

A Study on Factors Influencing Consumer E-Purchasing Decisions for Select Home Appliances

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Abstract: Online retailing in India has shown marvelous growth in the current years. However as associated to the other countries leading in online retailing, India is still in its early stage of progress. The resolution of this study was to discover the factors affecting the e-purchasing behavior for select Home appliances. The main influencing factors for online shopping were identified as availability, low price, promotions, comparison, convenience, and customer service, perceived ease of use, attitude, time consciousness, trust and variety seeking.

Keywords: Online Buying, Qualitative Analysis

1. Introduction:

The Indian retail industry has begun as one of the most vibrant and fast-paced industries due to the entrance of many novel players. It accounts for over 10 per cent of the country's Gross Domestic Product (GDP) and around 8 per cent of the employment. India is the world's fifth-largest global endpoint in the retail space (IBEF, 2015). The Boston Consulting Group and Retailers Association of India published a report titled, Retail 2020: Retrospect, Reinvent, Rewrite, emphasizing that India's retail market is anticipated to nearly double to US\$ 1 trillion by 2020 from US\$ 600 billion in 2015, driven by income growth, urbanization and attitudinal shifts (IBEF, 2015). The Indian e-retail (excluding travel-related transactions) market is valued at around US \$3 billion at current, and is projected to grow to around US \$22 billion in five years, according to a CLSA report (Mookerji, 2014). India's e-retail is growing at a compounded annual growth rate of about 34 per cent, conferring to a report by Digital Commerce (Mookerji, 2014). With 75% of online spectators between the age group of 15-34 years, India is one of the youngest online demographic globally (comScore, 2012). Out of this, 15-24 years of age group segment constitutes to 36% of online consumers (KPMG, 2014) and has been the fastest growing age segment online with user growth being donated by both male and female sections (comScore, 2012). Enlarged Internet penetration, better security actions, ease of shopping in lives pushed for time, and, of course, dozens of retailers to select from – these are some factors that are attracting more and more consumers to shop online (Joshi & Upadhyay, 2014). In fact, mega e-tailing events like Flipkart's Big Billion Day and the three-day Great e-Shopping Festival (GOSF 2014), prepared by Internet giant Google were named a huge achievement with consumers herding to sites, and surpassing companies' expectations (Fibre2fashion News Desk, 2015). Mumbai (also known as Bombay) the capital city of the Indian state of Maharashtra, was designated as the research site as it has more internet operators than any other city in the country, according to data released by the Internet and Mobile Association of India (IAMAI, 2013). The report added that the development in the Internet users in metros like Mumbai is also driven by growing access to the internet among students (Malhotra, 2013).

Youth organizes a substantial proportion of the online operators with India's youth including a meaningfully greater share than the worldwide internet operators (KPMG, 2014). The youth (college going students) occupied for 29% of the vigorous internet users (IAMAI, 2013). There are numerous reasons which have been involved in bringing about this alteration with the main ones being the escalation in mass media experience and also the increasing number of social networking apps aiming the youth (IAMAI, 2013). Also, internet as a medium has given control to the youth to do things which were not thinkable earlier like taking lively part and producing support for social causes etc. And this is creating it cooler for the youth to share his/her expression with the world (IAMAI, 2013).

2. Review of literature:

The study of e- purchasing Conduct has been one of the main research programs in both Marketing Sciences and Information Systems with the fast rising e-business. Out of the numerous investigates in the aforementioned associated area, some of the pertinent literature connected to this study is conversed here. An examination of the inclinations on online shopping in India by Kiran et al. (2008), points out that there is a rising consciousness of getting much information through websites. There is an improving tendency of using Internet for reservation tickets, purchasing books and music but the section has not transformed intensely in case

of India. Though a mainstream of Internet users look for info on several product classes online, a comparatively lesser portion of them really purchase online. Sinha (2010), in his study carried out in India obscure that Socio-psychological factors and infrastructure have been establish important factors while the supposed risk astonishingly was not important as a whole but at gender level there was significant difference between the e-purchasing of male and female due to risk view. In the study completed in India by P. Usha Vaidehi (2014), it was exposed that male students are more concerned in buying goods online when associated to female students. This study displays that the Factors such as shopping online protects time, convenience of the product for less price, promotions that E- Retailers are providing, ease in payment are the inspiring energies to inspire students to buy more online. Khare and Rakesh (2011), in their study conducted in India on “Antecedents of Online Shopping Behavior in India: An Examination,” originate that Indian students’ purpose to buying online is prejudiced by useful value, attitude toward e-buying, accessibility of information, and hedonic values. Gratification, faith and promise were originate to have important influence on student faithfulness stoe- buying, in the study passed out in Indonesia by Pratminingsih et al. (2013). As per the study directed in US by Lester et al. (2005), locating “hard to find merchandise,” can shop online any time of the day, competitive prices, skill to compare prices, secure site, broad variety of stock, and confidentiality were amongst the most significant reasons for buying products on the Internet. A study by Seock and Bailey (2008), on college students of two eastern US universities displayed that members’s pending orientations were meaningfully related to their explorations for info about and purchases of attire items online. Seven shopping alignment constructs were recognized: shopping enjoyment, brand/fashion consciousness, price consciousness, shopping confidence, ease/time awareness, in-home shopping trend and brand/store faithfulness. Rendering to the study in the US by Sorce et al. (2005), newer consumers investigated for more products online than did older customers, but they did not buy more online. Newer consumers were more probable to agree that e-buying was more convenient than older customers. Also, if they examined for product online, older customers were more likely to buy the product online than newer customers. In the study piloted in US by Xu and Paulins (2005), outcomes showed that there was a solid association amongst students’ attitude and aims towards spending online for attire products. Also, students past online shopping knowledges were shown to have important influence on their attitudes toward e-buying for apparel products. In an exploratory study of young Chinese customers’ online shopping behaviors and service quality perceptions carried out in China, Mummalaneni and Meng (2009), found that young online consumers can be segmented on the basis of their self-rated internet skills and their perception of the challenges involved in online shopping. Among the dimensions of E-SQUAL, statistically significant alterations were originated on efficiency, system availability and fulfillment, but not on privacy. Comegys and Brennan (2003), in their study shown in US and Ireland showed almost all college students were found to use the Internet. They are an integral part of “Net Generation.” Over three-quarters of them own their individual computers. Avast popular subscribe to an online service provider. As e- shopping college student’s development through 5phases in the Buyer Decision Procedure, it was originate that their online admission played an important role. Chen and Barnes (2007), in their study of college students carried in Taiwan on “Initial trust and online buyer behavior” in Taiwan, originate that apparent usefulness, perceived security, perceived privacy, perceived good reputation, and willingness to customize are the important experiences to online initial trust. Both online initial trust and knowledge with e-buying have a positive impact on acquisition meaning. Results of the study carried out in US by Foucault and Scheufele (2002), designated that preceding e-buying, positive social atmosphere, professor support, knowledge of online retailers, and insight that needs will be met online are all forecasters of online textbook buying. In a cross national study on shop behavior and favorites in e-commerce of Turkish and American university students by Lighter et al. (2002), presentede- shopping in a country measured less technically progressive than the USA is still in its beginning. A study from a sample of 357 US college students, by Cowart and Goldsmith (2007), displayed that quality consciousness; brand awareness, fashion awareness, hedonistic shopping, impulsiveness and brand loyalty were positively correlated with online attire shopping. Price sensitivity was negatively correlated with online spending. From the study conducted in Finland and US by Comegys et al. (2006), it was exposed that e-shopping has augmented in popularity among both male and female portions of the target groups in Finland, and more so in the USA. The internet also has enlarged in fame as a tool used to donate to and assist in the procurement process. In the research showed using Gen Y university students in US by Rajamma and Neeley (2005), it was decided that online shoppers are more probable to be out shoppers and are likely to derive more enjoyment from shopping. The social alignment of the customer did not interrupte-purchasing fondness. In gathering, it was invent that, as recommended by previous studies; men choose to shop online other than women. From the study of 238 EMBA and undergraduate students from three dissimilar Taiwan universities by Huang (2008), it was decided that entertaining satisfaction, irritation surfing knowledge (mass medium), perceived helpfulness and ease of Web use (information systems) are significant ore casters of e-consumers’ use intention.

3. Objectives:

1. To identify the factors influencing consumer e-purchasing decision for select home appliance – washing machine and refrigerator.
2. To study the impact of factors on consumer e-purchasing decision for select home appliance – washing machine and refrigerator.

4. Hypothesis:

1. H01: there is no significant level of factors influencing consumer e-purchasing decision for select home appliance – washing machine and refrigerator.
2. H02: There is no significant impact of factors on consumer e-purchasing decision for select home appliance – washing machine and refrigerator

5. Research Methodology:

A convenient Non-Random sampling technique has been used to collect the data. The primary data is collected by incorporating a structured questionnaire using the direct contact method. A Likert (5 Point Scale) is used to design the Questionnaire. The sample size for this study is 120 respondents from Hyderabad and secunderabad cities of Telangana. The data analysis techniques used are Frequency and Descriptive analysis, one sample T Test and regression analysis.

6. Data Analysis and Interpretation:

Frequencies Analysis:

GENDER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	74	61.7	61.7	61.7
Female	46	38.3	38.3	100.0
Total	120	100.0	100.0	

From the above table it has been identified that the majority of the respondents are men. Out of total respondents, 61.7% are male and 38.3% of the respondents are female.

MARITAL STATUS

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Unmarried	72	60.0	60.0	60.0
Married	48	40.0	40.0	100.0
Total	120	100.0	100.0	

From the above table, it is observed that 60% of the respondents are married and 40% of the respondents are unmarried.

AGE

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below20 years	44	36.7	36.7	36.7
20-40 years	56	46.7	46.7	83.3
41-60 years	14	11.7	11.7	95.0
Above 60 years	6	5.0	5.0	100.0
Total	120	100.0	100.0	

From the above it is observed that, majority respondents are between the age group of 20-40 years. It is 46.7% of the respondents who are between that age group. And 36.7% of the respondents are below 20 years of

age group, 11.7% are between the age group of 41-60 years and only 5% are above 60 years of age group respondents.

EDUCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	S.S.C.	2	1.7	1.7	1.7
	Intermediate	28	23.3	23.3	25.0
	Degree	54	45.0	45.0	70.0
	PG and Above	36	30.0	30.0	100.0
	Total	120	100.0	100.0	

From the above table, it is identified the education qualifications of the respondents. The majority of the respondents are with the educational qualification of Degree. It is about 45% of the respondents who are with degree qualification. 30% of the respondents are PG and above qualification. 23% of the respondents are with Intermediate qualification and only 1.7% are with SSC qualification.

OCCUPATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	44	36.7	36.7	36.7
	Homemaker	24	20.0	20.0	56.7
	Employee	38	31.7	31.7	88.3
	Business	14	11.7	11.7	100.0
	Total	120	100.0	100.0	

From the above it is observed that, 36.7% of the respondents are students. 31.7% respondents are Employees, 20% of the employees are Home makers and 11.7% of the respondents are doing their own businesses.

MONTHLY_INCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Rs.50000	6	5.0	5.0	5.0
	Rs.50001 to Rs.100000	46	38.3	38.3	43.3
	Above Rs.100000	68	56.7	56.7	100.0
	Total	120	100.0	100.0	

From the above table it is observed that, majority of the respondents income is above 100000. 56.7% of the respondent's monthly income is above 100000. 38.3% of the respondents monthly income is between 50001 to 100000 and 5% of the respondents monthly income is below 50000.

E-PURCHASE_EXPERIENCE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes, but no more than 5 years	74	61.7	61.7	61.7

Yes, and I have over 5 years' experience	46	38.3	38.3	100.0
Total	120	100.0	100.0	

From the above table we can identify the E-Purchase experience of the respondents. 61.7% of the respondents have less than 5 years of e-purchase experience and 38.3% of the respondents have more than 5 years of e-purchasing experience.

PURCHASE_HOME_APPLIANCES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Television	32	26.7	26.7	26.7
	Refrigerator	46	38.3	38.3	65.0
	Air Conditioner	30	25.0	25.0	90.0
	Washing Machine	12	10.0	10.0	100.0
	Total	120	100.0	100.0	

From the above table, we can identify the percentage of respondents purchased the variety home appliances. 38.3% of the respondents purchased Refrigerator. 26.7% of the respondents purchased Television. 25% of the respondents purchased Air conditioners and 10% of the respondents purchased Washing machine.

ONLINE_STORE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Amazon	40	33.3	33.3	33.3
	Flipkart	44	36.7	36.7	70.0
	Snapdeal	16	13.3	13.3	83.3
	Paytm Mall	20	16.7	16.7	100.0
	Total	120	100.0	100.0	

From the above table, it is identified that 36.7% purchased their products through Flipkart online store, 33.3% respondents have purchased through Amazon, 16.7% respondents through the Paytm Mall and 13.3% of the respondents used snap deal online store to purchase the products.

Hypothesis – 1: there is no significant level of factors influencing consumer e-purchasing decision for select home appliance – washing machine and refrigerator

One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
REFREGIRATOR						
PRICE CONCISIONS	20.408	119	.000	1.167	1.05	1.28
CONVENIENT	3.887	119	.000	.233	.11	.35
SAVE_TIME	34.233	119	.000	1.558	1.47	1.65
WIDE_VARITIES	24.243	119	.000	-1.308	-1.42	-1.20
SPECIFIC_INFORMATION	16.687	119	.000	-1.133	-1.27	-1.00

WEB_APPEARANCE	17.131	119	.000	-1.092	-1.22	-.97
FAST_SERVICES	14.227	119	.000	-.767	-.87	-.66
TRUST	4.588	119	.000	.492	.28	.70
BRAND	1.237	119	.219	-.158	-.41	.10
EASY_COMPARE	.079	119	.937	-.008	-.22	.20
FRIEND_REFERENCE	7.930	119	.000	.767	.58	.96
WASHING MACHINE						
PRICE CONCISIONS	19.181	119	.000	1.142	1.02	1.26
CONVENIENT	8.189	119	.000	.725	.55	.90
SAVE_TIME	6.927	119	.000	.833	.60	1.07
WIDE_VARITIES	8.671	119	.000	.933	.72	1.15
SPECIFIC_INFORMATION	5.547	119	.000	.717	.46	.97
WEB_APPEARANCE	.255	119	.799	-.025	-.22	.17
FAST_SERVICES	8.234	119	.000	.700	.53	.87
TRUST	8.675	119	.000	.625	.48	.77
BRAND	4.847	119	.000	-.483	-.68	-.29
EASY_COMPARE	5.250	119	.000	.575	.36	.79
FRIEND_REFERENCE	8.476	119	.000	.908	.70	1.12

From the above one sample t test table, almost all the factors of consumer e-purchasing decisions are found significant except the 3 factors. Among those, Brand and Easy comparison are found insignificant while e-purchasing of Refrigerator and Web appearance has found insignificant while e-purchasing of Washing Machine.

Hypothesis – 2: There is no significant impact of factors on consumer e-purchasing decision for select home appliance – washing machine and refrigerator.

Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.975 ^a	.950	.946		.24256

a. Predictors: (Constant), VARITIES, AVAILABILITY, CONVENIENCE, LOW_PRICE, TIME_CONSCIOUSNESS, TURST, PROMOTIONS, CUSTOMER_SERVICES, COMPARISON, EASE_OF_USE

The value of R square is equal to 0.950. It is indicating that 95% of variation in consumer e-purchasing behavior is explained by consumer perception.

ANOVA^b

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.587	10	12.259	208.351	.000 ^a
	Residual	6.413	109	.059		
	Total	129.000	119			

a. Predictors: (Constant), VARITIES, AVAILABILITY, CONVENIENCE, LOW_PRICE, TIME_CONSCIOUSNESS, TURST, PROMOTIONS, CUSTOMER_SERVICES, COMPARISON, EASE_OF_USE

b. Dependent Variable: PURCHASE_BEHAVIOUR

From the above ANOVA table f value is 208.351 at a significant value of 0.000. Therefore there is a significant difference in the predictor variables that are varieties, availability, convenience, low price, consciousness, trust, promotions, customer services, comparison and ease of use And dependent variable of consumer e-purchasing behavior.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.194	.260		-.746	.457
	_AVAILABILITY	.142	.048	-.089	-2.974	.004
	LOW_PRICE	.213	.042	.150	5.106	.000
	PROMOTIONS	.087	.041	.098	2.108	.037
	COMPARISON	.135	.048	-.135	-2.842	.005
	CONVENIENCE	.167	.037	.202	4.528	.000
	CUSTOMER_SERVICES	.127	.041	.131	3.068	.003
	EASE_OF_USE	.108	.049	.113	2.192	.030
	TIME_CONSCIOUSNESS	.262	.040	.248	6.614	.000
	TURST	.222	.033	.305	6.713	.000
	VARITIES	.178	.030	.205	5.986	.000

a. Dependent Variable: PURCHASE_BEHAVIOUR

The above table results indicate that the factors like varieties, availability, convenience, low price, consciousness, trust, promotions, customer services, comparison and ease of use are Significantly influencing consumer e-purchasing behavior while buying washing machine and refrigerator through online. This is the evidence for the p value of all the factors is lesser than the p value of 0.05. Therefore there is a significant impact of those factors on consumer e-purchasing behavior while buying washing machine and refrigerator through online.

The estimated regression equation has obtained from the above table may be written as

$$\text{Consumer behavior} = 0.457 + 0.142(\text{AVAILABILITY}) + 0.213 (\text{LOW_PRICE}) + 0.087 (\text{PROMOTIONS}) + 0.135(\text{COMPARISON}) + 0.167(\text{CONVENIENCE}) + 0.127(\text{CUSTOMER_SERVICES}) + 0.108(\text{EASE_OF_USE}) + 0.262(\text{TIME CONSCIOUSNESS}) + 0.222(\text{TURST}) + 0.178(\text{VARITIES})$$

7. Finding:

- It is found that in the gender that the majority of the respondents are male with the frequency of 74 out of 120. i.e. 61.7%
- The majority of respondent under e-purchasing behavior are resulted from unmarried with the frequency of 72 out of 120 that is almost 60 percentage of sample.
- It is found most of the respondent’s qualification is degree and PG with the frequency of 90 out of 120. i.e., 75%
- In sample size of 120, Majority respondents are fall under the age group of less than 40 years. It shows frequency of 100 out of 120. i.e,83.4%
- The highest portion of respondents falls under the categories of students and employees. It is presented with the frequency of 82 out of 120. i.e., 68.4%
- The monthly income above Rs. 50000/- respondents are found more in the sample with the frequency of 114 out of 120 that is almost 95 percentage of sample.
- Most of the respondents are having below five years of online shopping experience with the frequency of 74 members out of 120. As it is in the growth stage, more numbers are getting habituated with online shopping and e-purchasing

- Majority of respondents are doing their online shopping and e –purchases from flipkart and amazon web store, the frequencies are respectively 44 and 40 members out of 120. It is almost 70 percentages of respondents are having their online purchasing experience from above mentioned stores only.
- All the factors, which are affecting consumer e-purchasing behavior of refrigerator is resulted significant that are namely price concisions, convenient, save time, wide verities, specific information, web appearance, trust and finally friends reference except brand name and friend references.
- All the factors, which are affecting consumer e-purchasing behavior of washing machine is resulted significant that are namely price concisions, convenient, save time, wide verities, specific information, brand name, friend references, trust and finally friends reference except web appearance.
- The factors respectively price concisions, convenient, save time, wide verities, specific information, brand name, friend references, trust, friends' reference, web appearance are shown significant impact on consumer e-purchasing behavior towards select home appliances that are washing machines and refrigerators
- Low price, time consciousness and trust are having high impact on consumer e-purchasing behavior. These factors are resulted with high coefficient value that is respectively 0.213, 0.262 and 0.222.
- The promotion factor is having lowest impact among all other factors of e-purchasing. It is resulted with lowest coefficient of 0.087.

8. Suggestions:

- The companies may concentrate on increasing female customers also to purchase home appliances through online as they are the main influencers of purchase decisions towards home appliances.
- It is recommended to develop appropriate strategies for encouraging above 40 years age group participation in e-purchasing of select home appliances.
- It is recommended to develop convenient programs to bring some awareness among people who are not even having the primary level of education.
- It is suggested to develop different marketing communication strategies to reach above 50000/- income level customers.
- As majority of prospect customers are fall under the occupation of student and employees, it is recommended to modulate strategies to reach them with higher intensity.
- Mainly two web stores are being preferred by majority of customers, therefore all the home appliance company are recommended to place their products in that web stores.
- As it is the starting stage of online shopping, firms are recommended to develop their own selling web sites and also must associate with all the web stores to promote their home appliances products at online space.
- As while purchasing of Refrigerator, the brand of the company and easy comparisons are found insignificant. It that views it may be suggested that the companies can reduce the cost by not promoting much on increasing their brand image.
- The companies should concentrate much on factors like varieties, availability, convenience, low price, time consciousness, trust, promotions, customer services, comparison, ease of use of website. These factors are impacting much on the consumer's e-purchasing decisions.

9. Conclusions:

- The online shopping has increased a lot now days. This study concentrated on finding out the factors that affecting the consumers' e- purchasing decisions. In this regard the present study revealed some interesting factors. The majority category of the people who do e purchasing are students and employees and that too they are doing online shopping majorly in only two websites those are Amazon and flip kart. Factors like price concisions, convenient, save time, wide verities, specific information, web appearance, trust and finally friends reference except brand name and friend references are playing a role in influencing the decisions with relate to e-purchasing of a customer. Even among them Low price, time consciousness and trust were placed very important factors among customers in influencing their e-purchasing decisions.

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