BIBLIOGRAPHY


15. **Childers et al** (2001), What Drives Consumers to Shop Online.


17. **Dabholkar and Bagozzi et al,** (2002) **O’Cass and Fenech,** (2002); **Childers et al.,** (2001); **Davis,** (1993) - What Drives Consumer to Shop Online.


22. **Efthymioes Constantinides** (2004) "Influencing the Online Consumer’s Behavior".


34. **Jiang and Rosembloom** (2005), Customer Intention to Return Online - Price Perception, Attribute Level Performance and Satisfaction Unfolding Overtime.

35. **Juxt Consult** (2011) - "India Online Landscape 2011".


42. **Lee and Turban** (2001), An Integrative Model of Consumer Trust in Internet Shopping.


44. **Mayer et al.** (1995) - Trust, Trustworthiness and Trust propensity.


53. Monsuwe, Delleart and Ruyter (2004), Drivers of Shopping Online.


65. **S.D Singh** (2011) - “A Study of Consumer Behavior of Elderly Consumers with Special Reference to Green Products”.


77. **Todd** (1997), Differential Effects of Product Category on Shoppers.


80. **Van Riel et al.**, 2003 - Determinants of Online Service Satisfaction and their Impacts on Behavioral Intentions.


86. **Wahida Farzana** (2012) - Consumer Psychological Factors Association with Brand Equity of High Involvement Products.


I. Personal Profile

1. Name:

2. Gender: Male ( ) Female ( )

3. Family: Nucleus ( ) Joint ( )


5. Educational Qualification:
   Student ( ) Graduate ( )
   Post graduate ( ) Professional ( )
   Others ( )

6. Occupation:
   Student ( ) Professional ( )
   Business ( ) Others ( )

7. Income in Rupees:
   < 8000 ( ) 8001 – 16000 ( ) 16001 – 35000 ( ) 35001 – 60000 ( ) Above 60001 ( )

8. What is your Marital Status
   Married ( ) Unmarried ( )

9. How many family members are there in your family
   1 ( ) 2 ( )
   3 ( ) 4 ( )
   more than 4 ( )
10. How much amount do you spend on online purchasing
   Below 1000 ( )  1001 - 2000 ( )
   2001 - 3000 ( )  3001 - 4000 ( )
   Above 4001 ( )

II. Mechanism used by the Consumer to give Effect to Online Purchase

11. Which of the below listed electronic device do you use for shopping online
   Laptop ( )  Desktop ( )
   Android phone ( )  Windows Phone ( )
   IOS ( )  IPad ( )

12. What are the factors that influenced your online purchase
   Through internet ( )  Magazines ( )
   Online advertisement ( )  Journal ( )
   Newspaper ( )  Online reviews ( )
   Friends / Word of Mouth ( )

13. Specify your means of awareness on this site for doing online purchase
   Company site ( )  Comparison site ( )
   Web link ( )  Desired product ( )

14. Why did you choose these specific sites for your online purchases
   Varieties ( )  Trusted website ( )
   Right price ( )  More online reviews ( )
   Convenient payment options ( )  Other please specify ( )

15. Do you prefer making a purchase from the internet retailers over personal shopping through local offices, mall or stores
   Strongly Agree ( )  Agree ( )
   Neutral ( )  Disagree ( )
   Strongly Disagree ( )
16. Do you consider internet retailing option to be your first preference whenever you need product's or services  
   Strongly Agree ( )  Agree ( )  
   Neutral ( )  Disagree ( )  
   Strongly Disagree ( )

17. Are you attracted to the presentation of the online sites  
   Strongly Agree ( )  Agree ( )  
   Neutral ( )  Disagree ( )  
   Strongly Disagree ( )

18. Do you intend to revisit the online retailing sites regularly  
   Strongly Agree ( )  Agree ( )  
   Neutral ( )  Disagree ( )  
   Strongly Disagree ( )

19. Do you feel that online purchase saves time, energy and money  
   Strongly Agree ( )  Agree ( )  
   Neutral ( )  Disagree ( )  
   Strongly Disagree ( )

20. How would you rate your overall experience with regard to your online purchase through the website  
   Excellent ( )  Very good ( )  
   Good ( )  Average ( )  
   Poor ( )

III. Online Buying Behavior of the Consumer

21. Do you use internet to search for products or services before purchasing them  
   Yes ( )  No ( )

22. Which of these search engines do you use the most for online shopping  
   Google ( )  Yahoo ( )  
   Msn ( )  Other please specify ( )
23. How often do you use the internet
   Daily ( )  Weekly ( )
   Monthly ( )  Occasionally ( )

24. What kind of goods do you purchase from the internet
   Books ( )  Apparels ( )
   Toys ( )  Software ( )
   House wares ( )  Electronics ( )
   Games ( )  Footwear ( )

25. Which of the following do you consider the most important factor while choosing the E-shopping website to purchase from
   Genuine product ( )  Brand name ( )
   Pricing ( )  User friendly sites ( )
   Others ( )

26. Do you receive timely response to complaints raised from online shopping sites
   Strongly Agree ( )  Agree ( )
   Neutral ( )  Disagree ( )
   Strongly Disagree ( )

IV. Evaluation of Aspects Governing The Effectiveness of E-Commerce Websites

27. Which of the below listed factors do you give importance to while visiting an e-commerce website
   Customer service ( )
   User friendly ( )
   Swift response ( )
   Online history ( )
   Confidentiality ( )
   Pricing ( )
   Speed of delivery ( )
   Exchange policy ( )
   Terms and conditions of website ( )
28. Which of the following aspects need to be improved upon for an efficient e-commerce business
   Customer service (    )
   User friendly (    )
   Swift response (    )
   Online history (    )
   Confidentiality (    )
   Pricing (    )
   Speed of delivery (    )
   Exchange policy (    )
   Terms and conditions of website (    )

29. Irrespective of pricing, do you prefer one stop shopping
   Strongly Agree (    ) Agree (    )
   Neutral (    ) Disagree (    )
   Strongly Disagree (    )

30. Do you think that e-commerce website professionals are sensitive to the needs and want of the customers and serve them effectively
   Strongly Agree (    ) Agree (    )
   Neutral (    ) Disagree (    )
   Strongly Disagree (    )

31. Based on your experience do you consider online delivery of items as the strength of the online stores
   Strongly Agree (    ) Agree (    )
   Neutral (    ) Disagree (    )
   Strongly Disagree (    )

32. Do you feel that products purchased through online shopping can be returned or exchanged with ease
   Strongly Agree (    ) Agree (    )
   Neutral (    ) Disagree (    )
   Strongly Disagree (    )
33. Do you consider online shopping is more convenient because the desired product can be purchased anytime and anywhere
   Strongly Agree (    ) Agree (    )
   Neutral (    ) Disagree (    )
   Strongly Disagree (    )

34. Do marketing initiatives or promotions on the website allow you to access great deals
   Strongly Agree (    ) Agree (    )
   Neutral (    ) Disagree (    )
   Strongly Disagree (    )

35. Do you shop online because the homepage of the online store is personalized and customized to your needs
   Strongly Agree (    ) Agree (    )
   Neutral (    ) Disagree (    )
   Strongly Disagree (    )

V. **Online Pricing**

36. Do you only buy products that are cheap, through online shopping
   Strongly Agree (    ) Agree (    )
   Neutral (    ) Disagree (    )
   Strongly Disagree (    )

37. Does shopping online facilitates you with the adequate price information
   Strongly Agree (    ) Agree (    )
   Neutral (    ) Disagree (    )
   Strongly Disagree (    )

38. Does online shopping permits you to easily access information on the various prevailing offers
   Strongly Agree (    ) Agree (    )
   Neutral (    ) Disagree (    )
   Strongly Disagree (    )
39. Do you consider price comparison while shopping online
   Strongly Agree     ( )    Agree     ( )
   Neutral           ( )    Disagree  ( )
   Strongly Disagree ( )

40. Does filtration of product according to price makes online purchase easier
   Strongly Agree     ( )    Agree     ( )
   Neutral           ( )    Disagree  ( )
   Strongly Disagree ( )

41. Does online shopping assure guarantee of the products purchased
   Strongly Agree     ( )    Agree     ( )
   Neutral           ( )    Disagree  ( )
   Strongly Disagree ( )

42. Do you compare prices between websites prior to making any purchase decision
   Strongly Agree     ( )    Agree     ( )
   Neutral           ( )    Disagree  ( )
   Strongly Disagree ( )

43. Does shopping online permits one to buy an item at a relatively lower price when compared to conventional shopping
   Strongly Agree     ( )    Agree     ( )
   Neutral           ( )    Disagree  ( )
   Strongly Disagree ( )

44. Even though the prices of certain products are marginally higher do you still prefer to buy online as it is time saving
   Strongly Agree     ( )    Agree     ( )
   Neutral           ( )    Disagree  ( )
   Strongly Disagree ( )

45. Do you receive special rewards and discounts by doing business with online retailers
   Strongly Agree     ( )    Agree     ( )
   Neutral           ( )    Disagree  ( )
   Strongly Disagree ( )
46. Among the below listed retailers websites which one of them offers best price for the product you intend to buy
   www.flipkart.com ( ) www.myntra.com ( )
   www.snapdeal.com ( ) www.infibeam.com ( )
   www.indiaplaza.com ( ) www.homeshop18.com ( )
   www.futurebazaar.com ( ) www.ebay.in ( )
   www.naaptol.com ( ) www.junglee.com ( )
   www.amazon.com ( ) www.shopping.indiatimes.com ( )

47. What mode of payment you adopt while shopping through E-platform
   Credit card ( ) Debit card ( )
   Internet banking ( ) Cash on delivery ( )
   Gift coupons ( ) Others ( )

VI. Problems in E-Shopping

48. What are the problems faced by you while shopping online
   Access to internet ( ) Security aspect ( )
   Uncertainty ( ) No problem ( )
   Others ( )

49. What are the problems you faced after the delivery of the selected product
   Damaged product ( ) Wrong Product Received ( )
   Color deviation ( ) Delayed delivery ( )
   Any other please specify ( )

50. Was the online retailer capable enough to solve your concern
   Yes ( ) No ( )

51. What is the course of action you opted to address your grievance
   Returning the product ( )
   Filing a case against the E-Retailer ( )
   Contacting the customer care and indemnifying the loss ( )
   Reporting to online consumer forum ( )
   Others ( )
LIST OF ABBREVIATIONS

ASP - Applications Service Provider
B2B - Business to Business
B2C - Business to Consumers
BPI - British Phonographic Industry
CEO - Chief Executive Officer
CPG - Consumer Packaged Goods
DMRT - Duncan Multiple Range Test
DNS - Domain Name System
DSL - Digital Subscriber Line
DTI - Department of Trade and Industry
E-Business - Electronic Business
E-CRM - Electronic Customer Relationship Management
ECTA - European Competitive Telecommunication Association
EDI - Electronic Data Interchange
ES - Electronic Shopping
ETL - Extract, Transform and Load
EU - European Union
EURIM - European Information Society Group
FAQs - Frequently Asked Questions
FRAC - Frequency, Recency, Amount and Category
FTP - File Transfer Protocol
GDP - Gross Domestic Product
GUI - Graphical User Interface
GUS - Great Universal Stores
HTML - Hypertext mark-up Language
IBM - International Business Management
<table>
<thead>
<tr>
<th>Acronym</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>ICT</td>
<td>Information and Communications Technology</td>
</tr>
<tr>
<td>IP</td>
<td>Internet Protocol</td>
</tr>
<tr>
<td>ISP</td>
<td>Internet Service Provider</td>
</tr>
<tr>
<td>IT</td>
<td>Information Technology</td>
</tr>
<tr>
<td>ITU</td>
<td>International Telecommunications Union</td>
</tr>
<tr>
<td>ITY</td>
<td>Interactive Television</td>
</tr>
<tr>
<td>JANET</td>
<td>Joint Academic Network Educational Institution</td>
</tr>
<tr>
<td>LTV</td>
<td>Lifetime Values</td>
</tr>
<tr>
<td>M-commerce</td>
<td>Mobile Commerce</td>
</tr>
<tr>
<td>PC's</td>
<td>Personal Computers</td>
</tr>
<tr>
<td>PDAS</td>
<td>Personal Digital Assistants</td>
</tr>
<tr>
<td>PDF</td>
<td>Portable Document Format</td>
</tr>
<tr>
<td>PLC</td>
<td>Product Life Cycle</td>
</tr>
<tr>
<td>PM</td>
<td>Permission Marketing</td>
</tr>
<tr>
<td>PR</td>
<td>Public Relation</td>
</tr>
<tr>
<td>PRIME</td>
<td>Privacy and Identity Management for Europe</td>
</tr>
<tr>
<td>PWC</td>
<td>Price Waterhouse Coopers</td>
</tr>
<tr>
<td>R &amp; D</td>
<td>Research and Development</td>
</tr>
<tr>
<td>RFM</td>
<td>Recency, Frequency and Monetary Value</td>
</tr>
<tr>
<td>RM</td>
<td>Relationship Marketing</td>
</tr>
<tr>
<td>ROI</td>
<td>Return on Investment</td>
</tr>
<tr>
<td>SCM</td>
<td>Supply Chain Management</td>
</tr>
<tr>
<td>SMEs</td>
<td>Small Medium Enterprises</td>
</tr>
<tr>
<td>SMS</td>
<td>Short Messaging Service</td>
</tr>
<tr>
<td>SSL</td>
<td>Secure Socket Layer</td>
</tr>
<tr>
<td>TCE</td>
<td>Transaction Cost Economics</td>
</tr>
<tr>
<td>TCP</td>
<td>Transmission Control Protocol</td>
</tr>
<tr>
<td>TG</td>
<td>Third Generation</td>
</tr>
<tr>
<td>Acronym</td>
<td>Definition</td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------------</td>
</tr>
<tr>
<td>UK</td>
<td>United Kingdom</td>
</tr>
<tr>
<td>US</td>
<td>United States</td>
</tr>
<tr>
<td>VAT</td>
<td>Value Added Tax</td>
</tr>
<tr>
<td>VOC</td>
<td>Voice of Customer</td>
</tr>
<tr>
<td>WAP</td>
<td>Wireless Application Protocol</td>
</tr>
<tr>
<td>WOM</td>
<td>Word of Mouth</td>
</tr>
<tr>
<td>WWW</td>
<td>World Wide Web</td>
</tr>
<tr>
<td>XML</td>
<td>Extensible Mark-up Language</td>
</tr>
<tr>
<td>3G</td>
<td>Third Generation</td>
</tr>
</tbody>
</table>
LIST OF JOURNALS AND NEWS PAPERS

JOURNALS

International Journal of Electronic Marketing and Retailing

Journal of Service Marketing

Article on Customers Experience Creation

Innovation in Retail Business Models

Consumer perceived value; the development of a multiple item scale

Special Issue on Empirical Generalization in Retailing

Electronic Commence Research

Electronic Business

International Journal of E-Service and Mobile Application

International Journal of Business and Commerce

E-Journals

Journal Online

Product search in E-Shopping - Journal of Consumer Marketing, 2000

Literature derived reference models for the adoption of online shopping
MK Chang, W Cheung, VS Lai - Information & Management, 2005

NEWS PAPERS

Economic Times

Business Line

The Indian Express

The Hindu

The Deccan Chronical
LIST OF WEBSITE

1. www.google.com
2. www.flipkart.com
3. www.myntra.com
4. www.snapdeal.com
5. www.infibeam.com
6. www.indiaplaza.com
7. www.homeshop18.com
8. www.indiatimesshopping.com
9. www.futurebazaar.com
10. www.ebay.com
11. www.naaptol.com
12. www.junglee.com
13. www.amazon.com
15. www.expressindia.com
16. www.livemint.com
17. www.onlinebusiness.com
18. www.chennaibest.com
19. www.emarketer.com
20. www.indiainfoline.com
22. www.eshoppingindia.com
LIST OF ARTICLES PUBLISHED

1. **Customer Relationship Management** - Hindusthan College of Arts and Science, Coimbatore - 641 028, Tamil Nadu

2. **Strategic Approach to Human Resources Management and Personnel Management** - Sacred Heart College, Tirupattur - 635 601, Tamil Nadu

3. **The Impact of Occupational Stress on Quality of Work Life Among the Staff of it Professional in Chennai** - Ranippetta Engineering College, Thenkadappanthalangal - 632 513, Tamil Nadu

4. **Human Resources Audit Strategies** - Faculty of Science and Humanities, SRM University, Chennai

LIST OF ARTICLES PUBLISHED AND PAPER PRESENTED IN LEADING JOURNALS (ISSN / ISBN)

1. **Change in the Digital Age** - International Journal of Contemporary Research in Management, Engineering and Health Sciences - ISSN No. 2320 - 1185 - Sahyadri Institute of Management Studies, Pune - 411 033.
