



Impact of Psychological Factors on Consumer Buying Decisions in purchase of Smart phones-An Empirical Evidence

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Abstract:

This study aims to examine the impact of psychological factors on consumer purchase decisions when selecting smartphones. Using a combination of surveys and structured questionnaires, data was collected from a representative sample of smartphone users across different age groups and income levels. The findings indicate that factors such as brand perception, social influence, personal motivation, and perceived product utility significantly affect purchase decisions. Additionally, consumer attitudes towards technology, innovation, and peer recommendations were found to play a pivotal role in shaping preferences. The study provides insights that can help smartphone manufacturers and marketers design effective strategies to influence buying behaviour, improve customer satisfaction, and enhance brand loyalty. The purpose of this study is to examine the impact of psychological factors on consumer buying decisions in the purchase of smartphones. It seeks to understand how elements such as perception, motivation, beliefs, attitudes, and learning influence consumers' preferences for different smartphone brands and models. By identifying the key psychological drivers behind purchase decisions, the study aims to provide valuable insights for marketers and manufacturers to design effective marketing strategies, improve product positioning, and enhance customer satisfaction.

Keywords: Consumer Buying Behaviour, Psychological Factors, Purchase Decision, Smartphones, Brand Perception, Motivation

1. INTRODUCTION

For smartphones, psychology moves purchases from mere functionality to identity and desire. Consumers are motivated by needs, guided by perceptions of brands, and influenced by learned experiences, with digital platforms intensifying these internal processes to shape choices beyond just specifications. Understanding the impact of these psychological factors is essential for marketers and manufacturers to effectively position their products, tailor marketing strategies, and enhance customer satisfaction. While previous studies have explored consumer behaviour in general, limited research has focused specifically on how psychological determinants influence smartphone purchase decisions in the Indian context. This study aims to bridge that gap by analyzing the key psychological drivers that guide consumers' choice of smartphones, providing insights that can help businesses align their strategies with consumer expectations and preferences. Consumer buying behaviour is a complex process influenced by a variety of external and internal factors. Among these, **psychological factors**—such as perception, motivation, learning, beliefs, and attitudes—play a crucial role in shaping purchase decisions. In today's technology-driven world, smartphones have become an essential part of daily life, making the market highly competitive and dynamic. Consumers often evaluate multiple brands and models before making a

purchase, and their decisions are frequently guided by psychological motivations, social influence, and personal preferences rather than just price or features.

Psychological factors like **motivation, perception, learning,** and **attitudes/beliefs** heavily influence smartphone buying, driving needs (status, utility), shaping brand image, creating loyalty through experience, and guiding choices based on deep-seated values, with digital marketing amplifying these effects by altering perception and creating impulsive desires for features, trends, or perceived value. Consumers balance internal needs with external marketing, often moving beyond rational function to embrace emotional connections and social signaling, making brand reputation and perceived quality crucial.

Key Psychological Factors & Their Impact

- Motivation:
 - Needs & Wants: Driven by basic communication needs, entertainment, status, or professional utility (e.g., high-end camera, processing power).
 - Drives Action: A recognized need (e.g., outdated phone) creates tension, motivating the search for a satisfying smartphone solution.
- Perception:
 - Brand Image: How consumers interpret marketing, features, and reviews shapes perception, creating brand equity (e.g., Apple = premium, Samsung = feature-rich).
 - Product Attributes: Perceiving features like camera quality, battery life, or design as superior influences preference.
- Learning:
 - Experience-Based: Positive past experiences foster loyalty; negative ones lead to brand switching.
 - Information Processing: Consumers learn about new models, technologies, and user reviews, updating their beliefs.
- Attitudes & Beliefs:
 - Deeply Held Values: Aligning a phone's brand or features with personal beliefs (e.g., privacy, sustainability) creates strong connections.
 - Price-Quality Belief: A belief that higher price means better quality drives purchase decisions for premium phones.

2. REVIEW OF LITERATURE

- Vijay Bahadur Pal & Purnima Kumari (2023): Online marketing has gained huge popularity and importance all over the world. It is expected that by the end of 2040, the number rise to more than 1.5 billion as far as internet user is concerned. Considering the wide range of benefits, it provides to marketers as well as customers, it has become one of the leading mediums of marketing. The study aims to analyse the consumer habits while using internet shopping and also to determine the factors which motivate the consumer to make purchase via the online shopping. The study comprises of empirical research design. The study was carried out in Patna city, Bihar during two weeks (From 14th January to 28th January 2023). Convenience sampling technique was used to collect 50 samples using Google Form.
- Ramendra Pratap Singh & Kailash Chand Sewal (2023): Online shopping is now required. Right now, it seems that anything may be had by just touching one's finger. Regardless of gender, everyone has to go shopping in order to conduct research on consumer purchasing patterns and online shopping marketing strategies. A questionnaire was used to survey a total of 500 individuals. Respondents were consumers in Punjab and the tri-city region.

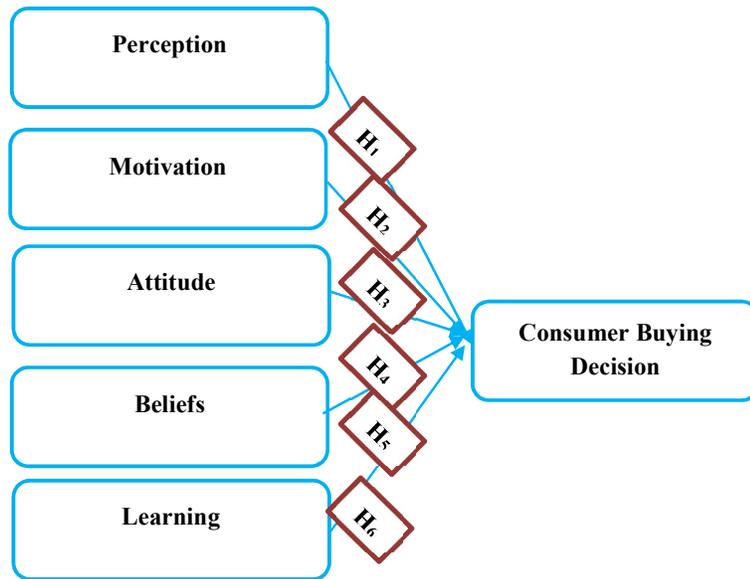
- Jiaqi Cai (2023): Today's businesses depend greatly on the buying habits of its customers. Understanding consumer behavior is essential for businesses to optimize their marketing strategies and boost customer satisfaction in today's fiercely competitive industry. This study examines customer personalities and their influence on purchasing behavior by using the purchase histories and demographic information of 2,240 clients.
- Dr. E. Murali Darshan & Boosa Ravi Teja (2019): The consumer durable goods industry is operating in a highly competitive, complex and rapidly changing business environment. The consumer buying preferences are rapidly changing and moving towards high-end technology products. Products which were once considered luxury items have become a necessity because of the changing lifestyle and rising income levels.
 - D.M. Arvind Mallik (India): India is the fifth largest retail destination internationally. The Indian retail industry has encountered gigantic development throughout the most recent decade with a huge move towards sorted out retailing arrangement and advancement occurring in significant urban communities and metros, as well as in Tier I and Tier II urban areas and Tier III urban areas. Primary reason for the review is to know and break down shopper purchasing conduct.
- S. Ramesh (2022): The advent of the internet and technological advancements have revolutionized the way consumers engage with commerce. Online shopping has become a significant aspect of contemporary consumer behavior, reshaping purchasing patterns, preferences, and decision-making processes. This essay presents an in-depth exploration of consumer behavior in the realm of online shopping, encompassing factors that influence buying choices, the role of trust and convenience, the impact of social influences, psychological factors affecting decision-making, and implications for businesses. Through a thorough examination of existing research and empirical insights, this study offers valuable insights into the dynamics of online consumer behavior.
- Dr. Zubair Ahmad (2018): The major factor of consumer behaviour in organised retailing is the changing buying behaviour. Various management thinkers have conducted several studies to understand the relationship of buying behaviour and organised retailing. Consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.
- Maheswari V. (2018): Online shopping has obtained very important position in the 21st century as most of the people are busy, loaded with hectic schedule. Online shopping is the new trend of shopping and business revaluation in India. Online shopping is becoming more popular day by day with the increase the usages of World Wide .customers access the internet to purchase and make payments to complete the transaction. Medium of education and income of the customer forces to use the online shopping. The paper examines the behaviour and Perception of online customers
- Sneekha M., Dr. Sreeya B: The developed countries are majorly focused on covering organic foods, whereas India is yet to concentrate on organic food products. On a whole many factors are influencing consumer buying behavior of organic food products. The main objective is to understand the influence of various factors on the consumer purchase behaviours of organic food products. The survey is conducted through a structured questionnaire collected from the consumers of organic food products in Chennai region.
- Dr. Shinta Sebastian & Aleena Joshy (2024): The current study is conducted among the college students of Idukki district. From the analysis consumers are aware of eco-friendly products, consumers mostly purchase from agricultural sector, factors such as environmental concerns, awareness of price, awareness of brand image, eco-friendly products experience and cultural factors influence the purchase decision of consumers and consumers have a satisfaction towards the purchase of eco-friendly products.
- Jawaid & Emadul Karim (2021): This research was conducted to investigate the factors that have affected the consumer buying behavior in ecommerce business, especially during COVID-19. This research was conducted via quotative analysis, and 200 participants were recruited for analysis.

- Kir Chikkodi (2021): This is the study to understand how a consumer buying behavior changes according to the influential factors. It was found that there are many factors which affect the buying behavior like the price advertisement factors celebrity influence. As the part of my study suggestions given were given in relation to price.
- Neha Kataria & Dr. Rajesh Kumar Pandey: This is the study to understand how a consumer buying behavior changes according to the influential factors. It was found that there are many factors which affect the buying behavior like the price advertisement factors celebrity influence. As the part of my study suggestions given were given in relation to price.
- A. Rajani: This paper gives a significant understanding about consumer buying behaviour in Chhatisgarh. Whereby, the most powerful, influencing factors are readily apparent to encourage impulsive purchasing. It is evident that there are several aspects which determine Consumer buying patterns and how they deal with unintended purchases under specific conditions. It is obvious that very little research has been done on the factors that affect the buying habits of passengers. Keywords-Consumer buying behaviour, customers and impulsive
- Sohini Roychowdhury, Ebrahim Alareqi, Wenxi Li (2021): Customer purchasing behavior analysis plays a key role in developing insightful communication strategies between online vendors and their customers. To support the recent increase in online shopping trends, in this work, we present a customer purchasing behavior analysis system using supervised, unsupervised and semi-supervised learning methods.
- Jaideep Singh (2017): Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item. Internet has developed new delivery channels through which electronic transactions are increasing rapidly. This need has arisen to understand how they perceive directly to buy things. Most of the people who use the internet to purchase online but still there are some consumers which are reluctant to buy online. The attitudes of people towards purchase online are different in Punjab. The purpose of this study is to review the factors felt reservation of consumers in online shopping. The main objective of the study is to know what are factors which affect the consumers directly for online shopping.
- Amba Sai Vishwagna & M. Sudhir Redd (2024): This study will create more understanding about why and how on-line consumers go through their buying decision process (BDP). It will be helpful in drawing a modified and more effective marketing policy. This research paper investigated the perception of customers about online shopping and objectives are set and hypothesis is formulated.
- P. Parameswari & M. Saravanan (2019): This paper seeks to examine online marketing and consumer behaviour among the college students. The core of the analysis focuses on online purchasing on electronic gadgets and cosmetic products towards the college students. The quantitative method employed to collect data from the respondents and the non-probability category of convenience sampling technique used to collect the data from the students (N=100). The statistical tool such as percentage, t-test, and correlation used to analyze the.
- Ayan Chakraborty (2013): The present research study aims to understand and analyze the ever-changing consumer behavioural patterns while shopping. The study involves comparing how the consumer characteristics vary while shopping food and grocery items and apparel in four state capitals of West Bengal, Bihar, Orissa, and Jharkhand. The study covers a sample base spread across the four cities of Kolkata, Ranchi, Patna, and Bhubaneswar. Primary research forms the basis of this study.
- Dr. Neelam Parihar: Online retailing has recolonized the retail landscape, offering unparalleled convenience and accessibility to the consumers. Consumer behavior in online retailing is a rapidly evolving subject, shaped by technology advancement, shifting preferences, latest trends and the convenience of e-commerce

pharms. This study explores the factors influencing consumer behavior in the digital marketplace, including trust, price sensitivity, convenience, social proof and personalized shopping experiences.

3. RESEARCH METHODOLOGY

- **Conceptual Model:**



- **Statement of the Problem:**

In today's competitive smartphone market, consumers are presented with numerous brands and models, each offering advanced features, innovative designs, and varied pricing. Despite the abundance of options, consumers often struggle to make purchase decisions, influenced not only by objective factors such as price or specifications but also by psychological factors like perception, motivation, beliefs, attitudes, and prior experiences. These internal factors play a critical role in shaping consumer preferences, brand loyalty, and purchasing patterns. This study seeks to explore the influence of psychological factors on consumer buying decisions in the purchase of smartphones and provide actionable insights for businesses to align their strategies with consumer behaviour.

- **Research Gap:**

Although consumer buying behaviour has been widely studied, most existing research focuses on general factors like price, product features, or brand loyalty, often overlooking the specific psychological determinants that influence purchase decisions. In the context of smartphones—a rapidly evolving and highly competitive market—there is limited empirical research analyzing how perception, motivation, attitude, beliefs, and learning shape consumer choices, especially within the Indian market. Additionally, prior studies rarely consider the interplay between these psychological factors and demographic variables such as age, income, or education, which can significantly influence buying behaviour. This gap highlights the need for a focused study to explore the impact of psychological factors on smartphone purchase decisions, providing insights that can guide marketers and manufacturers in designing strategies that align with consumer psychology.

Objectives of the Study:

- To identify the key psychological factors—such as perception, motivation, beliefs, attitudes, and learning—that affect smartphone purchase decisions.
- To analyze the relationship between these psychological factors and consumer preferences for different smartphone brands and models.
- To evaluate how demographic factors (age, income, education, etc.) interact with psychological determinants in influencing buying behaviour.
- To provide insights and recommendations for marketers and manufacturers to design strategies that align with consumer psychology.

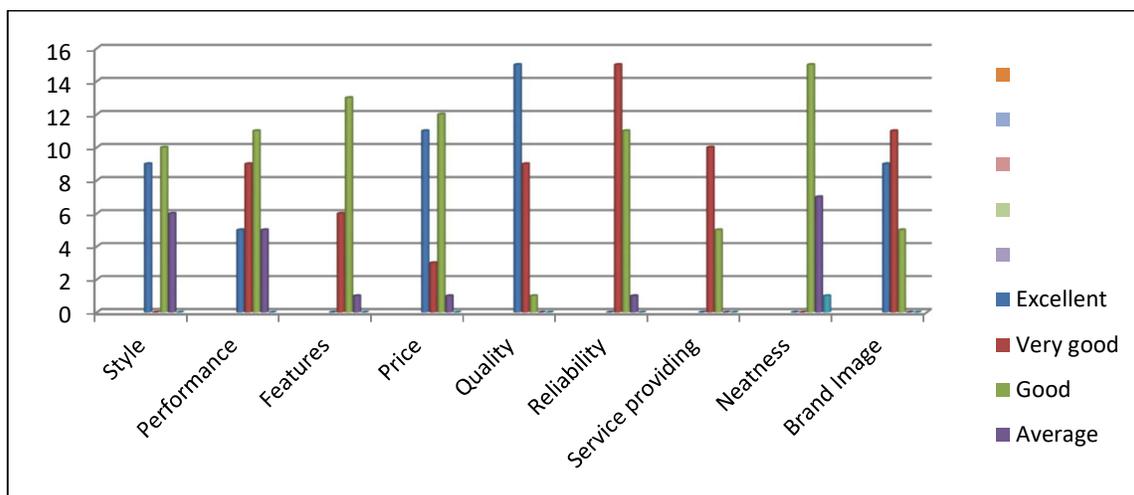
Hypothesis of the Study:

- H₀ (Null Hypothesis): Psychological factors have no significant impact on consumer buying decisions when purchasing smartphones.
- H₁ (Alternative Hypothesis): Psychological factors have a significant impact on consumer buying decisions when purchasing smartphones.

4. RESULT & DISCUSSION

Satisfaction With Smart Phones in Vivo

Mobile Store	Style	Performance	Features	Price	Quality	Reliability	Service providing	Neatness	Brand Image
Excellent	9	5	0	11	15	0	0	0	9
Very good	0	9	6	3	9	15	10	0	11
Good	10	11	13	12	1	11	5	15	5
Average	6	5	1	1	0	1	0	7	0
Poor	0	0	0	0	0	0	0	1	0



DISCUSSION:

The survey data indicates how customers perceive various aspects of the mobile store. The responses were categorized into five levels: Excellent, Very Good, Good, Average, and Poor. Here is the analysis for each factor:

1. Style

- Majority of customers rated Style as either Excellent (9) or Good (10), showing a generally positive perception of the store's aesthetic and presentation.
- Only 6 respondents rated it as Average, and none rated it Poor, indicating acceptable style standards.

2. Performance

- Performance received higher ratings in the Good (11) and Very Good (9) categories, while 5 rated it Excellent.
- This suggests that while the store performs well overall, there is room to elevate it from Good to Excellent in customer perception.

3. Features

- Features were mostly rated as Good (13) and Very Good (6), with 0 ratings in Excellent.
- This indicates customers find the store's product features satisfactory but not outstanding.

4. Price

- Price was rated Excellent (11) and Good (12) by most respondents, showing that customers consider the store competitively priced.
- Very few rated it Average (1) and none rated it Poor, which reflects a positive perception regarding affordability.

5. Quality

- Quality had the highest Excellent rating (15), showing strong customer satisfaction in terms of product quality.
- Only 1 rated it Good and none rated it Poor, suggesting the store maintains high-quality standards.

6. Reliability

- Reliability had Excellent (0), Very Good (15), and Good (11), indicating customers trust the store but may perceive it as slightly lacking the top-tier reliability.

7. Service Providing

- Service provision received higher ratings in Very Good (10) and Good (5), with some customers rating it Excellent (0).
- This indicates that customer service is generally satisfactory but could be enhanced to achieve higher excellence.

8. Neatness

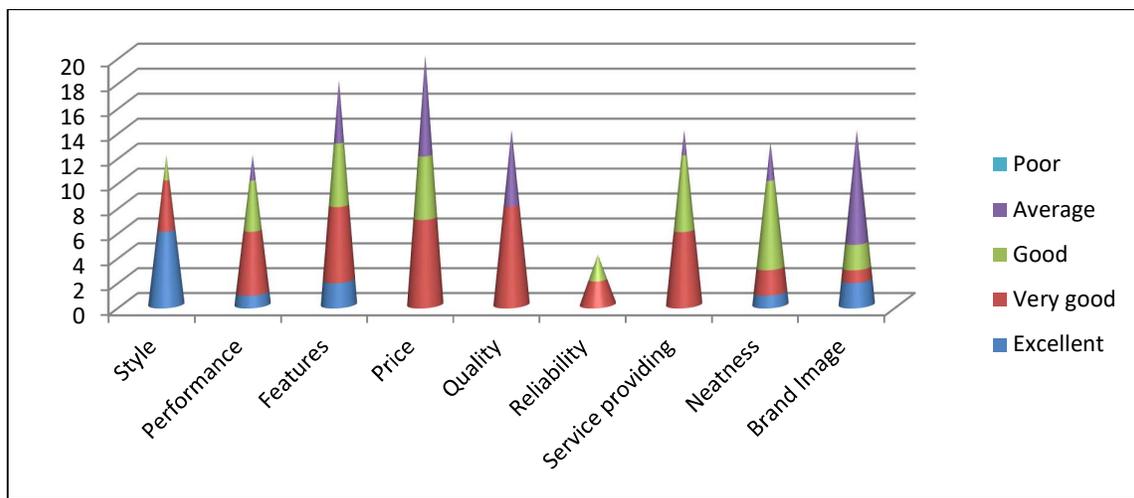
- Neatness was predominantly rated Good (15), with a few Average (7), suggesting the store is tidy but there may be some inconsistencies.

9. Brand Image

- Brand Image was rated Excellent (9) and Very Good (11), showing customers have a positive perception of the store's brand reputation.

Satisfaction With Smart Phones in Redmi

Mobile Store	Style	Performance	Features	Price	Quality	Reliability	Service providing	Neatness	Brand Image
Excellent	6	1	2	0	0	0	0	1	2
Very good	4	5	6	7	8	2	6	2	1
Good	2	4	5	5	0	2	6	7	2
Average	0	2	5	8	6	0	2	3	9
Poor	0	0	0	0	0	0	0	0	0



DISCUSSION:

The survey results provide insights into customer perceptions of the mobile store across nine key factors.

1. Style

- Most customers rated the store’s Style as Excellent (6) or Very Good (4), with 2 giving it a Good rating.
- This suggests that the store has a visually appealing and well-presented environment, which positively influences first impressions and overall customer experience.

2. Performance

- Performance ratings are spread across Excellent (1), Very Good (5), and Good (4), with 2 respondents giving it Average.
- The results indicate that while performance meets customer expectations, there is scope to improve operational efficiency and consistency.

3. Features

- Features received moderate ratings with 2 Excellent, 6 Very Good, 5 Good, and 5 Average.
- This shows that while some customers are satisfied with product offerings, others perceive the features as only average, indicating potential gaps in product variety or technology.

4. Price

- Price was rated predominantly Very Good (7) and Good (5), with 8 respondents rating it Average and none giving Excellent or Poor.

- This suggests that while the pricing is reasonable, some customers feel it could be more competitive or aligned with perceived value.

5. Quality

- Quality received higher ratings in Very Good (8) and Average (6), with none rating it Excellent or Poor.
- Customers find the products acceptable in quality, but there is an opportunity to enhance product quality to achieve higher customer satisfaction.

6. Reliability

- Reliability ratings are concentrated in Very Good (2) and Good (2), with no Excellent or Poor ratings.
- This indicates that customers find the store moderately dependable, but reliability could be strengthened, perhaps through after-sales support or consistent service.

7. Service Providing

- Service Providing received ratings mostly in Very Good (6) and Good (6), with 2 Average ratings.
- This shows the store provides satisfactory service, though improvements in responsiveness, staff training, or customer assistance could elevate service quality.

8. Neatness

- Neatness ratings are spread across Excellent (1), Very Good (2), Good (7), and Average (3).
- The store is generally tidy, but some areas may need attention to maintain high standards of cleanliness and organization.

9. Brand Image

- Brand Image ratings are polarized, with 2 Excellent, 1 Very Good, 2 Good, and 9 Average.
- This indicates that while a few customers view the brand positively, the majority perceive it as average, suggesting the need for stronger branding and promotional effort

5. CONCLUSION

The findings emphasize the importance of aligning marketing efforts with consumer psychology to remain competitive in the fast-evolving, technology-driven smartphone industry. Ultimately, a deep understanding of psychological determinants can help businesses foster stronger customer relationships and drive informed purchase decisions. The study highlights that psychological factors—such as perception, motivation, attitude, beliefs, and learning—play a significant role in shaping consumer buying decisions in the smartphone market. Consumers do not base their choices solely on product features or price; rather, internal psychological drivers strongly influence brand preference, loyalty, and purchase patterns. Understanding these factors enables marketers and manufacturers to design targeted strategies, improve product positioning, and enhance customer satisfaction.

FURTHER SCOPE:

- **Expansion to Other Product Categories:** Future research can explore how psychological factors influence buying decisions for other technology products, such as laptops, tablets, or wearable devices.
- **Longitudinal Studies:** Studies over a longer period could examine how changing consumer attitudes and technological innovations affect smartphone buying behaviour.
- **Demographic and Cultural Analysis:** Further research can investigate the role of demographic variables (age, income, education) and cultural differences in shaping psychological determinants of purchase decisions.
- **Impact of Digital Marketing and Social Media:** Future studies could analyze how online reviews, influencer marketing, and social media campaigns interact with psychological factors to influence consumer decisions.

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