BIBLIOGRAPHY


- Allison Linn, Senior Writer - “Online shopping growth to slow in next decade. Despite convenience some shoppers don’t trust online retailing”- 2011 msn bc.com updated 09.04.07.

• Anand Maheswari “The various positive aspects of E-mail advertising”- http://www.article alley.com- date published 11.08.2010.


• Ang. L, Dubelaar.c, and Lee B 2001 “To trust or not to trust? A model of internet trust from the customer’s point of view.” – Proceedings of the 14th Bled Electronic Commerce Conference, bled, Slovenia, Macquarie University.


• Australian Federal Government - “Australian Competition and Consumer Commission”.

• Australian Federal Government - “Australian Treasury Guidelines for electronic Commerce “.

• Australian Federal Government - “Dealing with Businesses Online in Australia”.

• Australian Federal Government - “What to do if thing go wrong in Australia”.


• Blanca Hernandez, Julio Jimenez and M Jose Martin “Age, gender and income: Do they really moderate online shopping behavior?”- Online Information Review Vol 35, Issue 1 pp 113-133.


• Daryl Clark “ One- to –one Relationships in Marketing: The importance of building one-to-one relationships with customers” – E marketing man.com


• Dr. K Abirami Devi and Dr. M Alagammai –“E-commerce” - Margham Publications(2009) pp 2

• Dr. Neelotpaul Banerjee, Dr Arundhya Dutta and Dr. Janmoy Dasgupta “ A study on customers Attitude Towards Online Shopping – An Indian Perspective – Indian Journal of Marketing Nov 2010 pp 36-42.

• Dr.Gurmeet Singh and Mr. Harish Gautam “Consumer attitude towards web advertising in Urban Punjab” - Indian Journal of marketing- pp27-29.


• E-business Insight “Teens Search Online but Shop offline”- E Business and Commerce, strategic Thinking and practice” Brahm Canzer- Biztantra Publications Chapter 8 pp 211.

• E-Commerce in India – September 2007 pg 7


• E-marketing strategy: S.Krishnamurthy and N. Singh (2005)


• Executive Summary - E –Commerce in India, September 2007. Pg 31 and 32.

• Fahim Akther “Impact of Internet Security on E-commerce from a Trust perspective”.


• Federal Trade Commission -“Advertising and Marketing on the Internet: Rules of the Road”.

• Federal Trade Commission -“Enforcing Privacy Promises: Sec 5 of the FTC Act.”.


• FSA official website


• Google India study report November 2012


• Hindustan Times- 31.12.2012 - “Online shopping touch new heights in India in 2012”


• http://www.e.retailing.com/news and views/facts.

• http://www.gov.uk/business leaflets/ “A guide for businesses on distance selling”.


• Ian Mohr “Movie props on the block: Mouse to auction Miramax leftovers”. Daily variety Reed Business Information Feb 27, 2006.


• Jacob Nielsen “ Designing Web Usability” – pp 9


• K. Jeshi “Click for smiles”- The Hindu April 10, 2012.


• KPMG- Cutting through Complexity. TM- “Seven steps to better customer experience management”


• Lavanya M “Retail book stores losing customers to websites” – The Hindu, Jan 27, 2012.


• Marcus Sheridan, Author of the Sales Lion Blog, marketing speaker.

• Mardesich. J (1999 Nov 8) the Web is No shopper’s paradise Fortune 140 (9) 188 – 198.


• Market Review 22(60)- The E-marketing Framework


- Olsen, Robert (January 18,2010) “China’s migration to eCommerce” Forbes.com


- Pew Research Centre, Jan 2010. Internet, broadband and cell phone statistics.


- Quuetek E-marketing – www. Quuetek.com

- Quirk marketing (101) - Chap 1 pg 2 Nov 2006. www.quirk.biz


• Rehna Abdul Kareem” E-Tailers vs Retailers- Chennai Times, Tuesday Oct 18, 2011


• Sarah Mc. Cartney “Your advantage is your customer’s buying experience” – April 26, 2011.


• Sinha.J. (2010) factors affecting online shopping behavior of Indian Consumers. Doctoral dissertation, University of South Carolina, U.S.A.


• Strativity Group Inc -“Strativity Group (2009) 2009 Global customer experience Management Benchmark study..

- Strauss, Judy, El Ansary and R. Frost -E-marketing 2003 Pearson education Asia Port Ltd, - chapter 16 pg 495.


- Susan Klein man “Online shopping customer experience study commissioned by UPS” – May 2012 Comscore Inc. 212-497-1783.

- Susan Ward – About.Com Guide.

- Swati Sinha in the Customer edge on April 5th 2013 -“Successfully managing the buying experience is like navigating a river”.


• The Economic Times February 8, 2012- “E-tailing in India to touch US$ 70 billion by 2020”- Technopak-P.T.I.


• The Economist: p.78.July 3-9, 2010 - “Economic focus: The click and the dead”.

• The Hindu, Wednesday Nov 6, 2013 -“SAP eyes online retailers”.

• The Payment Services Regulations 2009

• The Wall Street Journal (1999 Nov 22) Better, faster, prettier: companies are spending loads of money in hopes of mastering the Internet’s promise R6.


• Trends of Internet usage & E-Commerce.


• US Online Retail Forecast, 2011-2016 Forrester Research , Inc.


• Vijayalakshmi Sridhar “Turning online for enlightened selling”- The Hindu-Retailplus Aug 21, 2011.


• Vivek Sinha “E-tailing grows up in India to challenge retailers”- Hindustan Times, New Delhi, March 30, 2012.


• Yang B. Lester D. and James S (2007) Attitudes toward buying online as predictors of shopping online for British and American respondents, Cyber Psychology and Behaviour, 10, pp198-203.


• Yoram Wind J.W (2001), Digital Marketing; Global strategies from the world’s leading experts . Canada : Wind Publisher pp171.

• Yue Pan “Two models of online patronage. Why do consumers shop on the internet” – Web Systems Design and online consumer behavior Yuan Gao (2005)


• Zia Daniel Wigder with Steven Noble, Vikram Sehgal and Lily Varon - “ Asia Pacific Online Retail Forecast, 2011 to 2016”- Forrester Research Inc.


• “Is Online Consumer spending Slowing Down?” –Published Mar 1, 2000 in Knowledge @ Wharton.

• “Now a Digital Mall Boom in the Middle East |Thomas White International” - Thomaswhite.com. 2012-01-06.
REFERENCE BOOKS


