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To study the effects of online shopping sites on buying behaviour of parents

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Abstract

Nowadays, we all know shopping is most important part of an individual's life. Whether people may do offline shopping or online shopping. If we talk about online shopping there are many shopping sites like Amazon, Flipkart, Myntra, sites deals in many products. Likewise people who shop online may get attracted by many offers or policies given by these sites. In promoting these shopping sites new media (internet) plays a very vital and important role, with the help of advertisements, social media etc. Because with the help of attracted audios and videos or any advertisements parents as well as their children gets attracted and they shop online with the help of shopping sites. Mainly the two main shopping sites that is First Cry and Hopscotch which is specially deals in the products for children.

So, in this study we will find out that how many parents who shop online the products for their children may get attracted from which factors. Also we will find out that how online shopping changes the buying behavior of parents. If any parent wants to shop online any product like clothing, toys, feeding essentials, etc. then how much time they spend on surfing or searching the products. And also we will find out that how many parents consider offline shopping and what factors that may attracts them towards offline shopping which make them comfortable.

Keywords: Internet, e-commerce, shopping, online shopping, offline shopping, consumer behaviour

Introduction

Internet: Internet is termed as the network of networks. It is a world communication system that links together thousands of individual networks. In other words, internet may be a collection of interlinked computer networks, connected by copper wires, fiber-optic cables, wireless connections, etc. As a result, a computer can virtually hook up with other computers in any network. These connections allow users to interchange messages, to speak in real time (getting instant messages and responses), to share data and programs and to access limitless information.

Many people think the globe Wide Web is that the same thing because of the Internet. While the internet may be a large connection of networks (hardware), the globe Wide Web could be a thanks to access the data on the web. It's just like the software you wish to run programs on the hardware of your computer. So, the net is broader than the globe Wide Web. The online uses common communication protocols (sets of rules) and special languages. One among these is named Hyper Text Markup Language (HTML). These special languages act as a bridge, allowing computers to speak that don't use compatible operating systems. This implies that you simply don't need to use a selected variety of computer so as to access an internet site. Besides the online, there are other ways to disseminate information, like email, File Transfer Protocol (FTP), and Telenet.

E-Commerce: E-commerce (electronic commerce) is that the buying and selling of products and services, or the transmitting of funds or data, over a network, primarily the net. These business transactions occur either as business-to-business (B2B), business-to-consumer (B2C), consumer-to-consumer or consumer-to-business. The terms e-commerce and e-business are often used interchangeably. The term e-tail is additionally sometimes employed in relevancy the transactional processes that structure online retail shopping.

Types of E-Commerce

- **Business to Consumer (B2C):** B2C e-commerce is that the preferred e-commerce model. Business to consumer means the sale is going down between a business and a consumer, like after you buy a rug from a web retailer.
- **Business to Business (B2B):** B2B e-commerce refers to a business selling an honest or service to a different business, sort of a manufacturer and wholesaler, or a wholesaler and a retailer. Business to business e-commerce isn't consumer-facing, and typically involves products like raw materials, software, or products that are combined. Manufacturers also sell on to retailers via B2B ecommerce.
- **Direct to Consumer (D2C):** Direct to consumer e-commerce is that the newest model of ecommerce. D2C means a brand is selling on to their end customer without prying a retailer, distributor, or wholesaler. Subscriptions are a well-liked D2C item, and social selling via platforms like Instagram, Pinterest, Facebook, SnapChat, etc. are popular platforms for direct to consumer sales.
- **Consumer to Consumer (C2C):** C2C e-commerce refers to the sale of an honest or service to a different consumer. Consumer to consumer sales occur on platforms like eBay, Etsy, Fivver, etc.
- **Consumer to Business (C2B):** Consumer to business is when a personal sells their services or products to a concern. C2B encompasses influencers offering exposure, photographers, consultants, freelance writers, etc.

Benefits of E-Commerce

- **Convenience:** Online commerce makes purchases simpler, faster, and fewer time-consuming, with 24-hour sales, quick delivery, and simple returns.
- **Personalization and customer experience:** E-commerce marketplaces can create rich user profiles that allow them to personalize the products offered and make suggestions for other products that they could find interesting. This improves the customer experience by making shoppers feel understood on a private level, increasing the chances of name loyalty.
- **Global marketplace:** Customers from round the world can easily shop e-commerce sites – companies aren't any longer restricted by geography or physical barriers.
- **Minimized expenses:** Since brick and mortar isn't any longer required, digital sellers can launch online stores with minimal start off and operating costs.

Shopping: Shopping is an activity within which a customer browses the available goods or services presented by one or more retailers with the potential intent to buy an acceptable selection of them.

Types of Shopping:

- **Offline Shopping:** While shopping offline, you'll be able to check if the outfit or the merchandise you're buying fits your taste or not. You'll be able to inspect the merchandise closely before buying it. There's nothing just like the joy of going into a store and fitting new clothes have to purchase a dress immediately? We are able to depend on physical stores for that. With online shopping, we will never try

this. There's nothing just like the joy of going into a store and test new clothes. But discounts and offers are given just for a brief period. You almost certainly won't get as big a reduction on an item as you'll on a web website. Also going from one shop to a different will be exhausting and time-consuming. Sometimes, we spend hours roaming around searching for a dress, but we don't find anything.

- **Online Shopping:** Online shopping is that the activity or action of shopping for products or services over the net. It means going surfing, landing on a seller's website, selecting something, and arranging for its delivery. The client either pays for the great or service online with a credit or revolving credit or upon delivery. The term 'online' means 'on the web.' The term doesn't only include buying things online but also looking for them online. In other words, i could are engaged in online shopping but didn't buy anything. Online shopping has been around for about twenty-five years it's grown in popularity significantly. Today, we are able to purchase nearly anything online. In fact, retail experts say that online shopping will soon overtake traditional shopping in monetary terms. Online shopping is a component of E-Commerce, which stands for Electronic Commerce. Online Shopping occurs when a customer buys through a digital platform. An example of such a platform is Bikerring shop.com, online biker ring store from Thailand. You don't need to board this country to induce one in every of the products this store sells. Global coverage is one in all the key benefits of online shopping.

Types of Online Shopping sites

- **Flipkart:** Flipkart is that the most loved shopping site. When it involves online shopping, the primary Company that involves mind is Flipkart. Flipkart is that the leader in Indian commerce with the best market share. Flipkart is one in every of the websites in India which sells products at affordable rates. Flipkart offers a large range of products it's also said that Flipkart has more products than a mall. The products sold by Flipkart include clothes, footwear, mobile phones, laptops, refrigerators, washing machines, books, cosmetics, groceries so on. Flipkart dominates the style segment and also the Smartphone category.
- **Home shop 18:** Homeshop18.com is owned by the Network18 Group and it's one amongst the highest 10 online shopping sites in India. Homeshop18.com sells a large range of kitchen appliances, cameras, mobiles, laptops, gifts, apparel and far more.
- **Amazon:** Amazon is that the next best online shopping site in India. Amazon includes a large customer base almost the maximum amount as Flipkart. There's always a war between Amazon and Flipkart. The gap between the market share of Amazon and Flipkart' is incredibly low. Similar to Flipkart, Amazon also offers a large range of products. While homegrown online retailer Flipkart leads in fashion and smartphones, Amazon has taken the lead in categories like appliances, consumer electronics, and groceries. Amazon sells an enormous range of products including books, electronic goods, cosmetics, footwear, durables, clothes and far more together with all this, Amazon also

sells grocery products at an affordable rate. To draw in consumers, Amazon offers a large range of discounts during the festive season.

- **Snapdeal:** Snapdeal is India's third largest online shopping site. It's a favourite among many Indians because it sells products at an inexpensive price. Snapdeal sells quite 35 million products across over 800 categories from over 125,000 regional, national, and international brands and retailers. It has 3,00,000 sellers and delivers to 6000+ cities and towns in India.
- **Myntra:** Myntra is India's leading online retailer in lifestyle and fashion products. It sells clothes across categories like men, women, and kids. Myntra also offers shoes, watches, cosmetics, bags then on at discounted prices. Myntra is loved by the majority the ladies shoppers because it has all types of garments from western wear to traditional clothing.
- **Shop Clues:** Shop Clues sells a good style of products like clothes, footwear, jewellery, cosmetics, toys, books, bags, mobiles, cameras and computer accessories at discounted rates. It's loved by many voters thanks to its jaw-dropping deals. The company mainly focuses on unstructured categories of home and kitchen, fashion, electronics, and items of daily utility.
- **Hopscotch:** It is the India's largest online kids' fashion brand. It curates the foremost fashionable and on-trend head-to-toe looks for each kid, every occasion and each moment of childhood it's a corporation founded in 2011.
- **First Cry:** It is an Indian online store for baby product retailing launched within the year 2010. In January 2020 the consolidated company had over 500 stores across India out of which around 350 are franchise stores, making it "Asia's largest online shopping store for youths & baby products."

Consumer Behaviour: Consumer behaviour is that the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and needs. It refers to the actions of the consumers within the marketplace and therefore the underlying motives for those actions. Marketers expect that by understanding what causes the consumers to shop for particular goods and services, they'll be ready to determine—which products are needed within the marketplace, which are obsolete, and the way best to present the products to the consumers. The study of consumer behaviour assumes that the consumers are actors within the marketplace. The perspective of role theory assumes that buyers play various roles within the marketplace. Ranging from the data provider, from the user to the payer and to the disposer, consumers play these roles within the decision process. The roles also vary in several consumption situations; for instance, a mother plays the role of an influencer during a child's purchase process, whereas she plays the role of a disposer for the products consumed by the family.

- According to Engel, Blackwell, and Mansard, 'consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption'.
- According to Loudon and Bitta, 'consumer behaviour is the decision process and physical activity, which

individuals engage in when evaluating, acquiring, using or disposing of goods and services'.

Nature of Consumer Behaviour

- **Influenced by various factors:** Marketing factors like product design, price, promotion, packaging, positioning and distribution. Personal factors like age, gender, education and income level. Psychological factors like buying motives, perception of the merchandise and attitudes towards the merchandise. Situational factors like physical surroundings at the time of purchase, social surroundings and time factor. Social factors like social station, reference groups and family.
- **Undergoes a constant change:** Consumer behaviour isn't static. It undergoes a change over a period of your time betting on the character of products as an example, kids prefer colourful and fancy footwear, but as they mature as teenagers and young adults, they like trendy footwear, and as middle-aged and senior citizens they like more sober footwear. The change in buying behaviour may happen thanks to several other factors like increase in income level, education level and marketing factors.
- **Varies from consumer to consumer:** All consumers don't behave within the same manner. Different consumers behave differently. The differences in consumer behaviour are because of individual factors like the character of the consumers, lifestyle and culture. For instance, some consumers are technoholics. They're going on a shopping and spend beyond their means. They borrow money from friends, relatives, banks, and occasionally even adopt unethical means to spend on shopping of advance technologies. But there are other consumers who, despite having surplus money, don't go even for the regular purchases and avoid use and get of advance technologies.
- **Varies from region to region and country to county:** The consumer behaviour varies across states, regions and countries. As an example, the behaviour of the urban consumers is different from that of the agricultural consumers. A decent number of rural consumers are conservative in their buying behaviours. The rich rural consumers might imagine twice to spend on luxuries despite having sufficient funds, whereas the urban consumers may even take bank loans to shop for luxury items like cars and household appliances. The patron behaviour may varies across the states, regions and countries. It may differ depending on the upbringing, lifestyles and level of development.
- **Information on consumer behaviour is important to the marketers:** Marketers need to have a good knowledge of the consumer behaviour. They need to study the various factors that influence the consumer behaviour of their target customers.
- **Leads to purchase decision:** A positive consumer behaviour leads to a purchase decision. A consumer may take the decision of buying a product on the basis of different buying motives. The purchase decision leads to higher demand, and the sales of the marketers increase. Therefore, marketers need to influence consumer behaviour to increase their purchases.
- **Varies from product to product:** Consumer behaviour is different for different products. There are some

consumers who may buy more quantity of certain items and very low or no quantity of other items. For example, teenagers may spend heavily on products such as cell phones and branded wears for snob appeal, but may not spend on general and academic reading. A middle-aged person may spend less on clothing, but may invest money in savings, insurance schemes, pension schemes, and so on.

- **Improves standard of living:** The buying behaviour of the consumers may lead to higher standard of living. The more a person buys the goods and services, the higher is the standard of living. But if a person spends less on goods and services, despite having a good income, they deprive themselves of higher standard of living.

Objectives

- To find out changing behaviour of parents with these online shopping sites.
- To study the time spent on online shopping sites.
- To study the changes that online shopping brings in the mindset of parents.

Hypothesis

- It is assumed that parents are more likely to trust online shopping sites due to their easy return and exchange policies.
- It is assumed that parents spend most of their time on online shopping sites for buying and searching the products.
- It is likely to be assumed that parents get exclusive variety of clothes at affordable prices.

Research Methodology

Methodology is that the systematic, theoretical analysis of the methods applied to a field of study. It comprises the theoretical analysis of the body of methods and principles related to a branch of information. Typically, it encompasses concepts like paradigm, theoretical model, phases and quantitative or qualitative techniques. Methodology doesn't begin to produce solutions – It is therefore, not identical as a way. Instead, a technique offers the theoretical underpinning for understanding which method, set of methods will be applied to a selected case or to calculate a selected result.

Today we know that shopping is an important part of every individual's life and it can be done with the help of two modes online or offline. And in this study we will find out how the online shopping changes the buying behaviour of the parents of the children (7yrs – 10yrs). And how much time parents spend on surfing or searching the products online. Keeping this in mind, the study focuses on the effect of online shopping sites on the buying behaviour of parents.

For conducting the research, the data was collected through questionnaire survey method.

Questionnaire surveys are a technique for gathering statistical information about the attributes, attitudes, or actions of a population by a structured set of questions.

- **Study Design:** The study analyses the parental perception towards online shopping for their kids. For this, the primary data have been collected from parents.
- **Data Collection:** For this study, data was collected through questionnaire survey.

- **Sample Size:** For this study the questionnaire had to be filled from 100 parents of the children's (age group of 7yrs – 10yrs).
- **Area of Research:** The research has been conducted all over Amritsar.

Review of Literature

A literature review is a search and evaluation of the available literature in your given subject or chosen topic area. It documents the state of the art with respect to the subject or topic you are writing about. It surveys the literature in your chosen area of study. It synthesises the information in that literature into a summary. It critically analyses the information gathered by identifying gaps in current knowledge; by showing limitations of theories and points of view; and by formulating areas for further research and reviewing areas of controversy. It presents the literature in an organised way. A literature review shows your readers that you have an in-depth grasp of your subject; and that you understand where your own research fits into and adds to an existing body of agreed knowledge. It is the effective evaluation of selected documents on a research topic. A review may form an essential part of the research process or may constitute a research project in itself.

- **Huseynov and Yildirim (2014)** emphasized that the lack of physical interaction tends to be the critical impediment in online retail sales followed by the privacy of individual information and security of financial transactions over the Internet.
- **Demangeot and Broderick (2010)** also revealed that perceived ease of use does not affect the behavioral pattern in this case rather influenced by security and privacy issues.
- **(Zuroni & Goh, 2012)** No relationship is built between the customer and the online shop in the presence of perceived online risk even if a customer spent hours on the Internet
- **(Vreder, 2016)** Day-by-day taste, preference and choices are varying regarding different factors such as the Internet emergence. However, this development needs some more understanding related to the consumer's behavior. Consumer behavior research identifies a general model of buying behavior that depicts the processes used by consumers in making a purchase decision
- **Jarvenpaa, Todd, Jarvenpaa, and Todd (1997a)** proposed a model of attitude, behavior, and shopping intention towards Internet shopping in general. The design includes several indicators classified into four broad categories like product value, quality services offered through the website, the shopping experience, and the risk perception of the online shopping.
- **Chang, Cheung, and Lai (2005)** studied categories of variables, which drive online shopping activity. In their study, they divided the features into three broad categories. Perceived characteristics of the web sale channel are the first one which includes risk, online shopping experiences, advantage, service quality, trust. The second category is a website and product features which are risk reduction measures, site features, and product characteristics; and the last group is consumer characteristics. Various types of features, demographic variables, consumer shopping orientations, consumer innovativeness and psychological variables, computer,

Internet knowledge, and usages drives consumer characteristics.

- **Ajzen (1994)** in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping. Garcia (1998) shows that the number of online shoppers in six key European markets has risen to 31.4 percent from 27.7 percent last year. This means that 59 million Europeans use the Internet regularly for shopping purposes. However, not only does the number of online shoppers grow, the volume of their purchases also increases over-proportionally.
- **Murray, (2001)** In the US, says that online sales are forecasted to exceed \$36 billion in 2002, and grow annually by 20.9 percent to reach \$81 billion in 2006. Europeans are spending more money online as well. Whereas combined revenues for Amazon.com's European operations grew at more than 70 percent annually in each of the past three quarters, topping \$218 million. While these figures show that a large number of consumers in the US and Europe frequently use the Internet for shopping purposes, it is not clear what drives them to shop online and whether these numbers could be even.
- **Davis, (2002).** Their study reveals that if more attractive online stores were developed. This raises the issue of examining what factors affect consumers to shop online. Therefore, a framework is needed to structure the complex system of effects of these different factors, and develop an in-depth understanding of consumers' perceptions toward Internet shopping and their intentions to shop online. This study reveals that we build up such a framework based on previous research on consumer adoption of new selfservice technologies and Internet shopping systems. The research suggests that consumers' perception toward Internet shopping first depends on the direct effects of relevant online shopping features.
- **Limayen (2004)** In addition to these relevant online shopping features, also exogenous factors are considered that moderate the relationships between the core constructs of the framework.
- **Benbaset (2006);** Relevant exogenous factors in this context are "consumer traits" "situational factors" "product characteristics" "previous online shopping experiences" and "trust in online shopping" By incorporating these exogenous factors next to the basic determinants of consumers' perception and intention to use a technology, the framework is applicable in the online shopping context. Together, these effects and influences on consumers' perception toward online shopping provide a framework for understanding consumers' intentions to shop on the Internet.
- **Kim and Park (2003)** in a study "Identifying key factors affecting consumer purchase behavior in an

online shopping context" investigated the relationship between various characteristics of online shopping and consumer purchase behavior. Result of the online survey with 602 Korean customers of online bookstores indicate that information quality, user interface quality and security perceptions affect information satisfaction and relational benefit that in turn, are significant related to each consumers' site commitment and actual purchase behavior.

- **Menon (2010).** Says that If consumers enjoy their online shopping experience, they have a more positive attitude toward online shopping, and are more likely to adopt the Internet as a shopping medium. In our framework, we identify three latent dimensions of "enjoyment" construct, including "escapism", "pleasure", and "arousal" "Escapism" is reflected in the enjoyment that comes from engaging in activities that are absorbing, to the point of offering an escape from the demands of the day-to-day world. "Pleasure" is the degree to which a person feels good, joyful, happy, or satisfied in online shopping.
- **Geissler, (2012)** The shopping motivation literature is abound with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donthu and Gilliland were used to measure innovativeness and risk aversion.
- **Ying (2006)** in his study "Essay on modeling consumer behavior in online shopping environments" examined online purchase behavior across multiple shopping sessions. Shopping cart abandonment is the bane of many e-commerce websites. He investigated abandoned shopping carts in an online grocery shopping setting. Specifically, he developed a joint model for the cart, order, and purchase quantity decisions. The interdependence between the three decisions is captured by the correlations between the error terms. Empirical analysis shows that not all abandoned shopping carts result in lost sales. Customers routinely pick up abandoned carts and complete the final orders. Among the factors that propel customers to continue with aborted shopping are the time of shopping, time elapsed since the previous visit, the number of items left in the abandoned cart, and promotion intensity. The study offers marketers important managerial implications on how to mitigate the shopping cart abandonment problem.

Data analysis & Interpretations

Q1. Are you aware about online shopping sites?

- Yes
- No

Ans. The Figure shows that 80% of the parents are aware about the online shopping sites and rest of the 20% of the parents are not aware about the online shopping sites.

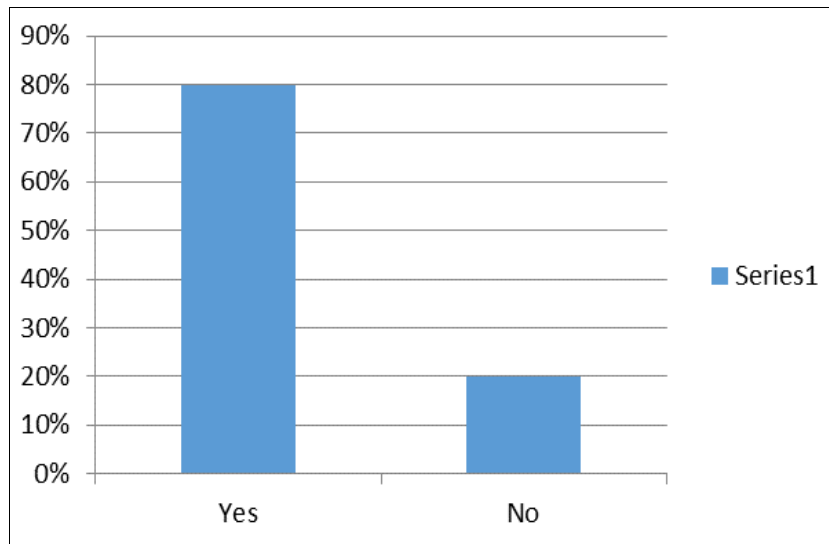


Fig 1

Q2. Have you heard about hopscotch and first cry online shopping sites?

- Yes
- No

Ans: The Figure shows that 80% of the parents have heard about these online shopping sites and they use, whether 20% of the parents haven't heard about these sites and they don't use these sites.

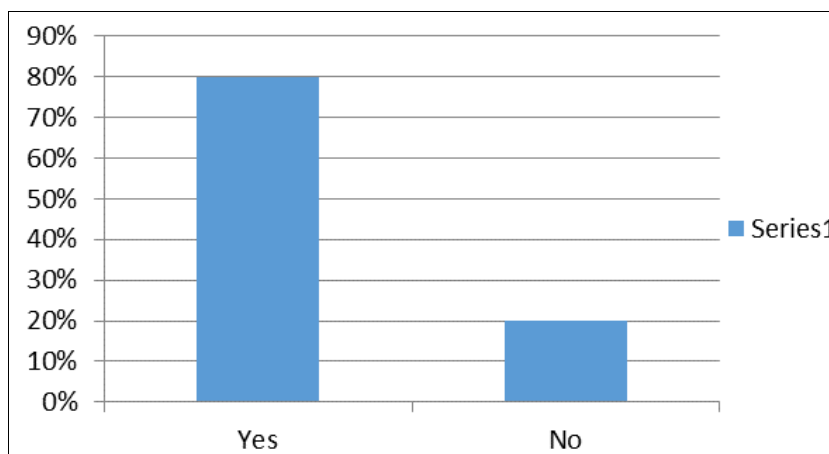


Fig 2

Nature of the study

Our study is in Qualitative & Quantitative in nature.

Summary & conclusions

Summary

The research aimed to study the effects of online shopping sites on buying behaviour of parents who prefer to purchase products for their kids online through various online shopping sites. After the research has been done on the parents explains that 80% of the parents prefer to buy things whether it could be toys, clothes, grooming and diapering or it could be feeding essentials online and they prefer mainly two online shopping sites i.e. First Cry and Hopscotch and especially during the time of pandemic online shopping is safer and protective alternate for purchasing goods. The factor that attracts the parents towards online shopping is variety of products, discount offers etc. that are flashed by these online shopping sites.

On the another hand rest of the 20% parents do not prefer to shop online because they think that offline shopping is better alternate for them. Because they are comfortable with this.

Conclusion

The conclusion of the research is that, with the changing time where the media and the people are getting advanced, their mindsets are also changing with the time and the new media (internet) is making people more advance. And if we talk about shopping, shopping is most important part of our life, whether it is shopping for youth or it is shopping for kids, everyone is moving towards online mode for shopping. There are many online shopping sites came into existence like Amazon, Flipkart, Mynta, First Cry and Hopscotch. And now, the parents also choose online shopping sites for the purchasing products for their children.

The result of this study indicates that 80% parents chose to shop online through First Cry and Hopscotch shopping site for their children. Because they think that during this time of pandemic this is the safer and protective alternate for shopping, also there are many facilities like variety of products, discount offers, exchange and returning policies etc. that attracts them towards online shopping sites.

But the 20% of the parents do not prefer online shopping. Because some parents are not aware about online shopping mode, some are not feeling comfortable.

- Parents with 80% who choose online shopping sites choose First Cry and Hopscotch for buying products and goods for their kids. But 53% parents choose First Cry and 27% parents choose Hopscotch shopping sites.
- 66% parents use to shop monthly, 11% parents used to shop 6 monthly, 2% parents shop weekly and 1% parents use to shop yearly.
- 7% parents use to shop toys online, 55% parents use to shop clothes, 15% parents use to shop grooming and diapering products and 3% parents used to shop feeding essentials for their kids.
- If we talk about time spending 4% parents spend half an hour on surfing, 40% parents spend 1-2 hours, 16% parents spend 3-4 hours and 20% parents spend more than that time on surfing or searching the products online
- 4% parents get to know about these online sites from their family, 36% parents get to know from their friends, 2% parents get to know from advertisements and 38% parents get to know from social media about First cry and Hopscotch.
- After using these sites 78% parents are satisfied with these sites and 2% parents are not satisfied sometimes due to various loopholes like internet connectivity issues, page loading issues.
- 40% parents told that we would recommend these sites to our family and friends very strongly, 30% parents would recommend very strongly, 7% parents would recommend on average basis, and rest of the 3% parents would not recommend these sites to their near ones

So, with this study it is find out that the hypothesis got proved with the following points

- The 80% parents who shop online for their kids are more trusted to these sites because they have experienced that their return policies and exchange policies are very good and gentle. If any product they think to return or exchange then they can do very easily without any problem or issue.
- If any parent wants to shop online the products like clothing, food essentials, grooming and diapering or toys then they first surf or searching the products because they want best services on reasonable rates. So with this study, we get to know about that those 80% parents spend more and more time on surfing or searching the products for their children on these shopping sites.
- And the main or important hypothesis which gets proved with this study that the parents who shop online always looked for the wide variety of things on very reasonable prices on these shopping sites. And they get many varieties on various things (clothes, toys etc.) on very cheap and reasonable prices or on discount offers.

Organization of thesis

We'd organized our thesis on APA format, where there are five chapters

- 1) Introduction
- 2) Literature Review
- 3) Methods & Methodology
- 4) Data Analysis & interpretations
- 5) Conclusions & Recommendations

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