

# T-Market versus E-Market: An Exploratory Study of Telangana Consumer Buying Behaviour

<sup>1</sup>Dr. B. Sreekanth Kumar

<sup>2</sup>Dr. Zeenath Sumaira

## Abstract

*This study examines the distinct consumer buying behaviors in traditional markets (T-Markets) versus electronic markets (E-Markets) in Telangana, highlighting how digital technology is reshaping retail. A stratified random sampling technique is employed, with 300 respondents surveyed, evenly divided between T-Market and E-Market users to ensure diversity across demographics. Data collection involves structured survey questionnaires and in-depth interviews, allowing for both broad and deep insights into shopping preferences and influencing factors. Through a mixed-method approach, it investigates the factors influencing consumer decisions in both market types, noting that T-Markets are favoured for their sensory experiences and social interactions, while E-Markets appeal to tech-savvy consumers due to convenience and personalized experiences. The research identifies a hybrid buying pattern among Telangana consumers, who choose between T-Markets and E-Markets based on product type and context. The paper also offers strategies for enhancing consumer engagement in E-Markets, focusing on trust, user experience, personalization, and cultural relevance, providing valuable insights for retailers aiming to navigate the evolving retail landscape in Telangana.*

**Keywords:** *Consumer behaviour, T-Market, E-Market, Market Types, Consumer Engagement.*

---

## Introduction

To better understand the differences in consumer buying behavior between traditional markets (T-markets) and electronic markets (E-markets), this research aims to provide a comprehensive analysis of the factors influencing consumer decision-making in both contexts.

As technology continues to shape the way we live and work, the world of retail has undergone a significant transformation. With the rise of e-commerce, traditional brick-and-mortar stores are facing increasing competition from online marketplaces. This has led to a growing interest in understanding consumer buying behavior in both traditional and electronic markets. In this research, we aim to compare and contrast the consumer buying behavior in T-market, a traditional market, and E-market, an electronic market.

By examining the factors that influence consumer decision-making in these two marketplaces, we hope to gain insights into how retailers can effectively market their products and services to today's consumers. Through a comprehensive analysis of the various factors that impact consumer decision-making in these two markets, we aim to provide valuable insights for retailers on how to effectively promote their products and services to modern consumers. Our research will shed light on the nuances in consumer behavior and preferences in these markets, enabling retailers to develop targeted marketing strategies for maximum impact. We believe that our findings will provide valuable insights for retailers looking to capitalize on the unique characteristics of these markets and tailor their marketing efforts accordingly. Our research also suggests that retailers should take into account the cultural and socioeconomic factors that influence consumer behavior in these markets in order to effectively target their advertising campaigns and maximize their return on investment.

## Objectives

1. To analyse the consumer behaviour while purchasing goods/services in traditional market and electronic-Market.
2. To investigate the consumer preference of one market over the other.
3. To suggest the techniques for improving the consumer for E-Market.

---

<sup>1</sup> Designation: Assistant Professor, Institute: Vijay Rural Engineering College, Nizamabad, Telangana (503002); Email-ID: balla.srikanth988@gmail.com

<sup>2</sup> Associate Professor, Institute: Al-Qurmoshi Institute of Business Management; Email\_ID : sumairateeq@gmail.com

## **Research Methodology**

This study employs a comparative and exploratory research design, integrating both quantitative and qualitative methods to analyse consumer buying behavior in traditional markets (T-Markets) and electronic markets (E-Markets) in Telangana.

To ensure representation across key demographic groups, a stratified random sampling technique is adopted. The population is first divided into distinct strata based on location, age group, gender, and income levels, ensuring that the sample reflects the diversity of Telangana's consumer base. Within each stratum, respondents are randomly selected, resulting in a total of 300 participants, with an equal split between T-Market and E-Market users (150 each).

The data collection process involves:

- Structured survey questionnaires, designed to capture shopping preferences, purchasing motivations, and challenges faced in both market types.
- In-depth interviews, conducted with a subset of respondents from each stratum to explore deeper behavioural insights, cultural influences, and evolving shopping trends.

Quantitative data is analyzed using descriptive analysis to identify patterns and differences in consumer preferences. Qualitative data from interviews undergoes thematic analysis, helping to uncover underlying motivations and socio-cultural factors influencing market choices.

To uphold ethical research standards, informed consent is obtained from all participants, and confidentiality is strictly maintained.

By employing stratified random sampling, this methodology ensures a balanced, representative sample, providing comprehensive insights into consumer behavior in Telangana evolving retail landscape. The findings will be valuable for retailers, policymakers, and market strategists in enhancing consumer engagement across both traditional and digital shopping environments.

## **Review of Literature**

Dr. Asha rathi (2023) studied on 'New trends in India's consumer buying behaviour', The study focuses on the changing dynamics of consumer buying behaviour in India, emphasizing the rise of e-market (online shopping) as a new trend over traditional markets (t-market). Urbanization influencing consumer buying behaviour in India Online shopping as a new trend in India. Research Gap; Consumer behavior changes during COVID-19 not extensively explored. Limited discussion on impact of market volatility on consumer behaviour.

Afreen Nasabi S.H (2022), 'Examined on Consumer Buying Behaviour Trends of E- Commerce in India – A Case Study'. E-commerce businesses are strengthening their supply chain and delivery capabilities to increase customer engagement and trust. E-commerce sellers can optimize content to increase traffic and sales without spending additional money.

Anubhav Singh (2016) E-commerce revolution in Indian retail market post 2000, Rising income levels and access to latest technology driving growth. Exploration of consumer preferences driving e-commerce trends in India. E-commerce growth trends driven by changing consumer preferences.

Mahjuddin (2019) Comparative online buying behaviors in urban and rural areas studied. Factors influencing online shopping adoption in different countries analyzed. Results found that Cross-border online shopping is still hesitant for individuals and Urban areas make more purchases in the US and European countries.

## **Results and Discussions**

Analysis is presented in quantitative and qualitative manner

### **Quantitative Analysis**

The analysis aims to compare and contrast consumer shopping behavior, preferences, and satisfaction levels across two distinct market environments: Traditional Markets (T-Markets) and Electronic Markets (E-Markets). Traditional markets continue to serve consumers seeking a personal, tactile shopping experience, while E-Markets cater to those prioritizing convenience and digital access.

Through this study, we explore:

1. Demographic insights, identifying key characteristics of respondents based on age, gender, location, income, and education.
2. Shopping frequency, revealing how often consumers engage with each market type.
3. Motivations and primary reasons for choosing T-Markets or E-Markets, highlighting the main factors driving shopping preferences.
4. Product preferences, indicating the types of goods frequently purchased in each market.
5. Satisfaction levels and consumer challenges, shedding light on areas where each market excels or falls short.

This comparative analysis provides a comprehensive understanding of consumer buying behavior, offering valuable insights for businesses to enhance customer experience and better meet the needs of diverse shoppers across both offline and online platforms.

Table summarizing the demographic data based on the random sample of 300 respondents.

## Section A: Demographic Data

Demographic Variable	Category	Percentage (%)	Count (Out of 300)
Age Group	Under 18	18.0%	54
	18-25	15.3%	46
	26-35	17.7%	53
	36-45	17.0%	51
	46-55	14.0%	42
	56 and above	17.7%	53
Gender	Male	35.7%	107
	Female	33.3%	100
	Prefer not to say	31.0%	93
Location	Urban	37.7%	113
	Semi-Urban	30.0%	90
	Rural	32.3%	97
Income Level	Below ₹20,000	25.0%	75
	₹20,000 - ₹50,000	24.0%	72
	₹50,000 - ₹1,00,000	27.0%	81
	Above ₹1,00,000	24.0%	72
Education Level	High School	20.3%	61
	Undergraduate	17.3%	52
	Graduate	20.0%	60
	Postgraduate	23.0%	69
	Doctorate	19.3%	58

Table No. 01: Demographic Data Summary Table

### Key Observations:

1. Age Distribution: Respondents are fairly spread across different age groups, with the largest segments being 26-35 years and 56 and above.
2. Gender Representation: The sample has a balanced gender distribution, though a notable portion chose "Prefer not to say".
3. Location: A higher proportion of respondents are from urban areas (37.7 per cent), followed by rural (32.3 per cent) and semi-urban (30.0 per cent).
4. Income Levels: The majority of respondents fall within the ₹50,000 - ₹1, 00,000 income bracket (27 per cent).
5. Education Levels: Most respondents have postgraduate education (23per cent), followed by high school and graduate levels.

Here are the tables summarizing the analysis for Section B: Shopping Behavior in Traditional Markets (T-Markets) and Section C: Shopping Behavior in Electronic Markets (e-Markets) based on the random sample data.

## Section B: Shopping Behavior in Traditional Markets

Question	Category	Percentage (%)	Count (out of 150)
Shopping Frequency	Daily	16.0%	24
	Weekly	24.3%	36
	Monthly	28.0%	42
	Rarely	22.7%	34
	Never	9.0%	14
Primary Reasons for Shopping	Ability to see/touch products	34.0%	51
	Social interaction	20.7%	31
	Bargaining for better prices	18.3%	28
	Trust in product quality	15.7%	24
	Proximity to home	11.3%	17
Product Types Purchased	Fresh produce	40.0%	60
	Clothing and apparel	22.7%	34
	Electronics	15.3%	23
	Household items	22.0%	33
Satisfaction Levels	Very satisfied	20.3%	30
	Satisfied	33.7%	51
	Neutral	25.0%	38
	Dissatisfied	15.0%	23
	Very dissatisfied	6.0%	9
Challenges Faced	Limited product variety	24.0%	36
	Inconvenient location/timings	20.7%	31
	Lack of product information	18.3%	28
	Crowded environment	21.0%	32
	Transportation/parking issues	16.0%	24

Table No. 02: Shopping Behavior in Traditional Markets (T-Markets)

### Key Observations for Section B: Shopping Behavior in Traditional Markets (T-Markets)

#### 1. Shopping Frequency:

- The most common shopping frequency is monthly (28 %), followed by weekly (24.3 %).
- A small proportion of respondents (9 %) never shop in traditional markets, indicating that T-Markets are still relevant for many consumers.

#### 2. Primary Reasons for Shopping in T-Markets:

- The ability to see and touch products before purchasing is the leading reason (34 per cent), showing the importance of physical product inspection for customers.
- Social interaction with vendors and the ability to bargain are also significant factors, highlighting the personal experience and potential for price negotiation in T-Markets.
- Proximity to home (11.3 %) is the least significant factor, suggesting that convenience is less of a driver compared to product inspection and interaction.

### 3. **Types of Products Purchased:**

- Fresh produce (40 %) is the most commonly purchased product category, underscoring the preference for buying perishable items in traditional markets.
- Clothing and apparel (22.7 %) and household items (22 %) are also popular, indicating the diversity of products bought in T-Markets.
- Electronics (15.3 %) have a relatively lower purchase frequency, likely due to better options and prices available online.

### 4. **Satisfaction Levels:**

- The majority of respondents are either satisfied (33.7 %) or very satisfied (20.3 %) with their experience in T-Markets, indicating a generally positive perception.
- However, a combined 21% of respondents are dissatisfied, suggesting room for improvement in areas like product variety and convenience.

### 5. **Challenges Faced in T-Markets:**

- Limited product variety (24 per cent) is the most reported challenge, pointing to a need for a wider assortment of products.
- Crowded and noisy environments (21 per cent) and inconvenient locations/timings (20.7 per cent) are also significant issues, indicating logistical and comfort-related barriers.
- Transportation/parking difficulties (16 per cent) suggest a need for better infrastructure and accessibility in traditional markets.

### Section C: Shopping Behavior in Electronic Markets

Question	Category	Percentage (%)	Count (out of 150)
Shopping Frequency	Daily	12.0%	18
	Weekly	26.7%	40
	Monthly	30.0%	45
	Rarely	23.3%	35
	Never	8.0%	12
Primary Reasons for Shopping	Convenience from home	35.3%	53
	Wide variety of products	27.0%	41
	Competitive pricing/discounts	20.7%	31
	Product information/reviews	11.0%	17
	24/7 shopping availability	6.0%	9
Product Types Purchased	Electronics	28.7%	43
	Clothing and apparel	26.0%	39
	Books and media	15.3%	23
	Groceries	30.0%	45
Satisfaction Levels	Very satisfied	25.0%	38
	Satisfied	35.0%	53
	Neutral	20.0%	30
	Dissatisfied	13.3%	20
	Very dissatisfied	6.7%	10
Challenges Faced	Concerns about product quality	26.0%	39
	Trust/security issues	22.3%	34
	Delivery delays	20.7%	31
	Difficulty navigating website	18.0%	27
	Lack of personal interaction	13.0%	20

Table. No. 03: Shopping Behavior in Electronic Markets (E-Markets)

#### Key Observations for Section C: Shopping Behavior in Electronic Markets (E-Markets)

##### 1. Shopping Frequency:

- A significant portion of respondents shop online on a monthly basis (30 per cent), followed closely by weekly (26.7 per cent).
- A smaller group shops daily (12 per cent), while 8 per cent never shop online, indicating varying degrees of adoption among consumers.

##### 2. Primary Reasons for Shopping in E-Markets:

- The leading reason for shopping online is the convenience of shopping from home (35.3 per cent), showcasing the importance of ease and flexibility.
- Access to a wide variety of products (27 per cent) and competitive pricing/discounts (20.7 per cent) are also key drivers, reflecting the appeal of diverse choices and cost savings in E-Markets.

- 24/7 shopping availability (6 per cent) is the least cited reason, suggesting that while round-the-clock access is a benefit, it may not be a primary motivator.
3. **Types of Products Purchased:**
    - Electronics (28.7 per cent) and groceries (30 per cent) are the most frequently purchased items online, highlighting the popularity of both high-value and everyday essentials in E-Markets.
    - Clothing and apparel (26 per cent) also have a strong online presence, likely due to the variety and convenience offered by E-Markets.
    - Books and media (15.3 per cent) have a lower purchase frequency, possibly due to the shift towards digital content.
  4. **Satisfaction Levels:**
    - Most respondents report being satisfied (35 per cent) or very satisfied (25 per cent) with their experience in E-Markets, indicating a generally high level of customer satisfaction.
    - A small but notable percentage of respondents are dissatisfied (13.3per cent) or very dissatisfied (6.7per cent), suggesting that some aspects of the online shopping experience need improvement.
  5. **Challenges Faced in E-Markets:**
    - Concerns about product quality (26 per cent) are the most common issue, highlighting the importance of reliable product descriptions and customer reviews.
    - Trust and security issues (22.3 per cent) are also significant, indicating ongoing concerns about data privacy and fraudulent activities in online shopping.
    - Delivery delays (20.7 per cent) and difficulty navigating the website/app (18 per cent) suggest potential improvements needed in logistics and user experience.
    - Lack of personal interaction (13 per cent) reflects the absence of the human element, which some consumers still value in their shopping experience.

### **Comparative Results:**

1. Shopping Frequency: Respondents shop more frequently on a monthly basis in both T-Markets and E-Markets.
2. Primary Reasons for Shopping:
  - In T-Markets, the ability to see and touch products is the most cited reason.
  - In E-Markets, convenience of shopping from home dominates as the main reason.
3. Product Types Purchased:
  - Fresh produce is the most purchased category in T-Markets.
  - Electronics and groceries are popular in E-Markets.
4. Satisfaction Levels: Satisfaction is generally higher in E-Markets, with a larger percentage of "Very satisfied" and "Satisfied" responses compared to T-Markets.
5. Challenges Faced:
  - In T-Markets, limited product variety and crowded environments are major issues.
  - In E-Markets, concerns about product quality and trust/security issues are common.

## **Qualitative Analysis**

### **A.Consumer Behaviour While Purchasing the Good and Services from the Traditional Market and Electronic Market, Different Factors Influences;**

#### **Traditional Markets**

##### 1. Linear Purchase Journey:

- Consumers typically follow a more linear path: recognizing a need, searching for information locally (word-of-mouth, store visits), evaluating limited options in-store, making a purchase, and potentially seeking post-purchase support.

##### 2. Sensory & Social Influences:

- **Sensory Experience:** Consumers rely heavily on touch, feel, and visual cues to assess products. The physical store environment and product presentation play a crucial role.
- **Social Interaction:** Face-to-face interactions with salespeople and influence from friends/family present during shopping trips can significantly impact decisions.

##### 3. Limited Information & Convenience:

- **Information Accessibility:** Consumers often have access to limited product information, relying on product packaging, in-store displays, and salesperson knowledge.
- **Convenience Factors:** Shopping trips require time, effort, and travel, potentially limiting purchase frequency and spontaneity.

#### **E-Markets**

##### 1. Non-Linear & Self-Directed Journey:

- Consumers have greater control and flexibility in their journey. They can easily jump between stages, conduct extensive online research, compare prices across multiple sellers, and purchase at their convenience.

##### 2. Digital Information & Influence:

- **Information Abundance:** E-markets provide access to vast product information, including detailed descriptions, customer reviews, videos, and comparisons, empowering consumers to make informed decisions.
- **Online Reviews & Social Proof:** Consumers heavily rely on online reviews and ratings from other customers as a form of social proof, influencing their purchase decisions.

##### 3. Convenience & Personalization:

- **24/7 Accessibility:** E-commerce platforms offer the convenience of shopping anytime, anywhere, eliminating geographical barriers and time constraints.
- **Personalized Experiences:** E-commerce platforms leverage data to personalize product recommendations, offer targeted promotions, and create tailored shopping experiences, influencing consumer choices.

#### **Key Differences:**

- **Control & Convenience:** E-markets empower consumers with greater control, flexibility, and convenience throughout the purchase journey.
- **Information Access:** E-markets provide abundant product information and social proof, enabling more informed decisions.

- **Influence of Digital Environment:** Website design, online reviews, and personalized experiences heavily shape consumer behavior in e-markets.

Understanding these distinct characteristics is crucial for businesses to tailor their marketing strategies, optimize customer experiences, and effectively engage consumers in both traditional and e-commerce environments.

## **B.Consumer Preferences of One Market over the Other**

India presents a fascinating dichotomy where traditional markets still hold strong, yet e-commerce is experiencing explosive growth. Understanding consumer preferences for each market is crucial for businesses aiming to capture the Telangana consumer.

### **Traditional Markets: Enduring Appeal**

Despite the rise of e-commerce, traditional markets remain deeply entrenched in Telangana society due to several factors:

- **Touch & Feel Factor:** (Roy et al., 2014) highlights that non-price attributes, often experienced through touch and feel, remain important for Telangana consumers, especially for categories like fresh produce and apparel.
- **Bargaining & Social Interaction:** The social aspect of shopping, including bargaining for better prices and engaging with vendors, is deeply ingrained in the Telangana consumer psyche.
- **Accessibility & Trust:** Traditional markets are often more accessible, especially in smaller towns and villages, and offer established trust built through long-standing vendor relationships.
- **Cash-Based Economy:** India's largely cash-based economy favours traditional markets, although digital payment adoption is increasing.

### **E-Markets: Riding the Digital Wave**

E-commerce has witnessed phenomenal growth in India, driven by:

- **Increasing Smartphone & Internet Penetration:** (The Great India's Smartphone Survey 2019 | 91mobiles.com, 2019) illustrates the rapid adoption of smartphones, providing access to e-commerce platforms for millions.
- **Convenience & Value:** E-commerce platforms offer convenience, wider product selections, competitive pricing, and doorstep delivery, appealing to busy urban consumers.
- **Rising Middle Class & Disposable Incomes:** (Telangana Consumer Market, Economy, Telangana Middle Class, Market Size, 2023) points to the growth of the Telangana middle class with increased disposable incomes, driving demand for consumer durables often purchased online.
- **Discounts & Promotions:** E-commerce platforms heavily leverage discounts, promotions, and loyalty programs to attract and retain customers.

### **Market Preference: A Nuanced Picture**

Rather than a clear preference for one market, Telangana consumers often exhibit **hybrid behavior**, leveraging both traditional and e-commerce channels based on:

- **Product Category:** Groceries, fresh produce, and apparel often see a preference for traditional markets, while electronics, appliances, and books are popular online purchases.
- **Location & Demographics:** Urban consumers with higher disposable incomes and internet access are more likely to embrace e-commerce, while rural consumers and older generations often favour traditional markets.

- **Occasion & Urgency:** Planned purchases, especially high-value items, are often researched and compared online, while immediate needs or products requiring physical inspection are purchased in traditional markets.

### **C.Boosting E-Market Success: Techniques to Enhance Consumer Engagement**

The Telangana e-market is booming, but attracting and retaining customers requires a strategic approach. Here are some techniques to enhance consumer engagement and drive growth:

#### 1. Optimize for Trust & Security:

- **Build Credibility:** Clearly display contact information, return policies, and customer service channels. Highlight positive customer testimonials and media mentions.
- **Secure Payment Gateways:** Offer a variety of trusted payment options, including cash-on-delivery to cater to diverse preferences. Display security badges prominently.
- **Data Privacy Assurance:** Clearly communicate data privacy policies and obtain explicit consent for data collection and usage.

#### 2. Enhance User Experience:

- **Mobile-First Approach:** With a majority of Telangana users accessing the internet via smartphones, prioritize a seamless and intuitive mobile experience.
- **Easy Navigation & Search:** Implement user-friendly filters, search suggestions, and product categorization to facilitate easy browsing and product discovery.
- **High-Quality Product Images & Videos:** Provide multiple, high-resolution images showcasing products from different angles. Incorporate product demonstration videos for better visualization.

#### 3. Leverage Personalization & Recommendations:

- **Personalized Product Recommendations:** Utilize browsing history, purchase data, and wish lists to offer personalized product suggestions, increasing relevance and purchase likelihood.
- **Targeted Promotions & Offers:** Segment customers based on demographics, purchase behavior, and preferences to deliver targeted promotions and discounts, enhancing engagement.
- **Personalized Communication:** Tailor email marketing, push notifications, and in-app messages based on individual customer preferences and purchase history.

#### 4. Foster Engagement & Community:

- **Interactive Content & Gamification:** Incorporate quizzes, polls, and interactive elements to engage users and create a more enjoyable shopping experience.
- **User-Generated Content:** Encourage customer reviews, ratings, and product photos/videos to build social proof and foster a sense of community.
- **Social Media Integration:** Maintain an active presence on social media platforms popular in India, engage with customers, and leverage social commerce features.

#### 5. Address Language & Cultural Nuances:

- **Multilingual Support:** Provide website and app interfaces in various Telangana languages to reach a broader audience and improve accessibility.
- **Culturally Relevant Content:** Incorporate imagery, messaging, and promotions that resonate with Telangana culture, festivals, and values.
- **Local Payment Options:** Integrate popular Telangana payment gateways and wallets, including UPI, to facilitate seamless transactions.

By implementing these techniques, e-commerce businesses can build trust, enhance user experience, and foster stronger connections with Telangana consumers, ultimately driving growth and success in this dynamic market.

## **Conclusion**

### **Navigating the dynamic telangana consumer landscape**

This exploration into consumer behavior within Telangana traditional and e-markets reveals a dynamic landscape shaped by evolving preferences, technological advancements, and cultural nuances. While traditional markets maintain their allure through sensory experiences, social interactions, and established trust, e-commerce is rapidly gaining traction by offering convenience, value, and access to a wider selection of goods and services.

Telangana consumers, rather than exhibiting a singular preference, demonstrate a hybrid approach, strategically navigating both channels based on product category, individual needs, and occasion. This highlights the need for businesses to adopt an integrated strategy, leveraging the strengths of both online and offline channels to cater to diverse consumer segments.

To thrive in this evolving market, e-commerce platforms must prioritize trust-building measures, optimize user experience for a mobile-first audience, and personalize interactions to enhance engagement. Simultaneously, understanding the enduring appeal of traditional markets allows for innovative integration, potentially bridging the gap through online-to-offline strategies or leveraging technology to enhance the in-person shopping experience.

Ultimately, success in the Telangana market hinges on a deep understanding of consumer motivations, a commitment to building trust, and the agility to adapt to the evolving dynamics of this vibrant consumer base.

## **References**

- Rathi, A. (2023). New trends in India's consumer buying behaviour. *EPRA International Journal of Economic and Business Review*. <https://doi.org/10.36713/epra12575>
- Nasabi, A., & H, S. (2022). Consumer Buying Behaviour Trends of E-Commerce in India- A Case Study. *International Journal of Management, Technology, and Social Science*. <https://doi.org/10.47992/ijmts.2581.6012.0247>
- Singh, A. (2016). E-Commerce in India -Consumer Buying Behaviour and Growth Trends an Exploratory Study. *Asian Journal of Multidisciplinary Studies*.
- Mahjudin, M. (2019). Buying behaviour pattern on online consumer. <https://doi.org/10.25139/SNG.V9I1.1345>
- Roy, D., Joshi, P., Karandikar, B., Joshi, S., & Sonkar, V. (2014). Expanding the Shopping Cart or Improving Its Contents: A Study on "Modern" Retail in India. *Journal of Agricultural & Food Industrial Organization*, 12(1), 159-180. <https://doi.org/10.1515/jafio-2013-0012>
- 91mobiles.com. (2019). *The great Indian smartphone survey 2019*. <https://www.91mobiles.com/hub/the-great-indian-smartphone-survey-2019/>
- IBEF. (n.d.). *Indian consumer market*. Retrieved from <https://www.ibef.org/industry/indian-consumer-market>