LITERATURE REVIEW

1. **M.y.khan (1993)** The bank accepts the deposit from the public with the facility of withdrawal of money by cheques. A unique feature of a bank is credit creation that is creation of additional money for lending/investing. The main banking product and services are 1) deposit product 2) loan product and other instruments 3) retail banking product.

2. **Swapnapradhan (1997)** According to national accounts statics’ of India the unorganized sector include units whose activity is not regulated by any legal provision which do not maintain regular accounts. In the context of the retail sector, it could be said to cover those forms of fruits & vegetables. These services may be sold out of a fixed location; the member of people employed could range between 10-20 people.

3. **Swapnapradhan (1997)** According to national accounts statics’ of India the unorganized sector include units whose activity is not regulated by any legal provision which do not maintain regular accounts. In the context of the retail sector, it could be said to cover those forms of fruits & vegetables. These services may be sold out of a fixed location; the member of people employed could range between 10-20 people.

4. **Bellman steven et al (1999)** found that sites should make it more convenient to buy standard or repeated purchase items such as the one click- to purchase approach at Amazon. Com. Customization should provide the information needed to make a purchase decision and the checkout process should be easy for the consumer.

5. **Morganosky Michelle Aet al (2000)** Found that demographic and online shopping variables are significantly related to the primary reason for shopping online, willingness to buy all grocery items online, perception of time spent shopping online versus in the store and experience with online grocery shopping.

6. **Brown mark, et al (2003)** found the widespread belief that internet shoppers are primarily motivated by convenience. Consumers fundamental shopping orientations have no significant impact on their productivity to purchase product online. Factors that are more likely to influence purchase intention include product type, prior-purchase, and to a lesser extent, gender.

7. **Park Chung Hoon et al (2003)** investigated the relationship between various characteristics of online shopping and consumer purchase behavior. They investigated whether information
satisfaction and relational benefit play an important mediating role on consumer’s relationship purchasing behavior.

8. Monsuwe Tonita Perera et al (2004) demonstrated how customer attitude towards online shopping and their intention to shop on the internet. Technology acceptance mode was used into the online shopping context. Consumer traits, situational factors, product characteristics, previous online shopping experiences and trust in online shopping so exogenous factors affected it.

9. Monsuwe Tonita Perera et al (2004) demonstrated how customer attitude towards online shopping and their intention to shop on the internet. Technology acceptance mode was used into the online shopping context. Consumer traits, situational factors, product characteristics, previous online shopping experiences and trust in online shopping so exogenous factors affected it.

10. Jayawardhena Chanaka (2004) found that the E-shoppers placing stronger emphasis on self direction, enjoyment and self achievement values are more likely to have a favorable attitude towards e-shopping than those with a weaker emphasis on these values. All three dimensions of personal values, namely Self Direction, Enjoyment and self achievement were significantly associated to a favourable attitude towards E-Shopping attributes.

11. Black Gregory s. (2005) studied the sunfacial scratches of the many external factors that affect the success and failure of e-bay auctions. The findings demonstrate that these external factors, along with the many internal factors identified in previous studies are important to e-bay success and failure.

12. Rajamma rajasree ket al (2005) found that consumers select a particular shopping mode like bricks & motor versus online outlets based on their perceptions about whether a product or service is best bought from one or the other. Its main aim to posit that this perception is associated with the important allocated to various shopping motivation dimensions.

13. Sorce Patricia et al (2005) found that while older online shoppers search for significantly fewer products, then their younger counterparts, they actually purchase as much as younger consumers. Attitudinal factors explained more variance in online searching behavior. Age explained more variance in purchasing behavior if the consumer had first searched for the product online.

14. Smith Alan d (2005) found customers would not sacrifice freedom or privacy for enhanced personalization. Most of the existing personalization technologies are based on large amounts of personal data, companies must be extremely careful not to jeopardize the customer relationship.
15. Clatchey Juliet et al. (2006) found out that the research was to establish the potential that online grocery retails has two undermine traditional retail by decreasing food traffic and undermining rental income. This study might not have provided definitive answers to the research questions, it does provide a useful opportunity to speculate in respect of the likely impact of a loss of rental income as a result of online grocery sales.

16. Huangyan et al (2006) found out how delivery charge and other situational factors effect consumers grocery channel shopping choice. There is a focus on four factors purpose of the trip, time available for shopping. Delivery charge and travel time to a physical store. In the study four factors discussed that are cost factors, variable cost, travel cost, delivery charge.

17. Huitak-kee et al (2007) found that there is a general consensus amongst Singaporeans that the internet is a convenient medium for information search or making purchases. The better educated respondents seem to be less concerned with security issues. They also perceive that internet shopping provides better prices and more cost savings. They showed that females indicate a strong dislike for not being able to savour a physically fulfilling shopping experience through online.

18. Sarkaneelina gaille (2007) presents an analysis of current situation in e-commerce, gives insight in a research about charges in the customer behavior caused by e-commerce and describe possible ways of marketing development. Quantitative and qualitative methods of research, grouping, analysis, synthesis, induction, statistic method etc have been used in this study.

19. Koo Dong –Moet al (2008) investigated the motivational effects of personal values on benefits, attributes and re-patronage intention in the context of online shopping. This study has demonstrated that hedonic and utilitarian benefits play important role in leading customers with certain motivations to evaluate the online store attributes that are important to them.

20. Shri NorazafiMohdet al (2008) found the relationship between perceived case of use, precognitive absorption (CA), perceived usefulness (PU) and fashion environment (FI) with students buying intentions. It is an exploratory study.

21. Corvielisabetta, et al (2010) discussed a possible methodology to investigate the degree of coincidence/discordance between what is conveyed through the advertising and what is actually understood by some consumers. Two basic models were used i.e. the dichotomous model and the three dimensional model.
22. Cheemaamair, et al (2011) found that Technology acceptance model is used as one of the most effective factors to influence the online shopping intentions. Moreover they found that perceived ease of use has a significant positive effect on perceived usefulness. The behavioral intentions of the sample members towards online shopping were not due to its usefulness but they attract towards the internet shopping for other reasons.

23. Abideen ZainUlet al (2011) found that there exist a week association between environmental response with the consumer buying behavior including the attitudinal as well as behavioral aspects of the consumers buying behavior. Emotional response on the other hand established strong association with the consumer buying behavior.

24. William d.Perreault.jr (2011) Choosing the right channel of distribution is crucial in getting products to the target market place logistics is the transporting storing & handling of goods to match target customers need with firm marketing mix both individual firms and along the channel of distribution.

25. Bahetigunjan et al (2012) investigated the impact of advertising appeals on customers buying behavior. He compared the effectiveness of the different types of advertising appeals on customer buying behavior and found out that advertising appeals have a significantly positive influence on advertising attitude. He moreover emphasized that appeal does not have significantly positive influence on purchase extension and that emotional advertising appeals are more important than rational appeals.

26. Richadahiya (2012) found that online shopping in India is significantly affected by various demographic factors like age, gender, marital status, family size and income. The respondents have perceived online shopping in a positive manner.

27. Singh meera (2012) found that four variables help the firm in formulating strategic decisions necessary for competitive advantage. The importance of relationship of various components of marketing mix & service marketing mix marketing managers should meet the demand from different markets and also match the competition in the market by delivering satisfaction to the customer. This is only possible by an accurate blend of all the elements 4p’s of marketing mix as it helps in achieving organizational goals of profit maximization by high sales volume and attaining higher market share.

28. SrivastavaPriyanaka (2012) found that the internet users (all age groups people) have the same perception towards the websites advertisements but they all are group people (22 respondents)
agreed that the online advertising is a very informative but at the same time these advertisements creates irritation among all age group people (18 respondents) have done purchasing through internet.

29. Ahteshamnishant (2013) provides an insight into the evolution of e-commerce, its impact on businesses, on the society and on the related critical issues with respect to bring about a positive change in the Indian shopping scenario it emphasize that the online world is more secured and safe as far as transactions are concerned, people must come forward to accept the new lifestyle realizing its necessity and strategic advantages.

30. Balamuru ganrengasamy natarajan et al (2013) studied consumer variables; there is a scope for researchers to study retailers attributes and its influence on intention to buy. Hence the scope is huge. It is useful to incorporate other perspectives of analysis that allow the depth understanding of various relationships among different variables and its influence on intention to buy.

31. Chawla dr. reeta, et al (2013) Found that traditional customers are now converting at a very fast rate to online customers, reason being that online shopping site provides variety of products at reasonable price with large number of discounts and offers.

32. Kumbhar Manisha et al (2013) analyzed various aspects of flipkart.com on the basis of its security, quality of service, product availability, discounts, payment mode and many more parameters.

33. Nagra Dr. Gagan Deep et al (2013) revealed that online shopping in India is significantly affected by various demographic factors like age, gender, marital status, family size and income. The Consumers below 25 years are more interested in online shopping than the consumers of upper 25 years. Likewisely the male ratio is higher than the female ratio. Moreover it has been given more focus that the married people due to the lack of time are more inclined to the online shopping than the unmarried ones.

34. Khanna preeti et al (2014) suggested the positive and the negative factors influencing the online shopping in India during the festive seasons. It also aims to explore the role of online shopping festival in driving the shopping explosion from consumers’ perspective. It also help in understanding the strategies adopted by flipkart and amazon. In to capitalize on the “diwali festive season 2014” to keep their consumers captivated and thereby increase their profits dramatically.
35. **Khan M.S. et al (2014)** found out that the acceptance of online advertising to the consumers and the profit maximization through per click to the organizations can maintain huge digital database and electronic customer relationship management. They stresses on various means and strategies which can be used by any internet advertising organization to boost customer growth for the particular products they are marketing for.

36. **Singh prashant (2014)** examine and analyze the consumers buying behavioral pattern towards online shopping (specially in case of flipkart.com users in lucknow city). Future of e-tailers in India specially in cities looking very bright. Flipkart.com offering best prices, good products and completely hassle free shopping experience for our customers. The success of any e-tailer company in India is depending upon its popularity, its branding image, its unique & fair policies & its customer’s relations etc.

37. **Soni Priyanka et al (2014)** analyze the consumer behavior towards online shopping in Udaipur the result indicated that the factors which highly influence online influence are time, money, easier mode of shopping schemes and offers given by the websites, clear product pictures and features specifications.

38. **Tripathi Dr. Priyanka et al (2014)** study about the growth of online retail business in India. To explore the online business model of flipkart and to analyze the customer feedback of flipkart over the other available online retail store in India. India’s internet base, already the third highest in the world after China and the US, is growing by nearly 40% every year. The rise of online shopping in the Indian subcontinent has been meteoric in the recent years.

39. **Kanchan upasana et al (2015)** concluded on the basis of study that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitation in doing online shopping due to security concern. At the same time people are resistant to change because of technological complexity in making online purchase.

40. **Pathak prashant (2015)** found that online shopping is booming in India and flipkart have changed the shopping habits of a common man. Flipkart still have to show profit in its balance sheet from the inception in 2007, the potential of this business is in conceivable, and if the private investors do not want to exit from the company, it doesn’t mean that the common public will not welcome the flipkart.
41. Rosenberg Larry j et al (2015) found that virtual certainty that the era of wide-spread telecommunication shopping is approaching. Corporations involved in any way with retailing cannot afford to ignore the developments described.

42. Sudhadr.k.bharathi (2015) in their study aim to understand the marketing strategy, brand awareness, swot analysis, functioning of flipkart, their aim is to predict the future roadmap and also aims to finds significant threats to flipkart in the near future.

43. Mathew Binoy (2015) analyzed the changing trends in online shopping of Indian consumers in the apparel segment. In the beginning stage of online shopping consumers were reluctant to buy apparel online as it has many limitations. But today the market is able to overcome many of the limitations and build confidence among the consumers to buy online.

44. Donald j.bowersox et al (2015) Logistics is unique it never stopes. it is happening around 24 hours for 7 days a week during 52 weeks a year logistics is concerned with getting products & services where they are needed when they are desired. it is difficult to visualize accomplishing any market or manufacturing without logistics support.