

DETERMINANTS OF CONSUMERS' TRUST IN ONLINE SHOPPING

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Abstract

E Commerce has started entirely new modes of purchasing, transaction are very easy on the front end, where as complex on the back end. In this paper, we have studied that how increasing use of internet impacts the perception of consumer. A questionnaire based empirical study is used to identify the perceptual mapping of major Indian e commerce players in the mind of customers. This paper discusses the trust and satisfaction related issues of online buyers considering individual, product and pecuniary factors and their impact on perception of online purchasing and repurchasing. Based on the existing framework of trust from academic literature , the paper develops a framework that identifies key trust-related issues and factors and categorizes these factors into three main categories : After Sales Services, Convenience and Consumer Friendliness.

Keywords: Trust, Electronic Commerce, Online Shopping, Customer Satisfaction, Perception.

I. INTRODUCTION

E-Commerce is a comparatively new business model and the way it operates and functions is quite different. Thus the factors which influence the consumer buying behavior are also different from those which influence in traditional business. This study empirically evaluates the factors that plays major role in Indian consumer's selection of mode of purchase.(Source: Despite the fact that today E-Commerce is booming in India, still it's a challenge to move traditional consumers to click purchase and also to retain the ones who are already buying online. Building consumer trust in online purchase is difficult task and companies have taken many initiatives to build the same. The profits to revenue ratio is not so good because of the high competition and low penetration as compared to US and UK however industry is optimistic about growth because of many factors viz Increasing GDP, large population base and increase in internet users etc. As per a report published by McKinsey and Company India is likely to have second largest user base in the world, and the largest in terms of incremental growth, with 300 million to 370 million Internet users in 2015.(Report by Mckinsey and Company: Online and Upcoming, Dec, 2012) Global Economic Prospect, January 2015, World Bank has forecasted that Indian GDP to 7.0 by 2017 from 5.5 in 2014.(World Bank Group: Global Economic Prospect, Jan, 2015). Moreover, the Indian government is also taking initiative

to make online space safe and secure and for the same it is planning to bring a legislation that would ensure strict cyber security disclosure norms.

Each and every issue can be reported and consumers can be made aware about the credibility and security of a particular website.(CECSRDI, March, 2013) Whereas from the consumer perspective, industry has improved a lot from the start since 1996 and is striving for its further development though there are few concerns such as security and trust which are the biggest obstacles to be overcome in the coming days.

The E-Commerce has gained not only customer's but manufacturer's and seller's attention as well. Today many companies are launching their products specifically via E-Commerce websites viz Chinese mobile manufacturers Xiaomi and OnePlus both launched their phones in Indian market with Flipkart.



(Source:

<http://esaj.sa/ecommerce-website/>)

Figure 1: E-commerce Model

Recently famous mobile manufacturer Motorola and Micromax (New brand Yu, Yureka) has also introduced a under the hood of Flipkart and Amazon India respectively. Trust is defined as the reaction in response to security or insecurity about depending on an person or an organization, and in concern to online purchasing, trust of the consumer in virtual stores is reflected in personal information's privacy and security. (Chen and Tan, 2004) Almost 95% of the web users have declined to provide personal information to websites at one time or another when asked. The primary barriers to consumer's providing demographic data to websites, are related to trust and the nature of the exchange relationship.(D. L. Hoffman et al, April 1999)This study also measures the perceived risk of sharing bank details, personal information and chances of frauds in the placing orders online in terms of quality of product or services to be

provided after the purchase of the product in the mind of Indian customers. Previous studies suggest that the principal reasons why people do not purchase via the Internet is related to online security, company policies, steadfastness of companies (Gefen, D. 2000), and online payment technology and website's user friendliness.

Online trust is an important determinant for web sites to succeed in marketplace (McKnight et al, 2001; Balasubramanian et al, 2003; Grabner-Krauter et al, 2003; Koufaris, M. and Hampton-Sosa, W. 2004) and for building long-term relationships with consumers (Gefen et al, 2003; Reichheld et al, 2000). The factors considered in this study are: Trust, Perception and Motivation behind online purchase. This study also tends to analyze and create the perceptual map of major players in the mind of consumers, in regard to the Indian E-Commerce industry. Relationship and impact of demographic factors viz Gender, Age, Qualification as well as the frequency of internet usage with the perception, trust and issues with online purchasing has also been studied in this paper.

Many researchers have already looked into the decision making of online buyers; however, in Indian context very less work has been done in this field. India's unique social-cultural environment along with the recent rapid development of Indian e-commerce markets offers an entirely different experience to Indian online shoppers. This study empirically assesses the factors that influence the trust and related factors of Indian online shoppers. The major players of e-commerce in Indian market were ranked for consumer perception for service quality, variety and discounts offered. Online retailers are striving hard to build the consumer trust and mitigate negative perception and to increase the quality of the services they offer. Adequate product information also had a positive influence on the perception of online shoppers. Web sites that contained the information requirements of consumers were assessed more favorable. In addition, organizations should employ effective mechanism to address any breach of the consumers' sensitive data by introducing adequate control to ensure security of bank related and personal data.

II. REVIEW OF LITERATURE

E-Commerce involves two types of transactions B2B and B2C. Business to Business i.e. B2B is e-commerce between businesses such as between any two of a wholesaler, a retailer or a manufacturer. Global B2B transactions accounts for the 90% of all e-commerce.(The WTO report: WT/COMTD/W/193) Whereas the transactions done electronically between Business to Consumer for purchase or sale of goods and services is known as B2C e-commerce. Although B2C e-commerce is directly related to the public of any given country, still B2B transactions far exceed B2C transactions. (DIPP-discussion paper on E-Commerce – 2013-2014)

Transactions involved in E-commerce are of very complex nature unlike they seem very simple to the customers, however the boom in the industry is because of the convenience and benefits

provided to the customers are way more than the traditional store, both in terms of monetary as well as non monetary benefits. Thus considering the same Indian consumers are shifting from traditional buying to online buying.

H₀ (1): There is no significant difference between the consumer preferences between online buying and traditional buying.

At present e-commerce in India is of worth \$11 billion market, growing at a compound annual growth rate (CAGR) of 37% over 2013-15, it is estimated to clock \$20 billion by 2015. (TOI, Nov 9, 2014) It will cross the \$100-billion mark in value over the next five years, a study conducted by Associated Chambers of Commerce and Industry of India (Assocham) along with PricewaterhouseCoopers (PwC) has said. According to the study, continuing on the strong trends of 2014, the e-commerce industry is estimated to witness a 67 per cent increase in the average annual spending on online purchases per individual in 2015, from Rs 6,000 in 2014 to Rs 10,000 in 2015. Furthermore, with improvement in infrastructure such as logistics, broadband and internet-ready devices, there is likely to be a significant increase in the number of consumers making purchases online. However the preferred destination of online buying i.e various e commerce players has different perceptions in the mind of consumers in terms of providing discounts and thus they rank them accordingly. It is estimated that around 65 million consumers in India to buy online in 2015, as compare to around 40 million in 2014. (BS, Dec 27, 2014) This is in synchronization with the report published by McKinsey & Company in 2011 stating that India's projected internet population between 330 million to 370 million, which at the time of publishing report was close to 120 million. (McKinsey and Company: Online and Upcoming) The figures of total internet users 243 million, on July 1, 2014 support the forecast of McKinsey. However the major challenge is the percentage of online buyer to internet users is very low in India, 18% in 2013. (InternetLiveStats: India Internet Users: 1 July, 2014)

It is often stated that privacy concern has a negative influence on online spending, i.e., people who are concerned about privacy spend less on online purchases (Akhter, 2012; Hoffman et al., 1998, p. 2; Y. Y. Thaw, A. K. Mahmood). Thus, Trust is the most crucial element in growth of e-commerce and is defined as the feeling of security or insecurity about relying on an entity, and in the case of online buying; consumers' trust in virtual stores is reflected in privacy and security of personal information (Chen and Tan, 2004:60; Van Noort *et al.*, 2008). It is found that there is a positive relationship between the average time spent on internet and increased amount of Internet product purchase or trust in online buying. (Citrin *et al.*, 2000) With increase in number of online purchases (more than 8 times an year), the insecurity of Internet usage has a tendency to decrease. (Van der Heijden *et al.*, 2003; Matea M., Ktija v.) Purchasing online presents numerous risks for consumers even the transaction process itself is being perceived as risky (Einwiller and Will, 2001).

H₀ (2): In Indian e-commerce context, customers still feel insecure while sharing their personal and bank details.

Internet based transactions often do not involve simultaneous exchange of goods and money and consumer relate that time gap with the risk in the transaction. To mitigate the negative effect of this time gap most of the E-Commerce websites have started delivering with an option of cash on delivery (COD) and unlike other countries COD is the most preferred mode of payment in India. Since in the near future trust will remain the decisive factor for success or failure of e-businesses, all is being done to inculcate the trust for the E-Commerce in minds of consumers and the trust of consumers in online buying has a strong relationship with the time spent on internet. Demographic factors such as age, gender and qualification also influence the consumer perception related to online buying. Efforts to increase the security measures and trustworthy behavior of online-retailers will prove to be of advantageous for both consumers and companies engaging in e-commerce. (Sonja G. K., 2002)

H₀ (3): Consumer perception related to e commerce varies in concern with demographic factors viz Age, Gender and Qualification.

III. CONCEPTUAL FRAMEWORK

In this research preferred mode of buying and frequency of buying online are dependent variables and factors such as trust; perceived risk and perceived benefits are the independent variables. Factors related to Individual consumer, Issues related to online buying and probable consequences or influences of these factors viz trust and satisfaction in terms of frequency of online purchase are evaluated.

Thus the main factors that contribute to Consumer's attitude towards E-Commerce are individual factors (Convenience, Time saving, Ease of purchase, Web usage rate), Product factors (Information about product, User reviews, Ease of product comparison, Variety of products, Warranty, Guarantee), Pecuniary factors (Discounts, No travel cost, Multiple payment options, Money back policy). The result of attitude thus formed is repurchase, in case of negative attitude because of bad experience there would not be any repurchase or lesser repurchases, however positive experience would result in consumer trust and satisfaction which in turn would result in frequent repurchase.

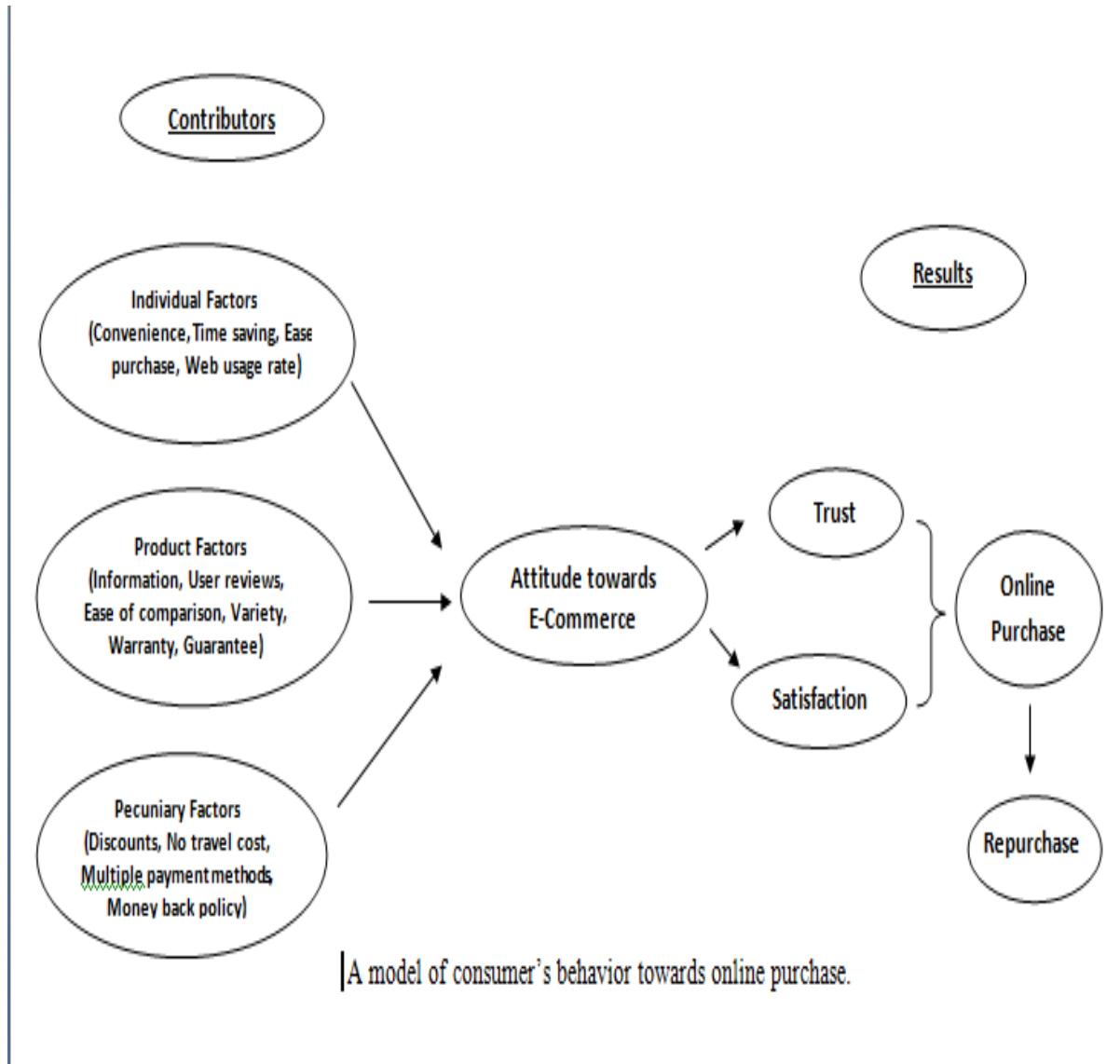


Figure 2: Model of Consumer Behavior towards Online Purchase

IV. RATIONALE OF STUDY

The focus of this study is increasing trust of consumers in online buying. The study also put emphasis on the factors behind building trust of consumers and in making a perceptual mapping of famous players present in Indian e-commerce market viz Flipkart, Snapdeal, Ebay India, Amazon India, Infibeam and Homeshop18. This study has also considered the effect of demographic factors (age, gender and qualification) on consumer perception of online buying. Since there is limited literature available for this study in Indian context, the study considers steps, results and recommendations made by researcher worldwide.

V. OBJECTIVES OF THE STUDY

The purpose is to identify important factors behind building consumer trust in online buying. The main objectives of the study can be summarized as follows:

- (a) To determine the factors affecting consumer trust in online buying.
- (b) To determine the perceptual mapping of the given e-commerce companies, in the mind of consumers.
- (c) To identify the existence and depth of certain issues related to online buying.
- (d) To identify the influence of demographic factors viz age, gender and qualification on the factors that influence perception of consumer related to online buying.

VI. SAMPLE DESIGN

Descriptive Research

The studies has been done in this area of research but in different geographical regions and specially outside India, there is a lot of potential and areas left which are yet to be covered in Indian aspect. The data used in this study is primary data collected solely for this study.

Population

Respondent has been taken from the city New Delhi. The majority of respondents are from the age group of 20 to 25 years, different qualification groups and both male and female genders are considered for this study.

Sampling Procedure

The sampling techniques which are used in this study are Convenience sampling and Judgmental sampling. The data is collected from the students and variation in the collection has been introduced on the basis of personal judgment and convenience. Respondents are chosen randomly and entirely by chance, such that each individual has the same probability of being chosen at any stage during the sampling process, and each subset of k individuals has the same probability of being chosen for the sample as any other subset of k individuals. A simple random sample is an unbiased surveying technique.

Sampling Unit

Respondent has been taken from the city New Delhi. The majority of respondents are from the age group of 20 to 25 years, different qualification groups and both male and female genders are considered for this study.

Sample Size

Total 162 responses are collected, out of which, 16 are not considered in this study because of unengaged responses and inadequate answers.

Data Collection Technique

Primary and fresh data is collected for this study. In this project questionnaire and schedule methods are used for the research purpose. The questionnaires were individually administered to each customer to ensure minimum scope for faulty data entry and error of understanding.

VII. DATA ANALYSIS

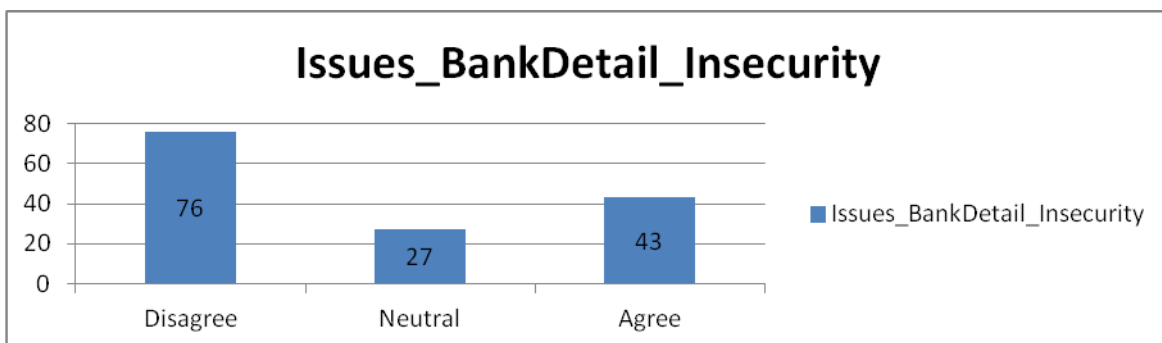


Figure 3: Issues Bank Detail Insecurity

As visible from the graph, majority of the respondents disagreed to the statement that there is insecurity in sharing bank details with the while purchasing products online.

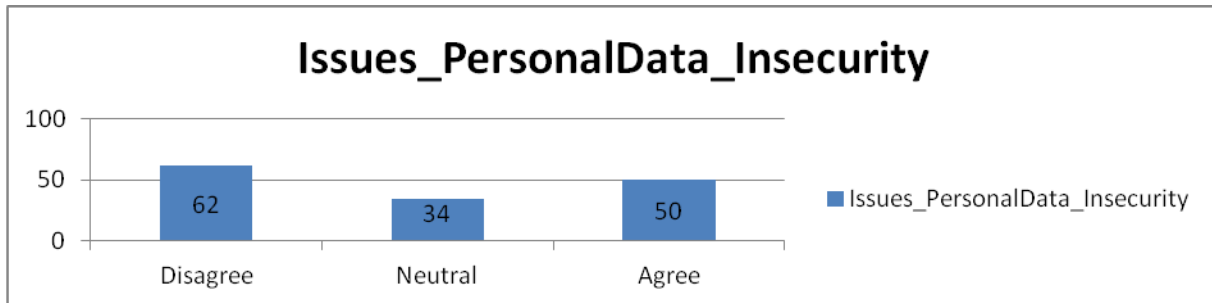


Figure 4: Issues Personal Data Insecurity

As previous question, in terms of sharing personal data such as phone number and email id, respondents disagreed to the insecurity in sharing information with the websites; however the number of those respondents also increased who mentioned that there is insecurity or privacy in sharing their personal details. This might be because once we share details with one website, we start getting promotional emails from different companies. Thus in context with Indian customers they do not feel insecurity in sharing personal and bank details for online purchasing. Along with this our 47% respondents mentioned that their preferred mode of buying is traditional and 53% respondents preferred purchasing online and thus hypothesis is accepted that there is no significant difference in both.

Factor Analysis

As a first step of factor analysis, the missing frequencies are checked first and there are no missing frequencies in the present data. Along with this unengaged responses are also checked using standard deviation. All the respondents are found to have more than zero standard deviation in their responses and thus clear the possibility of any unengaged response. Then to measure adequacy of data, KMO (Kaiser Mayr Olkin), which should be greater than 0.6 & Bartlett's test of sphericity, which is significant when the value is less than 0.5, signifying that there is sufficient correlation are selected under factor analysis in data reduction techniques.

Table 1: KMO and Bartlett's Test

Kaiser-Meyer-Olkin		.853
Bartlett's Test of Sphericity	Approx. Chi-Square	1007.987
	df	105
	Sig.	.000

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The result of KMO value is 0.853 which is sufficiently good and significance value for Barlett's test of sphericity is less than 0.5, indicating that there is sufficient correlation for factorability. The reliability of all statements is also checked for the factor analysis and the result is shown below. Cronbach's Alpha's value should be more than 0.6 and in this case it is 0.886, which is significantly good enough for the study. Anti image matrix has two tables viz covariance and correlation, for our study we need only correlation table, given below.

The KMO values for each statement, diagonal values should be greater than 0.6, as already mentioned above, is greater than 0.6 and are highlighted in the red color. If these values are less than 0.6 for any statement then that statement should be removed from the analysis, however here in this case anti image matrix shows that all values are above significant value.

After anti image matrix, the communality values for each statement is checked and the statements which have communality value greater than 0.5 should be retained. In this case, all values are greater than 0.5 and hence all statements can be retained for the factor analysis. After communality, we have checked the total variance explained for these 15 statements and for each statement, there will be a factor, however we will retain only those who have Eigen value higher than 1. As shown in the table below, we are retaining only three factors.

Table 2: Three Factors

Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings
5.88	39.17	39.17	4.56
1.87	12.46	51.64	3.46
1.24	8.28	59.92	3.99

Table 3: Rotated Component Matrix

	Component			
	1	2	3	
Motivn_Replacement Warranty	.884			After Sales Services (Reliability Score=0.892)
Mtoivn_Manufac Warantee	.873			
Motivn_Money Back Guarantee	.873			
Motivn_Cust Care Service	.700			
Motivn_No Travel Cost		.852		Convenience (Reliability Score=0.783)
Motivn_Convenient		.844		
Motivn_Time Saving		.727		
Motivn_Better Discounts			.736	Consumer Friendliness (Reliability Score=0.689)
Motivn_Website Attractivceness			.710	
Motivn_Multiple Payment Methods			.639	

Motivn_Buying Anytime			.582	
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The initial results of factor analysis are shown above. The factors which are showing complex structures and are present in more than one component are removed by removing the statements and the factors. The coefficient values less than 0.4 are suppressed for the better understanding of the results. The factor analysis is done again after removing these statements.

The final result of factor analysis shows only three factors with 11 statements. The names are given to these factors on the basis of logical set of the statements. Thus the three different factors identified are After sales services, Convenience and Consumer friendliness.

Reliability Testing

The last step of factor analysis is to test the reliability of all three factors and the results are shown below. Cronbach's Alpha's value should be more than 0.6 and in all three cases it is 0.892, 0.783 and 0.689 respectively, which are significantly good enough for the study.

Independent Samples T test (Gender)

It is carried out with gender in order to check whether there is a difference in opinion between males and females for the factors obtained from factor analysis. In each factor there is a two tailed significance value, if the value is less than 0.05, it means there is a significant difference in male and female opinions for that factor. The result of t test in this case clearly shows that, there is a difference of opinion between males and females for Consumer Friendliness of the e-commerce websites. The significance value is shown in yellow color.

Table 4: Independent Samples Test

	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference
After Sales Services	-1.871	144	.06	-.32	.17
Convenience	.747	144	.46	.13	.17
Consumer Friendliness	-2.161	144	.03	-.37	.17

ANOVA (Age)

Anova is carried out to identify whether there is an influence of Age groups on the factors and as shown in the table below, all significance values are higher than 0.05 representing there is no difference in terms of Age groups for these factors.

Table 5: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
After Sales Services	1.123	2	.561	.558	.574
	143.877	143	1.006		
Convenience	.972	2	.486	.483	.618
	144.028	143	1.007		
Consumer Friendliness	2.431	2	1.216	1.219	.298
	142.569	143	.997		

ANOVA (Qualification)

In this case, in terms of qualification, the significance value for all groups is not greater than 0.05. Thus implying that there is a difference between opinions for the obtained factors in terms of difference qualification groups. To identify where the difference is, Tukey's Post-Hoc test is used.

Table 6: ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
After Sales Services	20.293	4	5.073	5.736	.000
	124.707	141	.884		
	145.000	145			
Convenience	3.250	4	.813	.808	.522
	141.750	141	1.005		
	145.000	145			
Consumer Friendliness	10.176	4	2.544	2.661	.035
	134.824	141	.956		
	145.000	145			

POST HOC TEST

The results of Post Hoc Tukey's test has given us that, the difference for After sales services is between management and technical students, technical and others and commerce and others. Thus We accept the hypothesis that consumer perception and opinion varies with demographics. Thus their opinion for after sales services of e-commerce websites does not match with each other in their respective groups. For Convenience and for Consumer friendliness since all the significance values are higher than 0.05, thus there is no difference for convenience and consumer friendliness on the basis of qualification.

Table 7: Multiple Comparisons

Tukey HSD					
Dependent Variable		(J) Qualification	Mean Difference (I-J)	Std. Error	Sig.
After Sales Services	Management	Technical	.576	.201	.037
		Arts	-.063	.286	.999
		Commerce	.108	.242	.992
		Others	-1.490	.567	.071
	Technical	Management	-.576	.201	.037
		Arts	-.639	.262	.111
		Commerce	-.468	.212	.183
		Others	-2.066	.555	.003
	Arts	Management	.063	.286	.999
		Technical	.639	.262	.111
		Commerce	.171	.295	.978
		Others	-1.427	.592	.118
	Commerce	Management	-.108	.242	.992
		Technical	.468	.212	.183
		Arts	-.171	.295	.978
		Others	-1.598	.571	.046
	Others	Management	1.490	.567	.071
		Technical	2.066	.555	.003
		Arts	1.427	.592	.118
		Commerce	1.598	.571	.046

VIII. CONCLUSION

In the present scenario, where the technology and internet are becoming the integral part of our daily lives, definitely the major role is being played by e-commerce. From the start of e-commerce, now people have become more aware towards benefits and convenience of shopping online. As per this study in a given random sample of respondents, the numbers of traditional and online buyers are comparatively equal. This study also shows the various factors which are responsible for affecting the consumer trust regarding online buying. In this study, this is an important finding that irrespective of the age, gender and qualification, the perception of consumer regarding online buying is changing with respect to the time they are spending on internet. In this study, it has been found that the most important factors that works behind consumer trust in online buying are After sales services provided by the e-commerce

companies, Convenience and Consumer Friendliness of the web portal and its related features. This clearly shows that people want to choose the modes of operations which are most convenient to them and where they are given specific attention in case of any issues viz after sales services.

Also the study has found that the people who regularly purchasing online dealt with the problem of delivery delay or atleast perceive that this problem exists, whereas traditional buyers feel that the product delicacy, intangibility aspect while buying online, absence of cash on delivery option are the major issues and the tendency to purchase online increased with increase in average time spent on internet, which is similar to the findings of study conducted by Citrin et al in 2000. Respondents have given Flipkart as the best ranking for service provider, followed by Amazon India and then Snapdeal. The least rankings out of the given options are given to Infibeam and Homeshop18. It is also found that Snapdeal is ranked on the top in terms of a website that gives maximum discount on products, followed by Homeshop18.

IX. RECOMMENDATIONS

- (a) E-Commerce companies must focus on after sales services to build consumer trust in online buying.
- (b) Companies must maintain the privacy of consumer's personal as well as bank details.
- (c) Apart from better discounts they must focus on web portal's attractiveness, user friendliness, and ease of finding the product.
- (d) Since consumers prefer their convenience over many other factors, companies must work on making their service more convenient, adding to same they must launch their mobile application for cross platforms and for different OEMs (Original Equipment Manufacturers) to provide maximum convenience to the consumers and to take the benefit of m-commerce.
- (e) Since one of three factor is directly influenced by the different types of guarantees and warranties given by e-commerce websites, thus the companies must provide genuine and extended guarantees and warranties to build greater trust of consumers.
- (f) Multiple payment options should be available and special emphasis should be given to the cash on delivery option so as to attract the traditional buyers and new buyers.

X. MANAGERIAL IMPLICATIONS

The entire e commerce industry is working on the concept of consumer trust, thus managers should take appropriate steps to build a strong trust among the seller and the buyer. As per the findings of our study, after sale service is an important aspect of consumer trust thus the role and responsibility of company representative does not end at closing of sales deal. The issues related to product quality, delivery, warranty or guarantee should be resolved immediately.

To lessen the impact of intangibility aspect , which as per the traditional buyers, is one of the major reason for not shifting to online buying, e commerce companies should put more efforts on making the online purchase experience as realistic as possible like Tesco has done in South Korea in case of Homeplus Virtual Stores at Subway station.

Since Product warranty and guarantee directly impacts consumer's trust in online shopping thus this information should be highlighted along with the full description of the product features and specifications. For the existing customers, the delivery of the orders is one of the main concern thus managers should ensure the quality regarding same in both cases of outsourced services as by same company.

Security of online transaction, bank details and payment options play a vital role in building consumer trust and thus making it a primary responsibility of the seller to ensure the same in order to grow and survive in the competitive market.

XI. DIRECTION FOR FURTHER STUDY

The respondents selected interviewed were not always available and willing to cooperate also in few cases the respondents were found to not have the knowledge, opinion, attitudes or facts required additionally uninformed response errors and response styles also lead to errors related to survey procedure and hence further improvements can be made in the same.

Sample size of 200 ecommerce consumers is considered for this study, which cannot determine the buying preference of the total population and moreover the sample has been drawn only from the city of New Delhi. Thus researchers can pursue further studies on the same topic on different geographical area.

Apart from these, the study can be conducted with the larger sample size, in different time span. Also the in depth study related to individual e-commerce companies can also be conducted, which are considered in this study and the exclusive websites, which are dealing in specific merchandise can also be studied.

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