

A Study on Impact of E-Commerce in Consumer Buying Behaviour with Special Reference to Trichy District

Dr. S.Gajalakshmi¹ | Ms. A.Geetha^{2*}

¹Assistant Professor, PG and Research Department of Commerce, Shrimati Indira Gandhi College, Trichy.

²Assistant Professor, PG and Research Department of Commerce, Shrimati Indira Gandhi College, Trichy.

*Corresponding Author: geethaa@sigc.edu

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ABSTRACT

The rapid growth of digital technology has significantly transformed consumer purchasing behaviour, particularly in the field of e-commerce. This study aims to analyse the preference and satisfaction towards e-commerce among consumers in Tiruchirappalli district. A sample of 175 respondents was selected using a structured questionnaire to collect primary data. The study examines demographic characteristics, usage patterns, preferred platforms, influencing factors, and satisfaction levels related to online shopping. The findings reveal that a majority of respondents are young, educated, and urban-based consumers who actively engage in e-commerce activities. Platforms such as Amazon and Meesho are widely preferred due to their convenience, product variety, and attractive discounts. Digital payment methods, especially Google Pay and PhonePe, are commonly used, indicating a shift towards cashless transactions. The study also identifies key influencing factors such as discounts, convenience, and product availability, which significantly impact consumer decisions. Despite high levels of satisfaction among respondents, certain challenges such as concerns over product authenticity, wrong information, and data security persist. Overall, the study concludes that e-commerce has become an integral part of consumer lifestyle, with increasing acceptance and positive perception among users. The research suggests that improving trust, transparency, and security measures can further enhance consumer satisfaction and promote sustained growth in the e-commerce sector.

Keywords: E-commerce, Consumer Preference, Customer Satisfaction, Online Shopping Behaviour, Digital Payments.

Introduction

In recent years, the rapid advancement of digital technology and internet penetration has significantly transformed the way consumers purchase goods and services. The emergence of **e-commerce** has revolutionized traditional retail systems by providing consumers with the convenience of shopping anytime and anywhere. Online platforms offer a wide range of products, competitive pricing, and various payment options, making them highly attractive to modern consumers.

In India, the growth of e-commerce has been phenomenal due to increasing smartphone usage, affordable internet services, and digital payment systems. Consumers are shifting from conventional shopping methods to online platforms due to factors such as convenience, time-saving, product variety, and attractive discounts. Platforms like Amazon, Flipkart, and Meesho have become integral parts of consumers' daily lives.

Consumer buying behaviour in the online environment is influenced by several factors including demographic characteristics, psychological aspects, social influence, and technological

factors. Understanding these behavioural patterns is essential for businesses to design effective marketing strategies and enhance customer satisfaction.

This study focuses on analyzing the **impact of e-commerce on consumer buying behaviour with special reference to Tiruchirappalli district**, aiming to understand preferences, usage patterns, and satisfaction levels among consumers.

Statement of the Problem

The rapid expansion of e-commerce has created a dynamic shift in consumer buying behaviour. While online shopping offers numerous benefits such as convenience, variety, and cost-effectiveness, it also presents challenges such as security concerns, product authenticity issues, and lack of physical inspection. Despite the growing popularity of e-commerce, there exists a gap in understanding how consumers in specific regions, particularly **Tiruchirappalli district**, perceive and utilize online shopping platforms. Factors such as demographic variations, income levels, technological awareness, and trust in digital platforms may significantly influence consumer behaviour.

Moreover, consumers often face issues related to misleading product information, delayed delivery, and privacy concerns, which may affect their satisfaction levels. Therefore, it is essential to examine the preferences, influencing factors, and satisfaction levels of consumers towards e-commerce. Hence, this study attempts to address the following problem: "What is the impact of e-commerce on consumer buying behaviour and satisfaction levels in Tiruchirappalli district?"

Scope of the Study

The study is confined to **Tiruchirappalli district** and focuses on consumers who use e-commerce platforms. It covers aspects such as consumer preferences, buying behaviour, influencing factors, and satisfaction levels. The study is limited to selected respondents and may not represent the entire population. However, it provides valuable insights into the behaviour of online consumers in the selected region.

Review of Literature

Gupta (2014), in her paper "E-Commerce: Role of e-commerce in today's business", presents a comprehensive definition of e-commerce while isolating it from e-business. The paper enlists the different ecommerce models i.e. B2B, B2C, B2G and C2C, narratively analysing the nitty gritty of each.

Rina (2016), also elaborates the different applications of e-commerce in "Challenges and Future Scope of E-commerce in India", at the same time, defining the degree to which they are operational in the country.

Mishra & Kotkar (2015), trace the timeline and development of B2C ecommerce in "A Study on Current Status of E-Commerce in India: A Comparative Analysis of Flipkart and Amazon" with its inception in the mid-1990s through the advent of matrimonial and job portals. However, due to limited internet accessibility, weak online payment systems and lack of awareness, the progress was very slow.

Das & Ara (2015) observe in "Growth of E-Commerce in India" that though online travel and hotel bookings still control the lion's share of e-commerce market, their share has comparatively fallen over the years due to the recent augmentation and consequent rise of e-tailing services. There has been a tremendous surge in the volume of investment in this sector. With the ecommerce markets in the west reaching their saturation, investors see tremendous potential in the Indian market, in the light of which, many startups have received funding from venture capitalists and private equity firms.

Raghunath & Panga (2013), present a comprehensive analysis of various nuances of e-commerce while accentuating that, in present time every business activity, be it advertising, ordering, payment etc, can be performed in the digital ecosystem. The paper also enlists numerous points on the importance of e-commerce which are responsible for its development as the new convention.

AMAL ROY K (2021): E-commerce involves conducting business using modern communication instrument: telephone, fax, e-payment, money transfer systems, e-data interchange and the internet. E-commerce is not only a new technology and a new frontier for global business and trade, it is also still evolving. Objectives of the study are to study the awareness of customers regarding decathlon and to study the role of Decathlon in the present e-commerce emerging markets. Conclusion

of the study is we have taken cluster sampling method in a selected college, sports students by random selected students.

Research Gap

Although numerous studies have examined the concept, growth, and challenges of e-commerce, most of them primarily focus on general trends, technological developments, and national-level analysis. Limited attention has been given to understanding **consumer buying behaviour, preference, and satisfaction in specific regional contexts**, particularly at the district level. Moreover, earlier studies have not adequately incorporated **recent developments such as digital payment systems, platform-specific preferences, and evolving consumer expectations**. There is also a lack of comprehensive analysis using **statistical tools to establish relationships between demographic variables and consumer behaviour**. Therefore, a clear gap exists in analyzing the **impact of e-commerce on consumer buying behaviour with special reference to Tiruchirappalli district**, which the present study aims to address by focusing on consumer preferences, influencing factors, and satisfaction levels.

Objectives of the Study

- To analyze the demographic profile of consumers in Tiruchirappalli district.
- To study the usage pattern of e-commerce among consumers.
- To identify the factors influencing consumer buying behaviour in e-commerce.
- To examine the level of satisfaction towards online shopping.
- To analyze the relationship between demographic variables and consumer preferences.

Hypotheses of the Study

Hypothesis 1: Age vs E-Commerce Usage

H0₁ (Null Hypothesis): There is **no significant relationship** between age group and frequency of e-commerce usage.

H1₁ (Alternative Hypothesis): There is a **significant relationship** between age group and frequency of e-commerce usage.

Hypothesis 2: Gender vs Satisfaction

H0₂ (Null Hypothesis): There is **no significant relationship** between gender and satisfaction level towards e-commerce platforms.

H1₂ (Alternative Hypothesis): There is a **significant relationship** between gender and satisfaction level towards e-commerce platforms.

Hypothesis 3: Income vs Preference

H0₃ (Null Hypothesis): There is **no significant relationship** between income level and preference for e-commerce shopping.

H1₃ (Alternative Hypothesis): There is a **significant relationship** between income level and preference for e-commerce shopping.

Hypothesis 4: Occupation vs E-Commerce Usage (Correlation)

H0₄ (Null Hypothesis): There is **no significant relationship** between occupation and usage of e-commerce platforms.

H1₄ (Alternative Hypothesis): There is a **significant relationship** between occupation and usage of e-commerce platforms.

Research Methodology

Research Design

- **Nature of Study:** A descriptive study is used is used for conducting the research
- **Nature of Data:** Both primary and secondary data are utilized for conducting the study
- **Source of Data:** Primary data: Data collected from the various kinds of respondents of Trichy District. Secondary data: Internet, Books, Journals

Sampling Design

- **Population:** The population of the study consists of consumers in Tiruchirappalli district who use e-commerce platforms.
- **Sample Size:** A total of 175 respondents were selected for the study.
- **Sampling Technique:** The study uses convenience sampling, where respondents are selected based on accessibility and willingness to participate.

Tools for Data Collection

A **structured questionnaire** was used as the main tool. It includes:

- Multiple-choice questions
- Likert scale statements (for satisfaction and opinion measurement)

Tools for Data Analysis

The collected data were analyzed using **statistical tools and SPSS software**. The following tools were used:

Percentage Analysis

Used to analyze demographic characteristics and general responses.

Chi-Square Test

Used to test the relationship between:

- Demographic variables
- Consumer preferences and behaviour

Descriptive Statistics

Used to summarize data using mean, percentage, and frequency.

Area of the Study

The study is conducted in **Tiruchirappalli district**, Tamil Nadu. The area was selected due to increasing usage of e-commerce platforms and accessibility of respondents

Data Analysis and Interpretation

Table 1: Demographic Profile of Respondents (n = 175)

Category	Variables	Respondents	Percentage
Gender	Male	58	33%
	Female	117	67%
Age Group	Below 25 years	53	30%
	25 – 35 years	49	28%
	35 – 45 years	30	17%
	Above 45 years	43	25%
Educational Qualification	SSLC	47	27%
	HSS	40	23%
	UG/PG	49	28%
	Others	39	22%
Marital Status	Married	105	60%
	Unmarried	70	40%
Residential Background	Rural	32	18%
	Urban	100	57%
	Semi-Urban	43	25%
Nature of Family	Nuclear	79	45%
	Joint	96	55%
Occupation	Student	35	20%
	Govt./Private Employee	65	37%
	Business	47	27%
	Others	28	16%

Monthly Income	Below Rs.20,000	47	27%
	Rs.20,001– Rs.25,000	39	22%
	Rs.25,001– Rs.30,000	30	17%
	Rs.30,001– Rs.35,000	11	6%
	Above Rs.35,000	18	11%

Source: Primary Data

Interpretation

The demographic analysis of respondents reveals that a majority are **female (67%)**, indicating higher participation of women in e-commerce activities. In terms of age, most respondents belong to the **below 25 years (30%) and 25–35 years (28%)** categories, showing that younger individuals are more actively engaged in online shopping. Regarding educational qualification, a significant proportion consists of **UG/PG holders (28%)**, followed by SSLC (27%), suggesting that educated consumers are more inclined towards digital platforms.

The marital status distribution shows that **60% are married**, indicating that both family-oriented and individual consumers utilize e-commerce services. The residential background highlights that **57% of respondents are from urban areas**, reflecting better access to internet and digital infrastructure. In terms of family type, **55% belong to joint families**, suggesting higher consumption needs. Occupationally, **employees (37%)** form the largest group, followed by business people (27%) and students (20%), indicating that working individuals prefer the convenience of online shopping.

With respect to income, a majority fall under **below ₹20,000 (27%) and ₹20,001–₹25,000 (22%)**, showing that e-commerce is widely used across different income groups. Overall, the findings indicate that **young, educated, urban, and working individuals are the major users of e-commerce platforms**, reflecting the growing digital adoption among consumers.

Table 2: Preference and Satisfaction towards E-Commerce (n = 175)

Category	Variables	Respondents	Percentage
Usage of Internet	Yes	175	100%
	No	0	0%
Preferred Platform	Amazon	49	28%
	Flipkart	21	12%
	Meesho	32	18%
	Uber	12	7%
	Snapdeal	30	17%
	Myntra	14	8%
	Others	17	10%
Source of Information	Word of Mouth	39	22%
	TV	40	23%
	Internet	47	27%
	Print Media	19	11%
	Others	30	17%
Usage Frequency	Always	58	33%
	Most Often	47	27%
	Regularly	30	17%
	When Needed	40	23%
Concerns in Online Shopping	Fake Product	18	10%
	Wrong Information	49	28%
	Payment Issues	26	15%
	Personal Security	39	22%
	Others	43	25%
Preferred Products	Apparels	53	30%
	Books & Stationery	18	10%
	Electronics	21	12%
	Beauty Products	23	13%
	Household Appliances	32	18%
	Others	28	17%

Comfort Level	Not Comfortable	28	16%
	Slightly Comfortable	47	27%
	Moderately Comfortable	12	7%
	Quite Comfortable	65	37%
	Extremely Comfortable	23	13%
Payment Method	PhonePe	61	35%
	Google Pay	74	42%
	Cash on Delivery	40	23%
Convenience Opinion	Strongly Agree	53	30%
	Agree	65	37%
	Neutral	32	18%
	Disagree	14	8%
	Strongly Disagree	11	7%
Influencing Factors	Discounts	79	45%
	Customer Service	23	13%
	Cash on Delivery	30	17%
	Packing	12	7%
	Others	31	18%
Accuracy of Product Info	Yes	102	58%
	No	30	17%
	Sometimes	43	25%
Variety of Products	Excellent	79	45%
	Good	47	27%
	Average	14	8%
	Poor	23	13%
	Very Poor	12	7%
Satisfaction Level	Highly Satisfied	23	13%
	Satisfied	109	62%
	Neutral	14	8%
	Dissatisfied	18	10%
	Highly Dissatisfied	11	7%

Source: Primary Data

Interpretation

The analysis of consumer preference and satisfaction reveals that **all respondents (100%) use the internet**, indicating complete digital accessibility among the sample. Among e-commerce platforms, **Amazon (28%)** is the most preferred, followed by Meesho (18%) and Snapdeal (17%), reflecting the dominance of established platforms. The **internet (27%)** is the primary source of information, followed by TV (23%) and word of mouth (22%), highlighting the importance of digital media. In terms of usage frequency, **33% of respondents always use e-commerce**, while 27% use it most often, indicating frequent engagement. However, consumers face concerns such as **wrong information (28%)**, personal security (22%), and other issues (25%), showing that trust-related challenges still exist.

Regarding product preference, **apparels (30%)** are the most purchased category, followed by household appliances (18%). Most respondents feel **quite comfortable (37%) or slightly comfortable (27%)** while shopping online, indicating a generally positive attitude towards e-commerce. For payment methods, **Google Pay (42%) and PhonePe (35%)** are widely used, showing a strong shift towards digital payments, while cash on delivery still accounts for 23%. A majority of respondents **agree (37%) or strongly agree (30%)** that e-commerce is convenient, confirming convenience as a key factor driving adoption. Additionally, **discounts (45%)** are the most influential factor affecting purchase decisions.

In terms of product information, **58% believe that online information is accurate**, while others are either doubtful or inconsistent in their perception. The variety of products is rated as **excellent (45%) or good (27%)** by most respondents, indicating a positive evaluation of product availability. Finally, a majority of respondents are **satisfied (62%) or highly satisfied (13%)** with e-

commerce services, suggesting a high level of overall satisfaction despite certain concerns. Overall, the findings indicate that **convenience, discounts, and product variety significantly influence consumer behaviour, while trust and security remain key areas for improvement.**

Hypotheses Result

H0₁ (Null Hypothesis): There is **no significant relationship** between age group and frequency of e-commerce usage.

Age × Usage (Chi-Square)

Cross Tabulation

Age Group	High Usage	Low Usage	Total
Below 25	38	15	53
25–35	32	17	49
35–45	18	12	30
Above 45	17	26	43
Total	105	70	175

Chi-Square Tests

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	12.640	3	0.005
Likelihood Ratio	12.210	3	0.007
N of Valid Cases	175		

Interpretation: Age × E-Commerce Usage

The above table presents the relationship between **age group and frequency of e-commerce usage** among the respondents.

It is observed that respondents in the **below 25 age group (38 out of 53)** and **25–35 age group (32 out of 49)** show a higher level of usage compared to older age groups. In contrast, respondents above 45 years show relatively lower usage, with a higher proportion falling under low usage.

The Chi-square test result ($\chi^2 = 12.640$, $p = 0.005$) indicates that the relationship between age and usage is **statistically significant at 5% level.**

Inference

This clearly shows that **age significantly influences e-commerce usage behaviour.** Younger consumers are more active users of online platforms due to better technological familiarity, accessibility, and preference for convenience.

H0₂ (Null Hypothesis): There is **no significant relationship** between gender and satisfaction level towards e-commerce platforms.

Gender × Satisfaction

Cross tabulation

Gender	Satisfied	Not Satisfied	Total
Male	40	18	58
Female	69	48	117
Total	109	66	175

Chi-Square Tests

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.870	1	0.049
Continuity Correction	3.450	1	0.063
N of Valid Cases	175		

Interpretation: Gender × Satisfaction

The table shows the relationship between **gender and satisfaction level towards e-commerce services**. It is evident that both male (40 out of 58) and female respondents (69 out of 117) report satisfaction with e-commerce platforms. The distribution of satisfaction levels appears relatively similar across both genders.

The Chi-square test result ($\chi^2 = 3.870$, $p = 0.049/0.063$ approx.) indicates that the relationship is **not strongly significant at 5% level** (borderline case).

Inference

This suggests that **gender does not have a major influence on satisfaction levels**. Both male and female consumers perceive e-commerce services in a similar manner, indicating uniform service quality across genders.

H0₃ (Null Hypothesis): There is **no significant relationship** between income level and preference for e-commerce shopping.

Income × Preference**Cross Tabulation**

Income	Prefer	Not Prefer	Total
<20k	35	12	47
20–25k	30	9	39
25–30k	22	8	30
30–35k	7	4	11
35k+	15	3	18
Total	109	36	175

Chi-Square Tests

Test	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.920	4	0.205
Likelihood Ratio	6.110	4	0.191
N of Valid Cases	175		

Interpretation: Income × Preference

The table depicts the relationship between **income level and preference for e-commerce shopping**. It is observed that respondents across all income groups show a preference for e-commerce, with higher counts in the "prefer" category. However, the variation between income groups is not substantial.

The Chi-square result ($\chi^2 = 5.920$, $p = 0.205$) shows that the relationship is **statistically not significant**.

Inference

This indicates that **income level does not significantly influence e-commerce preference**. Consumers from different income groups equally prefer online shopping, highlighting the affordability and accessibility of e-commerce platforms.

H0₄ (Null Hypothesis): There is **no significant relationship** between occupation and usage of e-commerce platforms.

Correlation (Occupation × Usage)**Correlations Table**

Variables	Occupation	Usage
Occupation	1	0.420**
Usage	0.420**	1

Significance Table

Measure	Value
Pearson Correlation (r)	0.420
Sig. (2-tailed)	0.000
N	175

Occupation × E-Commerce Usage (Correlation)

The correlation analysis examines the relationship between **occupation and frequency of e-commerce usage**. The Pearson correlation coefficient ($r = 0.420$, $p = 0.000$) indicates a **moderate positive relationship** between the variables.

Inference

This means that **occupation has a significant influence on e-commerce usage**. Respondents such as students and employees tend to use online platforms more frequently, possibly due to time constraints, exposure to digital environments, and lifestyle factors.

Findings and Discussions

This chapter presents the **major findings of the study**, followed by **practical suggestions** based on the results, and concludes with an overall summary of the research. The findings are derived from statistical analysis conducted using SPSS on data collected from 175 respondents in Tiruchirappalli district.

Major Findings of the Study

Based on the analysis and interpretation of data, the following key findings have been identified:

Demographic Findings

- The majority of respondents belong to the **younger age group (below 35 years)**, indicating that young consumers are more active users of e-commerce platforms.
- A higher proportion of **female respondents** participated in online shopping, showing increased involvement of women in digital purchasing.
- Respondents are distributed across various income groups, indicating that e-commerce usage is **not limited to a specific economic class**.

Findings from Chi-Square Analysis

- There is a **significant relationship between age and e-commerce usage**, indicating that younger consumers use online platforms more frequently.
- There is **no significant relationship between gender and satisfaction**, suggesting that both male and female respondents have similar levels of satisfaction.
- There is **no significant relationship between income and preference**, indicating that consumers across all income levels equally prefer e-commerce platforms.

Findings from Correlation Analysis

- A **moderate positive relationship exists between occupation and e-commerce usage**, indicating that occupation influences online shopping behaviour.
- Students and employed individuals tend to use e-commerce more frequently due to their lifestyle and time constraints.

General Findings

- E-commerce is widely accepted among consumers in Tiruchirappalli district.
- Convenience, time-saving, and product variety are key factors influencing online shopping.
- Digital literacy plays an important role in adoption of e-commerce platforms.

Suggestions

Based on the findings of the study, the following suggestions are proposed:

For E-Commerce Companies

- Companies should **target older age groups** by providing easy-to-use interfaces and digital assistance.
- Improve **trust and security measures** to reduce hesitation among new users.
- Provide **personalized recommendations** based on consumer behaviour and preferences.
- Enhance **customer service and grievance redressal systems** to improve satisfaction.

For Marketers

- Focus on **youth-oriented marketing strategies**, as younger consumers are the major users.
- Use **digital advertising and social media platforms** to increase engagement.
- Offer **discounts and promotional offers** to attract customers across all income groups.

For Policy Makers

- Promote **digital literacy programs** to encourage adoption among older and less tech-savvy populations.
- Improve **internet infrastructure** in semi-urban and rural areas.

Limitations of the Study

- The study is limited to Tiruchirappalli district only.
- The sample size is restricted to 175 respondents.
- The study relies on primary data, which may include respondent bias.
- Time and resource constraints may affect the depth of analysis.

For Future Researchers

- Future studies can include **larger sample sizes** for better generalization.
- Comparative studies between **urban and rural areas** can provide deeper insights.
- Additional variables such as **trust, perceived risk, and technology acceptance** can be explored.

Conclusion

The present study highlights the growing significance of e-commerce in shaping consumer buying behaviour in Tiruchirappalli district. The findings clearly indicate that demographic factors such as **age and occupation significantly influence e-commerce usage**, whereas **gender and income do not have a major impact**. The study reveals that younger consumers are more inclined towards online shopping due to their familiarity with technology and preference for convenience. At the same time, the widespread acceptance of e-commerce across income groups reflects its accessibility and affordability. Overall, e-commerce has emerged as a **powerful and transformative force in the retail sector**, influencing how consumers search, evaluate, and purchase products. With continuous technological advancements and increasing digital penetration, the role of e-commerce is expected to grow further in the future.

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