To Study the Reasons For Customer Abandoning Their On-Line Shopping Cart Before Purchase Completion Stage

Ojaswita Shrivastava

---ABSTRACT---
E-tailers spend enormous amount of time, effort and energy and resources to market and sell their products and services to their consumers. They engage in activities such as segmentation, targeting, positioning and use the four Ps to ensure that the consumers select their products and services from a shelf full of competing products. The perceived transaction inconvenience is the major predictor of shopping cart abandonment. The other predictors are perceived risks and perceived waiting time.While marketing literature is replete with investigations focusing on virtually every aspect of consumer and shopping behavior, little academic research focus has been directed towards understanding why consumer abandon a shopping cart towards the end, after they have selected the product. The study examines the unexplored area of consumer behavior at the final stages of transaction culmination and hence is an initial step towards filling that gap.

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I.   INTRODUCTION

E-tailing or e-commerce can be described as transactions that are conducted over an electronic network, where the buyer and merchant are not at the same physical location, for example plastic card transactions via the internet.

According to a recent study:
• Presently there are 52 million Internet users in India and the number is growing.
• Computer Hardware, cinema, Books, Music cassettes /CDs, travel tickets and gifts are sold through the net in a big way.

On-line shopping is a form of electronic commerce where the buyer is directly online to the seller's computer usually through the internet. There is no intermediary service. The sale and purchase transaction is completed electronically and interactively in real time such as Amazon.com for new books.
If an intermediary is present then the sale and purchase transaction is called e-commerce such as e-bay.com.
In 1990 Tim Berners-Lee generated the first World Wide Web server and browser. It opened for marketable use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994 the German company Intershop introduced its first online shopping system. In 1995 Amazon launched its online shopping site, and in 1996 eBay appeared.
E-commerce was identified as the facilitation of commercial transactions electronically, using technology such as:
EDI (Electronic Data Interchange)
EFT (Electronic Funds Transfer)

In recent years, online shopping has become popular; however, it still caters to the middle and upper class. In order to shop online, one must be able to have access to a computer, a bank account and a debit card. Shopping has evolved with the advancement of technology. According to research found in the Journal of Electronic Commerce, if one focuses on the demographic characteristics of the in-home shopper, in general, the higher the level of education, income, and occupation of the head of the household, the more favorable the perception of non-store shopping., Enrique (2005) The Impact of Internet User Shopping Patterns and Demographics on Consumer Mobile Buying Behavior. Journal of Electronic Commerce Research, An influential factor in consumer attitude towards non-store shopping is revelation to technology, since it has been demonstrated that increased exposure to technology increases the probability of developing promising attitudes towards new shopping channels.

Online shopping widened the target audience to men and women of the middle class. At first, the main users of online shopping were young men with a high level of income and a university education. This profile is changing. For example, in USA in the early years of Internet there were very few women users, but by 2001 women were 52.8% of the online population.

POPULARITY
Reasons for e-tailing becoming a hot opening can be attributed to many factors viz.

• No real estate costs

E-tailers do not have to maintain expensive showrooms or warehouses in prime locations, they operate through their web sites and thus save drastically on the real estate costs. The real estate costs in the metropolitan cities are sky high. Besides this, maintenance costs of a virtual store vis-à-vis a physical store are much less.

• Easy and comfortably

Easy and comfortably -obtained info is another advantages that shopping on the Net offers. On the Internet, product information is just a few clicks away, all accessed in the comfort of a home. Traditional retailing stands out in stark contrast: the consumer searches frantically, runs up and down, and grills a poorly trained store assistant who is unable to help him out. In the bargain, valuable time is lost. Simply put, shopping on the Internet for, say 15 minutes could save a two-hour trip to the mall. Consumers prefer to save this time so that they can devote more time for their professional and domestic priorities.

• Mass Media

A supermarket has limited area of operation. It caters to customers of a city (and/or its suburbs), but a web site can be accessed from any part of the country or for that matter from any part of the world, thus increasing the potential customer base.

Thus there are several factors that make the e-tailing popular. The main cost for a company in retailing business are floor space, human resources and other floor maintenance cost but in e-tailng companies do not incur other severe cost rather than warehouse cost and transportation cost. This makes the e-tailing a profitable sector for the companies as well apart from the consumers.

But there are several hurdles which acts as barrier for the e-tailing to get the edge over traditional retailing format.

THE HURDLES

Most of the e-tailing ventures have not been as profitable as they were expected to be, the reasons being:

- One estimate is that India has a mere 4 million Internet users, mostly are from metros. According to web analysts many areas of retailing, Internet is unlikely gather a sizable slice of market.
- Despite a higher Internet penetration, cities like Mumbai or New Delhi might not be a haven for an e-tailer. Reason: for things like grocery, there is a shop out there at every nook and corner. All that an individual has to do is just make a phone call and the goods are delivered at his doorstep. Thrown in along with free home delivery is a month's credit.
- Cheap labor: Due to easy availability of domestics at an affordable wage bill, quite a few of the rich customers hire them for doing domestic chores, which include shopping. The usual Indian aversion to use credit cards. Due to low penetration of credit cards and the lack of popularity of debit cards, e-tailing might find it an uphill task to catch on.
- Mounting competitive pressures: The market for online buying is still at a nascent stage. The turnover of the sector is relatively small and many players have already entered into it. Thus many e-tailers are eyeing a small market, exerting more pressure on operating margins.
- Shopping is still a touch--feel--hear experience: Unlike the Americans, Indians do not suffer from 'time-poverty' and shopping is still considered to be a family outing. Hence this type of an environment creates a problem of customer retention.
- In e-tail, customer retention by 5% leads to increase in profits by 25%. Most people buying on the net do it out of curiosity and a repeat purchase is unlikely.
- Inadequate information provided when the customers discerns it certain products like clothes, cosmetics etc. involve higher customer involvement. Most customers are comfortable buying books and music on the Internet because the information required making a purchase decision is simple.

But not so when a customer has to buy, say a blue Trouser. Here the customer wants to know: Which shade of blue is it? How does it feel on skin? How easily does it crease? This problem does not crop up in traditional retailing. In cyber space, on the other hand, the buyer is normally starved of crucial information. Only the seller knows about the true quality of trouser. This is a clear case of "information asymmetry".

In India Internet usage is escalating every day. In 2008, Kearney's annual Global retail Development Index (GRDI) ranked India as the fifth largest retail destination worldwide. For now, the retail industry stands at 390 billion and is mounting at a steady rate. Internet penetration rate is of 7.1% which is considered to be one of the highest globally. The good news for Indian retailers is that a high percentage of the population using the Internet falls in the 20-45 age group. India's stellar performance is only encouraging big companies to enter into the digital world and use it as a tool to increase revenue and grab audience's attention.

Emergence of Online Retailing

What really started the trend was Future group's entry in the online market in 2007. However, it was Fabmall who first started online retailing (also called e-tailing) in India by establishing an online shop in the late 1990's. In time, Shoppers Stop ventured into this segment with a site in late 2008 and Anil-Ambani owned ADAG group did the same by offering a **Reliance Money Mall** that same year.

According to the Internet and Mobile Association of India (IAMAI) and IMRB report, the e-tailing market was worth Rs 850 crore for 2006-07.

In 2008, IAMAI stated that the e-commerce industry stood at Rs. 9, 210 crore. Now, it is expected that this segment will grow 30% annually. 75-80% of the market is contributed by travel portals - the rest is made up by online classified, e-tailing and digital downloads. 12% of the market is constituted by online classifieds such as matrimonial and job portals.

E-tailing, which comes under e-commerce, assists retailers to establish their base of loyal customers. It is aimed in selling in places where the brand does not have a physical presence. Sankarson Banerjee, CEO of Future Bazaar (the Future group's e-tailing enterprise) believes that this venture has been beneficial for the group. He said: "In FY09, Future Bazaar sold Rs 122 crore worth of goods, 1.5 percent of total sales of the Future group. By 2011, we expect it to be 2-3 percent. Worldwide, it contributes 7-10 per cent of sales" Among the gamut of the most sought after products, electronic items and apparel lead the list.

Banerjee concurs, "Besides international audience, we get orders from J&K, Andaman & Nicobar, etc." Ambareesh Murty, country manager, eBay India, acknowledges, "Online marketplaces help create trade between metros and Tier II & III cities by bridging the demand and supply gap."

A Promising Future for Online Retailing
For retailers in India, e-tailing is gaining recognition as it entails many benefits for them. Some of these include:

• No real estate costs
• Enhanced customer service
• Mass customization
• Global reach
• Niche marketing and specialized stores

Payment
Online shoppers commonly use credit card to make payments, however some systems enable users to create accounts and pay by alternative means, such as:

- Billing to mobile phones and landlines
- Cash on delivery(C.O.D., offered by very few online stores)
- Check
- Debit card
- Direct debit in some countries
- Electronic money of various types
- Gift cards
- Postal money order
- Wire transfer/delivery on payment

Some sites will not accept international credit cards, some require both the purchaser's billing address and shipping address to be in the same country in which site does its business, and still other sites allow customers from anywhere to send gifts anywhere. The financial part of a transaction might be processed in real time (for example, letting the consumer know their credit card was declined before they log off), or might be done later as part of the fulfillment process.

Product delivery
Once a payment has been accepted the goods or services can be delivered in the following ways.
- <u>Downloading</u>: This is the method often used for digital media products such as software, music, movies, or images.
- <u>Drop shipping</u>: The order is passed to the manufacturer or third-party distributor, who ships the item directly to the consumer, bypassing the retailer's physical location to save time, money, and space.
- <u>In-store pickup</u>: The customer orders online, finds a local store using locator software and picks the product up at the closest store. This is the method often used in the bricks and clicks business model.
- Printing out, provision of a code for, or emailing of such items as admission tickets and scrip (e.g., gift certificates and coupons). The tickets, codes, or coupons may be redeemed at the appropriate physical or online premises and their content reviewed to verify their eligibility (e.g., assurances that the right of admission or use is redeemed at the correct time and place, for the correct dollar amount, and for the correct number of uses).
- <u>Shipping</u>: The product is shipped to the customer's address or that of a customer-designated third party.

- Will call, COBO (in Care Of Box Office), or "at the door" pickup: The patron picks up pre-purchased tickets for an event, such as a play, sporting event, or concert, either just before the event or in advance. With the onset of the Internet and e-commerce sites, which allow customers to buy tickets online, the popularity of this service has increased.

Shopping cart systems
- Simple systems allow the offline administration of products and categories. The shop is then generated as HTML files and graphics that can be uploaded to a webspace. These systems do not use an online database.
- A high end solution can be bought or rented as a standalone program or as an addition to an enterprise resource planning program. It is usually installed on the company's own webserver and may integrate into the existing supply chain so that ordering, payment, delivery, accounting and warehousing can be automated to a large extent.
- Other solutions allow the user to register and create an online shop on a portal that hosts multiple shops at the same time.
- Open source shopping cart packages include advanced platforms such as Interchange, and off the shelf solutions as Avactis, Satchmo, osCommerce, Magento, Zen Cart, VirtueMart, Batavi, PrestaShop and OpenCart.
- Commercial systems can also be tailored to one's needs so the shop does not have to be created from scratch. By using a pre-existing framework, software modules for various functionalities required by a web shop can be adapted and combined.

Online Shopping

Like many online auction websites, many websites allow small businesses to create and maintain an online shops (ecommerce online shopping carts), without the complexity that involved in purchasing and developing an expensive stand alone ecommerce software solutions.

Design

Why does electronic shopping exist? For customers it is not only because of the high level of convenience, but also because of the broader selection; competitive pricing and greater access to information. For organizations it increases their customer value and the building of sustainable capabilities, next to the increased profits.

Information load

Designers of online shops should consider the effects of information load. Mehrabian and Russel (1974) introduced the concept of information rate (load) as the complex spatial and temporal arrangements of stimuli within a setting. The notion of information load is directly related to concerns about whether consumers can be given too much information in virtual shopping environments. Compared with conventional retail shopping, computer shopping enriches the information environment of virtual shopping by providing additional product information, such as comparative products and services, as well as various alternatives and attributes of each alternative, etc.Two major sub-dimensions have been identified for information load: complexity and novelty. Complexity refers to the number of different elements or features of a site, which can be the result of increased information diversity. Novelty involves the unexpected, suppressing, new, or unfamiliar aspects of the site. A research by Huang (2000) showed that the novelty dimension kept consumers exploring the shopping sites, whereas the complexity dimension has the potential to induce impulse purchases.

Consumer expectations

The main idea of online shopping is not just in having a good looking website that could be listed in a lot of search engines or the art behind the site. It also is not only just about disseminating information, because it is also about building relationships and making money. Mostly, organizations try to adopt techniques of online shopping without understanding these techniques and/or without a sound business model. Rather than supporting the organization's culture and brand name, the website should satisfy consumer's expectations. A majority of consumers choose online shopping for a faster and more efficient shopping experience. Many researchers notify that the uniqueness of the web has dissolved and the need for the design, which will be user centered, is very important. Companies should always remember that there are certain things, such as understanding the customer's wants and needs, living up to promises, never go out of style, because they give reason to come back. And the reason will stay if consumers always get what they expect.

McDonaldization theory can be used in terms of online shopping, because online shopping is becoming more and more popular and a website that wants to gain more shoppers will use four major principles of McDonaldization: efficiency, calculability, predictability and control.Organizations, which want people to shop more online for them, should consume extensive amounts of time and money to define, design, develop, test, implement, and maintain the website. Also if a company wants their website to be popular among online shoppers it should leave the user with a positive impression about the organization, so consumers can get an impression that the company cares about them. The organization that wants to be accepted in online shopping needs to remember, that it is easier to lose a customer then to gain one. Lots of researchers state that even when a site was "top-rated", it would go nowhere if the organization failed to live up to common etiquette, such as returning e-mails in a timely fashion, notifying customers of problems, being honest, and being good stewards of the customers' data. Organizations that want to keep their customers or gain new ones should try to get rid of all mistakes and be more appealing to be more desirable for online shoppers. And this is why many designers of webshops consider research outcomes concerning consumer expectations. Research conducted by Elliot and Fowell (2000) revealed satisfactory and unsatisfactory customer experiences.

User interface

It is important to take the country and customers into account. For example, in Japan privacy is very important and emotional involvement is more important on a pension's site than on a shopping site. Next to that, there is a difference in experience: experienced users focus more on the variables that directly influence the task, while novice users are focusing more on understanding the information.There are several techniques for the inspection of the usability. The ones used in the research of Chen & Macredie (2005) are Heuristic evaluation, cognitive walk through and the user testing. Every technique has its own (dis-)advantages and it is therefore important to check per situation which technique is appropriate.When the customers went to the online shop, a couple of factors determine whether they will return to the site. The most important factors are the ease of use and the presence of user-friendly features.

The System Itself

The Shopping Cart system works like the name suggests. Firstly, the customer must choose the product desired from the source. Once this step is done, an option to *add the product to the cart* will be given, this step will assure that the item you desire will be bought. Once the customer has finished browsing for other potential purchases and has decided that the product he chose previously is the one that he wants to buy, the user must then follow the steps provided by the website in order to fulfill the transaction (normally requires an active account and/or registration method). Lastly, the order will then be sent to the desired address at a predicted date, which may alter depending on the speed of the process.

Market share

E-commerce B2C product sales totaled $146.4 billion in the United States in 2006, representing about 6% of retail product sales in the country. The $18.3 billion worth of clothes sold online represented about 10% of the domestic market. Forrester Research estimates that the United States online retail industry will be worth $279 billion in 2015.

For developing countries and low-income households in developed countries, adoption of e-commerce in place of or in addition to conventional methods is limited by a lack of affordable Internet access.

Advantages
Convenience

Online stores are usually accessible 24 hours a day, and many consumers have Internet access both at work and at home. Other establishments such as internet cafes and schools provide access as well. A visit to a conventional retail store requires travel and must take place during business hours.

In the event of a problem with the item – it is not what the consumer ordered, or it is not what they expected – consumers are concerned with the ease with which they can return an item for the correct one or for a refund. Consumers may need to contact the retailer, visit the post office and pay return shipping, and then wait for a replacement or refund. Some online companies have more generous return policies to compensate for the traditional advantage of physical stores. For example, the online shoe retailer Zappos.com includes labels for free return shipping, and does not charge a replenishing fee, even for returns which are not the result of merchant error. (Note: In the United Kingdom, online shops are prohibited from charging a restocking fee if the consumer cancels their order in accordance with the Consumer Protection (Distance Selling) Act 2000.)

Information and reviews

Online stores must describe products for sale with text, photos, and multimedia files, whereas in a physical retail store, the actual product and the manufacturer's packaging will be available for direct inspection (which might involve a test drive, fitting, or other experimentation).

Some online stores provide or link to supplemental product information, such as instructions, safety procedures, demonstrations, or manufacturer specifications. Some provide background information, advice, or how-to guides designed to help consumers decide which product to buy.

Some stores even allow customers to comment or rate their items. There are also dedicated review sites that host user reviews for different products.In a conventional retail store, clerks are generally available to answer questions. Some online stores have real-time chat features, but most rely on e-mail or phone calls to handle customer questions.

Price and selection

One advantage of shopping online is being able to quickly seek out deals for items or services with many different vendors (though some local search engines do exist to help consumers locate products for sale in nearby stores). Search engines, online price comparison service and discovery shopping engines can be used to look up sellers of a particular product or service.Shipping costs (if applicable) reduce the price advantage of online merchandise, though depending on the jurisdiction, a lack of sales tax may compensate for this.Shipping a small number of items, especially from another country, is much more expensive than making the larger shipments bricks-and-mortar retailers order. Some retailers (especially those selling small, high-value items like electronics) offer free shipping on sufficiently large orders.Another major advantage for retailers is the ability to rapidly switch suppliers and vendors without disrupting users' shopping experience.

Disadvantages
Fraud and security concerns

Given the lack of knack to inspect merchandise before purchase, consumers are at higher risk of fraud on the part of the merchant than in a physical store. Merchants also risk fraudulent purchases using stolen credit cards or fraudulent repudiation of the online purchase. Having warehouse instead of a retail storefront, merchants face less risk from physical theft.Secure Sockets Layer (SSL) encryption has generally solved the problem of credit card numbers being intercepted in transit between the consumer and the merchant. Identity theft is still a concern for consumers when hackers break into a merchant's web site and steal names, addresses and credit card numbers and other personal information. A number of high-profile break-ins in the 2000s has prompted some U.S. states to require revelation to consumers when this happens. Computer security has thus become a foremost concern for merchants and e-commerce service providers, who deploy countermeasures such as firewalls and anti-virus software to protect their networks.Phishing is another threat, where consumers are tricked into thinking they are dealing with a upright retailer, when they have actually been manipulated into feeding private information to a system operated by a malicious party. Denial of service attacks are a minor risk for merchants, as are server and network outages.Quality seals can be placed on the Shop web page if it has undergone an independent assessment and meets all necessities of the company issuing the seal. The purpose of these seals is to upsurge the confidence of the online shoppers; the existence of many different seals, or seals unfamiliar to consumers, may halt this effort to a certain extent. A number of resources offer advice on how consumers can shield themselves when using online retailer services. These include:

- Sticking with known stores, or attempting to find independent consumer reviews of their experiences; also ensuring that there is comprehensive contact information on the website before using the service, and noting if the retailer has enrolled in industry oversight programs such as trust mark or trust seal.
- Before buying from a new company, evaluate the website by considering issues such as: the professionalism and user-friendliness of the site; whether or not the company lists a telephone number and/or street address along with e-contact information; whether a fair and reasonable refund and return policy is clearly stated; and whether there are hidden price inflators, such as excessive shipping and handling charges.
- Ensuring that the retailer has an acceptable privacy policy posted. For example note if the retailer does not explicitly state that it will not share private information with others without consent.
- Ensuring that the vendor address is protected with SSL (see above) when entering credit card information. If it does the address on the credit card information entry screen will start with "HTTPS".

- Using strong passwords, without personal information. Another option is a "pass phrase," which might be something along the lines: "I shop 4 good a buy!!" These are difficult to hack, and provides a variety of upper, lower, and special characters and could be site specific and easy to remember.

Although the benefits of online shopping are considerable, when the process goes poorly it can create a thorny situation. A few problems that shoppers potentially face include identity theft, faulty products, and the accumulation of spyware. Whenever you purchase a product, you are going to be required to put in your credit card information and billing/shipping address. If the website is not secure a customer's information can be accessible to anyone who knows how to obtain it. Most large online corporations are inventing new ways to make fraud more difficult, however, the criminals are constantly responding to these developments with new ways to manipulate the system. Even though these efforts are making it easier to protect yourself online, it is a constant fight to maintain the lead. It is advisable to be aware of the most current technology and scams out there to fully protect yourself and your finances. One of the hardest areas to deal with in online shopping is the delivery of the products. Most companies offer shipping insurance in case the product is lost or damaged; however, if the buyer opts not to purchase insurance on their products, they are generally out of luck. Some shipping companies will offer refunds or compensation for the damage, but it is up to their discretion if this will happen. It is important to realize that once the product leaves the hands of the seller, they have no responsibility (provided the product is what the buyer ordered and is in the specified condition).

Lack of full cost disclosure
The lack of full disclosure with regards to the total cost of purchase is one of the concerns of online shopping. While it may be easy to compare the base price of an item online, it may not be easy to see the total cost up front as additional fees such as shipping are often not be visible until the final step in the checkout process. The problem is especially evident with cross-border purchases, where the cost indicated at the final checkout screen may not include additional fees that must be paid upon delivery such as duties and brokerage. Some services such as the Canadian based Wishabi attempts to include estimates of these additional cost but nevertheless, the lack of general full cost disclosure remains a concern.

Privacy
Privacy of personal information is a substantial issue for some consumers. Different legal jurisdictions have different laws concerning consumer privacy, and different levels of enforcement. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant. In response, many merchants promise not to use consumer information for these purposes, or provide a mechanism to opt-out of such contacts.Many websites keep track of consumers shopping habits in order to suggest items and other websites to view. Brick-and-mortar stores also collect consumer information. Some ask for address and phone number at checkout, though consumers may refuse to provide it. Many larger stores use the address information encoded on consumers' credit cards (often without their knowledge) to add them to a catalog mailing list. This information is obviously not accessible to the merchant when paying in cash.

Product suitability
Many successful purely virtual companies deal with digital products, (including information storage, retrieval, and modification), music, movies, office supplies, education, communication, software, photography, and financial transactions. Other successful marketers use Drop Shipping or affiliate marketing techniques to facilitate transactions of tangible goods without maintaining real inventory.

Some non-digital products have been more successful than others for online stores. Profitable items often have a high value-to-weight ratio, they may involve embarrassing purchases, they may typically go to people in remote locations, and they may have shut-ins as their typical purchasers. Items which can fit in a standard mailbox — such as music CDs, DVDs and books — are particularly suitable for a virtual marketer.

Products such as spare parts, both for consumer items like washing machines and for industrial equipment like centrifugal pumps, also seem good candidates for selling online. Retailers often need to order spare parts specially, since they typically do not stock them at consumer outlets—in such cases, e-commerce solutions in spares do not compete with retail stores, only with other ordering systems. A factor for success in this niche can consist of providing customers with exact, reliable information about which part number their particular version of a product needs, for example by providing parts lists keyed by serial number.

Products less suitable for e-commerce include products that have a low value-to-weight ratio, products that have a smell, taste, or touch component, products that need trial fittings — most notably clothing — and products where colour integrity appears important. Nonetheless, Tesco.com has had success delivering groceries in the UK, albeit that many of its goods are of a generic quality, and clothing sold through the internet is big business in the U.S. Also, the recycling program Cheapcycle sells goods over the internet, but avoids the low value-to-weight ratio problem by creating different groups for various regions, so that shipping costs remain low.

Aggregation

High-volume websites, such as Yahoo!, Amazon.com and eBay, offer hosting services for online stores to all size retailers. These stores are presented within an integrated navigation framework. Collections of online stores are sometimes known as virtual shopping malls or online marketplaces.

Become.com is a product price comparison service and discovery shopping search engine with a mission to help shoppers make ideal buying decisions. Dulance was a price engine that specialized in searching for hard-to-find products often sold by small independent online retailers ("The Long Tail"). Mysupermarket aggregates inventory from the UK's four leading online groceries for shoppers to compare supermarket prices.

Many companies that don't have internal resources or expertise (such as do-it-yourself-ers) work with a web development firm to handle all or some of the facets of the online shopping set-up, including integration of the e-commerce platform and hosting. Full service digital companies can design, develop and set-up ecommerce sites so that they're up and running with existing merchant accounts or new ones."

The impact of others' review on consumer behavior

One of the great benefits of online shopping is the ability to read others' reviews, which could be from experts or simply fellow shoppers on one product and service. The Nielsen Company conducted a survey in March 2010 and polled more than 27,000 Internet users in 55 markets from the Asia-Pacific, Europe, Middle East, North America and South America to look at questions such as "How do consumers shop online?", "What do they intend to buy?", "How do they use various online shopping web pages?", and the impact of social media and other factors that come into play when consumers are trying to decide how to spend their money on which product or service.According to that research, reviews on electronics (57%) such as DVD players, cell phones or PlayStations and so on, reviews on cars (45%), and reviews on software (37%) play an important role and have influence on consumers who tend to make purchases and buy online.

In addition to online reviews, peer recommendations on the online shopping pages or social media play a key role for online shoppers while researching future purchases of electronics, cars and travel or concert bookings. On the other hand, according to the same research, 40% of online shoppers indicate that they would not even buy electronics without consulting online reviews first.

Online reviews play a fundamental role on consumers who want to buy some kind of product, but the biggest effect is seen for electronics, cars and software.In the next 5 years, online retailing in India will mushroom even further. However, long-standing sustainability directly depends on factors like market fabric alterations, innovations and interactivity by market players. Owing to increased penetration of credit cards and easy access of computing facilities to a wider population, Internet retailing in India has witnessed a promising growth. Additionally, bargain-hunting consumers are latching on this trend as Internet retailers are known to offer products at discounted prices compared to store-based retailers. Consumers in the country can now truly expect a well streamlined, efficient and world-class shopping experience supported by the best technology.

Although e-tailing has lagged in India just like e-commerce but hopefully in future it would see a lot more actions as internet habit of Indian online users are on a rise and low sales and higher overhead cost makes it tougher for companies to expand their retailing footprint in India.

II. EXECUTIVE SUMMARY

E-retailing uses internet as a medium for customers to shop for the goods or services. It can be either pure-plays or bricks-and-clicks. Pure-play uses internet as primary means of retailing while bricks-and-clicks uses the internet as an addition to the physical store.

Now a day retailers have started offering almost everything under the sun on internet. From products like groceries to services like online gaming and jobs, e-retailing covers all frontiers. Even though online retail sales continue to grow much faster than retail sales through stores and catalogs, we now realize that internet is not a revolutionary new retail format that will replace stores and catalogs. While the Internet continues to provide opportunities for entrepreneurs in the retail industry, it is now primarily used by traditional retailers as a tool to complement their store and catalog offerings, grow their revenues and provide more value for their customers.

Unfortunately, India has lagged in e-retail growth story due to low density of internet connections, lower penetration of credit cards and customer anxiety in using new technologies. The growing use of Internet in India provides a developing prospect for online shopping. If E-marketers know the factors affecting online Indian behavior, and the relationships between these factors and the type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers.This project is a part of study, and focuses on factors which online Indian buyers keep in mind while shopping online. This research is based on the finding that information, perceived usefulness, ease of use, perceived convenience, and security and privacy are the factors which influence customer perception while shopping online.

Customers abandoning their shopping cart before purchase completion are a huge source of frustration for retail outlets and marketers. The ground for this study is to find out the reasons for why customer abandons their on-line shopping cart before the final purchase.

III. LITERATURE REVIEW

The retail scenario is one of the fastest growing industries in India over the last couple of years. Indian Retail Sector is the fifth largest global retail destination. With more than 52 million active internet users e-commerce has finally taken roots in India.Keen on tapping the potential of the current scenario, and with unique market strategies, along with the giants like e-bay, pantaloons, rediff a number of small portals with fresh and exciting business models have transformed the face of Indian e-commerce industry. But there are barriers and challenges like perceived transaction inconvenience, perceived risk involved and perceived waiting time involved and other factors like delivery service system which acts as hurdles in this. So many researches are based in finding out the cause of the problem.

Online shopping features can be either consumers' perceptions of functional and utilitarian dimensions, like "ease of use" and "usefulness", or their perceptions of emotional and hedonic dimensions like "enjoyment" (Menon and Kahn, 2002; Childers et al., 2001; Mathwick et al., 2001). Online retailing provides ease to the customers but once the customer selects a product and puts it in his/her shopping cart, he/she takes it to the checkout point. However, in some cases, for various reasons (e.g. long lines, cumbersome and tedious checkout process, etc.) consumers may abandon the cart. While marketing literature is replete with investigations focusing on virtually every aspect of consumer and shopping behavior, little academic research focus has been directed toward understanding why consumers abandon a shopping cart towards the end, after they have selected the product. According to the studies conducted by Goldwyn (2002), Eisenberg(2003) approximately 60-75 percent of the shopping carts are abandoned before purchase is made. Moreover, most of the studies have focused on the initial stages of the buying process, i.e.

from problem recognition to the evaluation of alternatives stages ("five stage model of consumer buying process" – Kotler, 1999), or the factors influencing the consumers' propensity to shop online. All this studies showed the satisfaction of consumers with retailing but there is a gap in research showing the understanding why the consumer despite of being satisfied with other aspects of the shopping environment would quit without completing the transaction. This study is done to focus on the factors responsible for customers abandoning the shopping cart before the final online purchase. These factors are perceived waiting time, perceived risk, perceived transaction inconvenience. The studies done by Rajasree. K. Rajamma, Audhesh K. Paswan and Muhammad M. Hossain explored the factors leading to the consumer's propensity to abandon the shopping cart at the transaction completion stage.

Various models have been given by Oliver and De Sabro (1980-88) based on expectations and satisfaction level. This model was called as expectancy disconfirmation model which suggests that satisfaction/dissatisfaction is a function of expectations and disconfirmations of the consumer. According to Swan and Trawick (1981) expectations are either positively disconfirmed when the experience exceeds expectations, confirmed when experience equals expectations, or are negatively disconfirmed when the experience falls below expectations. However, researchers like Simintiras et al. (1997) and Simonson (1992) have found pre purchase satisfaction as an important logical antecedent to purchase. Consumers have some pre-conceived expectations about the check-out process based on their expectations of online retailing.

Existing literature has found out that consumers perceived that quick and easy check out, shorter or no queue, more control over the process and convenience are the factors that our associated with online retailing (Photo trade news, 2006; Schelmetic, 2006). While convenience (e.g. Girard et al., 2003; Donthu and Garcia, 1999; Wolfinbarger and Gilly, 2001) has been suggested as one of the important factors associated with the decision to shop online, once the consumer decides to shop online other factors such as privacy and safety of transactions and enjoyment may also come into the picture.

Based on these literature, it is reasonable to assume that if the consumers' experiences in the online store fall short of their expectations, they are likely to experience dissatisfaction, and vice versa. This would in turn affect their purchase intention (Cronin and Taylor, 1992; Oliver, 1980), ultimately resulting in shopping cart abandonment. Thus despite of some satisfying factors like convenience of online shopping, merchandise, site design and financial security consumers abandon their online shopping cart due to some dissatisfied expectations. Consumers find a product of interest by visiting the website of the retailer directly, or do a search across many different vendors using a shopping search engine.

Once a particular product has been found on the web site of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, by analogy with filling a physical shopping cart or basket in a conventional store. A "checkout" process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. Some stores allow consumers to sign up for a permanent online account so that some or all of this information only needs to be entered once. The consumer often receives an e-mail confirmation once the transaction is complete. Less sophisticated stores may rely on consumers to phone or e-mail their orders (though credit card numbers are not accepted by e-mail, for security reasons).

In this study the factors that have been taken to work upon as the reason for consumers abandoning their on-line shopping cart are:
1 Perceived waiting time
2 Perceived risk
3 Transaction inconvenience

Thus if consumers have to wait longer in the checkout line, the transaction suddenly starts to look risky, or the final transaction process seems inconvenient, which may lead to shopping cart abandonment, even if, the consumer was satisfied with his/her experience with the e-commerce site until then.

IV. RESEARCH METHODOLOGY

Research is the systematic process of collecting and analyzing information to increase our understanding of the phenomenon under study. It is the function of the researcher to contribute to the understanding of the phenomenon and to communicate that understanding to others. The research methodology is a procedure of collecting data to find out purpose.

Data Collection:

Techniques used for acquiring primary data are through on-line questionnaires on survey analysis site (www.surveymonkey.com) which are asked deeply to do the research more effectively and efficiently. The secondary data is collected from internet, books, magazines, journals and newspaper articles.
Sampling Design:

A well-developed sampling design plays a critical role in ensuring that data is sufficient to draw the conclusions needed.
Sample unit -: Youth and adults who done online shopping in the last one year.
Sampling method -: Convenience sampling
Sample size -: 100
Area of study -: Delhi/NCR

So the sample unit that is taken are the on-line shoppers who do online shopping atleast once in a month, the sampling method that is chosen is convenience sampling and the sample size is 100. The sample chosen is from Delhi and NCR region.

Problem Recognized:

• Customers abandon online shopping cart before the final purchase.
Hypothesis:
H1. Perception of checkout process specific risk will be positively related with the propensity to abandon the shopping cart.
H2. Perceived waiting time to complete a transaction is positively related with the propensity to abandon the shopping cart.
H3. Perceived inconvenience associated with transaction completion process will be positively related with the propensity to abandon the shopping cart.

Approach to the problem:
The factors that are considered to be responsible for this problem are :
1. Perceived waiting time
2. Perceived risk
3. Transaction inconvenience

This study is focusing on just one stage of online shopping namely, the transaction completion stage, and not the entire shopping process. So even after being very satisfied with their experience leading up to the transaction completion stage, there may be some factors that are specific to the transaction completion stage that could make a consumer abandon his/her shopping cart.

The customers who done on-line shopping in the last one year has been surveyed and the data collected is analyzed to find the possible solutions for the problem identified.

The Gate model has been made to analyze the problem and to understand the hurdles in on-line final purchase process.

V.   THE GATE MODEL

Any rectangle gate with the wide base welcomes all whoever comes and nobody feels any hurdle. Thus A.B.C.D. is the generally accepted gate all over the world.

THE WELCOME GATE

| A | | B |

| D | A=Attention   C=Desire | C |
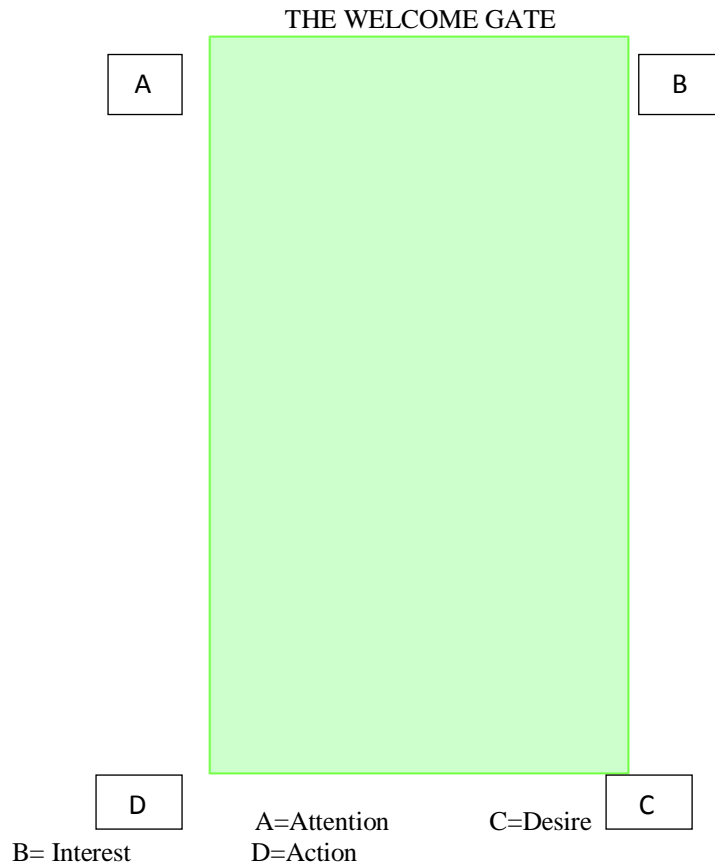
B= Interest   D=Action

The four cornerstones that are required to make any final purchase is that the customer attention should be secured, then his interest should be gained and then his interest should be kindled that can finally led the customer to take action and make the final purchase but in on-line shopping the hurdle stuck at the fourth and the final step of purchasing. The customers are reluctant to make the final purchase.

According to this model, the triangular hurdle gate involves the hurdles like transaction inconvenience, risk involved and the waiting time during the transactions.

Thus the triangle gate make sufficient hurdle to enter into the process of final purchasing. Thus an A.B.C. gate creates hurdle.

THE HURDLE GATE
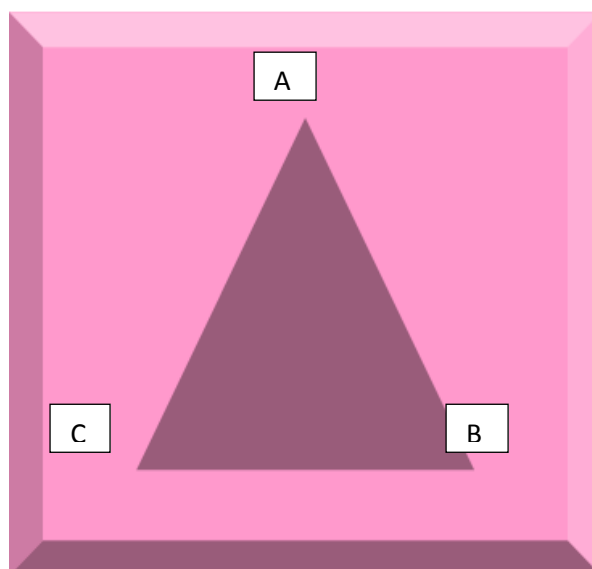
A= perceived waiting time
B= perceived risk involved
C= transaction inconvenience

Thus this Triangular gate model suggests that its difficult for any customer to enter into the final purchase process as long as these hurdles exists.These hurdles are analyzed by surveying 100 on-line shoppers who prefer to shop on-line but finds the problems and abandon the on-line shopping cart before the final purchase.

Research Design:
The research design which is employed is Exploratory and Descriptive Research which helps in providing insights and understanding the problem of customer abandoning the cart before final purchase in on-line retailing.
The Descriptive research describes the market characteristics or functions marked by the prior formulation of specific hypothesis. Preplanned and structured designed questionnaire helped in analyzing the data quantitatively. The findings can be used as input into decision making.

Primary Research:
Primary research is the basic market research which helps to know the current trends. It helps to get the real picture of the sector we are reaching for.
For our primary research we had the tools as:-

• Questionnaire (affixed in the annexure)
The primary research helped to know the problems facing by the on-line shoppers which help in finding out the causes for the problem identified.
Secondary Research:
The secondary research is basically getting important information from a lot of data stored in the books and different sites. Secondary research enabled me to get a view about the e-retailing. The opportunities lies which open up many doors for the growth of the company as it can cater to customers worldwide through this. But also there are several bottlenecks faced by E-retailing in India which are causing the customer reluctance and abandonment of the shopping cart before the final purchase while shopping on-line.

DATA ANALYSIS
**DEMOGRAPHIC ANALYSIS:**
For the demographic analysis of the data, the on-line shoppers surveyed were categorized on the basis of gender, age and occupation.
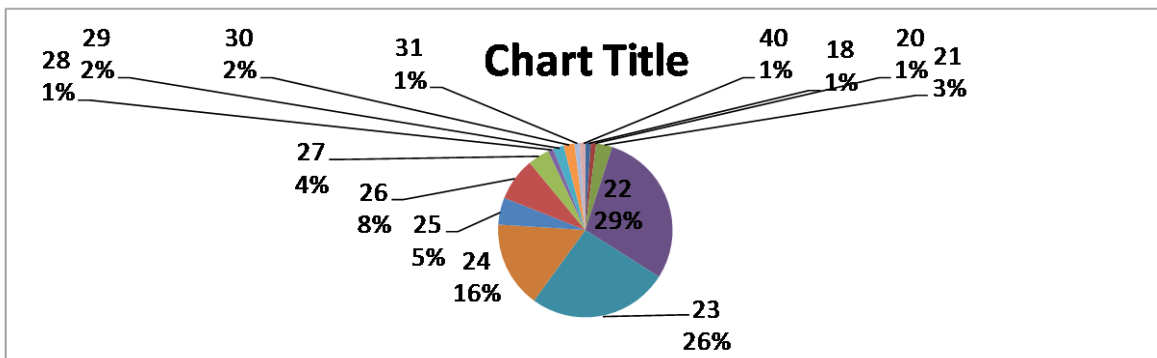
Gender Categorization:
The on-line shoppers that are surveyed when categorized on the basis of gender than the result comes out to be 54% male shop online and 46% were the female who do online shopping at least once in a month.
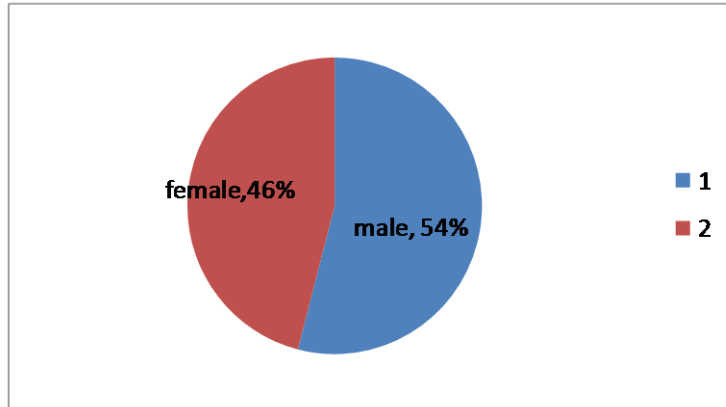
Age Categorization:

On finding the age percentage categorically on pie chart, it is found that 70% of the consumers were of age group 20-23, rest 30% comprises the consumers of age group 24-40.

Occupation Categorization:

On categorizing the occupation of the on-line shoppers surveyed to find the demographic data it is found that 45% of the shoppers are students or pursuing some professional or diploma courses, 11% of the on-line shoppers surveyed were the business people and 44% were engaged in some Government or private services.
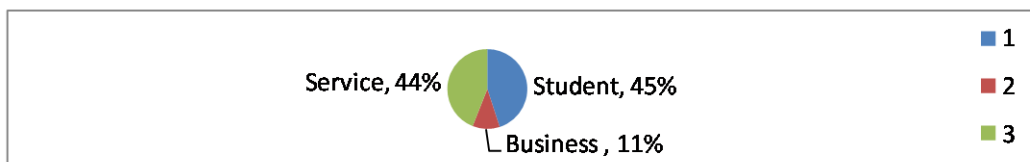
HYPOTHEISIS TESTING:

The frequency to shop on line that is whether the shoppers shop once in a month or twice or more and preferred transaction on-line that is what the shoppers prefer most to shop on-line like purchasing on-line tickets, paying on-line bills, managing on-line bank accounts, purchasing on-line financial products are correlated to find the significance of the hypothesis made.

From the correlation significance it can be found out that what factors are significantly impacting the preference of on-line shoppers.

H1. Perception of checkout process specific risk will be positively related with the propensity to abandon the shopping cart.

Correlation between the frequency to shop on-line and Perceived Risk involved in shopping online.

Correlations

		Frequency	Risk someone might steal personal information
Frequency	Pearson Correlation	1	.205*
	Sig. (1-tailed)		.020
	N	100	100
Risk someone might steal personal information	Pearson Correlation	.205*	1
	Sig. (1-tailed)	.020	
	N	100	100

*. Correlation is significant at the 0.05 level (1-tailed).

On finding the correlation between the frequency to shop on-line and the Risk factor that someone might steal personal information the result is coming Significant at 0.05 level. It signifies that this factor has significant impact on on-line shoppers' perspective.

Correlations

		Frequency	Risk someone might steal credit card number
Frequency	Pearson Correlation	1	.150
	Sig. (1-tailed)		.068
	N	100	100
Risk someone might steal credit card number	Pearson Correlation	.150	1
	Sig. (1-tailed)	.068	
	N	100	100

On finding the correlation between the frequency to shop on-line and the Risk factor that someone might steal credit card number the result is coming insignificant at 0.05 level. It signifies that this factor has insignificant impact on on-line shoppers' perspective.

Correlations

		Frequency	Risk company might misuse personal information
Frequency	Pearson Correlation	1	.210*
	Sig. (1-tailed)		.018
	N	100	100
Risk company might misuse personal information	Pearson Correlation	.210*	1
	Sig. (1-tailed)	.018	
	N	100	100

*. Correlation is significant at the 0.05 level (1-tailed).

On finding the correlation between frequency to shop on-line and the risk that company might misuse personal information the result is significant at 0.05 level. This shows that this factor is significant in having the impact on on-line shopper's perspective.

Correlations

		Frequency	Risk in dealing with unknown company
Frequency	Pearson Correlation	1	-.019
	Sig. (1-tailed)		.425
	N	100	100
Risk in dealing with unknown company	Pearson Correlation	-.019	1
	Sig. (1-tailed)	.425	
	N	100	100

Correlations

		Frequency	Risk Suspecious of the site
Frequency	Pearson Correlation	1	-.045
	Sig. (1-tailed)		.330
	N	100	100
Risk Suspecious of the site	Pearson Correlation	-.045	1
	Sig. (1-tailed)	.330	
	N	100	100

On finding the correlation between the frequency to shop on-line and the Risk factor involved in dealing with unknown company and being about suspicious of site the result is coming insignificant at 0.05 level. It signifies that this factor has insignificant impact on on-line shoppers' perspective.

H2. Perceived waiting time to complete a transaction is positively related with the propensity to abandon the shopping cart.
Correlation between the Frequency to shop on-line and the Perceived Waiting time involved.

Correlations

		Frequency	Wait for a page to upload
Frequency	Pearson Correlation	1	-.007
	Sig. (1-tailed)		.473
	N	100	100
Wait for a page to upload	Pearson Correlation	-.007	1
	Sig. (1-tailed)	.473	
	N	100	100

Correlations

		Frequency	Wait to get ol confirmation for purchases
Frequency	Pearson Correlation	1	.109
	Sig. (1-tailed)		.140
	N	100	100
Wait to get ol- confirmation for purchases	Pearson Correlation	.109	1
	Sig. (1-tailed)	.140	

Correlations

		Frequency	Wait to get ol confirmation for purchases
Frequency	Pearson Correlation	1	.109
	Sig. (1-tailed)		.140
	N	100	100
Wait to get ol- confirmation for purchases	Pearson Correlation	.109	1
	Sig. (1-tailed)	.140	
	N	100	100

On finding the correlation between the frequency to shop on-line and the Perceived Waiting time involved for the on-line page to get upload and the time required to get on-line confirmation is coming insignificant at 0.05 level. It signifies that this factor has insignificant impact on on-line shoppers' perspective.

H3. Perceived inconvenience associated with transaction completion process will be positively related with the propensity to abandon the shopping cart.
Correlation between Frequency to shop on-line and Perceived Transaction Inconvenience involved.

On finding the correlation between the frequency to shop on-line and the Transaction Inconvenience involved in required registration, in filling lengthy order forms and if the shopper got logged off in middle the result is coming insignificant at 0.05 level. It signifies that this factor has insignificant impact on on-line shoppers' frequency to shop on-line.

Correlations

		Frequency	Transaction Inconvenience in required registration
Frequency	Pearson Correlation	1	.136
	Sig. (1-tailed)		.089
	N	100	100
Transaction Inconvenience in required registration	Pearson Correlation	.136	1
	Sig. (1-tailed)	.089	
	N	100	100

Correlations

		Frequency	Transaction inconvenience in filling lengthy order forms
Frequency	Pearson Correlation	1	.124
	Sig. (1-tailed)		.110
	N	100	100
Transaction inconvenience in filling lengthy order forms	Pearson Correlation	.124	1
	Sig. (1-tailed)	.110	
	N	100	100

Correlations

		Frequency	Transaction Inconvenience if got logged off in middle of processing
Frequency	Pearson Correlation	1	.131
	Sig. (1-tailed)		.097
	N	100	100
Transaction Inconvenience if got logged off in middle of processing	Pearson Correlation	.131	1
	Sig. (1-tailed)	.097	
	N	100	100

CORRELATION BETWEEN PREFERENCE TO SHOP ON-LINE AND PERCIEVED RISK INVOLVED IN ON-LINE SHOPPING

Correlations

		prefnew	Risk someone might steal personal information
prefnew	Pearson Correlation	1	.367**
	Sig. (1-tailed)		.000
	N	100	100
Risk someone might steal personal information	Pearson Correlation	.367**	1
	Sig. (1-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

On finding the correlation between the preference to shop online and the risk factor that someone might steal personal information the result is significant at 10% or 0.01 level. This shows that the perceived risk that someone might steal personal information has significant impact on the preference to shop on-line.

Correlations

		prefnew	Risk someone might steal credit card number
prefnew	Pearson Correlation	1	.284**
	Sig. (1-tailed)		.002
	N	100	100
Risk someone might steal credit card number	Pearson Correlation	.284**	1
	Sig. (1-tailed)	.002	
	N	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

On finding the correlation between the preference to shop on-line and the risk factor that someone might steal credit card number is significant at 10% or 0.01 level

Correlations

		prefnew	Risk company might misuse personal information
prefnew	Pearson Correlation	1	.281**
	Sig. (1-tailed)		.002
	N	100	100
Risk company might misuse personal information	Pearson Correlation	.281**	1
	Sig. (1-tailed)	.002	
	N	100	100

**. Correlation is significant at the 0.01 level (1-tailed).

On finding the correlation between the preference to shop online and the risk factor that company might misuse personal information the result is significant at 10% or 0.01 level. This shows that the perceived risk that company might misuse personal information has significant impact on the preference to shop on-line.

Correlations

		prefnew	Risk in dealing with unknown company
prefnew	Pearson Correlation	1	.058
	Sig. (1-tailed)		.284
	N	100	100
Risk in dealing with unknown company	Pearson Correlation	.058	1
	Sig. (1-tailed)	.284	
	N	100	100

Correlations

		prefnew	Risk Suspecious of the site
prefnew	Pearson Correlation	1	.156
	Sig. (1-tailed)		.061
	N	100	100
Risk Suspecious of the site	Pearson Correlation	.156	1
	Sig. (1-tailed)	.061	
	N	100	100

H2. Perceived waiting time to complete a transaction is positively related with the propensity to abandon the shopping cart.

On finding the correlation between the preference to shop on-line and the perceived waiting time involved for the online page to get upload, the result is coming insignificant at both 5% and 10% level.

Correlations

		prefnew	Wait for a page to upload
prefnew	Pearson Correlation	1	.015
	Sig. (1-tailed)		.442
	N	100	100
Wait for a page to upload	Pearson Correlation	.015	1
	Sig. (1-tailed)	.442	
	N	100	100

Correlations

		prefnew	Wait to get ol confirmation for purchases
prefnew	Pearson Correlation	1	.120
	Sig. (1-tailed)		.116
	N	100	100
Wait to get ol confirmation for purchases	Pearson Correlation	.120	1
	Sig. (1-tailed)	.116	
	N	100	100

On finding the correlation between the preference to shop online and the perceived waiting time involved in to get the online confirmation for purchase is coming insignificant at both 5% and 10% level.

H3. Perceived inconvenience associated with transaction completion process will be positively related with the propensity to abandon the shopping cart.

Correlation between preference to shop online and perceived transaction inconvenience involved.

Correlations

		prefnew	Transaction Inconvenience in required registration
prefnew	Pearson Correlation	1	.174*
	Sig. (1-tailed)		.041
	N	100	100
Transaction Inconvenience in required registration	Pearson Correlation	.174*	1
	Sig. (1-tailed)	.041	
	N	100	100

*. Correlation is significant at the 0.05 level (1-tailed).

On finding the correlation between the preference to shop online and the transaction inconvenience in required registration the result is significant at 5% or 0.05 level. This shows that the perceived transaction

inconvenience that shoppers first required to get registered on-line has significant impact on the preference to shop on-line.

Correlations

		prefnew	Transaction inconvenience in filling lengthy order forms
prefnew	Pearson Correlation	1	.269**
	Sig. (1-tailed)		.003
	N	100	100
Transaction inconvenience in filling lengthy order forms	Pearson Correlation	.269**	1
	Sig. (1-tailed)	.003	
	N	100	100

Correlations

		prefnew	Transaction Inconvenience if got logged off in middle of processing
prefnew	Pearson Correlation	1	.162
	Sig. (1-tailed)		.054
	N	100	100
Transaction Inconvenience if got logged off in middle of processing	Pearson Correlation	.162	1
	Sig. (1-tailed)	.054	
	N	100	100

VI. FINDINGS AND RESULTS

- Despite of the slow penetration of regular internet users, the number of consumers using the internet to shop for consumer goods and services is still growing in India.
- The popularity of the e-commerce has increased due to various driving factors such as proliferation of the internet and extensive use by young population, growing middle-class and increasing discretionary spending, increasing popularity of social networking websites in India.
- The key challenges identified include perceived transaction inconvenience, perceived risk involved and the perceived waiting time.
- The sample analyzed consists of 46% female and 54% male. Out of these a total of 70% of the respondent falls between the age group of 20-23 and rest 30% belongs to age group 24-40.
- Also it is found that 44% of the respondents are in service while 45% were the students of graduation and post-graduation level while 11% were the business people.
- The data analysis done by finding out the correlation between the preference to shop on-line and the various identified factors gives the result that perceived risk involved in shopping online and the perceived transaction inconvenience positively affect the behavior of online shoppers.
- Among the risk factors that were identified the risk that someone might steal personal information has a significant impact on the preference of shoppers to shop on-line.
- The risk factor that someone might steal credit card number also has a positive impact.
- Other risk factor includes the risk that company might misuse the personal information.
- These three risk factors have shown the maximum impact on the preference of shoppers to shop online.
- Because of the risk involved the shoppers abandon the online shopping cart at the time of final purchase as they are afraid of the above factors.
- Due to the new technologies and high speed internet the perceived waiting time for a page to get upload and to get on-line confirmation for the purchases has insignificant impact on the purchasing behavior of the online shoppers.
- The perceived transaction inconvenience in getting required registration before the purchasing process can be done is the factor that many shoppers do not prefer to shop online.

- Other transaction inconvenience factors like filling of lengthy order forms and the repetition of whole process if logged off in middle do not come out to have significant impact on the issue of abandoning the online shopping cart.
- Thus preference to shop online is affected by the risk involved and the transaction inconvenience.
- The frequency to shop online that is whether the shopper shops once in a month, twice in a month, thrice or more is also influenced by these perceived factors.
- As hypothesized the perceived risk involved and the perceived transaction inconvenience were positively related to the propensity to abandon the online shopping cart.
- While the perceived waiting time is also related to the propensity to abandon online shopping cart but inverse.
- Apart from the factors that required waiting time during the online purchase process. There are also factors that involves customer to wait for the post purchase services.
- The delivery of the purchase made by the customer is a very important factor that affects the propensity to shop online.
- The result of this study provides various insights into the factors that influence the abandonment of online shopping cart before the purchase completion stage.

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VIII.   ANNEXTURE QUESTIONNAIRE

This questionnaire is for the research study purpose and not for any other official use.

Name :   _____

Age   :   _____

Occupation: _____

Gender :   Male   ☐   Female   ☐

1.   Do you prefer to shop on-line?

Yes   ☐   No   ☐   Sometime   ☐

2.   How frequently you shop on-line?

Once in a month   ☐   twice in a month   ☐   thrice in a month   ☐   more   ☐

3.   Which of the following on-line transactions you prefer?

☐ Purchasing airline or train ticket

☐ Giving electricity, phone bills etc.

☐ Managing your bank saving accounts online

☐ Doing online purchase for financial products like MFs, Shares etc.

☐ Purchasing any product or service online (books, cds, apparels etc.)

Please rate how strongly you agree or disagree with each of the following statements by placing a check mark in the appropriate box.

STATEMENTS	STRONGLY DISAGREE	DISAGREE	AGREE	STRONGLY AGREE
I was afraid that someone might steal my personal information				
I was worried that someone might steal my credit card number				
I was worried that the company might misuse my information				
I was worried about dealing with a company unknown to me				
I suddenly got suspicious of the site				
I had to wait for some time (e.g. for more than 10 sec) for a page to upload				
It took a while to get online confirmation for my purchases				
The online shop required me to register before making a purchase				
The order forms were very lengthy				
I got logged off in the middle (for some reason) and had to go through the entire process of completing information again				

4.   What other factors you feel are the reasons for abandoning the online shopping cart before the final purchase?

_____
_____
_____
_____