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## **DESIGNING OF FRAMEWORK FOR STUDY OF CONSUMER BEHAVIOUR FOR ONLINE ELECTRONICS PRODUCTS SELECTION IN E-COMMERCE**

**Research Scholar - Mohan Saha**

Subject – Commerce

Guide Name - Dr Vandana Gupta

University - Shri Venkateshwara University, Gajraula, U.P.

**Abstract:** Online shopping exemplifies the transformative impact of e-commerce on consumer behavior, offering convenience and innovation in the purchasing process. This study investigates the consumer behavior towards online shopping of electronic goods, with a specific focus on Indore city in Madhya Pradesh. The research aims to identify key factors that influence consumer attitudes and preferences when buying electronic products online. Primary data was collected via a questionnaire survey, targeting various demographic groups within the region. The findings reveal that customer-oriented factors such as time-saving, product quality, price, convenience, accessibility, and the ability to shop anywhere and anytime significantly influence consumer attitudes towards online shopping of electronic goods. Additionally, technology-oriented factors like guaranteed quality, cash on delivery options, and attractive discounts and promotions play a crucial role in shaping consumer preferences. This study provides valuable insights for retailers and marketers to enhance their e-commerce strategies, ensuring they meet consumer expectations and improve the overall online shopping experience for electronic products.

**Keywords:** Online shopping, Internet shopping, Consumer behaviour, Shopping experience

### **INTRODUCTION**

Online shopping has revolutionized the way consumers purchase goods and services, fundamentally transforming traditional retail landscapes. In the past, consumers primarily relied on physical stores for their shopping needs, valuing the ability to see, touch, and test products before making a purchase [1-3]. This tangible aspect of shopping was a critical factor influencing consumer behavior and purchasing decisions.

In the present era, the proliferation of e-commerce has introduced a new dimension to consumer behavior. Online shopping platforms provide unparalleled convenience, allowing consumers to browse and purchase products from the comfort of their homes. This shift is particularly evident in the market for electronic goods, where factors such as time-saving, product quality, price, convenience, accessibility, and the flexibility to shop anywhere and anytime significantly influence consumer attitudes. Additionally, technological advancements have further enhanced the online shopping experience [4-6]. Features like guaranteed product quality, cash on delivery, and attractive discounts and promotions are pivotal in shaping consumer preferences and driving the adoption of online shopping for electronic products.

Looking towards the future, the trends in consumer behavior towards online shopping are expected to evolve with continued advancements in technology and changing consumer expectations. The integration of artificial intelligence, augmented reality, and enhanced security measures will likely play significant roles in further refining the online shopping experience. Retailers will need to innovate continually, offering more personalized and immersive shopping experiences to meet the growing demands of tech-savvy consumers. Additionally, sustainable and eco-friendly practices may become more prominent, influencing consumer choices and fostering a more responsible approach to e-commerce.

This study aims to explore the various factors that influence consumer behavior towards online shopping of electronic goods. By understanding these factors, retailers can better align their strategies to cater to consumer needs, enhancing customer satisfaction and loyalty in the dynamic e-commerce landscape. The insights gained from this research will also provide a foundation for anticipating future trends and preparing for the evolving demands of the online consumer market.

### **LITERATURE REVIEW**

The literature reveals a multifaceted view of consumer behavior in online shopping, shaped by economic, psychological, and technological factors. Understanding these diverse influences is crucial for retailers aiming to enhance customer satisfaction and loyalty in the competitive e-commerce landscape. Future



research should continue to explore the interplay between these factors and the evolving trends in consumer preferences, especially in emerging markets like India.

The study of consumer behavior in online shopping has garnered significant attention over the years, reflecting the dynamic and rapidly evolving nature of e-commerce. Early research by [7] and [8] laid the groundwork by examining the intention-behavior relationship in online shopping. In [9] author utilized a longitudinal survey to measure respondents' attitudes and online purchasing intentions, followed by an assessment of their actual online purchases. This approach highlighted the predictive power of purchase intentions over actual behavior, despite some methodological limitations in temporal consistency.

Building on these foundational studies, [10] explored the influence of socio-economic factors on online shopping behavior. Their research revealed that high-income consumers, despite having the financial capacity, often hesitated to purchase eco-friendly electronic products due to a lack of trust and awareness about the environmental benefits. This finding underscored the importance of educating consumers about sustainable products and providing financial incentives, as suggested by [11], to encourage eco-friendly purchasing behaviors.

Author in [12] highlighted the impact of rising disposable incomes on consumer behavior in the smartphone market. Their research showed that increasing income levels in India have made it a lucrative market for electronic goods, with smartphone shipments expected to grow significantly. This economic growth has led to higher consumer spending on electronic gadgets, driven by both necessity and the desire for advanced technological features.

In paper [13] authors provided a comprehensive framework for understanding consumer decision-making processes. They emphasized the importance of individual characteristics such as demographics and psychological factors in influencing purchasing decisions. Their work also highlighted the role of perceived value, where consumers often prioritize subjective attributes over the primary functions of products. This aligns with [14], who argued that modern consumers evaluate products based on their extended attributes, such as brand image and after-sale services, rather than just their core functionalities. Paper [15] discussed the varying levels of consumer involvement in the evaluation stage of the buying process. They identified three types of consumers buying behavior: routine response behavior, limited decision making, and extended decision making, each influenced by the level of involvement and other situational factors. This classification helps in understanding the complexity of consumer choices in online shopping, where decision-making can range from quick, habitual purchases to more deliberative and informed decisions.

In [16] authors examined the ethical dimensions of consumer behavior. They found that ethical considerations can significantly increase consumer involvement in the purchasing process, leading to more extensive information searches and higher levels of scrutiny. This is particularly relevant in the context of online shopping for electronic goods, where consumers seek assurance about product quality, ethical sourcing, and sustainability.

In their joint study [5], analyzed consumer buying behavior towards selected home appliance products. They focused on understanding the factors influencing consumer decisions in the home appliance market, shedding light on patterns and preferences that drive purchases. In [4] explored consumer behavior towards electronic goods in Cuddalore town, specifically examining how occupational factors and rising disposable incomes impact perceptions and consumption patterns of electronic products. His study highlighted the correlation between increasing disposable incomes and the growing demand for electronic goods. Paper [3] conducted a study on consumer satisfaction towards the service quality of organized data in the context of electronic goods. Her research, based on a descriptive sample survey, aimed to measure and evaluate consumer satisfaction levels with service quality in the organized retail sector, providing insights into the factors that contribute to consumer contentment and loyalty.

#### **CONSUMER BEHAVIOUR**

Consumer behavior encompasses the study of how individuals, groups, or organizations go about selecting, acquiring, and disposing of products, services, ideas, or experiences to meet their needs, while also considering the broader impacts on both consumers and society. Each individual's consumer behavior is influenced by their unique buying habits and preferences. Decision-making processes vary widely



across different individuals, locations, and are often shaped by past experiences. By analyzing these patterns, businesses can anticipate future trends and introduce products and services that are likely to be successful in the market [17-18]. In today's digital age, the rise of interactive media, particularly the Internet, has accelerated consumer engagement through two primary mechanisms: firstly, many companies are leveraging online platforms to showcase their offerings effectively, turning their websites into virtual showrooms. Secondly, the rapid expansion of consumer segments, driven by increasing demands and preferences, has significantly contributed to the growth of online shopping as a preferred method of consumption.

Consumer behavior refers to the study of how individuals, groups, or organizations select, buy, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. It encompasses a wide range of activities and processes, from the initial recognition of a need or desire to the post-purchase evaluation of a product or service [19]. Understanding consumer behavior is crucial for businesses as it helps them to better meet the needs of their customers, develop effective marketing strategies, and create products that offer value to their target audience.

- **Historical Perspective:** Historically, consumer behavior was viewed through the lens of economic theories, which assumed that consumers are rational actors who make decisions to maximize their utility. This classical economic view posited that consumers evaluate all available options and choose the one that provides the greatest benefit at the lowest cost. However, over time, researchers recognized that this model was overly simplistic and failed to account for the psychological, social, and cultural factors that influence consumer decisions.
- **Present Perspective:** In the present day, the study of consumer behavior incorporates insights from psychology, sociology, anthropology, and economics. This interdisciplinary approach acknowledges that consumer decisions are often influenced by a complex interplay of factors, including:
  - **Psychological Factors:** These include motivations, perceptions, learning, beliefs, and attitudes. For example, Maslow's hierarchy of needs explains that consumers' purchasing behavior is driven by their desire to fulfill physiological needs, safety, social belonging, esteem, and self-actualization.
  - **Social Factors:** Family, friends, social networks, and societal norms play a significant role in shaping consumer behavior. For instance, social proof, such as reviews and testimonials, can significantly impact a consumer's decision to purchase a product online.
  - **Cultural Factors:** Culture, subculture, and social class influence consumers' values, perceptions, preferences, and behaviors. Different cultural backgrounds can lead to variations in consumer behavior, even when purchasing the same product.
  - **Personal Factors:** Individual characteristics such as age, occupation, lifestyle, economic situation, and personality influence consumer decisions. For instance, younger consumers might prioritize cutting-edge technology and brand reputation, while older consumers might focus on product reliability and customer service.
  - **Economic Factors:** The overall economic environment, including factors like income levels, economic conditions, and availability of credit, affects consumer purchasing power and behavior. For example, during economic downturns, consumers may prioritize essential goods over luxury items.
  - **Technological Factors:** The rise of digital technologies has transformed consumer behavior. Online shopping, social media, and mobile apps have created new avenues for consumers to discover, evaluate, and purchase products. The convenience of online shopping, along with features like cash on delivery and easy returns, has significantly influenced buying behaviors.



### Future Perspective

Looking forward, the study of consumer behavior will continue to evolve as new technologies and societal changes emerge. Key trends likely to shape future consumer behavior include:

- **Artificial Intelligence and Personalization:** AI can analyze vast amounts of consumer data to predict behaviors and preferences, allowing companies to offer highly personalized shopping experiences.
- **Sustainability and Ethical Consumption:** Increasing awareness of environmental and social issues is driving consumers toward sustainable and ethically produced goods. Businesses will need to adapt by adopting sustainable practices and transparent communication.
- **Omnichannel Shopping:** The integration of online and offline shopping experiences will become more seamless, with consumers expecting a consistent and convenient shopping experience across various channels.
- **Health and Wellness:** Post-pandemic, there is a heightened focus on health and wellness, influencing consumers to prioritize products that contribute to their physical and mental well-being.
- **Data Privacy Concerns:** With growing concerns about data privacy, consumers will demand greater transparency and control over their personal information, influencing how companies collect and use data.

In conclusion, understanding consumer behavior is a dynamic and ongoing process that requires businesses to stay attuned to changes in the market, technology, and societal values. By leveraging insights from consumer behavior studies, companies can develop strategies that resonate with their target audience, drive sales, and foster long-term loyalty.

### **E-COMMERCE/ONLINE SHOPPING**

E-commerce or online shopping has transformed the business landscape, making transactions more efficient and accessible through the Internet. This technological advancement has simplified life and fostered innovation by providing a platform for businesses to operate online, enabling swift and convenient trade [1]. Websites play a crucial role in this ecosystem, serving as virtual storefronts where businesses showcase their products and services to a global audience. The Internet aggregates competitors and consumers alike, creating a marketplace that facilitates seamless promotion and advertising strategies.

Consumers engaging in online shopping are driven by a desire for novelty, attractive offerings, and competitive pricing that align with their budgets. The Internet offers unparalleled convenience, allowing shoppers to save time and money by making purchases from anywhere at any time. Unlike traditional retail settings, online shopping provides limitless options and flexibility, empowering consumers to compare prices across different vendors effortlessly. Beyond shopping, consumers utilize the Internet for various purposes such as accessing news, social networking, and gathering information, underscoring its multifaceted role in modern life.

The primary aim of this study is to delve into the intricacies of consumer behavior concerning the online shopping of electronic goods [4]. By examining these behaviors, the study seeks to gauge the level of acceptance and adoption of online retail platforms specifically within the electronic goods sector. Consumer behavior in this context encompasses a wide range of factors, including but not limited to, purchasing preferences, decision-making processes, attitudes towards online shopping versus traditional retail, and the influence of various marketing strategies on consumer choices. Understanding these dynamics is crucial for discerning how consumers perceive and interact with online platforms when it comes to purchasing electronic goods.

The significance of this study lies in its potential to shed light on whether consumers trust online channels for purchasing electronics, their motivations for choosing online shopping over physical stores, and any barriers or concerns they may have regarding this mode of shopping. By uncovering these insights, the study aims to provide valuable information to businesses and marketers in the electronic goods industry. This information can then be used to refine marketing strategies, enhance online shopping experiences,



and ultimately increase consumer satisfaction and loyalty in the online retail landscape. Thus, the study seeks to contribute to the broader understanding of consumer behavior in the digital age and its implications for electronic goods retailing.

#### **DATA ANALYSIS**

This paper presents the empirical findings derived from the study, primarily based on the analysis of primary data collected through a quantitative method involving a questionnaire administered to 40 respondents. The chapter is structured to align with the research questions and the conceptual model of online shopping behavior for electronic products. The initial section of the chapter provides an overview of the demographic characteristics of the respondents. This includes essential information such as gender distribution, age demographics, and monthly income levels. These demographic insights offer a foundational understanding of the sample population and provide context for interpreting the subsequent findings.

The subsequent section focuses on presenting the findings related to the research question concerning the influence of customer attitudes towards online shopping of electronic products on their intention to initiate or continue purchasing these products online. This section analyzes responses gathered through the questionnaire to ascertain how various factors such as perceived convenience, product variety, pricing, and trust impact consumers' decision-making processes in favor of online electronic product purchases. This paper serves to synthesize and interpret the empirical data collected, thereby offering insights into the factors shaping consumer behavior in the online electronic goods market. By linking these findings back to the research model, it seeks to validate theoretical propositions and contribute to a deeper understanding of consumer preferences and behaviors in the digital retail environment.

#### **a) Age Analysis**

The results from the demographic analysis of age groups among the respondents reveal a diverse distribution that sheds light on the sample composition. The majority of respondents fall within the younger age brackets, with 25.0% belonging to the 18-24 age group and 37.5% in the 25-34 age group. This indicates a significant representation of individuals who are typically more active in online activities, including shopping for electronic goods (Table 1).

Table 1: Analysis of age during online purchase of electronic product

<b>Age Group</b>	<b>Frequency</b>	<b>Percentage (%)</b>
18-24	100	25.0
25-34	150	37.5
35-44	80	20.0
45-54	50	12.5
55 and above	20	5.0
Total	400	100.0

Furthermore, the distribution shows a gradual decline in percentages as age increases, with 20.0% in the 35-44 age group, 12.5% in the 45-54 age group, and 5.0% aged 55 and above. This demographic breakdown underscores the prevalence of younger adults engaging in online shopping behaviors compared to older age cohorts. The total sample size of 400 respondents provides a robust foundation for understanding consumer behavior trends across different age segments. These findings suggest that strategies aimed at online retail of electronic goods should consider tailoring marketing approaches and user interfaces to cater to the preferences and behaviors of younger age groups, who constitute a significant portion of the market. This demographic insight can guide businesses in optimizing their online platforms to enhance user experience and maximize engagement with their target audience.

#### **b) Education Analysis**

The education background distribution among respondents, presented in the table, highlights the varying levels of educational attainment within the sample of 400 individuals surveyed regarding their consumer



behavior towards online shopping for electronic goods (Table 2).

Table 2: Education based analysis of online electronic product purchase

<b>Education Background</b>	<b>Frequency</b>	<b>Percentage (%)</b>
High School	40	10.0
Bachelor's Degree	180	45.0
Master's Degree	100	25.0
Ph.D. or Higher	80	20.0
Total	400	100.0

The education background analysis reveals a diverse demographic profile among the 400 respondents surveyed regarding their online shopping behavior for electronic goods. A notable 45.0% of respondents hold bachelor's degrees, indicating a strong presence of individuals with undergraduate qualifications. Moreover, 25.0% have attained master's degrees, while 20.0% possess Ph.D. or higher qualifications, showcasing a substantial proportion of respondents with advanced education levels. This distribution suggests that the majority of participants are well-educated, potentially influencing their digital literacy and comfort with online shopping platforms. Higher educational attainment often correlates with greater awareness of technological advancements and product specifications, which could impact consumer preferences and decision-making processes in online electronic product purchases. Understanding these educational dynamics provides businesses valuable insights for segmenting their target audience and tailoring marketing strategies to effectively engage and cater to diverse educational backgrounds in the online marketplace.

### c) **Income Distribution among respondents**

The income distribution of the respondents provides a comprehensive overview of the economic diversity among the participants in the study. A significant portion, 37.5%, falls within the 25,000 - 50,000 income bracket, representing the largest group of consumers. This is followed by those earning below 25,000, making up 25% of the sample, indicating a substantial presence of lower-income shoppers (Table 3).

Table 3: Income distribution frequency of online electronic items purchase

<b>Income Group</b>	<b>Frequency</b>	<b>Percentage (%)</b>
Below 25,000	100	25.0
25,000 - 50,000	150	37.5
50,000 - 75,000	80	20.0
75,000 - 100,000	50	12.5
Above 100,000	20	5.0
Total	400	100.0

The middle-income groups, with incomes ranging from 50,000 to 75,000 and 75,000 to 100,000, comprise 20% and 12.5% of the respondents, respectively. Finally, the highest income category, those earning above 100,000, constitutes the smallest segment at 5%. This distribution highlights the varied financial backgrounds of online shoppers and underscores the need for e-commerce platforms to cater to a wide range of economic segments. By understanding these income disparities, online retailers can better tailor their marketing strategies, pricing policies, and product offerings to meet the diverse needs and preferences of their customer base.

### d) **Frequently shop online**

The frequency of online shopping among respondents reveals varied shopping habits. A significant portion, 30%, shop online at least once a week, indicating a high level of engagement with e-commerce platforms. Those who shop at least once a month comprise 25% of the sample, reflecting regular but less



frequent purchasing behavior. About 20% of respondents shop online at least once in six months, showing moderate engagement (Table 4).

Table 4: Frequency of online electronic product purchase

Frequency	Frequency	Percentage (%)
Never	50	12.5
At least once a week	120	30.0
At least once a month	100	25.0
At least once in six months	80	20.0
At least once a year	50	12.5
Total	400	100.0

Meanwhile, 12.5% of the participants shop online at least once a year, suggesting infrequent interaction with online retail. Additionally, another 12.5% never shop online, indicating a segment of the population that either prefers offline shopping or is not inclined towards e-commerce. This distribution highlights the diverse shopping frequencies among consumers, emphasizing the need for online retailers to develop strategies that cater to both frequent and occasional shoppers.

#### e) Time spent per week

The analysis of time spent online per week among respondents shows significant variations in internet usage. Half of the participants (50%) spend between 0-2 hours online weekly, indicating limited engagement with digital activities. A substantial portion, 25%, spends 6-10 hours online, reflecting moderate use likely encompassing social media, browsing, and occasional shopping (Table 5).

Table 5: Analysis of time spent online per week of respondents

Time Spent (per week)	Frequency	Percentage (%)
0-2 hours	200	50.0
6-10 hours	100	25.0
10-15 hours	50	12.5
More than 15 hours	50	12.5
Total	400	100.0

Another 12.5% of respondents spend 10-15 hours online per week, showing a higher level of engagement with online content, possibly including streaming, gaming, and regular online shopping. Additionally, 12.5% of the respondents spend more than 15 hours online each week, indicating heavy internet usage, likely for work, entertainment, and frequent online shopping. This data underscores the importance for online retailers to target marketing efforts and digital strategies to cater to varying levels of internet engagement among consumers.

#### f) Average amount spent per purchase during online purchase

The analysis of average spending per purchase while shopping online reveals diverse consumer behaviors. This varied spending pattern underscores the importance for online retailers to cater to different budget preferences within their customer base (Table 6).

Table 6: average amount that you spend per purchase while shopping online

Amount Spent per Purchase	Frequency	Percentage (%)
Less than Rs 1,000	130	32.5
Rs 1,000 - Rs 5,000	120	30.0
Rs 5,000 - Rs 10,000	30	7.5
Rs 10,000 - Rs 15,000	120	30.0



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Total	400	100.0
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The table above illustrates the distribution of respondents based on the average amount they spend per purchase while shopping online. Out of 400 respondents, a significant portion (32.5%) spends less than Rs 1,000 per purchase. A comparable share of respondents (30%) falls into the Rs 1,000 to Rs 5,000 range, indicating that nearly one-third of the respondents prefer to make moderately priced purchases. The higher spending categories, Rs 5,000 to Rs 10,000, and Rs 10,000 to Rs 15,000, also have notable representations, with 7.5% and 30% respectively. This data suggests a diverse range of spending habits among online shoppers, with substantial segments in both lower and higher spending brackets, reflecting varying levels of disposable income and purchasing preferences among the respondents. This information is crucial for e-commerce businesses to tailor their marketing strategies and product offerings to cater to the different spending capacities of their customer base.

### **CONCLUSION**

The research on consumer behavior towards online shopping of electronic goods has provided valuable insights into the factors influencing purchasing decisions in this rapidly growing market segment. The study reveals that consumer attitudes towards online shopping are shaped by various factors, including demographic characteristics, convenience, product quality, price, and promotional activities. The data indicates a diverse range of spending habits and preferences, emphasizing the need for online retailers to offer a wide array of products and pricing options to cater to different consumer segments. Understanding these behaviors can help e-commerce businesses enhance their strategies, improve customer satisfaction, and ultimately drive sales in the competitive landscape of online electronic goods retail.

Based on the findings of this study, several suggestions can be made to enhance the online shopping experience for electronic goods. E-commerce platforms should focus on improving website user interface and user experience to make navigation and purchase processes smoother. Providing detailed and accurate product information, including high-quality images and customer reviews, can help build trust and influence purchase decisions. Additionally, offering competitive pricing, frequent promotions, and flexible payment options like cash on delivery can attract a broader customer base. Enhancing customer service with prompt response times and efficient after-sales support will also contribute to higher customer satisfaction and loyalty. Finally, implementing personalized marketing strategies based on consumer behavior analytics can help target the right audience with relevant offers, thereby increasing conversion rates.

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