

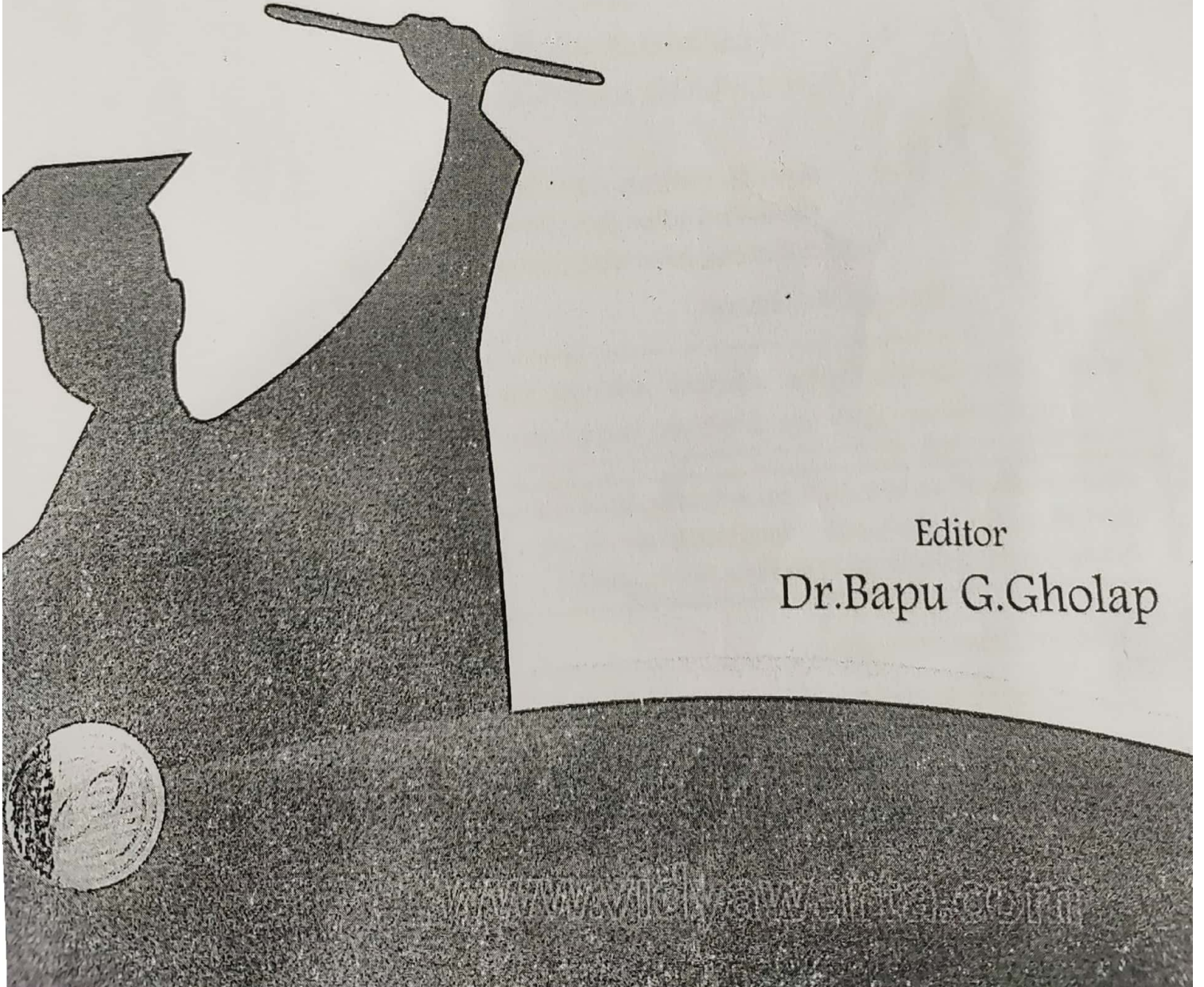


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glect of irrigation facilities and the extorsbitant methods of tax-collection."⁶

The resent movment and uprsing out come related the revolutionry dimensional theories. All the movements have organised by the uneducated and illetrate cultivators, farmers and plantes of the modern history to create by new thought makers.

In the Punjab, the assessment made by the British government were lower than the demands made during the rule of the siksh in the Punjab. However, the payment of land revenue was too made in cash and not in form of a shame of the crops as before th collection of revenue was also strict.

It is worthy of notice that the changes to the land revenue system both many changes in village life. The old rural society was broken up. As population increased, the lands of a family where divided among a layer number of persons. The small plots did not produce enough to maintain ther owners. cottage industries disappeared on account of the impart of British goods and the peasents had nothing supplement their income. "The landless laborness found no employment for a largepart of the year. Poverty compelled the villages to take loans form money landers and high rates of interest not that resulted in the exploitation of the villagers. The zamindar, money landers and lawers exploited the poor peasants."⁷

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07

The Effect of Mobile Retailing on Consumer's purchasing Experiences: A dynamic perspective

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Abstract

The aim of this paper is to understand the extent to which mobile technologies have an impact on consumer behavior, with emphasis on the drivers motivating consumers to adopt the consumer experience of mobile shopping. To achieve this goal we used a qualitative approach involving 29 consumers in the Indian market, where mobile shopping is still at an early stage. The findings shed a light on the extent to which consumers are moving from e-channels to mobile channels and take into account the effect of these technological innovations in retail settings from a cognitive standpoint, where studies are limited. The implications for researchers and practitioners are then discussed, with emphasis on retailers need to develop new mobile service competences, and integrate and synthetize physical retail settings with mobile opportunities and functionalities.

Introduction

In this scenario, a huge number of "contactless technologies", particularly automatic payment and self-checkout, are emerging as the most promising way of supporting the retail process (Lai & Chuah, 2010). These are based on proximity sensors that allow payment (or transactions in general) without entering any