

# **BIBLIOGRAPHY**

## BIBLIOGRAPHY

- Ahmed, K A Asraar and A S Sathish. "Unleashing the Utilitarian Motivations of Online Shopping among Indian Youth." *Mediterranean Journal of Social Sciences* 6.2 (2015): 391-98. Print.
- Aldridge, Alicia, Karen Forcht and Joan Pierson. "Get linked or get lost: marketing strategy for the internet." *Internet Research*, 7.3 (1997): 161-69. Print.
- Allred, Chad R, Scott M Smith and William R Swinyard. "E-shopping lovers and fearful conservatives: a market segmentation analysis." *International Journal of Retail and Distribution Management* 34.4/5 (2006): 308-33. Print.
- Amritesh, Misra, C Subhas and Jayanta Chatterjee. "Conceptualizing e-government service quality under credence based settings: A case of e-counseling in India." *International Journal of Quality & Reliability Management* 31.7 (2014): 764-87. Print.
- Annesley, Christian. *China has greatest ecommerce potential of all developing markets – report.* *Internetretailing.net*. N.p. 29 June. 2012. Web. 11 July. 2012. <  
<http://internetretailing.net/2012/06/china-has-greatest-ecommerce-potential-of-all-developing-markets-report/>>
- Asia Top Internet Countries December 31, 2011.* *Internetworldstats.com*. N.p. n.d. Web. 10 July. 2012.
- Bhatnagar, Amit and Sanjoy Ghose. "A latent class segmentation analysis of e-shoppers." *Journal of Business Research* 57 (2004): 758-67. Print.
- Blamey, R K and V A Braithwaite. "A Social Values Segmentation of the Potential Ecotourism Market." *Journal of Sustainable Tourism* 5.1 (1997): 29-45. Print.
- Brengman, Malaika, Maggie Geuens, Bert Weijters, Scott M Smith and William R Swinyard. "Segmenting Internet shoppers based on their Web-usage-related lifestyle: a cross-cultural validation." *Journal of Business Research* 58 (2005): 79-88. Print.
- Bucklin, Louis P. "Retail Strategy and the Classification of Consumer Goods." *Journal of Marketing* 27.1 (1963): 50-55. Print.
- Buttle, Francis A. "Word of mouth: understanding and managing referral marketing." *Journal of Strategic Marketing* 6 (1998): 241-54. Print.
- Choudhury, Ushamrita. "The Flipkart S<sup>2</sup>tory." *The Hindu* 8 April 2012, Kolkata ed., Sunday Magazine sec.: 1+. Print.

---

The Bibliography is prepared as per the current referencing style (MLA) being followed at Tezpur University.

- Collier, Joel E and Carol C Bienstock. "Measuring service quality in e-retailing." *Journal of Service Research* 8.3 (2006): 260-75. Print.
- Consumer E-Commerce Market in India 2006/07. Iamai.in.* Internet & Mobile Association of India. Sept. 2007. Web. 16 June. 2011. < <http://www.iamai.in/reports1.aspx>.>
- Cristobal, Eduard, Carlos Flavia'n and Miguel Guinali'u. "Perceived e-service quality (PeSQ): measurement validation and effects on consumer satisfaction and web site loyalty." *Managing Service Quality* 17.3 (2007): 317-40. Print.
- Darian, Jean C. "In-home shopping: are there consumer segments?." *Journal of Retailing* 63.3 (1987): 163-86. Print.
- Dey, Banasree. "Segmenting and Profiling the Leisure Travelers: A Study in North-east India." Diss. Tezpur University, 2007. Print.
- Dholakia, Ruby R and Outi Uusitalo. "Switching to electronic stores: consumer characteristics and the perception of shopping benefits." *International Journal of Retail and Distribution Management* 30.10 (2002): 459-69. Print.
- Diaz-Martin, Ana M, Victor Iglesias, Rodolfo Vazquez and Agustin V Ruiz. "The use of quality expectations to segment a service market." *Journal of Services Marketing* 14.2 (2000): 132-46. Print.
- Digital Commerce. Iamai.in.* Internet & Mobile Association of India. Mar. 2010. Web. 16 June. 2011. < <http://www.iamai.in/reports1.aspx>.>
- DiStefano, Christine, Min Zhu and Diana Mîndrilă. "Understanding and Using Factor Scores: Considerations for the Applied Researcher." *Practical Assessment, Research & Evaluation* 14.20 (2009): 1-11. Print.
- Donthu, Naveen and A Garcia. "The Internet shopper." *Journal of Advertising Research* May-June (1999): 52-58. Print.
- eBay India Census 2011. Indiatechonline.com.* 2 Oct. 2011. Web. 7 June. 2012 <<http://indiatechonline.com/special-feature.php?id=111>>
- eCommerce in India Accelerating Growth. Pwc.in.* Feb. 2015. Web. 15 Aug. 2015 < [https://www.pwc.in/en\\_IN/in/assets/pdfs/publications/2015/ecommerce-in-india-accelerating-growth.pdf](https://www.pwc.in/en_IN/in/assets/pdfs/publications/2015/ecommerce-in-india-accelerating-growth.pdf)>
- Gefen, David. "Customer Loyalty in E-Commerce." *Journal of Association for Information Systems* 3 (2002): 27-51. Print.
- Gehrt, Kenneth C, Mahesh N Rajan, G Shainesh, David Czerwinski and Mathew O'Brien. "Emergence of online shopping in India: shopping orientation segments." *International Journal of Retail & Distribution Management* 40.10 (2012). 742-58. Print.

- Gera, Rajat. "Modelling e-service quality and its consequences in India: an SEM approach." *Journal of Research in Interactive Marketing* 5.2 (2011): 203-25. Print.
- Ghosh, Mohul. *Indian Ecommerce To Cross Rs 1 Lakh Cr in 2015; Online Food Delivery Fastest Growing & Travel The Biggest Niche*. *Trak.in*. N.p. 19 Mar 2015. Web. 8 Aug 2015. < <http://trak.in/tags/business/2015/03/19/indian-ecommerce-growth-online-food-travel/>>
- Gillett, Peter L. "A Profile of Urban In-Home Shoppers." *Journal of Marketing* 34.3 (1970): 40-45. Print.
- Gittleman, Maury B and David R Howell. "Changes in the Structure and Quality of Jobs in the United States: Effects by Race and Gender, 1973-1990." *Industrial and Labor Relations Review* 48.3 (1995): 420-40. Print.
- Global Trends in Online Shopping A Nielsen Global Consumer Report June 2010*. *Nielsen.com*. N.p. n.d. Web. 25 June. 2011. < <http://hk.nielsen.com/documents/Q12010OnlineShoppingTrendsReport.pdf> >
- Gronroos, Christian, Fredrik Heinonen, Kristina Isoniemi and Michael Lindholm. "The NetOffer model: a case example from the virtual marketplace." *Management Decision* 38.4 (2000): 243-52. Print.
- Gupta, S L and Nirupama Gupta. "Online Shopping Behavior by Urban Indian Youth." *AIMS International Journal of Management* 3.2 (2009): 119-35. Print.
- Hair, Joseph F, Rolph E Anderson, Ronald L Tatham and William C Black. *Multivariate Data Analysis*, 3<sup>rd</sup> ed. New York: Macmillan, 1992: Print.
- Hanson, Ward. *Principles of Internet Marketing*. USA: South-Western College of Publishing, 2000. Print.
- Hill, William W, Sharon E Beatty and Gianfranco Walsh. "A segmentation of adolescent online users and shoppers." *Journal of Services Marketing* 27.5 (2013): 347-60. Print.
- Holton, Richard H. "The distinction between convenience goods, shopping goods, and speciality goods." *The Journal of Marketing* 23.1 (1958): 53-56. Print.
- Internet in India 2013*. *Imrbint.com*. Internet & Mobile Association of India and IMRB International. Jun. 2013. Web. 16 Jun. 2015. < [http://www.imrbint.com/downloads/Report-BB55685%20IAMAI%20ICUBE\\_2013-Urban+Rural-C1.pdf](http://www.imrbint.com/downloads/Report-BB55685%20IAMAI%20ICUBE_2013-Urban+Rural-C1.pdf) >
- Internet Revolution Bypasses Rural India: Survey*. *Thehindu.com*. N.p. 6 May 2012. Web. 8 Aug 2015. < <http://www.thehindu.com/sci-tech/technology/internet/internet-revolution-bypasses-rural-india-survey/article3390353.ece> >
- Internet Users in Asia-2014*. *Internetworldstats.com*. N.p. n.d. Web. 16 Jun. 2015. < <http://www.internetworldstats.com/stats3.htm#asia>>

- Internet Users in the World Distribution by World Regions- 2011. Internetworldstats.com. N.p. n.d. Web. 10 July. 2012.*
- Jain, Rinku, Archana Raje and R K Srivastava. "Customer's Perceptions of E-SQ in Online Shopping Context: An Empirical Study in Mumbai (India)." *International Journal of Research in Business and Technology* 3.1 (2013): 104-10. Print.
- Jain, S K and G Gupta. "Measuring Service Quality: SERVQUAL vs. SERVPERF Scales." *Vikalpa* 29.2 (2004): 25-37. Print.
- Jayawardhena, Chanaka, Len T Wright and Charles Dennis. "Consumers online: intentions, orientations and segmentation." *International Journal of Retail and Distribution Management* 35.6 (2007): 515-26. Print.
- Jiang, Ling (Alice), Zhilin Yang and Minjoon Jun. "Measuring consumer perceptions of online shopping convenience." *Journal of Service Management* 24.2 (2013): 191-214. Print.
- Jones, Joseph M and Leo R Vijayarathy. "Internet consumer catalog shopping: findings from an exploratory study and directions for future research." *Internet Research: Electronic Networking Applications and Polity* 8.4 (1998): 322-30. Print.
- Kau, Ah K, Yingchan E Tang and Sanjoy Ghose. "Typology of online shoppers." *Journal of Consumer Marketing* 20.2 (2003): 139-56. Print.
- Kotler, Philip and Gary Armstrong. *Principles of Marketing*. 10<sup>th</sup> ed. New Delhi: Prentice Hall of India, 2003. Print.
- Kumar, Sanjeev and Savita Mann. "Status and Scope of Online Shopping: An Interactive Analysis through Literature Review." *International Journal of Advance Research in Computer Science and Management Studies* 2.12 (2014): 100-08. Print.
- Lee, Gwo-Guang and Hsiu-Fen Lin. "Customer perceptions of e-service quality in online shopping." *International Journal of Retail & Distribution Management* 33.2 (2005): 161-75. Print.
- Loiacono, Eleanor T, Richard T Watson and Dale L Goodhue. "WebQual: A Web Site Quality Instrument." (2000): working paper, Worcester Polytechnic Institute.
- Madu, Christian N and Assumpta A Madu. "Dimensions of e-quality." *International Journal of Quality and Reliability Management* 19.2 (2002): 246-58. Print.
- Malhotra, Bhavya. "E-Business: Issues & Challenges in Indian Perspective." *Global Journal of Business Management and Information Technology* 4.1 (2014): 11-16. Print.
- Malhotra, Naresh K and Satyabhusan Dash. *Marketing Research An Applied Orientation*. 5<sup>th</sup> ed. Delhi: Pearson Prentice Hall, 2010. Print.

- Math, Rajesh, Neha Sharma and Nisarga Sabale. "E-Commerce Evolution: A Study From Indian Context." *International Conference on Advances in Computing and management – 2012* University of Pune Maharashtra India. 2012. Web.
- Mathur, Abhishek. *State of the E-Commerce Industry in India*. N.p. 24 Aug. 2011. Web. 23 May. 2012.
- Mittal, Sanjiv, Puja Khatri and Khushboo. "E-Buying Behaviour: A Study of Perceptual Differences Between Prospective Generation Y Professionals In Delhi-NCR Region." *RDIAS Journal of Information Technology and Computer Applications* 1.1 (2015): 11-23. Print.
- Montaqim, Abdul. *Global e-commerce sales will top \$1.25 trillion by 2013*. *Internetretailer.com*. N.p. n.d. Web. 11 July. 2012. <<http://www.internetretailer.com/2012/06/14/global-e-commerce-sales-will-top-125-trillion-2013>>
- Nagurney, Anna, June Dong and Patricia L Mokhtarian. "Teleshopping versus Shopping: A Multicriteria Network Equilibrium Framework." *Mathematical and Computer Modelling* 34 (2001): 783-98. Print.
- Namaz, Nargis. *Online Shopping Trends in India*. *Businessreviewindia.in*. N.p. 9 Aug. 2011. Web. 7 June. 2012. <<http://www.businessreviewindia.in/marketing/web/online-shopping-trends-in-india>>
- Nielsen Online Pre-Holiday Survey 2007. *Nielsen.com*. N.d. Web. 10 July. 2012 <<http://www.nielsen-online.com/newrelease/2007NielsenOnlinePreHolidaySurvey.pdf>>
- Nielsen Global Online Survey on internet shopping habits 2007. *Marketingcharts.com*. *Nielsen.com*. N.d. Web. 11 July. 2012. < <http://www.marketingcharts.com/direct/875mm-consumers-have-shopped-online-up-40-in-two-years-3225/nielsen-global-ecommerce-most-popular-online-purchases-copyjpg> >
- Norman, Geoff. "Likert scales, levels of measurement and the 'laws' of statistics." *Adv in Health Sci Edu*, 15 (2010): 625-32. Print.
- Online Shopping by Age Group*. *Forrester Research Inc*. 2010. Web. 16 March 2011 <[www.internetretailer.com/trends/consumer](http://www.internetretailer.com/trends/consumer)>
- Panda, Ankit. *Geography's Curse: India's Vulnerable 'Chicken's Neck'*. *The Diplomat*. N.P. 8 November 2013. Web. 21 July 2015. <<http://thediplomat.com/2013/11/geographys-curse-indias-vulnerable-chickens-neck/>>
- Parasuraman, A, Valarie A Zeithaml and Leonard L Berry. "A Conceptual Model of Service Quality and Its Implications for Future Research." *Journal of Marketing* 49. Fall (1985): 41-50. Print.
- Parasuraman, A and Dhruv Grewal. "The Impact of Technology on the Quality-Value-Loyalty Chain: A Research Agenda." *Journal of the Academy of Marketing Science* 28.1 (2000): 168-74. Print.

- Parasuraman, A, Valarie A Zeithaml and Arvind Malhotra. "E-S-QUAL A Multiple-Item Scale for Assessing Electronic Service Quality." *Journal of Service Research* 7.10 (2005): 1-21. Print.
- Prabhudesai, Arun. *India Crosses 300M Internet Users Milestone: IAMAI. Track.in*. N.p. 14 Nov. 2014 Web. 16 June. 2015. <<http://trak.in/tags/business/2014/11/19/india-300m-internet-users-2014/>>
- Prus, Robert and Lorne Dawson. "Shop 'til You Drop: Shopping as Recreational and Laborious Activity." *The Canadian Journal of Sociology* 16.2 (1991): 145-64. Print.
- Ramesh, H N. "Cyber Retailing: Indian Profile." *SCMS Journal of Indian Management* (2008): 65-72. Print.
- Rego, Shailaja, Naresh Kumar and P N Mukherjee. "Bridging Digital Divide and Capacity Building in Rural India." *Driving the Economy through Innovation and Entrepreneurship*. Ed. Indian Institute of Science. Bangalore. Springer 2013. Print.
- Reichheld, Frederick F. and Phil Schefter. "E-loyalty: your secret weapon on the web." *Harvard Business Review* Jul-Aug (2000): 105-13. Print.
- Rich, Stuart U and Subhash C Jain. "Social Class and Life Cycle as Predictors of Shopping Behavior." *Journal of Marketing Research* 5.1 (1968): 41-49. Print.
- Roca, Juan Carlos, Juan José García and Juan José de la Vega. "The importance of perceived trust, security and privacy in online trading systems." *Information Management & Computer Security* 17.2 (2009): 96-113. Print.
- Rohm, Andrew J and Vanitha Swaminathan. "A typology of online shoppers based on shopping motivations." *Journal of Business Research* 57 (2004): 748-57. Print.
- Rowley, Jennifer. "Retailing and Shopping on the Internet." *International Journal of Retail and Distribution Management* 24.3 (1996): 26-37. Print.
- Santos, Jessica. "E-service quality: a model of virtual service quality dimensions." *Managing Service Quality* 13.3 (2003): 233-46. Print.
- Sarma, Mrinmoy Kumar, "Towards positioning a tourist destination. A study of North East India." *ASEAN Journal of Hospitality and Tourism* 2.2 (2003): 104-17. Print.
- Seth, Nitin, S G Deshmukh and Prem Vrat. "Service Quality Models: A Review." *International Journal of Quality and Reliability Management* 22.9 (2005): 913-49. Print.
- Shachaf, Pnina, Shannon M Oltmann and Sarah M Horowitz. "Service equality in virtual reference." *Journal of the American Society for Information Science and Technology* 59.4 (2008): 535-50. Print.
- Sin, Leo and Alan Tse. "Profiling Internet Shoppers in Hong Kong: Demographic, Psychographic, Attitudinal and Experiential Factors." *Journal of International Consumer Marketing* 15.1 (2002): 7-29. Print.

- Srinivasan, Srini S, Rolph Anderson and Kishore Ponnnavolu. "Customer loyalty in e-commerce: an exploration of its antecedents and consequences." *Journal of Retailing* 78 (2002): 41-50. Print.
- Srivastava, R K. "Changing retail scene in India." *International Journal of Retail and Distribution Management* 36.9 (2008): 714-21. Print.
- Stiakakis, Emmanouil and Christos K Georgiadis. "E-service quality: Comparing the perceptions of providers and customers." *Managing Service Quality* 19.4 (2009): 410-30. Print.
- Strauss, Judy and Raymond Frost. *E-Marketing*. 5<sup>th</sup> Edition, PHI Learning Pvt Ltd. New Delhi. 2009. Print.
- Tauber, Edward M. "Why Do People Shop?." *Journal of Marketing* 36.4 (1972): 46-49. Print.
- Timmers, Paul, *Electronic Commerce*, paperback edition, 2000, John Wiley & Sons Ltd, Chichester, Print.
- Urban Consumer Spectrum. Indians.net. N.d. Web. 26 April 2011*  
<[www.indians.net/Products/Home/Product Details/Urban Consumer Spectrum](http://www.indians.net/Products/Home/Product%20Details/Urban%20Consumer%20Spectrum)>
- Venkatesh, Viswanath and Tracy Ann Sykes. "Digital Divide Initiative Success in Developing Countries: A Longitudinal Field Study in a Village in India." *Information Systems Research Articles in Advance* (2012): 1-22. Web.
- Woodruffe-Burton, Helen, Sue Eccles and Richard Elliott. "Towards a theory of shopping: A holistic framework", *Journal of Consumer Behaviour* 1.3 (2001): 256-66. Print.
- Wolfenbarger, Mary and Mary C Gilly. "eTailQ: dimensionalizing, measuring and predictingetail quality." *Journal of Retailing* 79 (2003): 183-98. Print.
- World Internet Penetration Rates by Geographic Regions- 2011. Internetworldstats.com. N.p. n.d.*  
Web. 10 July. 2012.
- Yang, Zhilin, Robin T Peterson and Shaohan Cai. "Service quality dimensions of Internet retailing: an exploratory analysis." *Journal of Services Marketing* 17.7 (2003): 685-700. Print.
- Yoo, Boonghee and Naveen Donthu. "Developing a Scale to Measure the Perceived Quality of an Internet Shopping Site (Sitequal)." *Quarterly Journal of Electronic Commerce* 2.1 (2001): 31-46. Print.
- Zeiler, David. *Growth of Online Retailers Makes Internet the New Shopping Battleground. Moneymorning.com. N.p. 29 Nov. 2011. Web. 11 July. 2012.*  
<<http://moneymorning.com/2011/11/29/growth-of-online-retailers-makes-internet-the-new-shopping-battleground/>>