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### 3.3.1: Number of research papers in the journal notified on UGC-Care list year wise during last five years

To,  
Whomever it may Concern  
NAAC

Subject: Regarding Number of research papers in the journal notified on UGC-Care list year wise


Reference: Your query No: 3.3.2 in DVV

Respected Sir/Madam,

With mentioned above subject, we have revised the Number of Number of research papers in the journal notified on UGC-Care list year wise and also provide relevant documents


2022-23	2021-22	2020-21	2019-20	2018-19
1	0	0	0	0



  
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Title of paper	Name of the author/s	Department of the teacher	Name of journal	Calendar Year of publication	ISSN number	Link to the recognition in UGC enlistment of the Journal /Digital Object Identifier (doi) number		
						Link to website of the Journal	Link to article / paper / abstract of the article	Is it listed in UGC Care list
A STUDY ON CUSTOMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING THROUGH M-COMMERCE	Mahesh Kishor Bhavsar and Dr. Hansraj M. Patil	UG and PG	Madhya Bharti - Humanities and Social Sciences	2022	0974-0066	<a href="https://dhgsu.edu.in/index.php/en/about-us/pub-2">https://dhgsu.edu.in/index.php/en/about-us/pub-2</a>	Offline published	Yes



  
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This is to certify that

**Dr. Hansraj M. Patil**

For the paper entitled

**A STUDY ON CUSTOMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING  
THROUGH M-COMMERCE**

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## A STUDY ON CUSTOMER BUYING BEHAVIOR TOWARDS ONLINE SHOPPING THROUGH M-COMMERCE

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### Abstract –

M-Commerce, or online shopping, is an electronic commerce practice that enables consumers to purchase goods online directly from sellers through a computer or mobile browser. Developing a mobile commerce strategy has become a necessity in the M-Commerce space. Mobile phones play a major role in developing countries today. Online shopping through mobile has reached our fingertips today. New technologies have revolutionized the online shopping business. A new form of retailing has emerged with online shopping. This study focusses on consumer perception in online shopping through M-Commerce. The purpose of this study is understanding the essential factors related to M-Commerce acceptance. This study also understands the factors that motivate and influencing factors on consumer confidence in online shopping.

**Keywords –** M-Commerce, Online Shopping, Smart phones

### Introduction –

The process of buying goods and services online is known as online shopping. Mobile phones are playing a major role in developing countries today. Online shopping is in your hands today. Developing mobile commerce strategies has become a necessity in the e-commerce sector. There are a variety of ways to transact online, such as making payments online, playing games online, buying and selling goods and services online, and downloading audio and video content. Smartphones, tablets, and mobile devices are usually used for M-commerce.

As the Internet opens up new possibilities, it is imperative to understand the factors that drive Indian shoppers' trust in online shopping systems. The most significant variables are web-based shopping trends; Motivation, trust, risk socio-economics, websites, etc. need to be studied in detail. The online shopping business has been revolutionized by new technology. A new kind of retailing has emerged with online shopping. Through the development of e-products and services to meet changing consumer needs, online shopping increases its sales base and financial resources. Advances in technology have opened up new avenues for online shopping.



  
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जुलाई - अक्टूबर, 2022



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