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## **FACTORS INFLUENCING ONLINE IMPULSE BUYING**

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### **ABSTRACT**

*This research paper deals with Online Impulse Buying. This paper presents and attempts to have a conceptual understanding of the online impulse buying process, to understand the role of various influencers like merchandise attractiveness, ease of use, browsing, website communication style, emotions both positive and negative affect, usefulness, visual appeal, information fit-to-task, gender, purchase intention, consumer impulsivity, subjective norms and environmental cues i.e., web characteristics, in impacting consumers impulse buying behavior in the online marketing environments. This paper was reviewed and explained with the help of Secondary data available through various journals, magazine, previous research papers and other useful internet material.*

**KEYWORDS:** *Impulsive buying behavior, online Impulse buying, online marketing, website characteristics.*





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## **A STUDY ON SERVICE QUALITY OF SBI BANKS IN COIMBATORE CITY**

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### **ABSTRACT**

*The service industry makes momentous contributions to socio-economic development of any country in the world (Daniel and Harrington, 2007). In the current scenario, the service sector plays a crucial role in the development of economy of any nations. No wonder that service sector will be the biggest driver of the new electronic growth and profit earner in the next millennium for the world as well as to India. For the success and survival of the service sector, service quality is the prime factor in the competitive business environment. Hence, in banking, where there are high Customer-Banker interactions, the quality of service is determined to a large extent by the skills and attitudes of people producing the service. Customers may reveal new aspects of service quality in banking that are important to them, and these would have to be incorporated in the scale so as to further explore the concept of service quality in the banking arena. In this scenario the present study was conducted to determine the factors influencing the service quality of State Bank of India. To support the objective of the study, RATER technique based on the factor analysis clearly indicates that among five dimensions Reliability, Assurance, Tangibility, Empathy and Responsiveness are the major factors responsible for customer satisfaction which stood at 90 percent regarding the services provided by State Bank of India. The present study is made from the customer point of view undertaken to study the perceived service quality provided by the SBI bank. Thus, based on the findings the State Bank of India has scope to improve the quality of the service rendered to its customers to ensure their loyalty.*

**KEYWORDS:** Customer, Service Quality, State Bank of India, RATER.



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## **AN EMPIRICAL STUDY ON WEB SHOPPING BEHAVIOUR AMONG COLLEGE GIRLS IN SIVAGANGA DISTRICT**

**Dr.V.Siva kumar\*; A.Muthupriya\*\***

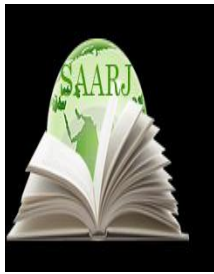
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### **ABSTRACT**

*Web Shopping or Online shopping or e-shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Alternative names are: e-web-store, e-shop, e-store, Internet shop, web-shop, web-store, online store, online storefront and virtual store. Mobile commerce (or m-commerce) describes purchasing from an online retailer's mobile optimized online site or app.*



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## **ONLINE SHOPPING: INTERPLAY OF INFLUENCING FACTORS, RISKS & BENEFITS**

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### **ABSTRACT**

*This research paper talks about ONLINE SHOPPING. In this era where companies compete to grab and retain customers more efficiently than their competitors, online shopping came up as the ultimate solution which increase sales as well as profits of the companies by supplementing the bricks- and- mortar shopping model. Before starting, proper literature review was done of past studies on the factors influencing consumers while shopping online, to understand what exactly online shopping is and what are perceptions of consumer regarding online shopping. This paper was reviewed and explained with the help of Secondary data available through various journals, magazines, previous research papers and other useful internet material. Paper presents and attempts to study the concept of online shopping, various factors impacting decisions of consumer while shopping online like online shopping features, demographic factors, personality traits, situational factors, type of product or service under consideration and convenience, by giving the advantages and disadvantages of online shopping.*

**KEYWORDS:** *online shopping, convenience, customers, perception.*



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## INDIA'S TRADE WITH SAARC COUNTRIES: AN EVALUATION

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### ABSTRACT

*In present era of global liberalisation, every nation is associated with different countries through the way of trade blocs and regional trade agreements. Foreign trade is the way of regional cooperation and every country wants to boost its position through maximization of exports with optimization of import, results in economic development as well as availing the benefits on typical issues of peace, prosperity and social progress through regional cooperation. India also participates in several regional trade agreements and associated with different large trade blocs of the world like EU, EFTA, SAARC, ASEAN etc. and also signed free trade agreements with other countries which are not part of a trade bloc. Regional Cooperation is the spirit of sharing and helping each other in a particular group of countries of a region towards the achievement of the common objectives. These objectives mainly refer to the achievement of economic development, peace, progress and prosperity and on the other hand maintaining the strategic relationship with the big powers of the world. This paper attempts to analyse the export and import situation of India with SAARC nations, India's share in export and import to SAARC nations and their related contribution for trade development.*

**KEYWORDS:** Export Share, Regional Cooperation, Export, Import.



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1. Each research paper/article will be initially evaluated by the editor to check the quality of the research article for the journal. The editor may make use of iThenticate/Viper software to examine the originality of research articles received.
2. The articles passed through screening at this level will be forwarded to two referees for blind peer review.
3. At this stage, two referees will carefully review the research article, each of whom will make a recommendation to publish the article in its present form/modify/reject.
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5. In case of acceptance of the article, journal reserves the right of making amendments in the final draft of the research paper to suit the journal's standard and requirement.

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