









*Research Methodology: Sample Size & Formation Of Questionnaire : Review Of Literature* : 412–418.

- Shaouf, A., & Lu, K. (2016). Understanding and Predicting *Online* Purchase Intention: Development of a Model for Cognitive Affective Shopper Responses. *34th IASTEM International Conference*, 2(12), 96-08.
- Shukla, P., & Vyas, P. (2017). An Epigrammatic View of E-Retailing in India Prospects and Retrospect ' s. In Dixit, S. and Sinha, A.K. (Eds), *E-Retailing Challenges and Opportunities in the Global Marketplace*, IGI Global Book Series *Advances in E-Business Research (AFBR)*, (ISSN: 1935-2700; eISSN: 1935-2719).
- Spake, D. F., Finney, R. Z., & Joseph, M. (2011). Experience , comfort , and privacy concerns : antecedents of *online* spending. *Journal of Research in Interactive Marketing*, Vol. 5 No. 1, pp. 5–28. <https://doi.org/10.1108/17505931111121507>
- Suwunniponth, W. (2014). Factor Driving Consumer Intention in *Online* Shopping. *World Academy of Science, Engineering and Technology, International Science Index 90, International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 8(6), 1949–1953.
- Tsai, Y. C., & Yeh, J. C. (2010). Perceived risk of information security and privacy in *online* shopping: A study of environmentally sustainable products. *African Journal of Business Management*, 4(18), 4057–4066.
- Udo, G. J. (2011). Privacy and security concerns as major barriers for e-commerce: a survey study. *Information Management and Computer Security*, Vol. 9 No. 4, pp. 165–174.
- Zanjani, S. H. A., Milne, G. R., & Miller, E. G. (2016). Procrastinators ' *online* experience and purchase behavior. *Journal of the Academy of Marketing Science*, Vol. 44 No. 5, pp. 568–585. <https://doi.org/10.1007/s11747-015-0458-1>
- Zendehde, M., Zendehdel, M., HJ Paim, L. B., Bojei, J. B., & Osman, S. B. (2011). The Effects of Trust on *Online* Malaysian Students Buying Behavior. *Australian Journal of Basic and Applied Sciences*, 5(12), 1125–1132.