**Chapter2: Literature Survey**

It has been universally acknowledged that no work can be meaningfully conceived and soundly accomplished without critically studying what already exists in relation to it. It is the study of already established knowledge pertaining to the area that enable us to perceive clearly what is already lighted up in the area and what still remained enveloped in darkness. Once we come to know about that what is already researched and what portioned is left out, then we can proceed logically and purposefully. A research involves an in depth knowledge of key factors which are important to study.

Wholesale shopping is still in evolutionary stage in India and very few studies have undertaken research exploring customer acceptance and diffusion of internet shopping in India. Although there has been a dearth of online wholesale shopping related studies in Indian context, theoretical exploration can be based on various international studies carried out in other countries.

Due to technological innovation, the traditional way of shopping has become insufficient for individuals. Individuals now prefer easy ways to reach brands and stores and it can be said that The Internet has fundamentally change customer’s notions of convenience, speed, price, product information and service. As a result, it has given marketers a whole new to create value for customers and build relationship with them. The online consumer market place is growing at an exponential rate. At the same time, technology has enhanced the capacity of online companies to collect, store, maintains, transfer and analyze vast amount of data from and about the consumer who visit their android app.

Number of studies has been done in the traditional shopping channels . Lush and Lush (1987) suggest that in the traditional shopping environment, there are four unique characteristics of services which differentiate service from goods. These characteristics are generally summarized as intangibility, inseparability, heterogeneity and perish ability. However, due to the lacks of social presence and product presence in the Ecommerce environment (Jahng, Jain and Ramamurthy, 2000), consumers may have different perceptions of the difference between goods and services in the Ecommerce environment, compared with situation of traditional shopping environment.

A Swarup Agency needs to have a good directory boards with the most updated information. This is to guide and direct users to a right path with accurate information. Thus, it helps user to save time. The literature survey that follows provides mobile computing background that contextualizes motivations for the current study. Overall, people reported spending more time using mobile apps, and as people become more advanced in their use of smart phones, the amount of time spent using mobile apps increases.

According to the survey there is a particular manual paper work used by the Agency shopkeepers to store the details about the customers. In this method there are many problems that are faced by the shopkeepers such as the papers on which the shopkeeper stored the customer details are lost or misplaced then there so no solution to get the information back, finding the previous details about the customer is not easy.

The task of marketing research is to provide management with relevant, accurate, reliable, valid and current information. Competitive costs attributed to poor decision making requires that market research provides sound information. Marketing manager make numerous strategic and tactical decision in about potential opportunities, target market selection, market segmentation, planning and implementing marketing programs, marketing performance and control.

Mobile device shopping is indicated to offer highest value to savvy Internet shoppers with extensive experience of using mobile device. The barriers of imitation of retailer’s mobile marketing are based on structural change of organizational changes of organizational and network resources and competences.