

Bibliography

Journals

1. Acharya, S. N., & Anand, A. A. (2023, October). Role of e-commerce in developing women entrepreneurship. *International Journal of Research and Analytical Reviews*, 10(4), 271–278.
2. Adams, W., & Yellen, J. (1976). Commodity bundling and the burden of monopoly. *Quarterly Journal of Economics*, 90(3), 475–498.
3. Aghdaie, S. F. A., Piraman, A., & Fathi, S. (2011). An analysis of factors affecting the consumer's attitude of trust and their impact on internet purchasing behavior. *International Journal of Business and Social Science*, 2(23, Special Issue), 147–158.
4. Andreassen, T. W. (2000). Antecedents to satisfaction with service recovery. *European Journal of Marketing*, 34(1/2), 156–175.
5. Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing*, 20(2), 123–138.
<https://doi.org/10.1002/mar.10063>
6. Arora, N., & Aggarwal, A. (2018). The role of perceived benefits in formation of online shopping attitude among women shoppers in India. *South Asian Journal of Business Studies*, 7(1), 91–110.
7. Ashwini, N., & Manjula, R. (2016). An empirical study on consumers' perception towards online shopping. *International Journal of Management and Commerce Innovations*, 3(2), 1103–1110.
8. Baker, J. A., Parasuraman, A., Grewal, D., & Voss, G. B. (2002). The influence of multiple store environment cues on perceived merchandise value and patronage intentions. *Journal of Marketing*, 66(2), 120–141.
9. Ballantine, P. W. (2005). Effects of interactivity and product information on consumer satisfaction in an online retail setting. *International Journal of Retail & Distribution Management*, 33(6/7), 461–471.
10. Bansal, H., McDougall, G., Dikolli, S., & Sedatole, K. (2004). Relating e-satisfaction to behavioral outcomes: An empirical study. *Journal of Services Marketing*, 18(4/5), 290–302.
11. Barnes, L. (2013). Fashion marketing. *Textile Progress*, 45(2–3), 182–207.

12. Bechwati, N. N., & Siegal, W. S. (2005). The impact of the prechoice process on product returns. *Journal of Marketing Research*, 42(3), 358–367.
<https://doi.org/10.1509/jmkr.2005.42.3.358>
13. Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding service convenience. *Journal of Marketing*, 66(3), 1–17. <https://doi.org/10.1509/jmkg.66.3.1.18505>
14. Bhatt, A. (2014). Consumer attitude towards online shopping in selected regions of Gujarat. *Journal of Marketing Management*, 2(2), 29–56.
15. Black, N. J., Locket, A., Ennew, C., Winklhofer, H., & McKechnie, S. (2002). Modelling consumer choice of distribution channels: An illustration from financial services. *International Journal of Bank Marketing*, 20(4), 161–173.
16. Boshoff, C. (2005). A re-assessment and refinement of RECOVSAT – An instrument to measure satisfaction with transaction-specific service recovery. *Managing Service Quality*, 15(5), 410–425.
<https://doi.org/10.1108/09604520510617321>
17. Bettman, J. R. (1979). *Information processing theory of consumer choice*. Addison-Wesley.
18. Boyer, K. K., Laseter, T. M., Mollenkopf, D. A., & Rabinovich, E. (2007). Managing Internet product returns: A focus on effective service operations. *Decision Sciences*, 38(2), 215–250. <https://doi.org/10.1111/j.1540-5915.2007.00156.x>
19. Bower, A. B., & Maxham, J. G., III. (2012). Return shipping policies of online retailers: Normative assumptions and the long-term consequences of fee and free returns. *Journal of Marketing*, 76(5), 110–124. <https://doi.org/10.1509/jm.10.0411>
20. Bucklin, R., & Sismeiro, C. (2003). A model of website browsing behavior estimated on clickstream data. *Journal of Marketing Research*, 40(3), 249–267.
<https://doi.org/10.1509/jmkr.40.3.249.19231>
21. Bukari, Z., Nnindini, S. I., Agbemabiase, G. C., & Nyamekye, M. B. (2024, June 28). Customer satisfaction of online purchases and repurchase intentions: The moderating role of return services. *The International Review of Retail, Distribution and Consumer Research*, 1–24. <https://doi.org/10.1080/09593969.2024.2370257>
22. <https://doi.org/10.1109/IWNA.2002.1241342>
23. Burke, R. R. (2002). Technology and the customer interface: What consumers want in the physical and virtual store. *Journal of the Academy of Marketing Science*, 30(4), 411–432.

24. Chang, M. K., Cheung, W., & Lai, V. S. (2005). Literature derived reference models for the adoption of online shopping. *Information & Management*, 42(4), 543–559. [https://doi.org/10.1016/S0378-7206\(04\)00051-3](https://doi.org/10.1016/S0378-7206(04)00051-3)
25. Chauchard, E., Mariez, J., Grall-Bronnec, M., & ChalletBouju, G. (2020). Buying-Shopping Disorder among Women: The Role of Vulnerability to Marketing, Buying Motives, Impulsivity, and SelfEsteem. *European Addiction Research*, 27(4), 294–303. <https://doi.org/10.1159/000511769>
26. Chen, Z., & Dubinsky, A. J. (2003). A conceptual model of perceived customer value in e-commerce: A preliminary investigation. *Psychology & Marketing*, 20(4), 323–347. <https://doi.org/10.1002/mar.10076>
27. Christopher, M., Lowson, R., & Peck, H. (2004). Creating agile supply chains in the fashion industry. *International Journal of Retail & Distribution Management*, 32(8), 367–376. <https://doi.org/10.1108/09590550410546188>
28. Chung, J., & Rao, V. R. (2003). A general choice model for bundles with multiple category products: Application to market segmentation and pricing of bundles. *Journal of Marketing Research*, 40(2), 115–130. <https://doi.org/10.1509/jmkr.40.2.115.19222>
29. Chincholkar, S. (2016). Consumer behaviour towards online grocery retail store “Localbanya.com” in Mumbai region. *International Journal of Research in Management & Technology (IJRMT)*, 6(2), 1–7. ISSN 2249-9563.
30. Corritore, C. L., Kracher, B., & Wiedenbeck, S. (2003). Online trust: Concepts, evolving themes, a model. *International Journal of Human-Computer Studies*, 58(6), 737–758. [https://doi.org/10.1016/S1071-5819\(03\)00041-7](https://doi.org/10.1016/S1071-5819(03)00041-7)
31. Crockett, R. (2000, October 23). Keep ‘em coming back. *BusinessWeek*, 3681, EB20.
32. Cuneyt, K., & Gautam, B. (2004). The impacts of quickness, price, payment risk, and delivery issues on online shopping. *Journal of Socio-Economics*, 33(2), 241–251. <https://doi.org/10.1016/j.socec.2003.12.001>
33. Cyr, D. (2008). Modeling website design across cultures: Relationships to trust, satisfaction and e-loyalty. *Journal of Management Information Systems*, 24(4), 47–72. <https://doi.org/10.2753/MIS0742-1222240402>
34. Darian, J. C. (1987). In-home shopping: Are there consumer segments? *Journal of Retailing*, 63, 163–186.
35. Darmawan, D., & Gatheru, J. (2021). Understanding impulsive buying behavior in

- marketplace. *Journal of Social Science Studies*, 1(1), 11–18.
<https://doi.org/10.56348/jos3.v1i1.2>
36. Evans, D. S. (2013). The economics of the online advertising industry. *Review of Network Economics*, 7(3), Article 2. <http://www.bepress.com/rne/vol7/iss3/2/>
37. Degeratu, A. M., Rangaswamy, A., & Wu, J. (2000). Consumer choice behavior in online and traditional supermarkets: The effects of brand name, price, and other search attributes. *International Journal of Research in Marketing*, 17(1), 55–78.
[https://doi.org/10.1016/S0167-8116\(00\)00005-7](https://doi.org/10.1016/S0167-8116(00)00005-7)
38. Devaraj, S., Fan, M., & Kohli, R. (2002). Antecedents of B2C channel satisfaction and preference: Validating e-commerce metrics. *Information Systems Research*, 13(3), 316–333. <https://doi.org/10.1287/isre.13.3.316.77>
39. Dholakia, R., & Zhao, M. (2009). Retail website interactivity: How does it influence customer satisfaction and behavioral intentions? *International Journal of Retail & Distribution Management*, 37(10), 821–838.
<https://doi.org/10.1108/09590550910987910>
40. Dyah Kusumawati, S. S. (2020). Pengaruh Persepsi Harga Dan Kepercayaan Terhadap Minat Beli Secara Online Saat Pandemi Covid-19 Pada Masyarakat Millenia Di Jawa Tengah. *Jurnal Akuntansi & Bisnis*, 6(1).
41. Ellinger, A., Keller, S., & Hansen, J. (2006). Bridging the divide between logistics and marketing: Facilitating the collaborative behavior. *Journal of Business Logistics*, 27(2), 1–27. <https://doi.org/10.1002/j.2158-1592.2006.tb00216.x>
42. Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology & Marketing*, 20(2), 139–150. <https://doi.org/10.1002/mar.10064>
43. Evans, D. S. (2009). The online advertising industry: Economics, evolution, and privacy. *Journal of Economic Perspectives*, 23(3), 37–60.
<https://doi.org/10.1257/jep.23.3.37>
44. Farquhar, P. H., & Rao, V. R. (1976). A balance model for evaluating subsets of multiattributed items. *Management Science*, 22(5), 528–539.
<https://doi.org/10.1287/mnsc.22.5.528>
45. Goldsmith, R. E., & Bridges, E. (2000). Using attitudes to predict online buying behavior. *Quarterly Journal of Electronic Commerce*, 1, 245–253.

46. Grabner-Kräuter, S., & Faullant, R. (2008). Consumer acceptance of internet banking: The influence of internet trust. *International Journal of Bank Marketing*, 26(7), 483–504. <https://doi.org/10.1108/02652320810913855>
47. Goldfarb, A. (2011). Online display advertising: Targeting and obstructiveness. *Marketing Science*, 30(3), 389–404. <https://doi.org/10.1287/mksc.1100.0637>
48. Grönroos, C. (1988). Service quality: The six criteria of good perceived service quality. *Review of Business*, 9(3), 10–13.
49. Hirschman, E. C. (1982). Consumer payment systems: The relationship of attribute structure to preference and usage. *Journal of Business*, 55(4), 531–545. <https://doi.org/10.1086/296180>
50. International Journal of Enhanced Research in Management & Computer Applications (2018). Gender-based perception in online shopping: Role of product types. *International Journal of Enhanced Research in Management & Computer Applications*, 7(3), 15–21.
51. Jeljeli, R., Farhi, F., & Hamdi, M. E. (2022). The mediating role of gender in social media shopping acceptance: From the WOM perspective. *Heliyon*, 8(10), e11065. <https://doi.org/10.1016/j.heliyon.2022.e11065>
52. Jiang, P., & Rosenbloom, B. (2005). Customer intention to return online: Price perception, attribute-level performance, and satisfaction unfolding over time. *European Journal of Marketing*, 39(1/2), 150–174. <https://doi.org/10.1108/03090560510572027>
53. Korper, S., & Ellis, J. (2001). *The e-commerce book: Building the e-empire* (2nd ed.). Academic Press.
54. Kotler, P., & Armstrong, G. (2012). *Principles of marketing* (14th ed.). Pearson Education.
55. Ko, H., Jung, J., Kim, J., & Shim, S. W. (2004). Cross-cultural differences in perceived risk of online shopping. *Journal of Interactive Advertising*, 4(2), 20–29. <https://doi.org/10.1080/15252019.2004.10722084>
56. Kumar, A. (2019). Consumer perception towards e-commerce in India. *ZENITH International Journal of Multidisciplinary Research*, 9(4), 120–128.
57. Ramírez Nicolas (2010): The impact of the internet on consumer behavior. *International Journal of Marketing Studies*, 2(2), 112–119.
58. Rigby, D. (2011): The future of shopping. *Harvard Business Review*, 89(12), 65–76.

59. Sharma, A., & Mittal, A. (2009). Prospects of online business in India. *Journal of Internet Banking and Commerce*, 14(1), 1–11.
60. Silpa, K. S., Rajasree, P. U., & Balasubramanian, P. (2016). A study on peoples' perceptions towards online shopping. *Bonfring International Journal of Industrial Engineering and Management Science*, 6(3), 18–21.
<https://doi.org/10.9756/BIJIEMS.8274>
61. Stafford, T. F., Turan, A., & Raisinghani, M. S. (2004). International and cross-cultural influences on online shopping behavior. *Journal of Global Information Management*, 12(2), 70–87. <https://doi.org/10.4018/jgim.2004040105>
62. Kennedy, E., & Deegan, J. (2001). Seasonality in Irish tourism, 1973–1995. In T. Baum & S. Lundtorp (Eds.), *Seasonality in Tourism* (pp. 51–74). Pergamon.
63. Kerin, R. A., Jain, A., & Howard, D. J. (1992). Store shopping experience and consumer price-quality-value perceptions. *Journal of Retailing*, 68(4), 376–397.
64. Khalifa, M., & Limayem, M. (2003). Drivers of internet shopping. *Communications of the ACM*, 46(12), 233–239. <https://doi.org/10.1145/953460.953518>
65. Kim, K., & Kim, E. B. (2006). Suggestions to enhance the cyber store customer satisfaction. *Journal of American Academy of Business*, 9(1), 233–240.
66. Kim, S. Y., & Lim, Y. J. (2001). Consumers' perceived importance of and satisfaction with internet shopping. *Electronic Markets*, 11(3), 148–154.
<https://doi.org/10.1080/101967801316005496>
67. Kim, Y., & Park, C. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail & Distribution Management*, 31(1), 16–29. <https://doi.org/10.1108/09590550310457818>
68. Kohli, R., & Mahajan, V. (1991). A reservation-price model for optimal pricing of multi-attribute products in conjoint analysis. *Journal of Marketing Research*, 28(3), 347–354. <https://doi.org/10.1177/002224379102800308>
69. Kolsaker, A., & Payne, C. (2002). Engendering trust in e-commerce: A study of gender-based concerns. *Marketing Intelligence & Planning*, 20(4), 206–214.
<https://doi.org/10.1108/02634500210431685>
70. Koo, D. (2005). The fundamental reasons of e-consumers' loyalty to an online store. *Electronic Commerce Research and Applications*, 5(2), 117–130.
<https://doi.org/10.1016/j.elerap.2005.10.002>
71. Kotler, P., & Armstrong, G. (2012). *Principles of marketing* (14th ed.). Pearson Prentice Hall.

72. Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Prentice Hall.
73. Kuo, Y. F. (2003). A study on service quality of virtual community web sites. *Total Quality Management*, 14(4), 461–473.
<https://doi.org/10.1080/1478336032000047223>
74. Leavitt, N. (2010). Payment applications make e-commerce mobile. *Computer*, 43(12), 19–22. <https://doi.org/10.1109/MC.2010.328>
75. Lee, S., & Yi, Y. (2017). Seize the deal, or return it losing your free gift: The effect of a gift-with-purchase advertising on product return intention. *Psychology & Marketing*, 34(3), 249–263. <https://doi.org/10.1002/mar.20986>
76. Liao, Z., & Cheung, M. T. (2001). Internet-based e-shopping and consumer attitudes: An empirical study. *Information & Management*, 38, 299–306.
[https://doi.org/10.1016/S0378-7206\(00\)00072-0](https://doi.org/10.1016/S0378-7206(00)00072-0)
77. Liu, C., & Arnett, K. P. (2000). Exploring the factors associated with web site success in the context of electronic commerce. *Information & Management*, 38(1), 23–33. [https://doi.org/10.1016/S0378-7206\(00\)00049-8](https://doi.org/10.1016/S0378-7206(00)00049-8)
78. Lynch, J. G., & Ariely, D. (2000). Wine online: Search costs affect competition on price, quality, and distribution. *Marketing Science*, 19(1), 83–103.
<https://doi.org/10.1287/mksc.19.1.83.15183>
79. Maghsoudlou, Z., Mehrani, H., & Azma, F. (2014). The role of after-sales service in customer satisfaction: Case study. *International Research Journal of Management Sciences*, 2(6), 175–179.
80. Zimmer, M. (2006). The value implications of the practice of paid search. *Online*, 32(2), 23–25.
81. Mukhopadhyay, S. K., & Setaputra, R. (2007). A dynamic model for optimal design quality and return policies. *European Journal of Operational Research*, 180(3), 1144–1154. <https://doi.org/10.1016/j.ejor.2006.04.033>
82. Oh, W. (2002). C2C versus B2C: A comparison of the winner's curse in two types of electronic auctions. *International Journal of Electronic Commerce*, 6, 115–138.
<https://doi.org/10.1080/10864415.2002.11044215>
83. Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw-Hill.
84. Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4_suppl1), 33–44. <https://doi.org/10.1177/00222429990634s105>

85. Otim, S., & Grover, V. (2006). An empirical study of web-based services and customer loyalty. *European Journal of Information Systems*, 15(6), 527–542.
<https://doi.org/10.1057/palgrave.ejis.3000652>
86. Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
87. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
88. Park, C., & Kim, Y. (2003). Identifying key factors affecting consumer purchase behavior in an online shopping context. *International Journal of Retail & Distribution Management*, 31(1), 16–29.
<https://doi.org/10.1108/09590550310457818>
89. Pei, Z., Paswan, A., & Yan, R. (2014). E-tailer's return policy, consumer's perception of return policy fairness, and purchase intention. *Journal of Retailing and Consumer Services*, 21(3), 249–257.
<https://doi.org/10.1016/j.jretconser.2014.01.005>
90. Pennington, R., Wilcox, H. D., & Grover, V. (2003–2004). The role of system trust in business-to-consumer transactions. *Journal of Management Information Systems*, 20(3), 197–226. <https://doi.org/10.1080/07421222.2004.11045847>
91. Petersen, J. A., & Kumar, V. (2009). Are product returns a necessary evil? Antecedents and consequences. *Journal of Marketing*, 73(3), 35–51.
<https://doi.org/10.1509/jmkg.73.3.35>
92. Petersen, J. A., & Kumar, V. (2015). Perceived risk, product returns, and optimal resource allocation: Evidence from a field experiment. *Journal of Marketing Research*, 52(2), 268–285. <https://doi.org/10.1509/jmr.11.0422>
93. Pick, D., Thomas, J. S., Tillmanns, S., & Krafft, M. (2016). Customer win-back: The role of attributions and perceptions in customers' willingness to return. *Journal of the Academy of Marketing Science*, 44(2), 218–240.
<https://doi.org/10.1007/s11747-014-0423-2>
94. Posselt, T., & Gerstner, E. (2005). Pre-sale vs. post-sale e-satisfaction: Impact on repurchase intention and overall satisfaction. *Journal of Interactive Marketing*, 19(4), 35–47. <https://doi.org/10.1002/dir.20046>

95. Raghunath, A., & Panga, M. D. (2013). Problem and prospects of e-commerce. *International Journal of Research and Development: A Management Review*, 2(1), 59–68.
96. Ribbink, D., van Riel, A. C. R., Liljander, V., & Streukens, S. (2004). Comfort your online customer: Quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, 14(6), 446–456.
<https://doi.org/10.1108/09604520410569784>
97. Robinson, H., Riley, F. D., Rettie, R., & Rolls, W. G. (2007). The role of situational variables in online grocery shopping in the UK. *The Marketing Review*, 7(1), 89–106. <https://doi.org/10.1362/146934707X198876>
98. Rotchanakitumnuai, S., & Speece, M. (2003). Barriers to internet banking adoption: A qualitative study among corporate customers in Thailand. *International Journal of Bank Marketing*, 21(6/7), 312–323. <https://doi.org/10.1108/02652320310498492>
99. Schmalensee, R. (1984). Gaussian demand and commodity bundling. *Journal of Business*, 57(1), S211–S230. <https://doi.org/10.1086/296232>
100. Seiders, K., Berry, L. L., & Gresham, L. G. (2000). Attention, retailers! How convenient is your convenience strategy? *Sloan Management Review*, 41(3), 79–89.
101. Shankar, V., Urban, G. L., & Sultan, F. (2002). Online trust: A stakeholder perspective, concepts, implications, and future directions. *The Journal of Strategic Information Systems*, 11(3), 325–344. [https://doi.org/10.1016/S0963-8687\(02\)00022-7](https://doi.org/10.1016/S0963-8687(02)00022-7)
102. Sharma, A., & Mittal, A. (2009). Prospects of e-commerce in India. *Asian Journal of Management and Research*, 3(2), 396–408.
103. Shih, C. (2009). *The Facebook era*. Prentice Hall.
104. Srinivasan, S. S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41–50. [https://doi.org/10.1016/S0022-4359\(01\)00065-3](https://doi.org/10.1016/S0022-4359(01)00065-3)
105. Stauss, B., & Schoeler, A. (2004). Complaint management profitability: What do complaint managers know? *Managing Service Quality*, 14(2/3), 147–156.
<https://doi.org/10.1108/09604520410528664>
106. Stoppa, M., & Chiolerio, A. (2014). Wearable electronics and smart textiles: A critical review. *Sensors*, 14(7), 11957–11992. <https://doi.org/10.3390/s140711957>
107. Swaminathan, V., Lepkowska-White, E., & Rao, B. P. (1999). Browsers or buyers in cyberspace? An investigation of factors influencing electronic exchange. *Journal of*

- Computer-Mediated Communication, 5(2). <https://doi.org/10.1111/j.1083-6101.1999.tb00335.x>
108. Szymanski, D. M., & Hise, R. T. (2000). E-satisfaction: An initial examination. *Journal of Retailing*, 76(3), 309–322. [https://doi.org/10.1016/S0022-4359\(00\)00035-X](https://doi.org/10.1016/S0022-4359(00)00035-X)
109. Timmers, P. (1998). Business models for electronic markets. *Electronic Markets*, 8(2), 3–8. <https://doi.org/10.1080/10196789800000016>
110. UNCTAD. (2021). *Digital economy report 2021: The digital divide and women's economic empowerment*. United Nations Conference on Trade and Development. https://unctad.org/system/files/official-document/der2021_en.pdf
111. Verma, S., & Jain, R. (2017). E-commerce and women consumers in India: A study on buying behavior and preferences. *International Journal of Research in Commerce, IT & Management*, 7(5), 10–15.
112. Venkatesh, R., & Chatterjee, R. (2006). Bundling, unbundling and pricing of hybrid products: The case of magazine content. *Journal of Interactive Marketing*, 20(2), 21–40. <https://doi.org/10.1002/dir.20062>
113. Venkatesh, R., & Mahajan, V. (1993). A probabilistic approach to pricing a bundle of products or services. *Journal of Marketing Research*, 30(4), 494–508. <https://doi.org/10.1177/002224379303000408>
114. Venkatesh, R., & Kamakura, W. (2003). Optimal bundling and pricing under a monopoly: Contrasting complements and substitutes from independently valued products. *Journal of Business*, 76(2), 211–231. <https://doi.org/10.1086/367727>
115. Weathers, D., & Makienko, I. (2006). Assessing the relationships between e-tail success and product and website factors. *Journal of Interactive Marketing*, 20(2), 41–53. <https://doi.org/10.1002/dir.20062>
116. Wolfinbarger, M., & Gilly, M. C. (2003). eTailQ: Dimensionalizing, measuring and predicting e-tail quality. *Journal of Retailing*, 79(3), 183–198. [https://doi.org/10.1016/S0022-4359\(03\)00034-4](https://doi.org/10.1016/S0022-4359(03)00034-4)
117. Wolfinbarger, M., & Gilly, M. C. (2001). Shopping online for freedom, control, and fun. *California Management Review*, 43(2), 34–55. <https://doi.org/10.2307/41166074>
118. Wu, C. S., Cheng, F. F., & Yen, D. C. (2008). The atmospheric factors of online storefront environment design: An empirical experiment in Taiwan. *Information & Management*, 45(7), 493–498. <https://doi.org/10.1016/j.im.2008.07.001>

119. Yun, Z. S., & Good, L. K. (2006). Developing customer loyalty from e-tail store image attributes. *Managing Service Quality*, 17(1), 4–22.
<https://doi.org/10.1108/09604520710720647>
 120. Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through websites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362–375. <https://doi.org/10.1177/009207002236911>
 121. Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2000). Conceptual framework for understanding e-service quality: Implications for future research and managerial practice. *Marketing Science Institute Working Paper Series*, 00–115.
<https://www.msi.org/reports/conceptual-framework-for-understanding-e-service-quality-implications-for-future-research-and-managerial-practice/>
 122. Zhao, X., Li, J., & Xu, Y. (2020). *Social media and consumer behavior: A gender-based study of purchasing decisions*. *Journal of Business Research*, 118, 369–378.
<https://doi.org/10.1016/j.jbusres.2020.06.038>
-

Books

1. Abdelfattah, T., & Samiha, M. (2008). *Toward e-knowledge based complaint management*. University of Tunis.
2. Bettman, J. R. (1979). *Information processing theory of consumer choice*. Addison-Wesley.
3. Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior: International edition*. Dryden Press.
4. Ekberg, S. (2002). *Allt du måste veta om säljande hemsidor: 26 steg som gör ditt företag till en vinnare på nätet*. Redaktionen.
5. Frankel, A. (2007). *Marknadsföring på Internet*. Liber.
6. Hansen, J. (2005). *100 sidor: Om att starta, driva och marknadsföra en butik på Internet*. Redaktionen.
7. Korper, S., & Ellis, J. (2001). *The e-commerce book: Building the e-empire*. Academic Press.
8. Pegler, M. M. (2006). *Visual merchandising and display* (5th ed.). Fairchild.
9. Simon, H. A. (1976). *Administrative behavior: A study of decision-making processes in administrative organizations* (3rd ed.). Free Press.

10. Timmers, P. (1999). *Electronic commerce: Strategies and models for B2B trading*. Wiley.
-

Conference Papers

1. Buranatrived, J., & Vickers, P. (2002). An investigation of the impact of mobile phone and PDA interfaces on the usability of mobile-commerce applications. In *Proceedings of the IEEE 5th International Workshop on Networked Appliances* (pp. 90–95). IEEE. <https://doi.org/10.1109/NETWAP.2002.1181419>
 2. Buranatrived, J., & Vickers, P. (2002, October 30–31). An investigation of the impact of mobile phone and PDA interfaces on the usability of mobile-commerce applications. In *Proceedings of the 3rd IEEE International Workshop on System-on-Chip for Real-Time Applications*.
 3. Liang, T., & Lai, H. (2000). Electronic store design and consumer choice: An empirical study. In *Proceedings of the 33rd Annual Hawaii International Conference on System Sciences* (pp. 1–10). IEEE. <https://doi.org/10.1109/HICSS.2000.926814>
-

Websites

1. Bain & Company, & Google. (2019). *Women entrepreneurship in India: Powering the economy with her*. https://www.bain.com/globalassets/noindex/2019/bain_report_women_entrepreneurship_in_india.pdf
2. Bain & Company & Flipkart. (2022). *How India shops online 2022*. <https://www.bain.com/insights/how-india-shops-online-2022-report/>
3. BestMediaInfo Bureau. (2022, July). Smaller cities will be the source of 58% of urban e-shoppers and 43% of such spending by 2030: BCG report. *Best Media Info*. <https://bestmediainfo.com/2022/07/smaller-citieswill-be-the-source-of-58-of-urban-aeshoppers-and-43-of-such-spending-by-2030-bcg-report>
4. Bhattacharya, A. (2017, July 10). India's internet has a massive gender problem. *Quartz India*. <https://qz.com/india/1023510>

5. Boston Consulting Group, & Google. (2018, February). *Digital consumer spending in India: A \$100 billion opportunity*.
<https://www.bcg.com/publications/2018/digital-consumer-spending-india>
6. Bradley, A. (2010, January 7). A new definition of social media. *Gartner Blog Network*. http://blogs.gartner.com/anthony_bradley/2010/01/07/a-new-definition-of-social-media/
7. Economic Education. (2012, February). After sales service. *New Economics Education Blog*. <http://neweconomicseducation.blogspot.com/2012/02/after-sales-service.html>
8. Hargittai, E. (2003). The changing online landscape: From free-for-all to commercial gatekeeping (pp. 9–11).
<http://www.eszter.com/research/pubs/hargittai-onlinelandscape.pdf>
9. India Brand Equity Foundation (IBEF). (2023). *E-commerce industry in India*.
<https://www.ibef.org/industry/ecommerce>
10. General Accounting Office (GAO), & McClure, D. (2001, July 11). *Electronic government: Challenges must be addressed with effective leadership and management*. <http://feapmo.gov/links.asp>
11. Gartner Group. (2000, April 20). *E-government strategy: Cubing the circle*.
<http://www.gl.iit.edu/gartner2/research/87900/87955/87955.html>
12. Google, & Tata Trusts. (2019). *Internet Saathi: Bridging the digital gender divide in rural India*. <https://www.google.com/about/main/internet-saathi/>
13. McKinsey & Company. (2021). *How COVID-19 has pushed companies over the technology tipping point—and transformed business forever*.
<https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights>
14. Ministry of Electronics and Information Technology, Government of India. (n.d.). *Digital India initiatives: Udaan, Umang, and Start-up India*.
<https://www.digitalindia.gov.in/>
15. Scifo, G. (2010, May). 10 advantages of online advertising. *George Scifo Blog*.
<http://www.georgescifo.com/2010/05/10-advantages-of-online-advertising/>
16. Thomases, H. (2001). Micro advertising. *Web Advantage*.
<http://www.webadvantage.net/webadblog/micro-advertising-145>
17. India Brand Equity Foundation. (2023). *India likely to have 900 million active internet users by 2025: Report*. <https://www.ibef.org/news/indialikely-to-have-900-million-active-internet-usersby-2025-report>

18. India Brand Equity Foundation. (2019). *Empowering rural women through Internet Saathi*. <https://www.ibef.org/news/internet-saathi-empowers-women-in-rural-india>
19. India Brand Equity Foundation. (2021). *E-commerce industry in India*. <https://www.ibef.org/industry/ecommerce>
20. Internet Retailer. (2012, February 27). E-retail spending to increase 45% by 2016. *Internet Retailer News*. <http://www.internetretailer.com/2012/02/27/e-retail-spending-increase-45-2016>
21. Martinez, R. (2010, December 1). Best practices in returns management. *Multichannel Merchant*. <http://multichannelmerchant.com/opsandfulfillment/1201-best-practicesreturns-management/>
22. Oxford University Press. (2012). E-commerce. *Oxford Dictionaries*. <http://oxforddictionaries.com/definition/english/e-commerce>
23. Smith, P. R., & Zook, Z. (2011). *Marketing communications: Integrating offline and online with social media* (5th ed., p. 4). Kogan Page.
24. Smirnova, Y. V. (2013). *Targeting methods in online advertising*. <http://www.memesponge.com/2013/01/targeting-methods-in-online-advertising/>
25. Statista. (2024). *E-commerce in India - Statistics & facts*. <https://www.statista.com/topics/2454/e-commerce-in-india/>
26. Rigby, D. (2012). The future of shopping. *Harvard Business Review*. <http://cormolenaar.nl/wp-content/uploads/2012/02/The-Future-of-Shopping-Harvard-Business-Review1.pdf>
27. Smillie, K. (2010). In the future, all ads will be social. *Social Media Blog*. <http://blog.socialmedia.com/>
28. Udaan. (2020). *Udaan company profile and business overview*. <https://udaan.com/about-us>
29. UNCTAD. (2021). *COVID-19 and e-commerce: A global review*. <https://unctad.org/webflyer/covid-19-and-e-commerce-global-review>
30. UNICEF. (2017). *The state of the world's children 2017: Children in a digital world*. United Nations Children's Fund. <https://www.unicef.org/reports/state-worlds-children-2017>
31. UNICEF. (2020). *Bridging the digital divide: Challenges and an agenda for action*. United Nations Children's Fund. <https://www.unicef.org/globalinsight/reports/bridging-digital-divide>

32. Webcheck. (1999). *Marketing and selling to the South African web user*.
<http://www.webckeck.co.za>
33. World Economic Forum. (2020). *The COVID-19 pandemic has changed the way we shop forever*. <https://www.weforum.org/agenda/2020/10/coronavirus-covid19-pandemic-retail/>