

A Literature Review on Shoppers Attitude And Buying Behaviour Towards Online Retailing

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Abstract: In Today's Era, Digital Platform gives the opportunity to consumers as a new experience to collect information, comparing the available products or their prices and possibility of purchasing it on the internet. Therefore, consumer Behaviour is an important factor for e-commerce companies. Prediction of consumer Behaviour in today's era e-commerce companies need to understand how, where and why consumers behave in such a way and they need to offer products and services according to those expectations of the consumers, wherein, turn it would certainly make a customer happy towards their shopping experience and would become loyal those brands which they preferred to buy those products and services through online mode of shopping on a regular interval basis. Consumer Buying Behaviour with respect to online shopping was studied by past recorded data from a comprehensive literature review. Wherein, research contributions from 2013 to 2017 are reviewed. Surely it will help the researchers to understand the consumer Behaviour towards shopping online and consumer perception through the perceived ease of use.

Keywords — *Shoppers Attitude, Consumer Buying Behaviour, Online Retailing, Etc.,*

I. INTRODUCTION

In the global business scenario, even the major retail players who are dominant in the market where finding themselves to find new offerings to serve their customers in a most delightful manner, so that they remain strong with higher satisfaction with greater loyalty. Ever since the emergence of online retailing, the situation of the on-store retailers in terms of sales promotional strategies in order to attract those customers into retail stores for purchase of products and services offered by them. Also, Shoppers buying orientation and buying Behaviour had been drastically changed according to their expectations and situational factors. These shoppers have been given huge number of choices in terms of availability of a variety of products, brands and other major features associated with it, that has eventually made them to change themselves from the way of doing traditional shopping to the modern world of Online shopping. Another Important factor which paved the way for the shoppers towards online retail shopping was the technological transformation among the shoppers, where in these internet usages helped them in all the ways. These are some major influential factors which created a greater sophistication among the shoppers to go online retailing again and again. Here the researcher would like to do a detailed literature study on the shopper's attitude and buying Behaviour towards online shopping mode of purchasing products and services. This literature study would reveal the attitude of the online shoppers and

at the same time the future researcher could be able to understand and find out the major factors affecting the buyer Behaviour and quality decision making.

II. REVIEW OF LITERATURE

Simranjit Singh, Sonia Bajwa (2017) had carried out a research study on "buying behaviour of consumer towards counterfeit products: a case study of moga city". The main objective of the research was to put emphasis on the reasons for counterfeit purchase and the norms they follow while forming this behaviour. The other objectives were to find out the dominant factors affecting on the consumer while purchasing counterfeit goods, to know the relationship of these factors with the purchase behaviour and application of TPB model for knowing the factors creating inclination towards counterfeit. The sample size was for research was 100 respondents. A structures questionnaire was used by following the convenience sampling method. The data were described with the help of pivot table and pie charts with percentages. After the analysis the researcher had found that behaviour of the respondents that leads them to go for committing a crime of purchasing such knock offs and pirated items. Cost and status seeking have known to be the two reasons for committing an illegal practice. If the money income of the consumer is increased then this could work as a measure of curbing this practice.

Priyanka Sharma (2017) performed a research study on "Consumer Behaviour towards Online Shopping-An

Empirical Study With Reference To Bhiwani City, Haryana". The main objective of the research was to identify the relationship of demographic factors that influence online shopping, to study the preferences of the consumers toward online shopping and the satisfaction level of the consumers while they shop online. To achieve the objective, null hypothesis 'Online shopping is not reliable and trustworthy to the consumers' was tested. The sample size of the research was 100 respondents from Bhiwani City in Haryana state. The author had used Excel and Statistical Package for the Social Sciences (SPSS) software for data analysis purpose. After the data analysis and interpretation, the author concludes that the internet has given rise to great potential for businesses through connecting globally. The people having an annual income below Rs 2, 50,000 prefer cash on delivery and above Rs 2, 50,000 prefers Internet banking payments. Cash on delivery is found the most popular payment method for online shopping among consumers. The most of the people having annual income below Rs 4, 50,000 spends between 1500-3000 per month for online shopping. People having annual income above Rs 4, 50,000 spends above 3000 per month for online shopping. The price of the products has the most influencing factor on online purchase and online shopping is getting popular in the younger generation. The Majority of the respondents buys from flipkart.com which is thus one of the leading online shopping websites in India. The main barrier is the safety of payment and privacy issue in the process of online shopping. This increases low levels of trust on online stores therefore; sellers have to make proper strategies to increase the consumer's level of trust with them.

M. Dhanalakshmi, M. Sakthivel, M. Nandhini (2017) performed a research study on "A Study on Customer Perception towards Online Shopping, Salem". The main objective of the research was to study the customer perception towards online shopping at Salem district. The sample size of the research was 150 respondents. The researchers had adopted random convenience sampling technique to gather the data. The data were analyzed using the simple percentage analysis and ANOVA (analysis of variances) methods. As a result of data analysis and interpretation, the researchers conclude that the consumer's perception of online shopping varies from person to another and the perception is limited to a certain extent by the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The perception of the consumer also has similarities and difference based on their personal characteristic usage based on their needs and demand. The study reveals that most the students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. Finally, the researchers suggested that the online transaction should be flexible for the customers who perceived in shopping.

Pawan Kumar, Kanchan (2017) performed a research study on "Online Shopping Behaviour among Students with Special Reference to Ludhiana, Punjab, India". The main objective of the research was to understand the online purchase pattern of youth in India and to study the factors those contribute to online shopping. The sample size of the

research was 400 respondents from Ludhiana city. As a result of data analysis, the researchers conclude that students are those who mostly go for online shopping. There are several factors such as quality of products, delivery time, products checking on the spot, return policy etc. which customer look before online shopping. So the online websites must look after those factors to be successful and retain the customers. Online shopping among students of Ludhiana was grown in a positive manner and decision on demonetization certainly helped the online shoppers to attract more and more customers.

Snehal Chincholkar (2016) performed a research work on "Consumer Behaviour towards Online Grocery Retail Store "Localbanya.com" in Mumbai Region". The main objective of the research was to identify consumer behaviour towards online grocery retailing specifically towards Localbaniya.com. The sample size of the research was 163 respondents from Mumbai and its suburbs. From the collected data it had been observed that, Out of 163 respondents only 57 were aware about local baniya.com and done shopping from the website at least one time. While doing online purchasing cash on delivery and debit cards are most preferred mode of payment. As a result of data analysis, the researcher concludes that slowly our traditional way of grocery shopping may see a drastic change. The companies have to work hard for developing their marketing and distribution strategies to overcome the hurdles of grocery e-retailing. Grocery e-retailing in its nascent stage, first it needs to capture Tier-I cities, then Tier-II and Tier-III cities of Indian can be penetrated.

Saban Kumar K.C, Arun Kumar Timalisina (2016) carried out a research work on "Online Grocery Shopping Attitudes among the Consumer in Kathmandu Valley". The major focus of the research was to assess attitudes of customers towards online shopping within Kathmandu. The sample size of the research was 100 respondents from Kathmandu, Lalitpur and Bhaktapur. The researchers had used the Statistical Package for Social Sciences (SPSS) for data analysis purpose. As a result of data analysis, the researchers conclude that majority respondents i.e. 86% were found to be aware about online shopping. Similarly, 89% of the respondents were positive about the online shopping of grocery items whereas the rest were negative. The Result also depicts that 52% respondents were aware about existing online portals. The freshness and delivery timing were given more importance than payment system and pricing while shopping vegetables and fruit items online.

A. T. Jaganathan, J. Suresh kumar, M. Sakthivel, M. Mohanraj (2016) performed a research work on "A Study on Customer Perception towards Online Shopping, Namakkal". The main objective of the research was to study the customer perception towards online shopping at Namakkal district. Customer perception is typically affected in the way of broadly such as advertising, reviews, public relations, social media and personal experiences etc. The sample size of research was 150 respondents. The researcher had used simple percentage analysis and ANOVA (analysis of variances) methods for data analysis purpose. After the data analysis and interpretation, the researcher conclude that the consumer's perception on

online shopping varies from person to another and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping has to be improved to make the customer satisfied. The students are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones, so awareness has been fashioned in the coming era. The online transaction should be flexible for the customers who perceived in shopping.

Manisha Kinker, N.K. Shukla (2016) performed a research study on "An Analysis of Consumer Behaviours towards Online Shopping of Electronic Goods With special reference to Bhopal and Jabalpur city". The main objective of the research was to clarify and get insight into consumer Behaviour towards online shopping of electronic goods, to study consumers' expectations of online stores, to find out factors that influences the consumers towards online shopping and to analyze the consumer's wants and needs especially in Bhopal and Jabalpur city of Madhya Pradesh. The sample size of the research was 40 respondents of Bhopal and Jabalpur city. The findings of the proposed research work are as follows as Customer-Oriented Factors 'Time Saving', 'Product Quality', 'Product Price', 'Convenience', 'Accessibility', 'Shop Anywhere and Anytime' are the main specific factors influence customers attitudes toward electronic product online shopping. The minor factors that influences customer's attitudes toward electronic product online shopping are technological factors, assured quality, cash on delivery and various promotions and discounts .The attitude towards online shopping is different in Bhopal and Jabalpur city. After the data analysis, the researcher concludes that the electronic product online market takes a high percent of individuals shopping on it.

Pritam P. Kothari, Shivganga S. Maindargi (2016) performed a research study on A Study on Customers Attitude towards Online Shopping in India and its Impact: With Special Reference to Solapur City. The main objective of the research was to highlight the factors which online Indian customers keep in mind while shopping. The sample size of research was 100 respondents from Solapur city. The researcher had used sampling method and Krejcie and Morgan formula to calculate the sample size. After the data analysis and interpretation, the researcher found that occupation of consumers is independent of Purchase habit of consumers in online shopping. Finally the researcher concluded that the future of online shopping in India looks very bright. Online shopping gives customers best alternatives to save money and time. Companies Offers detail product information, easy mode of payment, facility of comparison of price and very important completely hassle free shopping experience. The Success of online shopping depends on its popularity, its brand image and its unique promotional policies.

Lakshmi. S. (2016) performed a research study on "Consumer Buying Behaviour towards Online Shopping". The main objective of the research was to explain online shopping important and consumer buying Behaviour in online shopping. The author explained how online shopping and consumer Behaviour is important and closely bonded with each other. Also author had explained the

factors that affecting consumer Behaviours, consumer characteristics in the online medium, which are personal characteristics, psychological characteristics, social characteristics and cultural characteristics. There are many factors that influence of online shopping decision that are Motivations, Convenience, Price visibility, Brand browser segment, New design , Saves travel time, Website security, Easy payment, Cash on delivery and Free home delivery. Finally the author concludes that the convenience and trust were the most essential variables for consumers when they decide to shop online. Web design and delivery time were not the important variables for consumers while doing online shopping purchases. Young generation prefers buying goods from the original source, so they prefer online shopping. Buying online can be of great benefit to the consumer in terms of convenience, saving time and money.

Ashwini.N, Manjula. R (2016) performed a research study on "An Empirical Study on Consumers Perception towards Online Shopping". The main objective of the research was to understand the key motivators for consumers to search and shop online. It also investigates how different types of online buyers perceive a website differently. The sample size of the research was 40 respondents. The findings of the proposed research work are as follows as that online consumer concerns about lack of opportunity to examine the products prior to purchase are regarded as specific factor affecting the online buying decision. Also Customer goes online very often to compare the prices and features of the various branded products and services. Then Most of the respondents say online shopping helps them quick accessibility of a wide variety of products. Cash on delivery and easy replacement are one of the advantages of online shopping. Finally, the researcher concludes that Online shopping enables the customers to buy from any part of the world at any time providing better opportunity and also benefits like cash on delivery, easy replacement, convenience, fast refund, time saving and secured Delivery of the product, confidentiality, etc. The site enables them to browse before they shop, and to research the product so they have more confidence in what they are buying.

K.S. Silpa, P.U. Rajasree, P. Balasubramanian (2016) performed a research study on "A Study on Peoples' Perceptions towards Online Shopping". The main objective of the research was to study people's perception towards online shopping within a selected group of respondents and study of the merits and demerits of online shopping. The sample size of the research was 50 respondents (total 100) each for e-shoppers and non e-shoppers. The researcher had used convenience random sampling method for data collection. The researcher also explained the advantages and disadvantages of online shopping. As a result of data analysis, the researcher concludes that the majority of people favors to do online shopping, even if they felt some difficulties. People who are non-shoppers are ready to do online shopping in the future if they get proper awareness and knowledge. The Majority of the people agree that in the near future online shopping will be more on demand than offline shopping. More people prefer cash on delivery than net banking. Most of people do not shop online due to fear of the quality of goods, afraid to give out their credit card details and also they find conventional methods more

enjoyable. Online shopping will take over as the prime marketing and selling channel in India in near future.

Sonal Kala (2015) performed a research study on “Behaviour of Customers’ Towards Online Shopping in India”. The main objective of the research was to investigate the relationship between various characteristics of online shopping and customer purchase Behaviour. The sample size of the research was 100 respondents (50 Male Students and 50 Female Students) from Jaipur national university. The author had used Independent sample test tool for data analysis purpose. After the data analysis, the author concludes that Consumers have been seen to reveal different buying Behaviour’s when shopping online than, when they are shopping in a physical retail store. There is no significant difference between the response of male and female management students of Jaipur National University. The respondents have perceived online shopping in a positive manner.

G.R.Shalini, K.S.HemaMalini (2015) conducted a research work on Characteristics of Online Shopping and their Consumer Intention towards the Purchase of Online Products in the Chennai city. The sample size of the research was 320 respondents from Chennai city. The researcher had used Stratified sampling and simple random sampling methods. The nature of the study was exploratory and descriptive because both primary and secondary data have been used. From the data Analysis, the author conclude that people select flip cart for online shopping and also online shopping had become a trend in this generation. The study reveals that there is positive relationship between the website characteristics and attitude, trust and intention towards online purchasing.

S. Aruna, A. John William (2015) performed a research study on “A Study of Consumer Behaviour towards Online Shopping in Coimbatore District”. The main objective of the research was to analyze the shopping Behaviour of online shoppers and to identify the successful online shopping. The sample size of the research was 384 respondents. From the data analysis result, the researcher concludes that people mostly prefer online shopping to traditional shopping because of the technological advancements. It has become popular and is extremely convenient. Though it is convenient there are various factors such as price, quality of the product and delivery time which customers look before online shopping. So the online websites must of aware of these factors to be successful and retain the customers. The final result from the study is that online shopping is growing rapidly in a positive manner. By removing little flaws it can be much profitable.

R.Shanthi, Desti Kannaiah (2015) performed a research study on “Consumer’s Perception on Online Shopping”. The main objective of the research was to know the type of products purchased by consumers through online shopping and to identify the factors influencing consumer buying online. The sample size of the research was 100 respondents from Madras University and Madras Christian College. The researcher had explained the factors influence Consumer to buy online, which are as follows that are Product information, online payment, Convenience, Consumer Attitude, Easy Accessibility, Flexibility. From

the data analysis result, the researcher concludes that youngsters are attached to the online shopping and hence the elder people don’t use online shopping much as compared to the younger ones. It is also found that the majority of the people who shop online buys books online followed by tickets (railway, movie, concerts). The study also reveals that the price of the products has the most influencing factor on online purchase. The security of the products is the second most influencing factor, Guarantees online purchase is the third most influencing factor and Warrantees followed by delivery time and the next most influencing factor is the privacy of the information, the reputation of the company, and nice description of goods. Overall the research outcome reveals that the majority of the respondents preferred to buy products from Flipkart through the online mode of shopping.

Ashish Bhatt (2014) performed a research work on “Consumer Attitude towards Online Shopping in Selected Regions of Gujarat”. The objective of the research mainly focused on the various factors online buyers would keep in mind while shopping through online mode. The researcher had adapted a Descriptive Research and collected data samples accordingly. After the analysis, some of the findings was 49.5% users of both Regions agreed that the data of product shown on online is sufficient, 32% users strongly felt that online transaction is safe, 46.5% users of both Regions do payment by cash on delivery, 29.5% users both Regions purchased computer accessories, 40.5% users of both Regions are purchasing the products through online more than Rs.2500 and The mean value of computer accessories is 2.83 which mean the data is highly significance. Finally the researcher concluded that online shopping is gaining more popularity among people, especially among the younger generation and become equally popular among all age groups.

Kalpna Mathur, Arti Sharma (2014) performed a research study on “A Study of online Shopping Habits of Consumers in India”. The main objective of the research was to examine the online shopping habits of consumers in India, to identify factors which determine the online shopping trends and to examine the growth of online shopping in India. The sample size of the research was 100 respondents of different status businessmen, professionals, students and employees. The researcher had used tools like tables, percentage, chi square test and ranking method for analyzing primary and secondary data. MS Excel and Statistical Package for the Social Sciences (SPSS) used for analysis purpose. From the data analysis result, the researcher concludes that visiting shops, malls or retail outlets are more time consuming. Hence, many people preferred to shop online. The online shopping habits are gaining quick market and are growing every year because of the increasing Internet usage of people and availability of Internet connections on mobile at cheaper rates. There is no significant relation between use of discount coupons and occupation. This implies that discount coupons are emerging as an attractive feature calling for more consumers to shop online. The study found that the preferred mode of payment for e-shopping is cash on delivery i.e. COD irrespective of respondents income group.

Pratiksinh Vaghela (2014) performed a research work on “A Study on Consumer Perception towards Online Shopping”. The main objective of the research was to study the perception of the customers towards online shopping and also discriminate this perception gender wise. The sample size of the research was 150 respondents from varachha region Surat. The author had used tools like tabulation, chi-square test, frequency distribution, cross tabs, and charts with the help of the Statistical Package for Social Sciences (SPSS) software for analysis purpose. After the analysis, finally researcher concludes that most of the customers were perceived that online shopping is better option than manual shopping and most of the customers were satisfied with their online shopping transactions. Customers are accessing their net at their home and office/college. Largely customers are buying clothe, electronics items and accessories.

Renuka Sharma, Kiran Mehta, Shashank Sharma (2014) performed a research work on “Understanding Online Shopping Behaviour of Indian Shoppers”. The main objective of the research was to understand the online buying behaviour of consumers in India and to get information about the scope of improvement in online shopping website. The sample size of the research was 120 respondents. The researcher had used the tools like simple charting and tabulation for data analysis purpose. After the data analysis and interpretation, the researcher concludes that Indian customers are also getting addicted to the online shopping and they do like various features of online shopping as by rest of the world. The most of the internet users belong to the youngster category and the majority of goods and services demanded are related only to these segments.

Gagandeep Nagra, R. Gopal (2013) performed a research study on “A study of Factors Affecting on Online Shopping Behaviour of Consumers”. The main objective of the research was to identify the impact of Demographic factors impacting on-line shopping Behaviour of consumers with special emphasis on Age, Gender, Education, Income Possession of internet, Frequency of online purchase, Motivation drives for online purchase. The sample size of the research was 70 respondents. The researcher had used “ANNOVA” method for the analysis of data. After the data analysis, the researcher concludes that the gender does impact Possession of internet and Frequency of online purchase of consumer’s occupation is a demographic variable which does not impact any of the variable. The respondents had perceived online shopping in a positive manner. On-line shopping in India is significantly affected by various Demographic factors like age, gender, marital status, family size and income.

Preeti Srivastava (2013) performed a research work on “A Study of Consumer Online Shopping Attitude and Behaviour towards Jewelry”. The main objective of the research was to know attitude and buying behaviour of consumer towards jewelry items. The sample size of the research was 105 internet users. The data analysis was done on MS Excel 2007. Percentage analysis and bar charts were used to analyse the data for interpretation and conclusion purpose. From the data analysis result, the researcher concludes that the People across the different ages are

highly encouraged for online shopping. The people are motivated for various reasons viz. Product variety and design, fashionable and trendiness, convenience, effective presentation, gifts and offers, payment facility. The respondents divulged in their response that they would hesitate to buy jewelry online because of some major concerns like lack of satisfaction, social acceptance and recognition and inability to convince family members. The readiness and willingness for such fashionable jewelry is comparatively higher than those made of gold or some other precious metals. The respondents are also happy and ready to shop online gems and stones embedded jewelry.

III. MAJOR OBSERVATION AND CONCLUSION

The researcher would like to conclude through the detailed literature review study on Online Shopping become more famous among the customers because of the emergence of the internet usage among all the age category. Even they started to do online shopping through mobile application which was made very much easier for them to do shopping in a better way. It was being identified that there was a drastic change in the shopping behavioural orientation among the customers. Even though the customers faced some challenges and difficulty in adapting the online mode of shopping, later they overcame these difficulties through the continuous feedback and customer services being provided to these online service providers. These Online service providers they do understand the minds of the customers and they provided these online platforms of shopping on an better reliability mode of shopping in order to save their time, instead they go for traditional ways of visiting the retail shop towards purchasing products available over there. Finally, the researcher would like to reveal that there is a broader scope of improvement in this area of study towards online shopping behaviour, which could really be more interesting for the future researchers. Hence, Future researchers have to focus on to the multiple aspects of online shopping in the global contest, which would be certainly an interesting fact and research to do so.

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