from, https://meity.gov.in/e-commerce).

This model of e-commerce i. e. online shopping has become a popular mode of retailing in India. E-commerce is changing the face of retail industry in India. The e-commerce has transformed the way of business in India.

The Indian e-commerce market is expected to grow to US$ 200 billion by 2026 from US$ 38.5 billion as of 2017. India's E-commerce revenue is expected to jump from US$ 39 billion in 2017 to US$ 120 billion in 2020, growing at an annual rate of 51 per cent, the highest in the world (https://www.ibef.org/industry/ ecommerce.aspx). Online shopping is thus an important retail mode and therefore study of dynamics leading to buying behavior is important.

With online shopping available at the click of a button and features like product details, size guide and free shipping, it is imperative for retailers to move their businesses online (https://www.moneycontrol.com/news/ business/ companies/5-trends-that-will-redefine-retail-industry-in-2019-3351261.html).

Present paper is a study of Trust and Comparison as dimensions leading to buying behaviour for Online Shopping of the consumers, a business to consumer model of e-commerce..

LITERATURE REVIEW

The Theory of Reasoned Action (TRA) (Fishbein and Ajzen, 1975) postulates that by understanding individuals' beliefs and attitudes about an action, one can predict their choices and actions.

Attitude is directly affected by users' belief about a system, which consist of perceived usefulness and ease of use (Davis, 1986).

Model of Intention, Adoption, and Continuance (MIAC) (Gloria Chan, Christy Cheung, et al 2003) is an attempt to form a base model by associating

the three elements, intention, adoption, and continuance for the development of an online consumer behavior framework. They have integrated Fishbein's attitudinal theoretical model (Fishbein 1967) and the expectation-confirmation model (Oliver 1980).

Fishbein's attitudinal model has been widely used in the marketing context (Lilien et al, 1992). According to this model, intention dominates behavior.

Prospect theory (Kahneman and Tversky, 1979) postulates that one need to study how individuals weigh the potential benefits and losses of alternatives that are being considered.

An integrated model of Internet shopping behavior developed by Jarvenpaa and Todd (1997), suggests that four factors, *product value, shopping experience, service quality* and *risk* will, together, influence attitude and intention towards shopping on the Internet.

NargesDelafrooz et al, (2009) have also used the TAM and TRA models to explain the 'hedonic' and 'utilitarian' shopping orientations of consumers.

The hedonic and utilitarian shopping orientations used in the derived model of Delafrooz et al (2009), show 'instant' and 'delayed' reaction of the consumers, based on the parameters and the intensity with which they affect.

A positive attitude is a learned tendency to evaluate an object as being favorable (Fishbein&Ajzen, 1975). A consistent number of authors (Schlenker, 1978; Fishbein&Ajzen, 1975; Insko&Schopler, 1967; Peabody, 1967) expand and define attitudes as learned tendencies when responding to an object in a consistently favorable or unfavorable manner.

Attitude refers to an individual's overall evaluation of online shopping as a way of shopping, which can be positive/favorable or negative/unfavorable (Huang, 2005). Rutgers University study notes showed that attitudes can have likes and dislikes(2010).

A framework has been developed for understanding Trust and Comparisonin online shopping for consumers.

RESEARCH DESIGN

Research Design is conceptual in nature which includes collection, arrangement and analysis of data.

Green *et al.* (2008) define research designs as "the specification of methods and procedures for acquiring the information needed. It is the overall operational pattern or framework of the project that stipulates what information is to be collected from which sources by what procedures. Factors have been derived from previous models related to consumer attitude for the present research to study.

The present research is both exploratory and descriptive in nature. It is mainly based upon the Primary data collected from cities of South Gujarat selected for the study. Population for the present study includes population of major cities selected for the studies of South Gujarat.

All these cities were enumerated on the basis of their population, according to census data of 2011. For the present study, sample unit is the respondent individual from the cities selected for the study. Sample size determination plays a significant role in research that uses primary data seeking responses from the use of questionnaire.

Non-Probability Sampling Design based on Quota-cum-Convenience method of sampling has been used for the present study.

The study is based mainly on primary data and supported by the secondary data. For the purpose of collection of primary data, a structured questionnaire had been prepared and used by the researcher. NGT technique has been used, to design the questionnaire.

The data was collected from consumers who have either experience of online shopping or at least had knowledge about online shopping. The respondents have also been fairly strategized city wise.

Information leads to Belief and belief leads to Attitude (based on literature review). Present study depicts favourable attitude towards buying behavior. In this study, attitude has been specifically understood as point of view of the consumers towards the various parameters of online shopping

taken into consideration. Also a consumer has been understood as one who purchases/shops either online or at least have knowledge about online shopping.

The study vindicates, 'delayed positive reaction' (d-p) towards online shopping which is affected by two dimensions: (1) Trust, Security, Safety (TSS), and, (2) Availability of Comparison helpful for online shopping (ACh). They are such dimensions that, the consumers will have a positive attitude, but will take some time to come to a decision for online shopping.Accordingly, the e-tailers have to be more prudent in this area; efforts should be made to reduce the time lapse in each of the parameters defining the dimensions and make the experience of online shopping more and more trustworthy and comparable.

It is worth mentioning that a delayed decision is a matured and well thought one, which will persist for a long time.

ANALYSIS:

Testing of Hypothesis to test Attitude of Consumers towards Online Shopping based on the Frameworkdeveloped to analyze consumer attitudes towards online shopping

The demographic variables taken for the study are Age, Gender, Education and Occupation to test their relation with two dimensions as a positive attitude.

TSS and AChdimensions leading to d-p reaction

The TSS dimension comprises of Safety in online shopping, Trust in Ratings for online shopping, Trust towards online representation and Security in online shopping. The AChdimension comprises of Availability of variety for comparison, Requirement of variety for selection, Universal comparability and Availability of information for comparability.

All these are such selected parameters which lead to a d-p reaction, i.e. the consumer will have a positive attitude, but will take some time to come to a decision for online shopping.

Hypothesis1:

The average opinion of sample respondents based on four constructs used to measure responses on Trust, Security, Safety [TSS] dimension as a positive attitude towards Online Shopping vis-a vis sample respondents' Age is equal.

Tables below, show City wise results of chi-square test:
Table -1 Results of the Chi- Square Test on "Trust, Security, Safety" [TSS] Dimension as a Positive attitude towards Online Shopping vis-a-vis Age

Area (City Wise)	Safety in online shopping		Trust in Ratings for online shopping		Trust towards online representation		Security in online shopping	
	χ^2	p-value	χ^2	p-value	χ^2	p-value	χ^2	p-value
Surat	12.331	0.721	34.766	0.004*	41.595	0.000*	14.806	0.539
Navsari	11.250	0.508	11.663	0.233	12.268	0.199	14.357	0.278
Bharuch	16.974	0.387	24.334	0.082	7.737	0.956	21.640	0.155
Ankleshwar	23.604	0.099	21.915	0.146	14.943	0.060	24.763	0.074
Valsad	9.638	0.648	19.014	0.088	7.411	0.965	11.233	0.795
Vapi	13.792	0.614	23.762	0.095	12.268	0.199	21.724	0.152
Overall	18.567	0.292	18.567	0.292	29.863	0.019*	24.892	0.072

From the above table, we can say that agreement level on "Trust, Security, Safety" [TSS] Dimension as a Positive attitude towards Online Shopping vis-a-vis Age of sample respondents has significantly different averages of opinion with respect to "Trust in Ratings for Online Shopping" in Surat, "Trust towards Online Representation" inSurat and Overall.

HYPOTHESIS 2:

The average opinion of sample respondents based on four constructs used to measure responses on Trust, Security, Safety [TSS] dimension as a positive attitude towards Online Shopping vis-a vis sample respondents' Gender is equal.

Table - 2 Results of Chi- Square Test for on "Trust, Security, Safety" [TSS] Dimension as a Positive attitude towards Online Shopping vis-a-vis Gender

Area (City Wise)	Safety in online shopping		Trust in Ratings for online shopping		Trust towards online representation		Security in online shopping	
	χ^2	p-value	χ^2	p-value	χ^2	p-value	χ^2	p-value
Surat	10.284	0.036*	2.522	0.641	9.249	0.055	2.772	0.597
Navsari	0.450	0.978	0.990	0.804	5.657	0.130	2.957	0.565
Bharuch	5.873	0.209	3.214	0.523	2.936	0.569	5.846	0.211
Ankleshwar	2.467	0.651	3.017	0.555	4.454	0.216	2.469	0.650
Valsad	0.886	0.829	1.818	0.611	0.406	0.816	1.579	0.813
Vapi	7.513	0.111	8.138	0.087	2.044	0.728	2.702	0.609
Overall	8.992	0.061	4.272	0.370	7.035	0.134	2.934	0.569

From the above table, we can say that agreement level on "Trust, Security, Safety" [TSS] Dimension as a Positive attitude towards Online Shopping vis-a-vis Gender of sample respondents has significantly different averages of opinion with respect to "Safety in Online Shopping" in Surat.

HYPOTHESIS 3:

The average opinion of sample respondents based on four constructs used to measure responses on Trust, Security, Safety [TSS] dimension as a positive attitude towards Online Shopping vis-a vis sample respondents' Education is equal.

Table- 3 Results of the Chi- Square Test on "Trust, Security, Safety" [TSS] Dimension as a Positive attitude towards Online Shopping vis-a-vis Education

Area (City Wise)	Safety in online shopping		Trust in Ratings for online shopping		Trust towards online representation		Security in online shopping	
	χ^2	p-value	χ^2	p-value	χ^2	p-value	χ^2	p-value
Surat	25.313	0.190	32.290	0.040 *	81.423	0.000 *	18.503	0.554
Navsari	18.850	0.277	18.905	0.091	10.446	0.577	9.636	0.885
Bharuch	17.731	0.605	16.259	0.700	18.249	0.571	26.073	0.163
Ankleshwar	16.042	0.714	27.913	0.111	11.156	0.741	19.268	0.504
Valsad	11.156	0.741	13.318	0.578	13.927	0.176	19.366	0.498
Vapi	19.126	0.514	14.434	0.808	12.874	0.883	21.819	0.350
Overall	11.510	0.932	32.448	0.039*	49.728	0.000*	28.591	0.096

From the above table, we can say that agreement level on "Trust, Security, Safety" [TSS] Dimension as a Positive attitude towards Online Shopping vis-a-vis Education of sample respondents has significantly different averages of opinion with respect to "Trust in Ratings for Online Shopping" in Surat and Overall; similarly "Trust towards Online Representation" in Surat and Overall.

HYPOTHESIS 4:

The average opinion of sample respondents based on four constructs used to measure responses on Trust, Security, Safety [TSS] dimension as a positive attitude towards Online Shopping vis-a vis sample respondents' Occupation is equal.

Table- 4 Results of the Chi- Square Test on "Trust, Security, Safety" [TSS] Dimension as a Positive attitude towards Online Shopping vis-a-vis Occupation

Area (City Wise)	Safety in online shopping		Trust in Ratings for online shopping		Trust towards online representation		Security in online shopping	
	χ^2	p-value	χ^2	p-value	χ^2	p-value	χ^2	p-value
Surat	36.06	0.003*	16.214	0.438	29.232	0.022*	18.953	0.271
Navsari	12.68	0.70	13.991	0.301	16.948	0.152	12.156	0.733
Bharuch	12.94	0.11	8.400	0.395	16.283	0.039*	8.186	0.416
Ankleshwar	20.66	0.19	23.630	0.098	13.885	0.308	18.410	0.300
Valsad	14.08	0.30	10.845	0.542	14.650	0.066	12.810	0.687
Vapi	12.72	0.69	30.056	0.018*	10.431	0.843	10.749	0.825
Overall	27.762	0.034*	12.930	0.678	24.449	0.080	12.186	0.731

From the above table, we can say that agreement level on "Trust, Security, Safety" [TSS] Dimension as a Positive attitude towards Online Shopping vis-a-vis Occupation of sample respondents has significantly different averages of opinion with respect to "Safety in Online Shopping" in Surat and Overall; "Trust in Ratings for Online Shopping" in Vapi; "Trust towards Online Representation" in Surat and Bharuch.

Result of TSS for d-p reaction

The TSS dimension tested through the above four hypothesis show that subsidiary hypotheses connected with the selected parameter "Trust towards online representation" has been rejected maximum number of times. This indicates that this selected parameter differs not only with the demographic variables, and cities,but it is also affecting majorly the d-p reaction; which means it affects the last among all the selected parameters of TSS dimension related to positive attitude towards online shopping.

HYPOTHESIS 5:

The average opinion of sample respondents based on four constructs used to measure responses on Availability of Comparison helpful for online shopping

[ACh] dimension as a positive attitude towards Online Shopping vis-a vis sample respondents' Age is equal.

Table-5 Results of the Chi- Square Test on "Availability of Comparison helpful for online shopping" [ACh] Dimension as a Positive attitude towards Online Shopping vis-a-vis Age

Area (City Wise)	Availability of variety for comparison		Requirement of variety for selection		Universal comparability		Availability of information for comparability	
	χ^2	p-value	χ^2	p-value	χ^2	p-value	χ^2	p-value
Surat	12.435	0.714	8.380	0.937	19.534	0.242	13.538	0.633
Navsari	1.688	0.640	9.375	0.154	7.100	0.627	6.563	0.683
Bharuch	12.308	0.421	15.924	0.458	24.634	0.017*	19.594	0.075
Ankleshwar	14.122	0.590	7.228	0.842	9.377	0.670	12.558	0.402
Valsad	7.358	0.833	4.662	0.793	10.454	0.576	14.090	0.295
Vapi	9.635	0.648	12.252	0.426	10.992	0.810	12.373	0.718
Overall	23.553	0.100	13.208	0.658	15.009	0.517	22.478	0.128

From the above table, we can say that agreement level on "Availability of Comparison helpful for online shopping" [ACh] dimension as a positive attitude towards Online Shopping vis-a vis Age of sample respondents has significantly different averages of opinion with respect to "Universal Comparability" in Bharuch.

HYPOTHESIS 6:

The average opinion of sample respondents based on four constructs used to measure responses on Availability of Comparison helpful for online shopping [ACh] dimension as a positive attitude towards Online Shopping vis-a vis sample respondents' Gender is equal.

Table-: Results of the Chi- Square Test on "Availability of Comparison helpful for Online Shopping" [ACh] Factor as a Positive attitude towards Online Shopping vis-a-vis Gender

Area (City Wise)	Availability of variety for comparison		Requirement of variety for selection		Universal comparability		Availability of information for comparability	
	χ^2	p-value	χ^2	p-value	χ^2	p-value	χ^2	p-value
Surat	2.813	0.094	4.163	0.125	5.760	0.124	1.800	0.615
Navsari	4.091	0.252	2.921	0.571	9.820	0.020*	4.241	0.237
Bharuch	1.165	0.884	0.616	0.893	4.109	0.250	3.345	0.341
Ankleshwar	4.033	0.258	0.794	0.672	2.449	0.485	2.332	0.507
Valsad	4.092	0.252	0.028	0.999	5.951	0.203	2.936	0.569
Vapi	2.813	0.094	4.163	0.125	5.760	0.124	1.800	0.615
Overall	5.724	0.221	3.163	0.531	8.037	0.090	2.442	0.655

From the above table, we can say that agreement level on "Availability of Comparison helpful for online shopping" [ACh] dimension as a positive attitude towards Online Shopping vis-a vis Gender of sample respondents has significantly different averages of opinion with respect to "Universal Comparability" in Navsari.

HYPOTHESIS 7:

The average opinion of sample respondents based on four constructs used to measure responses on Availability of Comparison helpful for online shopping [ACh] dimension as a positive attitude towards Online Shopping vis-a vis sample respondents' Education is equal.

Table-7 Results of the Chi- Square Test on "Availability of Comparison helpful for Online Shopping" [ACh] Dimension as a Positive attitude towards Online Shopping vis-a-vis Education

Area (City Wise)	Availability of variety for comparison		Requirement of variety for selection		Universal comparability		Availability of information for comparability	
	χ^2	p-value	χ^2	p-value	χ^2	p-value	χ^2	p-value
Surat	28.103	0.107	18.439	0.559	29.869	0.072	17.358	0.630
Navsari	5.850	0.211	4.363	0.823	12.480	0.408	12.150	0.434
Bharuch	16.193	0.369	34.321	0.024*	13.192	0.587	11.059	0.748
Ankleshwar	28.342	0.102	40.449	0.000*	10.081	0.815	16.293	0.363
Valsad	19.632	0.187	14.225	0.163	33.815	0.004*	33.861	0.004*
Vapi	13.206	0.586	18.002	0.263	10.835	0.950	14.127	0.824
Overall	39.554	0.006*	19.800	0.471	23.660	0.258	17.903	0.594

From the above table, we can say that agreement level on "Availability of Comparison helpful for online shopping" [ACh] dimension as a positive attitude towards Online Shopping vis-a vis Education of sample respondents has significantly different averages of opinion with respect to "Requirement of Variety for Selection" in Bharuch and Ankleshwar; "Universal Comparability" and "Availability of Information for Comparability" in Valsad; "Availability of Variety for Comparison" Overall.

HYPOTHESIS 8:

The average opinion of sample respondents based on four constructs used to measure responses on Availability of Comparison helpful for online shopping [ACh] dimension as a positive attitude towards Online Shopping vis-a vis sample respondents' Occupation is equal.

Table-8 Results of the Chi- Square Test on "Availability of Comparison helpful for Online Shopping" [ACh] Dimension as a Positive attitude towards Online Shopping vis-a-vis Occupation

Area (City Wise)	Availability of variety for comparison		Requirement of variety for selection		Universal comparability		Availability of information for comparability	
	χ^2	p-value	χ^2	p-value	χ^2	p-value	χ^2	p-value
Surat	27.589	0.035*	25.984	0.054	21.648	0.155	21.253	0.169
Navsari	5.932	0.204	10.091	0.259	8.764	0.723	4.364	0.976
Bharuch	13.318	0.138	13.144	0.107	3.602	0.730	2.806	0.833
Ankleshwar	10.984	0.810	9.716	0.641	8.528	0.743	18.522	0.101
Valsad	15.613	0.210	13.094	0.109	17.016	0.149	9.499	0.660
Vapi	13.444	0.338	6.650	0.880	17.042	0.383	21.912	0.146
Overall	31.879	0.010*	22.422	0.130	19.845	0.227	16.027	0.451

From the above table, we can say that agreement level on "Availability of Comparison helpful for online shopping" [ACh] dimension as a positive attitude towards Online Shopping vis-a vis Occupation of sample respondents has significantly different averages of opinion with respect to "Availability of Variety for Comparison" in Surat and Overall.

RESULT OF ACH FOR D-P REACTION

The AChdimension tested through the above four hypothesis show that subsidiary hypotheses connected with the selected parameter "Universal comparability" has been rejected maximum number of times. This indicates that this selected criterion differs not only with the demographic variables and cities, but it is also affecting majorly the d-p reaction; which means it affects the last among all the selected parameters of AChdimension related to positive attitude towards online shopping.

CONCLUSION

Respondents may have their own measures and parameters to justify the authenticity of representation in online shopping. They do find online shopping to be Safe and Secure and they also Trust on ratings given, in some time, but most time will be taken to develop Trust towards an online company for its perfect representation. There are such consumers who on account of their past experiences, may develop a complete trust for online shopping and

find no risk in it about misrepresentation by the web sites.When we state about experience, it in itself speaks about a delay in coming to a decision. But once a view about correct representation is developed and resultantly a positive decision taken, will not only last long, but such experiences will be shared by the consumers amongst themselves.

Online shopping has spread very quickly in Indian market for the basic reason of price discount; then comes the lure of the Indian consumers for imported items, since ages. In olden days, the reachability of foreign market was very low, which is now not only high, but comparison between various foreign companies and their products are also available due to online shopping. Continuing further, with the advent of online shopping, now there are hardly any items which are 'hard to find'.

All this together, cumulate into a positive attitude of consumers towards online shopping due to universal comparability. Here also, they may take some time in finding variety for the purpose of comparison, selection and information, but the most time taken is to decide and declare about the universal comparability of a product, available in online shopping. But again, once such impression is established, it will last long and be spread by the consumers themselves.

SUGGESTIONS

The e-tailers can therefore be give some suggestions that they need to make the experiences of online shoppers more and more positive by proper and detailed representation about each technicality of the product. Even negative aspect should be displayed; manipulating and creating a false rosy picture may make the consumer shirk forever.

In the same manner, it should be brought to the notice of e-tailers that their database can never be exhaustive. More and more companies and their products should be included with every tick of the hour. Only then the consumers will sense that online shopping is helpful for comparison and their positive attitude will persist.

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