LITERATURE REVIEW

1. **Chang, et al. (2004)** studied on categorization of variables which drive online shopping activity. According to their study, features are divided into three main categories. First one is perceived characteristics of the web sale channel which include risk, advantage, online shopping experience, service quality, trust; second category is web site and product characteristics which are risk reduction measures, web site features and product characteristics; and the last category clarified by authors is consumer characteristics. Consumer characteristics are driven by various types of features, consumer shopping orientations, demographic variables, computer, internet knowledge and usage, consumer innovativeness and psychological variables.

2. **Michael Trusov, et al(2009)** says that WOM referrals have a strong impact on customer acquisition. It has a relatively higher effectiveness than traditional marketing. The researchers also suggested potential monetary implications for inducing additional WOM by offering some financial incentives to existing customers.

3. **Richard Shambare, et al (2011)** says that social networks have revolutionized communication patterns in the 21st century. Young consumers have integrated social media in their daily lives. Faster internet access and cheaper 3G technology and smart phones have a positive influence on adoption of social media.

4. **SulekhaOjha, et al (2011)** says that the retail infrastructure has witnessed a transformation with a rapid growth of E commerce especially in last two decades. Online retailing has the advantage over retail store in form of convenience, better price, variety, and ability to compare brands, better knowledge about the products, time saving and 24*7 availability. Online retailing is readily accepted by younger generations in Jaipur.

5. **NidhiYadav(2012)** says that websites like Facebook and Orkut have 60+ million exclusive visitors every month. Social media is playing a vital role as an advertising
source in businesses. Social media is not just a tool to interact with other users but also acting as a medium to reach the prospective customers.

6. Geetanjali Naidu and Sunil Agrawal (2012) says that social media is influencing the buying behavior of customers in a dynamic way. People are using social media communication as well as gaining product information. Facebook is the most used website among people in Raipur city. They also suggest manufacturers to make use of social media in a systematic way to achieve success in market.

7. Megan Fallon (2012) study reveals that Facebook and twitter are the most popular social media sites among the companies and the customers. The promotions done by the companies are effective in gaining attention of customers. Promotions done through social media are influencing what consumers purchase but does not lead to a life-time of brand loyalty.

8. Seda Yoldas (2012) studied the online buying behavior of British consumers and Turkish consumers which reveals that British consumers are shop more frequently than Turkish consumers. Security and Trust is the most important concerns for consumers of both the countries. Online Mode of payment is more preferred by British consumers whereas Turkish consumers prefer cash on delivery.

9. Preyal Desai, et al (2012) found that Facebook is the most preferred social networking site among the youngsters, face book helps to create product and brand awareness and is affecting both males and females. Reviews from friends on Facebook has a positive effect on purchasing decision for movies, books and electronic devices.

10. Mrs. Pallavi Kumari (2012), says that Consumer behavior is complex and very often not considered rational. People of India comprise different segments of consumers, based on class, status, and income. Emergence of rural markets is one of the important recent
developments in India. India is a lucrative market with a large customer base for both low cost and high cost products. In this digital age companies should use the medium of social media to satisfy the customers.

11. Florence Hu Huimin (2012) investigated the consumer purchasing process and knowledge flows between individuals in social media, at the same time considering the different type of proximity that affect it. Results and theories have shown that advertisement and product information in social media are affected by the different types of proximity plays, which is creating an impact in consumer purchasing decision process.

12. Manav Aggarwal (2012) says that online shopping is a recent phenomenon in e-marketing and has a huge growth potential. It provides the benefits of anytime and anywhere shopping experience to the customers. Studies have revealed that online shopping is rapidly growing across the world. Easy availability of Internet is one for the reasons for growth of online shopping in India.

13. Dr. Gagandeep Nagra and Dr. Gopal (2013) there has been a growth of online shopping habits among the customers in India but the frequency is relatively less. Demographic factors like age, gender, marital status, family size and income are the factors that significantly affect online shopping behavior of consumers.

14. Yi Hsu & Thi Hong Chau Tran (2013) studies that social capital and interpersonal influence has an significant impact on Wombehaviour, while trust has no significant effect on it in countries of Taiwan and Vietnam.
15. Simona Vinerean, et al (2013) say that social media allows consumers and prospects to communicate directly with the companies or discuss with their friends about the brands. Their study suggests different approaches for online marketers who want to invest in social networking sites to improve their advertisement performance. One approach is to develop trust in the minds of the customers.

16. Patarawadee Sema (2013) says that social media has become an important tool for communicating among people. People make use of social media to share their experience, reviews, information, advice, warnings which automatically influence the consumer decision making. The result shows that social media has a positive influence on travelers decision making for their future vacations.

17. Malin Sundström (2013) states that impulse buying of online fashion is driven by emotional factors and the impulse purchase is strongly connected to the consumer’s anticipation. One prominent trigger is that consumers feel that the product is good value for money. Consumers are easily attracted by discount offers and the opportunity to make a bargain. Inspiration from friends, primarily through pictures in social media, affects the consumer’s impulsive buying tendency.

18. Yavisha Ramnarain and Krishna K. Govender (2013) says that youths actively use social media platforms and spend several hours daily on these platforms exposing themselves to greater influence and persuasion by marketers. The growing popularity of social networks has forced marketers to re-evaluate their strategies and remain prevalent among the youth.

19. Muhammad Shafiq Gula, et al (2014) says that customers are highly dependent on social media to know about latest fashion. The findings show that though social media affects both purchase behavior and Fashion consciousness of consumers but there is a weak positive relationship between them.
20. **Ismail Erkan & Chris Evans (2014)** says that online WOM is one of the fastest growing areas in the field of marketing. The effect of e WOM in social media on purchase intention remains uncertain among the university students.

21. **Varsha Goyal (2014)** There is a large section of market which is still untapped by the Indian banks. Due to technological advancement and increased competition the traditional way of doing banking business has changed and the success of any bank depends upon effective E-marketing strategies and consumer satisfaction.

22. **Indrila Goswami Varma & Ms. Rupa Agarwal (2014)** Homemakers in western suburbs of Mumbai are utilitarian and hedonistic shoppers. Social & emotional needs of customers are not satisfied by online shopping. A big segment of home makers spend money liberally but when it comes to online shopping they become conservative. Offline shopping leads to impulse buying and immediate gratification whereas social media is limited to creating awareness and leads to information search only.

23. **S. Bulomine Regi and Anthony Rahul Golden.S (2014)** says that understanding consumer behavior and psychology is a vital aspect of marketing. Marketers need to understand the role of involvement and habit, information processing and the concept of life values in consumer behavior. They also need to study the cultural determinants to understand the consumer behavior in terms of their needs, wants, perception, attitude and personality.

24. **Dharmesh Motwani, et al (2014)** says that social media I increasingly satisfying the social needs of internet users and helping them to communicate with people around the world. It is the best tool for brand promotion. Their study also reveals that customers have a positive perception towards social media marketing.
25. **Nufazil Altaf, (2014)** studied that customers regularly use internet to read blogs and advertisements. Social media plays a very important role in influencing the consumers buying decisions by giving them a platform to get reviews and opinions of different products and services.

26. **Msasmata Khan & Dr Chandranauns R Chavan (2015)** studied that Financial risk and non-delivery risk has negative effect on attitude towards online shopping behavior, hence websites should be made more safe and secured. Online buying will become more popular in future as many people suggest it to each other. Effective marketing strategies should be formulated to target the society.

27. **Sita Mishra & Archana Tyagi (2015)** said that Social media is playing an increasingly important role as a marketing platform. Ease of use of online shopping will enhance the perceived usefulness of the Social networking sites among customers. The perceived risk has a negative impact on customers attitude towards SNS. Marketers need to build trust and manage relationships with customers. As it also has been seen that personal fit with brands has a positive effect on marketing through SNS.

28. **Sakkthival A M and B. Sriram (2015)** studied that women consumer buying behavior from islamic religion have been influenced by the society, brand reputation, reference groups followed by information related to place of studying and promotion of products/services. They further imply that commercial dimension of social networks will enable corporate to reach their target customers and influence them to buy different products and services.