AN ANALYSIS OF ONLINE AND OFFLINE SHOPPING BEHAVIOUR, WITH RESPECT TO BUYING DECISIONS OF URBAN FAMILIES TOWARDS ELECTRONIC GOODS

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Retracted

RETRACTION NOTE

The article entitled "An Analysis of Online and Offline Shopping Behaviour, With Respect To Buying Decisions of Urban Families towards Electronic Goods" has been accepted for publication in the Academy of Marketing Studies Journal considering the statements provided in the article as personal opinion of the author which was found not having any conflict or biasness towards anything. As the article was a Research one, information provided by the author was considered as an opinion to be expressed through publication.

Publisher took decision to make the article online solely based on the reviewers suggestion which considered the article not but a personal opinion of the author. However, it is found that the author have some personal concerns and issues, therefore, being retracted from the journal.

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