

## **Analysis:**

From the flowchart, we can come to certain conclusions:

This dataset has mostly categorical data of the object dtype.

Mostly we use count plot, bar plot, pie plot since most of the data are categorical.

In the count plot we infer which category variable dominates.

Bar plot is used to compare two categorical variables.

Pie chart is also used to check which category variable dominates.

Also we use crosstabs and pivot table, we can compare two or more columns.

Box plot is not taken because the data is categorical.

A flowchart has been created to understand the data

From the 71 columns, columns 8 to 71 is controlled by 6 columns

Columns 17 :

‘17 Why did you abandon the “Bag”, “Shopping Cart”?’ is the dependent variable

This column is controlled by:

- 9 What is the screen size of your mobile device?
- 13 After first visit, how do you reach the online retail store?
- 14 How much time do you explore the e- retail store before making a purchase decision?
- 15 What is your preferred payment Option?
- 16 How frequently do you abandon (selecting an item and leaving without making payment) your shopping cart?
- 18 The content on the website must be easy to read and understand

Using Decision Tree algorithm, we can predict the ‘17 Why did you abandon the “Bag”, “Shopping Cart”?’ by six columns

When we compare the age and Abandon shopping cart:

17 Why did you abandon the "Bag", "Shopping Cart"?	Better alternative offer	Change in price	Lack of trust	No preferred mode of payment	Promo code not applicable	All
2 How old are you?						
21-30 years	46	8	5	2	18	79
31-40 years	43	12	22	0	4	81
41-50 yaers	26	14	4	1	25	70
51 years and above	12	3	0	3	1	19
Less than 20 years	6	0	0	8	6	20
All	133	37	31	14	54	269

51 years and above: Have no issues with lack of trust

Less than 20 years: No issues with Change in price and Lack of Trust

21-30 tears: No issues with payment modes

Comparison of City vs Shopping cart:

17 Why did you abandon the "Bag", "Shopping Cart"?	Better alternative offer	Change in price	Lack of trust	No preferred mode of payment	Promo code not applicable	All
3 Which city do you shop online from?						
Bangalore	22	9	2	0	4	37
Bulandshahr	2	0	0	0	0	2
Delhi	20	6	14	0	18	58
Ghaziabad	8	5	0	0	5	18
Greater Noida	24	2	1	1	15	43
Gurgaon	11	1	0	0	0	12
Karnal	16	0	6	1	4	27

<b>Merrut</b>	3	4	1	1	0	9
<b>Moradabad</b>	0	5	0	0	0	5
<b>Noida</b>	17	5	7	3	8	40
<b>Solan</b>	10	0	0	8	0	18
<b>All</b>	133	37	31	14	54	269

Comparison of shopping cart with Pincodes:

<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	<b>Better alternative offer</b>	<b>Change in price</b>	<b>Lack of trust</b>	<b>No preferred mode of payment</b>	<b>Promo code not applicable</b>	<b>All</b>
<b>4 What is the Pin Code of where you shop online from?</b>						
<b>110008</b>	6	0	0	0	1	7
<b>110009</b>	0	0	4	0	0	4
<b>110011</b>	2	0	0	0	5	7
<b>110014</b>	3	0	3	0	0	6
<b>110018</b>	0	5	0	0	1	6
<b>110030</b>	0	0	0	0	4	4
<b>110039</b>	0	0	4	0	0	4
<b>110042</b>	0	0	0	0	4	4
<b>110044</b>	9	1	3	0	3	16
<b>122009</b>	4	0	0	0	0	4
<b>122018</b>	7	1	0	0	0	8
<b>132001</b>	12	0	6	0	1	19
<b>132036</b>	4	0	0	1	3	8
<b>173212</b>	9	0	0	0	0	9
<b>173229</b>	1	0	0	8	0	9
<b>201001</b>	4	0	0	0	0	4
<b>201005</b>	4	0	0	0	0	4
<b>201008</b>	0	5	0	0	0	5
<b>201009</b>	0	0	0	0	5	5

201303	3	1	0	0	0	4
201304	0	0	3	0	1	4
201305	1	0	1	3	0	5
201306	6	0	0	0	1	7
201308	16	4	0	0	18	38
201310	13	1	3	1	0	18
201312	1	1	0	0	3	5
203001	2	0	0	0	0	2
203202	1	0	0	0	0	1
203207	0	0	1	0	0	1
244001	0	5	0	0	0	5
250001	3	4	1	1	0	9
530068	5	0	0	0	0	5
560001	1	0	0	0	0	1
560002	0	3	1	0	0	4
560003	0	3	1	0	0	4
560010	5	0	0	0	3	8
560013	3	0	0	0	0	3
560018	4	0	0	0	0	4
560037	4	3	0	0	1	8
All	133	37	31	14	54	269

Comparison of shopping cart vs How long shopping online:

17 Why did you abandon the "Bag", "Shopping Cart"?	Better alternative offer	Change in price	Lack of trust	No preferred mode of payment	Promo code not applicable	All
5 Since How Long You are Shopping Online ?						
1-2 years	10	5	0	0	1	16
2-3 years	33	4	1	12	15	65
3-4 years	19	8	7	0	13	47

<b>Above 4 years</b>	43	19	13	2	21	98
<b>Less than 1 year</b>	28	1	10	0	4	43
<b>All</b>	133	37	31	14	54	269

Comparison of shopping cart vs How many times you have made an online purchase in the past 1 year:

<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	<b>Better alternative offer</b>	<b>Change in price</b>	<b>Lack of trust</b>	<b>No preferred mode of payment</b>	<b>Promo code not applicable</b>	<b>All</b>
<b>6 How many times you have made an online purchase in the past 1 year?</b>						
<b>11-20 times</b>	23	0	2	0	4	29
<b>21-30 times</b>	4	5	0	0	1	10
<b>31-40 times</b>	19	15	8	2	19	63
<b>41 times and above</b>	21	6	4	3	13	47
<b>42 times and above</b>	0	0	0	0	6	6
<b>Less than 10 times</b>	66	11	17	9	11	114
<b>All</b>	133	37	31	14	54	269

Comparison of shopping cart vs How many times you have made an online purchase in the past 1 year:

<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	<b>Better alternative offer</b>	<b>Change in price</b>	<b>Lack of trust</b>	<b>No preferred mode of payment</b>	<b>Promo code not applicable</b>	<b>All</b>

<b>7 How do you access the internet while shopping on-line?</b>						
<b>Dial-up</b>	0	0	4	0	0	4
<b>Mobile Internet</b>	84	36	20	6	43	189
<b>Wi-Fi</b>	49	1	7	8	11	76
<b>All</b>	133	37	31	14	54	269

Comparison of shopping cart vs Gender:

<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	<b>Better alternative offer</b>	<b>Change in price</b>	<b>Lack of trust</b>	<b>No preferred mode of payment</b>	<b>Promo code not applicable</b>	<b>All</b>
<b>1 Gender of respondent</b>						
<b>Female</b>	98	20	20	10	33	181
<b>Male</b>	35	17	11	4	21	88
<b>All</b>	133	37	31	14	54	269

From the following table we find that the '0' indicates that participants do not have issues to abandon product

Gender Columns – is independent and can be dropped off.

Columns 2-7 are partially dependent

Columns 8 to 71 are controlled by 6 columns

Dial up users though small have only issue was lack of interest

Participant age 42-50 yrs though small have only issue was Promo code not applicable

Participants from a particular pin code has mostly 2 issues to abandon payment

Moradabad and Bulandashr have only one issue to abandon payment

## Project Report of Customer Dataset

Overall Comparison:

In this survey out of 268 participants:

1 Gender of respondent	Female					Male					All
2 How old are you?	21-30 years	31-40 years	41-50 yaers	51 years and above	Less than 20 years	21-30 years	31-40 years	41-50 yaers	51 years and above	Less than 20 years	
3 Which city do you shop online from?											
Bangalore	18	0	12	3	1	3	0	0	0	0	37
Bulandshahr	0	0	0	0	0	0	2	0	0	0	2
Delhi	7	10	1	0	0	5	9	22	0	4	58
Ghaziabad	0	8	5	0	4	1	0	0	0	0	18
Greater Noida	14	17	11	0	0	0	0	1	0	0	43
Gurgaon	0	0	0	11	0	0	1	0	0	0	12
Karnal	8	7	4	1	0	7	0	0	0	0	27
Merrut	5	1	3	0	0	0	0	0	0	0	9
Moradabad	0	0	0	0	0	0	5	0	0	0	5
Noida	1	4	7	0	0	4	13	4	4	3	40
Solan	6	4	0	0	8	0	0	0	0	0	18
All	59	51	43	15	13	20	30	27	4	7	269

1. 181 females were female, and 88 were male.
2. In this survey we find that the purchasing trend is more women between the age of 21-51.
3. The trend gradually decreases from 21-53 and from there on,
4. It is lower for younger girls and older women as we can assume that may be these women are not working, so their purchasing power will be less.
5. Consider the male, though the participation is almost 45% less
6. Men also follow the same trend as women
7. This survey is taken from Delhi, Himachal Pradesh, Uttar Pradesh, Karnataka and Haryana
8. Of these participants were more in Delhi, Noida and Greater Noida

3 Which city do you shop online from?	4 What is the Pin Code of where you shop online from?
Bangalore	530068
	560001
	560002

	560003
	560010
	560013
	560018
	560037
<b>Bulandshahr</b>	203001
<b>Delhi</b>	110008
	110009
	110011
	110014
	110018
	110030
	110039
	110042
	110044
<b>Ghaziabad</b>	201001
	201005
	201008
	201009
<b>Greater Noida</b>	201306
	201308
	201310
	201312
	203202
	203207
<b>Gurgaon</b>	122009
	122018
<b>Karnal</b>	132001
	132036
<b>Merrut</b>	250001
<b>Moradabad</b>	244001
<b>Noida</b>	201303
	201304
	201305
	201308
	201310
<b>Solan</b>	173212
	173229

9. From the pincode data, we find that survey was taken from most shops in Bangalore and Delhi

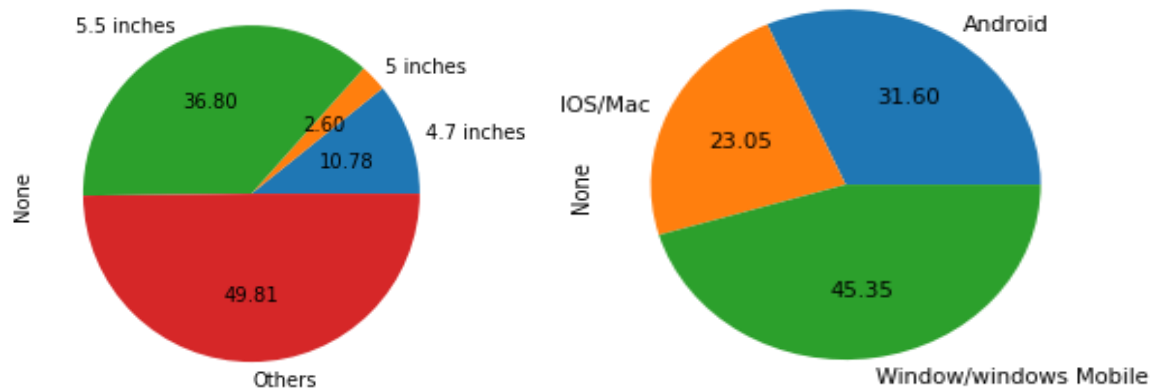


<b>6 How many times you have made an online purchase in the past 1 year?</b>	<b>11-20 times</b>	<b>21-30 times</b>	<b>31-40 times</b>	<b>41 times and above</b>	<b>42 times and above</b>	<b>Less than 10 times</b>	<b>All</b>
<b>5 Since How Long You are Shopping Online ?</b>							
<b>1-2 years</b>	1	1	5	1	0	8	16
<b>2-3 years</b>	8	0	16	9	0	32	65
<b>3-4 years</b>	4	3	5	9	3	23	47
<b>Above 4 years</b>	15	6	31	26	0	20	98
<b>Less than 1 year</b>	1	0	6	2	3	31	43
<b>All</b>	29	10	63	47	6	<b><u>114</u></b>	269

10. From the table we find that the participants have mostly made online purchase less than 10 times and they are beginning to explore

<b>8 Which device do you use to access the online shopping?</b>	<b>Desktop</b>	<b>Laptop</b>	<b>Smartphone</b>	<b>Tablet</b>	<b>All</b>
<b>7 How do you access the internet while shopping on-line?</b>					
<b>Dial-up</b>	4	0	0	0	4
<b>Mobile Internet</b>	26	53	104	6	189
<b>Wi-Fi</b>	0	33	37	6	76
<b>All</b>	30	86	141	12	269

11. From the below pie chart, we find that the participants were using different range of sizes of mobiles. Regarding the operating system (OS) of the device, most of the participants were using Windows mobile



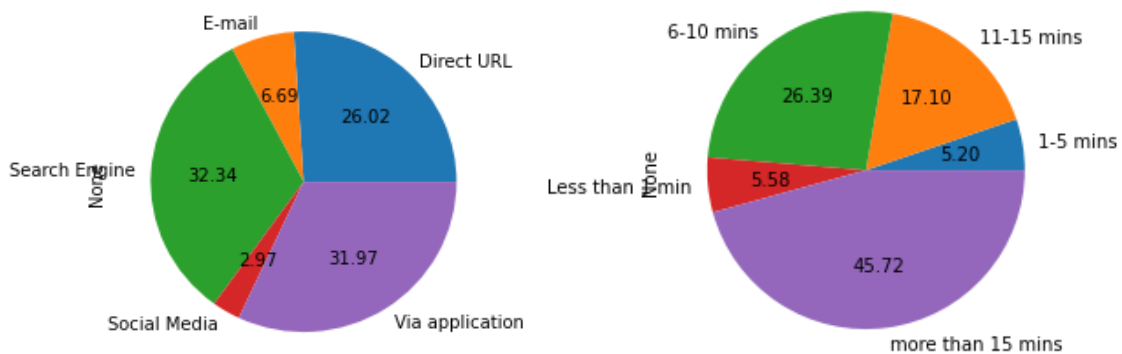
10 What is the operating system (OS) of your device?	Android	IOS/Mac	Window/windows Mobile	All
9 What is the screen size of your mobile device?				
4.7 inches	0	29	0	29
5 inches	6	0	1	7
5.5 inches	61	31	7	99
Others	18	2	114	134
All	85	62	122	269

12. Regarding the browsers used by the participants, most of them were using Google chrome and the channel followed to arrive at your favorite online store for the first time most of them used search engine



12 Which channel did you follow to arrive at your favorite online store for the first time?	Content Marketing		Display Adverts		Search Engine		All
11 What browser do you run on your device to access the website?	Mozilla Firefox	Safari	Google chrome	Opera	Google chrome	Safari	
10 What is the operating system (OS) of your device?							
Android	5	0	10	8	62	0	85
IOS/Mac	0	15	0	0	22	25	62
Window/windows Mobile	0	0	1	0	121	0	122
All	5	15	11	8	205	25	269

13. Regarding the channel followed to arrive at your favorite online store for the first time most of them used search engine and after first visit reached the online retail store by search engine



14. Regarding the time taken to explore the e- retail store before making a purchase decision most of them used more than 15 min

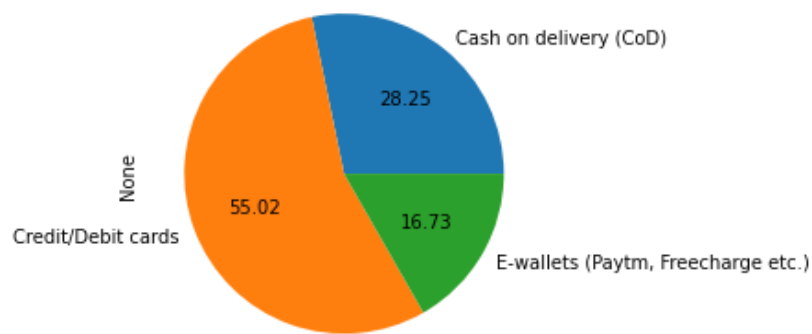
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	<b>Frequently</b>	<b>Never</b>	<b>Sometimes</b>	<b>Very frequently</b>	<b>All</b>
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>					
<b>1-5 mins</b>	0	0	14	0	14
<b>11-15 mins</b>	7	8	31	0	46
<b>6-10 mins</b>	0	25	46	0	71
<b>Less than 1 min</b>	0	7	8	0	15
<b>more than 15 mins</b>	28	8	72	15	123
<b>All</b>	35	48	171	15	269

15. Most participants take more than 15 mins and sometimes abandon making payment

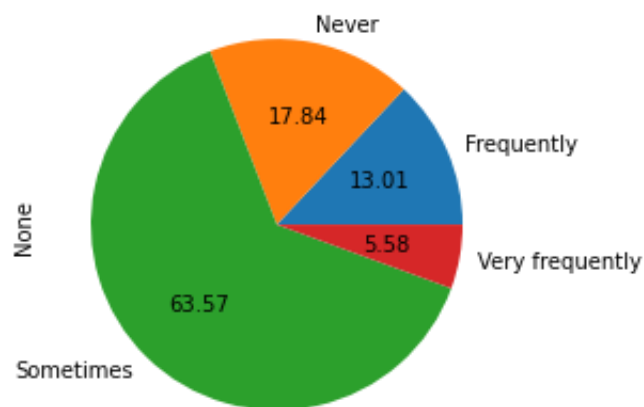
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	<b>Better alternative offer</b>	<b>Change in price</b>	<b>Lack of trust</b>	<b>No preferred mode of payment</b>	<b>Promo code not applicable</b>	<b>All</b>
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>						
<b>1-5 mins</b>	0	0	0	14	0	14
<b>11-15 mins</b>	18	0	0	0	28	46
<b>6-10 mins</b>	30	29	12	0	0	71
<b>Less than 1 min</b>	7	8	0	0	0	15
<b>more than 15 mins</b>	78	0	19	0	26	123
<b>All</b>	133	37	31	14	54	269

Time for purchase decision?	1-5 mins	11-15 mins			6-10 mins			Less than 1 min	more than 15 mins			All
Payment Option?	Cash on delivery (CoD)	Cash on delivery (CoD)	Credit/Debit cards	E-wallets (Paytm, Freecharge etc.)	Cash on delivery (CoD)	Credit/Debit cards	E-wallets (Paytm, Freecharge etc.)	Cash on delivery (CoD)	Cash on delivery (CoD)	Credit/Debit cards	E-wallets (Paytm, Freecharge etc.)	
17 Why did you abandon the "Bag", "Shopping Cart"?												
Better alternative offer	0	7	11	0	5	25	0	7	8	57	13	133
Change in price	0	0	0	0	0	29	0	8	0	0	0	37
Lack of trust	0	0	0	0	0	0	12	0	19	0	0	31
No preferred mode of payment	14	0	0	0	0	0	0	0	0	0	0	14
Promo code not applicable	0	8	0	20	0	0	0	0	0	26	0	54
All	14	15	11	20	5	54	12	15	27	83	13	269

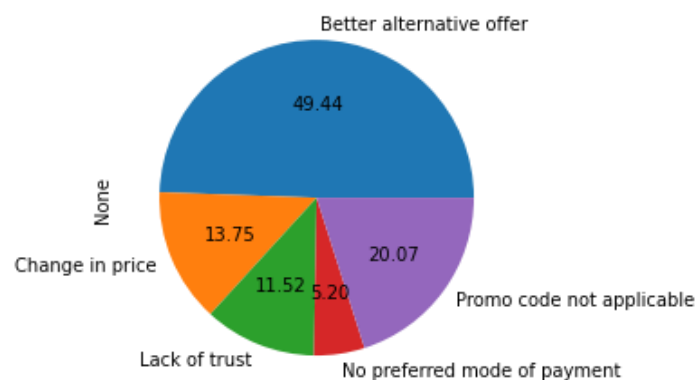
- ❖ If better alternative offer is available:  
Participants mostly prefer Credit/Debit cards and take more than 15 minutes, but they also try other payment options with different time.
- ❖ If Change in price:  
Participants mostly prefer Credit/Debit cards and take more than 6-10 minutes or pay using Cash on delivery within 1 minute.
- ❖ If Lack of trust:  
Participants either pay using e-wallets within 6-10 mins, or they pay using Cash on delivery taking more than 15 mins.
- ❖ If no preferred mode of payment:  
Participants mostly prefer cash on delivery and take only 1-5 mins.
- ❖ If Promo code not applicable:  
Participants either pay using cash on delivery or e-wallets within 11-15 mins, or they pay using Credit/Debit cards taking more than 15 mins.



Participants sometimes frequently abandon (selecting an item and leaving without making payment) your shopping cart



Since participants had better alternative offer most of them abandoned the payment



#### **If the participants didn't find any preferred mode of payment:**

Those participants use android phones of 5.5 inches screen size. They search their products in Google chrome browser with a search engine through a direct URL. Since there is no preferred mode

of payment, they browse for 1-5 mins and pay using Cash on Delivery. But sometimes, they abandon (selecting an item and leaving without making payment) in their shopping cart

They strongly agree to the following things:

- The content on the website must be easy to read and understand
- Complete information on listed seller and product being offered is important for purchase decision.
- User friendly Interface of the website
- Convenient Payment methods
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time
- Empathy (readiness to assist with queries) towards the customers
- Being able to guarantee the privacy of the customer
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
- Online shopping gives monetary benefit and discounts
- Shopping online is convenient and flexible
- Displaying quality Information on the website improves satisfaction of customers
- User derive satisfaction while shopping on a good quality website or application
- Net Benefit derived from shopping online can lead to users' satisfaction
- User satisfaction cannot exist without trust
- Offering a wide variety of listed product in several category

They agree to the following points:

- Information on similar product to the one highlighted is important for product comparison
- All relevant information on listed products must be stated clearly
- Ease of navigation in website
- Loading and processing speed
- Enjoyment is derived from shopping online
- Return and replacement policy of the e-tailer is important for purchase decision
- Gaining access to loyalty programs is a benefit of shopping online
- Provision of complete and relevant product information
- Monetary savings
- The Convenience of patronizing the online retailer
- Shopping on the website gives you the sense of adventure
- Shopping on the website helps you fulfill certain roles

They are indifferent to the following points:

- Shopping on preferred e-tailer enhances social status
- You feel gratification shopping on your favorite e-tailer
- Getting value for money spent

For these cases the participants prefer Amazon:

- Longer time to get logged in (promotion, sales period)
- Late declaration of price (promotion, sales period)

- Limited mode of payment on most products (promotion, sales period)
- Longer delivery period
- Change in website/Application design
- Which of the Indian online retailer would you recommend to a friend?

Presence of online assistance through multi-channel is provided by Amazon.in, Flipkart.com, Myntra.com, Snapdeal

For these cases the participants prefer Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com:

- From the following, tick any (or all) of the online retailers you have shopped from;
- Easy to use website or application
- Visual appealing web-page layout
- Wild variety of product on offer
- Complete, relevant description information of products
- Fast loading website speed of website and application
- Reliability of the website or application
- Privacy of customers' information
- Security of customer financial information
- Perceived Trustworthiness

Amazon.in, Myntra.com & Snapdeal.com provide longer time in displaying graphics and photos (promotion, sales period)

Amazon.in & Snapdeal.com have longer page loading time (promotion, sales period)

Flipkart.com, Myntra.com, Snapdeal provide:

- Quickness to complete purchase
- Availability of several payment options
- Speedy order delivery

Myntra.com & Snapdeal.com have:

- Frequent disruption when moving from one page to another
- But Website is as efficient as before

### **Participants abandon the “Bag”, “Shopping Cart” due to Lack of trust:**

Case 1: Using E-wallets

These participants use Windows Desktop. They search in Google chrome search bar for 6-10 mins and pay using E-wallets (Paytm, Freecharge etc.), but sometimes abandon the purchase decision

They strongly agree to the following cases:

- Empathy (readiness to assist with queries) towards the customers
- User derive satisfaction while shopping on a good quality website or application
- User satisfaction cannot exist without trust
- You feel gratification shopping on your favorite e-tailer
- Getting value for money spent

They agree to the following cases:



- The content on the website must be easy to read and understand
- All relevant information on listed products must be stated clearly
- Ease of navigation in website
- Being able to guarantee the privacy of the customer
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
- Gaining access to loyalty programs is a benefit of shopping online
- Net Benefit derived from shopping online can lead to users satisfaction
- Shopping on the website gives you the sense of adventure
- Shopping on your preferred e-tailer enhances your social status
- Shopping on the website helps you fulfill certain roles

They disagree to the following cases:

- User friendly Interface of the website
- Convenient Payment methods
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time
- Shopping online is convenient and flexible
- Return and replacement policy of the e-tailer is important for purchase decision
- Monetary savings

They strongly disagree to the following cases:

- Loading and processing speed
- Enjoyment is derived from shopping online

They feel indifferent to the following cases:

- Information on similar product to the one highlighted is important for product comparison
- Complete information on listed seller and product being offered is important for purchase decision.
- Online shopping gives monetary benefit and discounts
- Displaying quality Information on the website improves satisfaction of customers
- Offering a wide variety of listed product in several category
- Provision of complete and relevant product information
- The Convenience of patronizing the online retailer

Customer suggest amazon for the following cases:

- Speedy order delivery
- Privacy of customers' information
- Security of customer financial information
- Longer time to get logged in (promotion, sales period)
- Longer time in displaying graphics and photos (promotion, sales period)
- Limited mode of payment on most products (promotion, sales period)
- Frequent disruption when moving from one page to another
- Website is as efficient as before

Participants frequently shop from Amazon.in & Paytm.com

For the following cases people choose Flipkart:

- Visual appealing web-page layout
- Wild variety of product on offer
- Perceived Trustworthiness
- Late declaration of price (promotion, sales period)
- Longer page loading time (promotion, sales period)
- Change in website/Application design
- Which of the Indian online retailer would you recommend to a friend?

For the following cases participants have selected Paytm :

- Has several payment options
- Easy to use website or application
- Reliability of the website or application
- Quickness to complete purchase
- Availability of several payment options
- Presence of online assistance through multi-channel
- Longer delivery period

For the following cases participants have selected snapdeal :

- Complete, relevant description information of products
- Fast loading website speed of website and application

#### Case 2: Using E-wallets

These participants use Laptop. They search in Google chrome search bar for more than 15 mins and pay using Cash on Delivery, but sometimes abandon the purchase decision

They strongly agree to the following cases:

- Information on similar product to the one highlighted is important for product comparison
- Ease of navigation in website
- Loading and processing speed
- User friendly Interface of the website
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time
- Empathy (readiness to assist with queries) towards the customers
- Being able to guarantee the privacy of the customer
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
- Return and replacement policy of the e-tailer is important for purchase decision
- Net Benefit derived from shopping online can lead to users satisfaction

They agree to the following cases:

- The content on the website must be easy to read and understand
- Complete information on listed seller and product being offered is important for purchase decision.
- All relevant information on listed products must be stated clearly

- Convenient Payment methods
- Online shopping gives monetary benefit and discounts
- Enjoyment is derived from shopping online
- Shopping online is convenient and flexible
- Gaining access to loyalty programs is a benefit of shopping online
- Displaying quality Information on the website improves satisfaction of customers
- User derive satisfaction while shopping on a good quality website or application
- User satisfaction cannot exist without trust
- Offering a wide variety of listed product in several category
- Provision of complete and relevant product information
- Monetary savings
- The Convenience of patronizing the online retailer
- Shopping on the website gives you the sense of adventure
- Getting value for money spent

They are indifferent to the following cases:

- Shopping on your preferred e-tailer enhances your social status
- You feel gratification shopping on your favorite e-tailer
- Shopping on the website helps you fulfill certain roles

Participants have selected Amazon and flipkart for the following cases:

- From the following, tick any (or all) of the online retailers you have shopped from;
- Easy to use website or application
- Visual appealing web-page layout
- Wild variety of product on offer
- Complete, relevant description information of products
- Fast loading website speed of website and application
- Reliability of the website or application
- Quickness to complete purchase
- Availability of several payment options
- Speedy order delivery
- Privacy of customers' information
- Security of customer financial information
- Perceived Trustworthiness
- Presence of online assistance through multi-channel
- Longer time in displaying graphics and photos (promotion, sales period)

Participants have suggested flipkart as:

- Website is as efficient as before
- Which of the Indian online retailer would you recommend to a friend?

Participants have selected Myntra:

- Change in website/Application design
- Frequent disruption when moving from one page to another

For Paytm participants had the following issues:

- Longer time to get logged in (promotion, sales period)
- Late declaration of price (promotion, sales period)
- Longer page loading time (promotion, sales period)

For Snapdeal participants had the following issues:

- Limited mode of payment on most products (promotion, sales period)
- Longer delivery period

**Participants abandon the “Bag”, “Shopping Cart” due to Promo code not applicable:**

Case 1: Using COD:

These participants use 5.5-inch android smartphone. They search in Google chrome search via application for 11-15 mins and pay using Cash on delivery, they never abandon the purchase decision

They strongly agree to the following cases:

- The content on the website must be easy to read and understand
- Information on similar product to the one highlighted is important for product comparison
- Complete information on listed seller and product being offered is important for purchase decision.
- All relevant information on listed products must be stated clearly
- Ease of navigation in website
- Loading and processing speed
- User friendly Interface of the website
- Convenient Payment methods
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time
- Empathy (readiness to assist with queries) towards the customers
- Being able to guarantee the privacy of the customer
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
- Online shopping gives monetary benefit and discounts
- Enjoyment is derived from shopping online
- Shopping online is convenient and flexible
- Return and replacement policy of the e-tailer is important for purchase decision
- Gaining access to loyalty programs is a benefit of shopping online
- User derive satisfaction while shopping on a good quality website or application
- Net Benefit derived from shopping online can lead to users satisfaction
- User satisfaction cannot exist without trust
- Offering a wide variety of listed product in several category
- Provision of complete and relevant product information
- Monetary savings
- The Convenience of patronizing the online retailer
- Shopping on the website gives you the sense of adventure
- Shopping on your preferred e-tailer enhances your social status
- You feel gratification shopping on your favorite e-tailer
- Shopping on the website helps you fulfill certain roles

- Getting value for money spent

They agree with the Displaying quality Information on the website improves satisfaction of customers

The participants have selected Amazon for the following cases:

- From the following, tick any (or all) of the online retailers you have shopped from;
- Easy to use website or application
- Visual appealing web-page layout
- Wild variety of product on offer
- Complete, relevant description information of products
- Fast loading website speed of website and application
- Reliability of the website or application
- Quickness to complete purchase
- Availability of several payment options
- Speedy order delivery
- Privacy of customers' information
- Security of customer financial information
- Perceived Trustworthiness
- Presence of online assistance through multi-channel
- Longer time to get logged in (promotion, sales period)
- Longer time in displaying graphics and photos (promotion, sales period)
- Late declaration of price (promotion, sales period)
- Longer page loading time (promotion, sales period)
- Limited mode of payment on most products (promotion, sales period)
- Longer delivery period
- Change in website/Application design
- Frequent disruption when moving from one page to another
- Website is as efficient as before
- Which of the Indian online retailer would you recommend to a friend?

Participants have suggested flipkart as:

- Website is as efficient as before
- Which of the Indian online retailer would you recommend to a friend?

Participants have selected Myntra:

- Change in website/Application design
- Frequent disruption when moving from one page to another

Participants have following issues with Paytm:

- Late declaration of price (promotion, sales period)
- Longer page loading time (promotion, sales period)

Case 2: Using Credit/Debit cards:

#### Case 2a: Abandon payment decision very frequently

These participants use 5.5-inch android smartphone. They search in Google chrome search via application for more than 15 mins and pay using Cash on delivery, they never abandon the purchase decision

They strongly agree to the following cases:

- The content on the website must be easy to read and understand
- Information on similar product to the one highlighted is important for product comparison
- Complete information on listed seller and product being offered is important for purchase decision.
- All relevant information on listed products must be stated clearly
- Ease of navigation in website
- Loading and processing speed
- User friendly Interface of the website
- Convenient Payment methods
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time
- Empathy (readiness to assist with queries) towards the customers
- Being able to guarantee the privacy of the customer
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
- Online shopping gives monetary benefit and discounts
- Enjoyment is derived from shopping online
- Shopping online is convenient and flexible
- Return and replacement policy of the e-tailer is important for purchase decision
- Gaining access to loyalty programs is a benefit of shopping online
- Displaying quality Information on the website improves satisfaction of customers
- User derive satisfaction while shopping on a good quality website or application
- Net Benefit derived from shopping online can lead to users satisfaction
- User satisfaction cannot exist without trust
- Offering a wide variety of listed product in several category
- Provision of complete and relevant product information
- Monetary savings
- You feel gratification shopping on your favorite e-tailer
- Shopping on the website helps you fulfill certain roles
- Getting value for money spent

Participants are indifferent to the following cases:

- The Convenience of patronizing the online retailer
- Shopping on the website gives you the sense of adventure
- Shopping on your preferred e-tailer enhances your social status

Participants have selected Amazon.in, Flipkart.com, Myntra.com for the following cases:

- Complete, relevant description information of products
- Fast loading website speed of website and application
- Quickness to complete purchase
- Availability of several payment options

- Presence of online assistance through multi-channel

Participant has selected Amazon for Change in website/Application design

Participant have selected Amazon.in, Flipkart.com for the following cases:

- Speedy order delivery
- Longer time to get logged in (promotion, sales period)
- Website is as efficient as before

Participants have selected Amazon.in, Flipkart.com, Myntra.com & Snapdeal.com for the following cases:

- From the following, tick any (or all) of the online retailers you have shopped from;
- Easy to use website or application

Participants have selected Amazon.in, Myntra.com for the following cases:

- Visual appealing web-page layout
- Which of the Indian online retailer would you recommend to a friend?

Flipkart.com, Myntra.com have Wild variety of product on offer

Participants have selected myntra for the following cases:

- Reliability of the website or application
- Privacy of customers' information
- Security of customer financial information
- Perceived Trustworthiness
- Longer time in displaying graphics and photos (promotion, sales period)
- Frequent disruption when moving from one page to another

Participants have selected snapdeal for the following cases:

- Late declaration of price (promotion, sales period)
- Longer page loading time (promotion, sales period)
- Limited mode of payment on most products (promotion, sales period)
- Longer delivery period

Case 2b: Abandon payment decision sometimes

These participants use tablet. They search in Google chrome search via application for more than 15 mins and pay using Credit Cards, they never abandon the purchase decision

They strongly agree to the following cases:

- Return and replacement policy of the e-tailer is important for purchase decision
- Gaining access to loyalty programs is a benefit of shopping online

They agree to the following cases:

- The content on the website must be easy to read and understand
- Information on similar product to the one highlighted is important for product comparison
- Complete information on listed seller and product being offered is important for purchase decision.
- All relevant information on listed products must be stated clearly

- Ease of navigation in website
- Loading and processing speed
- User friendly Interface of the website
- Convenient Payment methods
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time
- Empathy (readiness to assist with queries) towards the customers
- Being able to guarantee the privacy of the customer
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
- Online shopping gives monetary benefit and discounts
- Enjoyment is derived from shopping online
- Shopping online is convenient and flexible
- Displaying quality Information on the website improves satisfaction of customers
- User derive satisfaction while shopping on a good quality website or application
- Net Benefit derived from shopping online can lead to users satisfaction
- User satisfaction cannot exist without trust
- Offering a wide variety of listed product in several category
- Monetary savings
- The Convenience of patronizing the online retailer
- You feel gratification shopping on your favorite e-tailer
- Shopping on the website helps you fulfill certain roles
- Getting value for money spent

They are indifferent to the following cases:

- Provision of complete and relevant product information
- Shopping on the website gives you the sense of adventure
- Shopping on your preferred e-tailer enhances your social status

Amazon.com, Flipkart.com & Paytm.com have Quickness to complete purchase

Amazon provides:

- Wild variety of product on offer
- Longer time in displaying graphics and photos (promotion, sales period)

Amazon.in, Flipkart.com, Myntra.com & Snapdeal provides Presence of online assistance through multi-channel

Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com provides :

- Visual appealing web-page layout
- Fast loading website speed of website and application
- Privacy of customers' information
- Security of customer financial information

Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com provides:

- From the following, tick any (or all) of the online retailers you have shopped from;
- Easy to use website or application



Amazon.in, Flipkart.com, Snapdeal.com provides:

- Reliability of the website or application
- Availability of several payment options
- Speedy order delivery
- Perceived Trustworthiness
- Longer time to get logged in (promotion, sales period)

Flipkart provides Limited mode of payment on most products (promotion, sales period)

Flipkart.com, Paytm.com, Myntra.com, snapdeal.com would be the Indian online retailer would you recommend to a friend

Flipkart.com & Snapdeal.com provides Complete, relevant description information of products

Myntra provides:

- Late declaration of price (promotion, sales period)
- Longer page loading time (promotion, sales period)
- Change in website/Application design
- Frequent disruption when moving from one page to another

Snapdeal provides:

- Longer delivery period
- Website is as efficient as before

Case 3: E-wallets (Paytm, Freecharge etc.)

These participants use android smartphone 5.5 inches. They search in Google chrome search via application for 11- 15 mins and pay using Credit Cards, they sometimes abandon the purchase decision

They strongly agree to the following cases:

- The content on the website must be easy to read and understand
- User friendly Interface of the website
- Convenient Payment methods
- Trust that the online retail store will fulfill its part of the transaction at the stipulated time
- Empathy (readiness to assist with queries) towards the customers
- Being able to guarantee the privacy of the customer
- Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)
- Online shopping gives monetary benefit and discounts
- Enjoyment is derived from shopping online
- Shopping online is convenient and flexible
- Return and replacement policy of the e-tailer is important for purchase decision
- Gaining access to loyalty programs is a benefit of shopping online
- Displaying quality Information on the website improves satisfaction of customers
- User derive satisfaction while shopping on a good quality website or application
- Net Benefit derived from shopping online can lead to users satisfaction
- Offering a wide variety of listed product in several category
- Provision of complete and relevant product information
- Monetary savings

They strongly agree to the following cases:

- Information on similar product to the one highlighted is important for product comparison
- Complete information on listed seller and product being offered is important for purchase decision.
- All relevant information on listed products must be stated clearly
- Ease of navigation in website
- Loading and processing speed
- User satisfaction cannot exist without trust
- The Convenience of patronizing the online retailer
- Shopping on the website gives you the sense of adventure
- Shopping on your preferred e-tailer enhances your social status
- Getting value for money spent

They feel indifferent to the following cases:

- You feel gratification shopping on your favorite e-tailer
- Shopping on the website helps you fulfill certain roles

Participant have selected Amazon.in, Paytm.com, Myntra.com for the following cases:

- From the following, tick any (or all) of the online retailers you have shopped from;
- Easy to use website or application
- Visual appealing web-page layout
- Complete, relevant description information of products
- Reliability of the website or application
- Quickness to complete purchase
- Security of customer financial information
- Which of the Indian online retailer would you recommend to a friend?

Participant have selected Amazon.in for the following cases:

- Speedy order delivery
- Privacy of customers' information
- Limited mode of payment on most products (promotion, sales period)
- Website is as efficient as before

Amazon.in & Myntra.com have Wild variety of product on offer and Perceived Trustworthiness

Amazon.in & Paytm.com Fast loading website speed of website and application

Participant have selected Amazon.in, Paytm.com, Myntra.com for the following cases:

- From the following, tick any (or all) of the online retailers you have shopped from;
- Easy to use website or application
- Visual appealing web-page layout
- Complete, relevant description information of products
- Reliability of the website or application
- Security of customer financial information
- Which of the Indian online retailer would you recommend to a friend?

Participant have selected myntra for the following cases:

- Presence of online assistance through multi-channel
- Longer time to get logged in (promotion, sales period)
- Longer time in displaying graphics and photos (promotion, sales period)
- Late declaration of price (promotion, sales period)
- Longer page loading time (promotion, sales period)

Paytm.com & Myntra.com have Availability of several payment options

Paytm have:

- Longer delivery period
- Change in website/Application design
- Frequent disruption when moving from one page to another

**Abandon shopping due to better alternative offer:**

Case1: Smartphone phone size 4.7 inches

<b>8 Which device do you use to access the online shopping?</b>	Smartphone
<b>9 What is the screen size of your mobile device?</b>	4.7 inches
<b>10 What is the operating system (OS) of your device?</b>	IOS/Mac
<b>11 What browser do you run on your device to access the website?</b>	Safari
<b>12 Which channel did you follow to arrive at your favorite online store for the first time?</b>	Content Marketing
<b>13 After first visit, how do you reach the online retail store?</b>	Via application
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>	more than 15 mins
<b>15 What is your preferred payment Option?</b>	Credit/Debit cards
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Frequently

<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Indifferent (3)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Indifferent (3)
<b>21 All relevant information on listed products must be stated clearly</b>	Agree (4)
<b>22 Ease of navigation in website</b>	Agree (4)
<b>23 Loading and processing speed</b>	Strongly agree (5)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Agree (4)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly agree (5)
<b>28 Being able to guarantee the privacy of the customer</b>	Agree (4)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Strongly agree (5)
<b>30 Online shopping gives monetary benefit and discounts</b>	Strongly agree (5)
<b>31 Enjoyment is derived from shopping online</b>	Strongly agree (5)
<b>32 Shopping online is convenient and flexible</b>	Strongly agree (5)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	Dis-agree (2)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Agree (4)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Strongly agree (5)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Strongly agree (5)
<b>38 User satisfaction cannot exist without trust</b>	Strongly agree (5)
<b>39 Offering a wide variety of listed product in several category</b>	Agree (4)
<b>40 Provision of complete and relevant product information</b>	Agree (4)
<b>41 Monetary savings</b>	Strongly agree (5)
<b>42 The Convenience of patronizing the online retailer</b>	Agree (4)

<b>43 Shopping on the website gives you the sense of adventure</b>	indifferent (3)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	Strongly disagree (1)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	Strongly agree (5)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Strongly disagree (1)
<b>47 Getting value for money spent</b>	Strongly agree (5)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Visual appealing web-page layout</b>	<a href="https://www.myntra.com">Myntra.com</a>
<b>Wild variety of product on offer</b>	<a href="https://www.myntra.com">Myntra.com</a>
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Fast loading website speed of website and application</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Reliability of the website or application</b>	Amazon.in, Paytm.com, Myntra.com
<b>Quickness to complete purchase</b>	Amazon.com, Flipkart.com, Paytm.com, Myntra.com, Snapdeal
<b>Availability of several payment options</b>	Amazon.in, Flipkart.com, Patym.com, Myntra.com, Snapdeal.com
<b>Speedy order delivery</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Privacy of customers' information</b>	Amazon.in, Paytm.com
<b>Security of customer financial information</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Perceived Trustworthiness</b>	Amazon.in, Myntra.com
<b>Presence of online assistance through multi-channel</b>	Amazon.in, Myntra.com
<b>Longer time to get logged in (promotion, sales period)</b>	Flipkart.com, Paytm.com
<b>Longer time in displaying graphics and photos (promotion, sales period)</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Late declaration of price (promotion, sales period)</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Longer page loading time (promotion, sales period)</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Limited mode of payment on most products (promotion, sales period)</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Longer delivery period</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Change in website/Application design</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Frequent disruption when moving from one page to another</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Website is as efficient as before</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Which of the Indian online retailer would you recommend to a friend?</b>	Amazon.in, Myntra.com

Case 2: Smartphone phone size 4.7 inches:

<b>7 How do you access the internet while shopping on-line?</b>	Mobile Internet
<b>8 Which device do you use to access the online shopping?</b>	Smartphone
<b>9 What is the screen size of your mobile device?</b>	5 inches

<b>10 What is the operating system (OS) of your device?</b>	Android
<b>11 What browser do you run on your device to access the website?</b>	Mozilla Firefox
<b>12 Which channel did you follow to arrive at your favorite online store for the first time?</b>	Content Marketing
<b>13 After first visit, how do you reach the online retail store?</b>	Search Engine
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>	6-10 mins
<b>15 What is your preferred payment Option?</b>	Cash on delivery (CoD)
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Sometimes
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer

<b>18 The content on the website must be easy to read and understand</b>	Agree (4)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Indifferent (3)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Agree (4)
<b>21 All relevant information on listed products must be stated clearly</b>	Dis-agree (2)
<b>22 Ease of navigation in website</b>	Dis-agree (2)
<b>23 Loading and processing speed</b>	Indifferent (3)
<b>24 User friendly Interface of the website</b>	Indifferent (3)
<b>25 Convenient Payment methods</b>	Agree (4)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	indifferent (3)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Agree (4)
<b>28 Being able to guarantee the privacy of the customer</b>	Agree (4)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Agree (4)
<b>30 Online shopping gives monetary benefit and discounts</b>	Strongly agree (5)
<b>31 Enjoyment is derived from shopping online</b>	indifferent (3)
<b>32 Shopping online is convenient and flexible</b>	Strongly agree (5)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Agree (4)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	indifferent (3)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Agree (4)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Agree (4)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Agree (4)
<b>38 User satisfaction cannot exist without trust</b>	indifferent (3)
<b>39 Offering a wide variety of listed product in several category</b>	Agree (4)
<b>40 Provision of complete and relevant product information</b>	Disagree (2)
<b>41 Monetary savings</b>	Agree (4)
<b>42 The Convenience of patronizing the online retailer</b>	indifferent (3)
<b>43 Shopping on the website gives you the sense of adventure</b>	Strongly disagree (1)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	indifferent (3)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	indifferent (3)
<b>46 Shopping on the website helps you fulfill certain roles</b>	indifferent (3)
<b>47 Getting value for money spent</b>	indifferent (3)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com
<b>Easy to use website or application</b>	<a href="https://www.amazon.in">Amazon.in</a>

Visual appealing web-page layout	<a href="https://www.amazon.in">Amazon.in</a>
Wild variety of product on offer	Amazon.in, Flipkart.com
Complete, relevant description information of products	Amazon.in, Flipkart.com
Fast loading website speed of website and application	<a href="https://www.amazon.in">Amazon.in</a>
Reliability of the website or application	Amazon.in, Flipkart.com
Quickness to complete purchase	<a href="https://www.amazon.com">Amazon.com</a>
Availability of several payment options	Amazon.in, Flipkart.com
Speedy order delivery	<a href="https://www.amazon.in">Amazon.in</a>
Privacy of customers' information	Amazon.in, Flipkart.com
Security of customer financial information	Amazon.in, Flipkart.com
Perceived Trustworthiness	Amazon.in, Flipkart.com
Presence of online assistance through multi-channel	Amazon.in, Flipkart.com
Longer time to get logged in (promotion, sales period)	Amazon.in, Flipkart.com
Longer time in displaying graphics and photos (promotion, sales period)	Amazon.in, Flipkart.com
Late declaration of price (promotion, sales period)	Amazon.in, Flipkart.com
Longer page loading time (promotion, sales period)	<a href="https://www.flipkart.com">Flipkart.com</a>
Limited mode of payment on most products (promotion, sales period)	<a href="https://www.flipkart.com">Flipkart.com</a>
Longer delivery period	<a href="https://www.flipkart.com">Flipkart.com</a>
Change in website/Application design	Amazon.in, Flipkart.com
Frequent disruption when moving from one page to another	<a href="https://www.flipkart.com">Flipkart.com</a>
Website is as efficient as before	<a href="https://www.flipkart.com">Flipkart.com</a>
Which of the Indian online retailer would you recommend to a friend?	<a href="https://www.amazon.in">Amazon.in</a>

Case 3: Smartphone size 5.5 inches:

Case 3.1 COD

Case 3.1.1 Frequently

8 Which device do you use to access the online shopping?	Smartphone
9 What is the screen size of your mobile device?	5.5 inches
10 What is the operating system (OS) of your device?	IOS/Mac
11 What browser do you run on your device to access the website?	Google chrome
12 Which channel did you follow to arrive at your favorite online store for the first time?	Search Engine
13 After first visit, how do you reach the online retail store?	Search Engine
14 How much time do you explore the e- retail store before making a purchase decision?	11-15 mins



<b>15 What is your preferred payment Option?</b>	Cash on delivery (CoD)
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Frequently
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Agree (4)

<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Strongly agree (5)
<b>21 All relevant information on listed products must be stated clearly</b>	Strongly agree (5)
<b>22 Ease of navigation in website</b>	Agree (4)
<b>23 Loading and processing speed</b>	Agree (4)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	indifferent (3)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Agree (4)
<b>28 Being able to guarantee the privacy of the customer</b>	Agree (4)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Agree (4)
<b>30 Online shopping gives monetary benefit and discounts</b>	Agree (4)
<b>31 Enjoyment is derived from shopping online</b>	indifferent (3)
<b>32 Shopping online is convenient and flexible</b>	Agree (4)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Agree (4)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	indifferent (3)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Agree (4)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Agree (4)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	indifferent (3)
<b>38 User satisfaction cannot exist without trust</b>	Agree (4)
<b>39 Offering a wide variety of listed product in several category</b>	indifferent (3)
<b>40 Provision of complete and relevant product information</b>	Agree (4)
<b>41 Monetary savings</b>	Strongly agree (5)
<b>42 The Convenience of patronizing the online retailer</b>	indifferent (3)
<b>43 Shopping on the website gives you the sense of adventure</b>	indifferent (3)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	Dis-agree (2)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	indifferent (3)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Dis-agree (2)
<b>47 Getting value for money spent</b>	Agree (4)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Paytm.com
<b>Visual appealing web-page layout</b>	Amazon.in, Flipkart.com
<b>Wild variety of product on offer</b>	Amazon.in, Flipkart.com
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Fast loading website speed of website and application</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Reliability of the website or application</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Quickness to complete purchase</b>	Amazon.com, Flipkart.com

<b>Availability of several payment options</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Speedy order delivery</b>	Amazon.in, Flipkart.com
<b>Privacy of customers' information</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Security of customer financial information</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Perceived Trustworthiness</b>	Amazon.in, Flipkart.com
<b>Presence of online assistance through multi-channel</b>	Amazon.in, Snapdeal
<b>Longer time to get logged in (promotion, sales period)</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Longer time in displaying graphics and photos (promotion, sales period)</b>	Amazon.in, Flipkart.com
<b>Late declaration of price (promotion, sales period)</b>	Paytm.com, snapdeal.com
<b>Longer page loading time (promotion, sales period)</b>	Amazon.in, Paytm.com, Myntra.com
<b>Limited mode of payment on most products (promotion, sales period)</b>	Myntra.com, Snapdeal.com
<b>Longer delivery period</b>	<a href="http://Myntra.com">Myntra.com</a>
<b>Change in website/Application design</b>	Flipkart.com, Myntra.com
<b>Frequent disruption when moving from one page to another</b>	<a href="http://Myntra.com">Myntra.com</a>
<b>Website is as efficient as before</b>	Amazon.in, Paytm.com
<b>Which of the Indian online retailer would you recommend to a friend?</b>	Amazon.in, Flipkart.com

Case 3.1.2 Never

Case 3.1.2.1 Google Chrome

<b>8 Which device do you use to access the online shopping?</b>	Smartphone
<b>9 What is the screen size of your mobile device?</b>	5.5 inches
<b>10 What is the operating system (OS) of your device?</b>	Window/windows Mobile
<b>11 What browser do you run on your device to access the website?</b>	Google chrome
<b>12 Which channel did you follow to arrive at your favorite online store for the first time?</b>	Search Engine
<b>13 After first visit, how do you reach the online retail store?</b>	Via application
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>	Less than 1 min
<b>15 What is your preferred payment Option?</b>	Cash on delivery (CoD)

<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Never
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Indifferent (3)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Agree (4)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Strongly agree (5)
<b>21 All relevant information on listed products must be stated clearly</b>	Dis-agree (2)
<b>22 Ease of navigation in website</b>	Agree (4)
<b>23 Loading and processing speed</b>	Indifferent (3)

<b>24 User friendly Interface of the website</b>	Agree (4)
<b>25 Convenient Payment methods</b>	Agree (4)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Strongly agree (5)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	indifferent (3)
<b>28 Being able to guarantee the privacy of the customer</b>	Strongly agree (5)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Agree (4)
<b>30 Online shopping gives monetary benefit and discounts</b>	Strongly agree (5)
<b>31 Enjoyment is derived from shopping online</b>	Strongly agree (5)
<b>32 Shopping online is convenient and flexible</b>	Agree (4)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	Strongly agree (5)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Agree (4)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Strongly agree (5)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Strongly agree (5)
<b>38 User satisfaction cannot exist without trust</b>	Dis-agree (2)
<b>39 Offering a wide variety of listed product in several category</b>	Dis-agree (2)
<b>40 Provision of complete and relevant product information</b>	Agree (4)
<b>41 Monetary savings</b>	Agree (4)
<b>42 The Convenience of patronizing the online retailer</b>	Strongly agree (5)
<b>43 Shopping on the website gives you the sense of adventure</b>	Strongly agree (5)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	Strongly agree (5)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	Strongly agree (5)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Strongly agree (5)
<b>47 Getting value for money spent</b>	Agree (4)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com
<b>Visual appealing web-page layout</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Wild variety of product on offer</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com
<b>Fast loading website speed of website and application</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Reliability of the website or application</b>	<a href="https://www.flipkart.com">Flipkart.com</a>
<b>Quickness to complete purchase</b>	<a href="https://www.flipkart.com">Flipkart.com</a>
<b>Availability of several payment options</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Speedy order delivery</b>	<a href="https://www.flipkart.com">Flipkart.com</a>
<b>Privacy of customers' information</b>	<a href="https://www.flipkart.com">Flipkart.com</a>
<b>Security of customer financial information</b>	<a href="https://www.flipkart.com">Flipkart.com</a>
<b>Perceived Trustworthiness</b>	<a href="https://www.flipkart.com">Flipkart.com</a>
<b>Presence of online assistance through multi-channel</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Longer time to get logged in (promotion, sales period)</b>	<a href="https://www.amazon.in">Amazon.in</a>

Longer time in displaying graphics and photos (promotion, sales period)	<a href="http://Flipkart.com">Flipkart.com</a>
Late declaration of price (promotion, sales period)	<a href="http://Flipkart.com">Flipkart.com</a>
Longer page loading time (promotion, sales period)	<a href="http://Flipkart.com">Flipkart.com</a>
Limited mode of payment on most products (promotion, sales period)	<a href="http://Flipkart.com">Flipkart.com</a>
Longer delivery period	<a href="http://Amazon.in">Amazon.in</a>
Change in website/Application design	<a href="http://Amazon.in">Amazon.in</a>
Frequent disruption when moving from one page to another	<a href="http://Amazon.in">Amazon.in</a>
Website is as efficient as before	<a href="http://Amazon.in">Amazon.in</a>
Which of the Indian online retailer would you recommend to a friend?	<a href="http://Amazon.in">Amazon.in</a>

#### Case 3.1.2.1 Opera

8 Which device do you use to access the online shopping?	Smartphone
9 What is the screen size of your mobile device?	5.5 inches
10 What is the operating system (OS) of your device?	Android
11 What browser do you run on your device to access the website?	Opera
12 Which channel did you follow to arrive at your favorite online store for the first time?	Display Adverts
13 After first visit, how do you reach the online retail store?	Social Media
14 How much time do you explore the e- retail store before making a purchase decision?	more than 15 mins
15 What is your preferred payment Option?	Cash on delivery (CoD)
16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?	Never

<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Agree (4)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Agree (4)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Agree (4)
<b>21 All relevant information on listed products must be stated clearly</b>	Agree (4)
<b>22 Ease of navigation in website</b>	Agree (4)
<b>23 Loading and processing speed</b>	Agree (4)
<b>24 User friendly Interface of the website</b>	Agree (4)
<b>25 Convenient Payment methods</b>	Agree (4)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Agree (4)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Agree (4)
<b>28 Being able to guarantee the privacy of the customer</b>	Agree (4)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Agree (4)
<b>30 Online shopping gives monetary benefit and discounts</b>	indifferent (3)
<b>31 Enjoyment is derived from shopping online</b>	indifferent (3)
<b>32 Shopping online is convenient and flexible</b>	indifferent (3)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Dis-agree (2)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	indifferent (3)

35 Displaying quality Information on the website improves satisfaction of customers	indifferent (3)
36 User derive satisfaction while shopping on a good quality website or application	Dis-agree (2)
37 Net Benefit derived from shopping online can lead to users satisfaction	indifferent (3)
38 User satisfaction cannot exist without trust	Agree (4)
39 Offering a wide variety of listed product in several category	Agree (4)
40 Provision of complete and relevant product information	indifferent (3)
41 Monetary savings	Disagree (2)
42 The Convenience of patronizing the online retailer	indifferent (3)
43 Shopping on the website gives you the sense of adventure	Dis-agree (2)
44 Shopping on your preferred e-tailer enhances your social status	Agree (4)
45 You feel gratification shopping on your favorite e-tailer	indifferent (3)
46 Shopping on the website helps you fulfill certain roles	Agree (4)
47 Getting value for money spent	indifferent (3)
From the following, tick any (or all) of the online retailers you have shopped from;	<a href="https://www.amazon.in">Amazon.in</a>
Easy to use website or application	<a href="https://www.amazon.in">Amazon.in</a>
Visual appealing web-page layout	<a href="https://www.amazon.in">Amazon.in</a>
Wild variety of product on offer	<a href="https://www.amazon.in">Amazon.in</a>
Complete, relevant description information of products	<a href="https://www.amazon.in">Amazon.in</a>
Fast loading website speed of website and application	<a href="https://www.amazon.in">Amazon.in</a>
Reliability of the website or application	<a href="https://www.amazon.in">Amazon.in</a>
Quickness to complete purchase	<a href="https://www.amazon.com">Amazon.com</a>
Availability of several payment options	<a href="https://www.amazon.in">Amazon.in</a>
Speedy order delivery	<a href="https://www.amazon.in">Amazon.in</a>
Privacy of customers' information	<a href="https://www.amazon.in">Amazon.in</a>
Security of customer financial information	<a href="https://www.amazon.in">Amazon.in</a>
Perceived Trustworthiness	<a href="https://www.amazon.in">Amazon.in</a>
Presence of online assistance through multi-channel	<a href="https://www.amazon.in">Amazon.in</a>
Longer time to get logged in (promotion, sales period)	<a href="https://www.amazon.in">Amazon.in</a>
Longer time in displaying graphics and photos (promotion, sales period)	<a href="https://www.amazon.in">Amazon.in</a>
Late declaration of price (promotion, sales period)	<a href="https://www.amazon.in">Amazon.in</a>
Longer page loading time (promotion, sales period)	<a href="https://www.amazon.in">Amazon.in</a>
Limited mode of payment on most products (promotion, sales period)	<a href="https://www.amazon.in">Amazon.in</a>
Longer delivery period	<a href="https://www.amazon.in">Amazon.in</a>
Change in website/Application design	<a href="https://www.amazon.in">Amazon.in</a>
Frequent disruption when moving from one page to another	<a href="https://www.amazon.in">Amazon.in</a>
Website is as efficient as before	<a href="https://www.amazon.in">Amazon.in</a>
Which of the Indian online retailer would you recommend to a friend?	<a href="https://www.amazon.in">Amazon.in</a>

Case 3.2 Credit Cards:

8 Which device do you use to access the online shopping?	Smartphone
9 What is the screen size of your mobile device?	5.5 inches
10 What is the operating system (OS) of your device?	IOS/Mac



<b>11 What browser do you run on your device to access the website?</b>	Safari
<b>12 Which channel did you follow to arrive at your favorite online store for the first time?</b>	Search Engine
<b>13 After first visit, how do you reach the online retail store?</b>	Search Engine
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>	6-10 mins
<b>15 What is your preferred payment Option?</b>	Credit/Debit cards
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Never
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Agree (4)

<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Agree (4)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Indifferent (3)
<b>21 All relevant information on listed products must be stated clearly</b>	Agree (4)
<b>22 Ease of navigation in website</b>	Strongly agree (5)
<b>23 Loading and processing speed</b>	Agree (4)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Agree (4)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly agree (5)
<b>28 Being able to guarantee the privacy of the customer</b>	Strongly agree (5)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Agree (4)
<b>30 Online shopping gives monetary benefit and discounts</b>	Agree (4)
<b>31 Enjoyment is derived from shopping online</b>	indifferent (3)
<b>32 Shopping online is convenient and flexible</b>	indifferent (3)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Agree (4)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	indifferent (3)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	indifferent (3)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Agree (4)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	indifferent (3)
<b>38 User satisfaction cannot exist without trust</b>	Agree (4)
<b>39 Offering a wide variety of listed product in several category</b>	Agree (4)
<b>40 Provision of complete and relevant product information</b>	Agree (4)
<b>41 Monetary savings</b>	Strongly agree (5)
<b>42 The Convenience of patronizing the online retailer</b>	Agree (4)
<b>43 Shopping on the website gives you the sense of adventure</b>	Agree (4)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	Strongly agree (5)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	Agree (4)
<b>46 Shopping on the website helps you fulfill certain roles</b>	indifferent (3)
<b>47 Getting value for money spent</b>	Agree (4)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com

Easy to use website or application	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Visual appealing web-page layout	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Wild variety of product on offer	Amazon.in, Flipkart.com
Complete, relevant description information of products	Amazon.in, Flipkart.com
Fast loading website speed of website and application	Amazon.in, Flipkart.com, Snapdeal.com
Reliability of the website or application	Amazon.in, Flipkart.com, Paytm.com
Quickness to complete purchase	Amazon.com, Flipkart.com, Paytm.com
Availability of several payment options	Amazon.in, Flipkart.com, Myntra.com
Speedy order delivery	Amazon.in, Flipkart.com, Snapdeal.com
Privacy of customers' information	Amazon.in, Flipkart.com, Myntra.com
Security of customer financial information	Amazon.in, Flipkart.com, Snapdeal.com
Perceived Trustworthiness	Amazon.in, Flipkart.com, Snapdeal.com
Presence of online assistance through multi-channel	Amazon.in, Flipkart.com, Myntra.com, Snapdeal
Longer time to get logged in (promotion, sales period)	<a href="http://Snapdeal.com">Snapdeal.com</a>
Longer time in displaying graphics and photos (promotion, sales period)	Myntra.com, Snapdeal.com
Late declaration of price (promotion, sales period)	<a href="http://Myntra.com">Myntra.com</a>
Longer page loading time (promotion, sales period)	<a href="http://Paytm.com">Paytm.com</a>
Limited mode of payment on most products (promotion, sales period)	<a href="http://Paytm.com">Paytm.com</a>
Longer delivery period	<a href="http://Paytm.com">Paytm.com</a>
Change in website/Application design	Amazon.in, Flipkart.com
Frequent disruption when moving from one page to another	Amazon.in, Flipkart.com
Website is as efficient as before	Amazon.in, Flipkart.com, Paytm.com
Which of the Indian online retailer would you recommend to a friend?	Amazon.in, Flipkart.com

#### Case 3.3. E-wallets:

8 Which device do you use to access the online shopping?	Smartphone
9 What is the screen size of your mobile device?	5.5 inches
10 What is the operating system (OS) of your device?	Android
11 What browser do you run on your device to access the website?	Google chrome
12 Which channel did you follow to arrive at your favorite online store for the first time?	Search Engine
13 After first visit, how do you reach the online retail store?	Via application
14 How much time do you explore the e- retail store before making a purchase decision?	more than 15 mins

<b>15 What is your preferred payment Option?</b>	E-wallets (Paytm, Freecharge etc.)
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Frequently
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Strongly agree (5)

<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Strongly agree (5)
<b>21 All relevant information on listed products must be stated clearly</b>	Strongly agree (5)
<b>22 Ease of navigation in website</b>	Strongly agree (5)
<b>23 Loading and processing speed</b>	Strongly agree (5)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Strongly agree (5)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly agree (5)
<b>28 Being able to guarantee the privacy of the customer</b>	Strongly agree (5)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Strongly agree (5)
<b>30 Online shopping gives monetary benefit and discounts</b>	Strongly agree (5)
<b>31 Enjoyment is derived from shopping online</b>	Strongly agree (5)
<b>32 Shopping online is convenient and flexible</b>	Strongly agree (5)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	Strongly agree (5)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Strongly agree (5)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Strongly agree (5)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Strongly agree (5)
<b>38 User satisfaction cannot exist without trust</b>	Strongly agree (5)
<b>39 Offering a wide variety of listed product in several category</b>	Strongly agree (5)
<b>40 Provision of complete and relevant product information</b>	Strongly agree (5)
<b>41 Monetary savings</b>	Strongly agree (5)
<b>42 The Convenience of patronizing the online retailer</b>	Strongly agree (5)
<b>43 Shopping on the website gives you the sense of adventure</b>	Strongly agree (5)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	indifferent (3)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	indifferent (3)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Agree (4)
<b>47 Getting value for money spent</b>	Strongly agree (5)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Visual appealing web-page layout</b>	Amazon.in, Flipkart.com
<b>Wild variety of product on offer</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Fast loading website speed of website and application</b>	Amazon.in, Paytm.com

Reliability of the website or application	Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com
Quickness to complete purchase	<a href="https://paytm.com">Paytm.com</a>
Availability of several payment options	Amazon.in, Flipkart.com, Patym.com, Myntra.com, Snapdeal.com
Speedy order delivery	<a href="https://amazon.in">Amazon.in</a>
Privacy of customers' information	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Security of customer financial information	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Perceived Trustworthiness	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Presence of online assistance through multi-channel	Amazon.in, Flipkart.com, Paytm.com
Longer time to get logged in (promotion, sales period)	Flipkart.com, Paytm.com, Snapdeal.com
Longer time in displaying graphics and photos (promotion, sales period)	Amazon.in, Paytm.com
Late declaration of price (promotion, sales period)	Amazon.in, Paytm.com
Longer page loading time (promotion, sales period)	Amazon.in, Paytm.com
Limited mode of payment on most products (promotion, sales period)	Amazon.in, Paytm.com
Longer delivery period	<a href="https://flipkart.com">Flipkart.com</a>
Change in website/Application design	<a href="https://paytm.com">Paytm.com</a>
Frequent disruption when moving from one page to another	<a href="https://flipkart.com">Flipkart.com</a>
Website is as efficient as before	<a href="https://amazon.in">Amazon.in</a>
Which of the Indian online retailer would you recommend to a friend?	Amazon.in, Paytm.com

Case 4: Others

Case 4.1 11-15 mins

8 Which device do you use to access the online shopping?	Laptop
9 What is the screen size of your mobile device?	Others
10 What is the operating system (OS) of your device?	Window/windows Mobile
11 What browser do you run on your device to access the website?	Google chrome
12 Which channel did you follow to arrive at your favorite online store for the first time?	Search Engine
13 After first visit, how do you reach the online retail store?	Search Engine
14 How much time do you explore the e- retail store before making a purchase decision?	11-15 mins
15 What is your preferred payment Option?	Credit/Debit cards

<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Sometimes
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Strongly agree (5)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Strongly disagree (1)
<b>21 All relevant information on listed products must be stated clearly</b>	Strongly agree (5)
<b>22 Ease of navigation in website</b>	Strongly agree (5)
<b>23 Loading and processing speed</b>	Strongly agree (5)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Strongly agree (5)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly agree (5)
<b>28 Being able to guarantee the privacy of the customer</b>	Strongly agree (5)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Strongly disagree (1)
<b>30 Online shopping gives monetary benefit and discounts</b>	indifferent (3)
<b>31 Enjoyment is derived from shopping online</b>	indifferent (3)
<b>32 Shopping online is convenient and flexible</b>	Strongly agree (5)

<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	indifferent (3)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Strongly agree (5)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Strongly agree (5)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Strongly agree (5)
<b>38 User satisfaction cannot exist without trust</b>	Strongly agree (5)
<b>39 Offering a wide variety of listed product in several category</b>	Agree (4)
<b>40 Provision of complete and relevant product information</b>	Strongly agree (5)
<b>41 Monetary savings</b>	Agree (4)
<b>42 The Convenience of patronizing the online retailer</b>	Agree (4)
<b>43 Shopping on the website gives you the sense of adventure</b>	indifferent (3)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	Dis-agree (2)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	Disagree (2)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Agree (4)
<b>47 Getting value for money spent</b>	Strongly agree (5)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Visual appealing web-page layout</b>	Amazon.in, Flipkart.com
<b>Wild variety of product on offer</b>	Amazon.in, Flipkart.com
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com
<b>Fast loading website speed of website and application</b>	Amazon.in, Flipkart.com
<b>Reliability of the website or application</b>	Amazon.in, Flipkart.com
<b>Quickness to complete purchase</b>	Amazon.com, Flipkart.com
<b>Availability of several payment options</b>	Amazon.in, Flipkart.com, Patym.com, Myntra.com, Snapdeal.com
<b>Speedy order delivery</b>	Amazon.in, Flipkart.com
<b>Privacy of customers' information</b>	Amazon.in, Flipkart.com
<b>Security of customer financial information</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Perceived Trustworthiness</b>	Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
<b>Presence of online assistance through multi-channel</b>	Amazon.in, Flipkart.com, Myntra.com, Snapdeal
<b>Longer time to get logged in (promotion, sales period)</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Longer time in displaying graphics and photos (promotion, sales period)</b>	<a href="http://Snapdeal.com">Snapdeal.com</a>
<b>Late declaration of price (promotion, sales period)</b>	<a href="http://snapdeal.com">snapdeal.com</a>
<b>Longer page loading time (promotion, sales period)</b>	<a href="http://Myntra.com">Myntra.com</a>



Limited mode of payment on most products (promotion, sales period)	<a href="http://Snapdeal.com">Snapdeal.com</a>
Longer delivery period	<a href="http://Snapdeal.com">Snapdeal.com</a>
Change in website/Application design	<a href="http://Paytm.com">Paytm.com</a>
Frequent disruption when moving from one page to another	<a href="http://Snapdeal.com">Snapdeal.com</a>
Website is as efficient as before	Amazon.in, Flipkart.com
Which of the Indian online retailer would you recommend to a friend?	Amazon.in, Flipkart.com

Case 4.2 6-10 mins

8 Which device do you use to access the online shopping?	Laptop
9 What is the screen size of your mobile device?	Others
10 What is the operating system (OS) of your device?	IOS/Mac
11 What browser do you run on your device to access the website?	Safari
12 Which channel did you follow to arrive at your favorite online store for the first time?	Search Engine
13 After first visit, how do you reach the online retail store?	Search Engine
14 How much time do you explore the e- retail store before making a purchase decision?	6-10 mins
15 What is your preferred payment Option?	Credit/Debit cards
16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?	Never
17 Why did you abandon the “Bag”, “Shopping Cart”?	Better alternative offer

<b>18 The content on the website must be easy to read and understand</b>	Agree (4)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Agree (4)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Indifferent (3)
<b>21 All relevant information on listed products must be stated clearly</b>	Agree (4)
<b>22 Ease of navigation in website</b>	Strongly agree (5)
<b>23 Loading and processing speed</b>	Agree (4)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Agree (4)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly agree (5)
<b>28 Being able to guarantee the privacy of the customer</b>	Strongly agree (5)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Agree (4)
<b>30 Online shopping gives monetary benefit and discounts</b>	Agree (4)
<b>31 Enjoyment is derived from shopping online</b>	indifferent (3)
<b>32 Shopping online is convenient and flexible</b>	indifferent (3)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Agree (4)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	indifferent (3)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	indifferent (3)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Agree (4)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	indifferent (3)
<b>38 User satisfaction cannot exist without trust</b>	Agree (4)
<b>39 Offering a wide variety of listed product in several category</b>	Agree (4)
<b>40 Provision of complete and relevant product information</b>	Agree (4)
<b>41 Monetary savings</b>	Strongly agree (5)
<b>42 The Convenience of patronizing the online retailer</b>	Agree (4)
<b>43 Shopping on the website gives you the sense of adventure</b>	Agree (4)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	Strongly agree (5)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	Agree (4)
<b>46 Shopping on the website helps you fulfill certain roles</b>	indifferent (3)
<b>47 Getting value for money spent</b>	Agree (4)

<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Visual appealing web-page layout</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Wild variety of product on offer</b>	Amazon.in, Flipkart.com
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com
<b>Fast loading website speed of website and application</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Reliability of the website or application</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Quickness to complete purchase</b>	Amazon.com, Flipkart.com, Paytm.com
<b>Availability of several payment options</b>	Amazon.in, Flipkart.com, Myntra.com
<b>Speedy order delivery</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Privacy of customers' information</b>	Amazon.in, Flipkart.com, Myntra.com
<b>Security of customer financial information</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Perceived Trustworthiness</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Presence of online assistance through multi-channel</b>	Amazon.in, Flipkart.com, Myntra.com, Snapdeal
<b>Longer time to get logged in (promotion, sales period)</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Longer time in displaying graphics and photos (promotion, sales period)</b>	Myntra.com, Snapdeal.com
<b>Late declaration of price (promotion, sales period)</b>	<a href="https://www.myntra.com">Myntra.com</a>
<b>Longer page loading time (promotion, sales period)</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Limited mode of payment on most products (promotion, sales period)</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Longer delivery period</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Change in website/Application design</b>	Amazon.in, Flipkart.com
<b>Frequent disruption when moving from one page to another</b>	Amazon.in, Flipkart.com
<b>Website is as efficient as before</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Which of the Indian online retailer would you recommend to a friend?</b>	Amazon.in, Flipkart.com

Case 4.3 More than 15 mins

Case 4.3.1 Direct Url

Case 4.3.1.1 20 Complete information on listed seller and product being offered is important for purchase decision.- Agree

<b>8 Which device do you use to access the online shopping?</b>	Laptop
<b>9 What is the screen size of your mobile device?</b>	Others
<b>10 What is the operating system (OS) of your device?</b>	Window/windows Mobile

<b>11 What browser do you run on your device to access the website?</b>	Google chrome
<b>12 Which channel did you follow to arrive at your favorite online store for the first time?</b>	Search Engine
<b>13 After first visit, how do you reach the online retail store?</b>	Direct URL
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>	more than 15 mins
<b>15 What is your preferred payment Option?</b>	Credit/Debit cards
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Sometimes
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Strongly agree (5)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Agree (4)
<b>21 All relevant information on listed products must be stated clearly</b>	Strongly agree (5)
<b>22 Ease of navigation in website</b>	Strongly agree (5)
<b>23 Loading and processing speed</b>	Agree (4)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)

<b>25 Convenient Payment methods</b>	Agree (4)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Agree (4)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly agree (5)
<b>28 Being able to guarantee the privacy of the customer</b>	Strongly agree (5)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Strongly agree (5)
<b>30 Online shopping gives monetary benefit and discounts</b>	indifferent (3)
<b>31 Enjoyment is derived from shopping online</b>	Dis-agree (2)
<b>32 Shopping online is convenient and flexible</b>	Strongly agree (5)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	Agree (4)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Strongly agree (5)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Strongly agree (5)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Strongly agree (5)
<b>38 User satisfaction cannot exist without trust</b>	Agree (4)
<b>39 Offering a wide variety of listed product in several category</b>	indifferent (3)
<b>40 Provision of complete and relevant product information</b>	Strongly agree (5)
<b>41 Monetary savings</b>	Strongly agree (5)
<b>42 The Convenience of patronizing the online retailer</b>	indifferent (3)
<b>43 Shopping on the website gives you the sense of adventure</b>	Dis-agree (2)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	Agree (4)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	Agree (4)
<b>46 Shopping on the website helps you fulfill certain roles</b>	indifferent (3)
<b>47 Getting value for money spent</b>	Agree (4)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com, Myntra.com
<b>Visual appealing web-page layout</b>	Amazon.in, Flipkart.com
<b>Wild variety of product on offer</b>	Amazon.in, Flipkart.com
<b>Complete, relevant description information of products</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Fast loading website speed of website and application</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Reliability of the website or application</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Quickness to complete purchase</b>	<a href="https://www.amazon.com">Amazon.com</a>
<b>Availability of several payment options</b>	Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
<b>Speedy order delivery</b>	Amazon.in, Flipkart.com
<b>Privacy of customers' information</b>	Amazon.in, Flipkart.com
<b>Security of customer financial information</b>	Amazon.in, Snapdeal.com
<b>Perceived Trustworthiness</b>	<a href="https://www.amazon.in">Amazon.in</a>

Presence of online assistance through multi-channel	Amazon.in, Snapdeal
Longer time to get logged in (promotion, sales period)	<a href="https://paytm.com">Paytm.com</a>
Longer time in displaying graphics and photos (promotion, sales period)	Flipkart.com, Snapdeal.com
Late declaration of price (promotion, sales period)	<a href="https://mynttra.com">Mynttra.com</a>
Longer page loading time (promotion, sales period)	<a href="https://mynttra.com">Mynttra.com</a>
Limited mode of payment on most products (promotion, sales period)	<a href="https://snapdeal.com">Snapdeal.com</a>
Longer delivery period	<a href="https://mynttra.com">Mynttra.com</a>
Change in website/Application design	<a href="https://paytm.com">Paytm.com</a>
Frequent disruption when moving from one page to another	<a href="https://paytm.com">Paytm.com</a>
Website is as efficient as before	Amazon.in, Flipkart.com
Which of the Indian online retailer would you recommend to a friend?	Amazon.in, Flipkart.com

Case 4.3.1 20 Complete information on listed seller and product being offered is important for purchase decision.- Strongly agree (5)

8 Which device do you use to access the online shopping?	Laptop
9 What is the screen size of your mobile device?	Others
10 What is the operating system (OS) of your device?	Window/windows Mobile
11 What browser do you run on your device to access the website?	Google chrome
12 Which channel did you follow to arrive at your favorite online store for the first time?	Search Engine
13 After first visit, how do you reach the online retail store?	Direct URL
14 How much time do you explore the e- retail store before making a purchase decision?	more than 15 mins
15 What is your preferred payment Option?	Credit/Debit cards
16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?	Sometimes

<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Strongly agree (5)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Strongly agree (5)
<b>21 All relevant information on listed products must be stated clearly</b>	Strongly agree (5)
<b>22 Ease of navigation in website</b>	Strongly agree (5)
<b>23 Loading and processing speed</b>	Strongly agree (5)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Strongly agree (5)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly agree (5)
<b>28 Being able to guarantee the privacy of the customer</b>	Strongly agree (5)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	indifferent (3)
<b>30 Online shopping gives monetary benefit and discounts</b>	Agree (4)
<b>31 Enjoyment is derived from shopping online</b>	Agree (4)
<b>32 Shopping online is convenient and flexible</b>	Agree (4)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	Strongly agree (5)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Strongly agree (5)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Strongly agree (5)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Strongly agree (5)
<b>38 User satisfaction cannot exist without trust</b>	Strongly agree (5)
<b>39 Offering a wide variety of listed product in several category</b>	Strongly agree (5)
<b>40 Provision of complete and relevant product information</b>	Strongly agree (5)
<b>41 Monetary savings</b>	indifferent (3)
<b>42 The Convenience of patronizing the online retailer</b>	Agree (4)
<b>43 Shopping on the website gives you the sense of adventure</b>	Dis-agree (2)

<b>44 Shopping on your preferred e-tailer enhances your social status</b>	indifferent (3)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	indifferent (3)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Dis-agree (2)
<b>47 Getting value for money spent</b>	Agree (4)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com, Myntra.com, Snapdeal.com
<b>Visual appealing web-page layout</b>	Flipkart.com, Myntra.com
<b>Wild variety of product on offer</b>	Amazon.in, Flipkart.com
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com
<b>Fast loading website speed of website and application</b>	Amazon.in, Flipkart.com, Myntra.com
<b>Reliability of the website or application</b>	Amazon.in, Flipkart.com
<b>Quickness to complete purchase</b>	Amazon.com, Flipkart.com, Myntra.com
<b>Availability of several payment options</b>	Amazon.in, Flipkart.com
<b>Speedy order delivery</b>	Amazon.in, Flipkart.com, Myntra.com
<b>Privacy of customers' information</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Security of customer financial information</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Perceived Trustworthiness</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Presence of online assistance through multi-channel</b>	Amazon.in, Flipkart.com
<b>Longer time to get logged in (promotion, sales period)</b>	<a href="https://www.myntra.com">Myntra.com</a>
<b>Longer time in displaying graphics and photos (promotion, sales period)</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Late declaration of price (promotion, sales period)</b>	<a href="https://www.snapdeal.com">snapdeal.com</a>
<b>Longer page loading time (promotion, sales period)</b>	Paytm.com, Snapdeal.com
<b>Limited mode of payment on most products (promotion, sales period)</b>	Paytm.com, Snapdeal.com
<b>Longer delivery period</b>	Paytm.com, Snapdeal.com
<b>Change in website/Application design</b>	Amazon.in, Flipkart.com
<b>Frequent disruption when moving from one page to another</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Website is as efficient as before</b>	<a href="https://www.flipkart.com">Flipkart.com</a>
<b>Which of the Indian online retailer would you recommend to a friend?</b>	Amazon.in, Flipkart.com, Myntra.com

#### Case 4.3.2 Search Engine

<b>8 Which device do you use to access the online shopping?</b>	Laptop
<b>9 What is the screen size of your mobile device?</b>	Others
<b>10 What is the operating system (OS) of your device?</b>	Window/windows Mobile
<b>11 What browser do you run on your device to access the website?</b>	Google chrome
<b>12 Which channel did you follow to arrive at your favorite online store for the first time?</b>	Search Engine
<b>13 After first visit, how do you reach the online retail store?</b>	Search Engine
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>	more than 15 mins



<b>15 What is your preferred payment Option?</b>	Credit/Debit cards
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Sometimes
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Strongly agree (5)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Agree (4)
<b>21 All relevant information on listed products must be stated clearly</b>	Agree (4)
<b>22 Ease of navigation in website</b>	Strongly agree (5)
<b>23 Loading and processing speed</b>	Agree (4)
<b>24 User friendly Interface of the website</b>	Agree (4)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Agree (4)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	indifferent (3)
<b>28 Being able to guarantee the privacy of the customer</b>	indifferent (3)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Agree (4)

<b>30 Online shopping gives monetary benefit and discounts</b>	Agree (4)
<b>31 Enjoyment is derived from shopping online</b>	indifferent (3)
<b>32 Shopping online is convenient and flexible</b>	Agree (4)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	indifferent (3)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Agree (4)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Agree (4)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Agree (4)
<b>38 User satisfaction cannot exist without trust</b>	Agree (4)
<b>39 Offering a wide variety of listed product in several category</b>	indifferent (3)
<b>40 Provision of complete and relevant product information</b>	Strongly agree (5)
<b>41 Monetary savings</b>	Agree (4)
<b>42 The Convenience of patronizing the online retailer</b>	Agree (4)
<b>43 Shopping on the website gives you the sense of adventure</b>	Dis-agree (2)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	indifferent (3)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	Agree (4)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Agree (4)
<b>47 Getting value for money spent</b>	Agree (4)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Snapdeal.com
<b>Easy to use website or application</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Visual appealing web-page layout</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Wild variety of product on offer</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Complete, relevant description information of products</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Fast loading website speed of website and application</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Reliability of the website or application</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Quickness to complete purchase</b>	<a href="https://www.amazon.com">Amazon.com</a>
<b>Availability of several payment options</b>	Amazon.in, Flipkart.com
<b>Speedy order delivery</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Privacy of customers' information</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Security of customer financial information</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Perceived Trustworthiness</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Presence of online assistance through multi-channel</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Longer time to get logged in (promotion, sales period)</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Longer time in displaying graphics and photos (promotion, sales period)</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Late declaration of price (promotion, sales period)</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Longer page loading time (promotion, sales period)</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Limited mode of payment on most products (promotion, sales period)</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Longer delivery period</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Change in website/Application design</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Frequent disruption when moving from one page to another</b>	<a href="https://www.snapdeal.com">Snapdeal.com</a>
<b>Website is as efficient as before</b>	<a href="https://www.amazon.in">Amazon.in</a>

Which of the Indian online retailer would you recommend to a friend?	<a href="https://www.amazon.in">Amazon.in</a>
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Case 4.3.3 Via application

Case 4.3.3.1 Credit Card

<b>8 Which device do you use to access the online shopping?</b>	Laptop
<b>9 What is the screen size of your mobile device?</b>	Others
<b>10 What is the operating system (OS) of your device?</b>	IOS/Mac
<b>11 What browser do you run on your device to access the website?</b>	Safari
<b>12 Which channel did you follow to arrive at your favorite online store for the first time?</b>	Content Marketing
<b>13 After first visit, how do you reach the online retail store?</b>	Via application
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>	more than 15 mins
<b>15 What is your preferred payment Option?</b>	Credit/Debit cards
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Frequently
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)

<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Indifferent (3)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Indifferent (3)
<b>21 All relevant information on listed products must be stated clearly</b>	Agree (4)
<b>22 Ease of navigation in website</b>	Agree (4)
<b>23 Loading and processing speed</b>	Strongly agree (5)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Agree (4)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly agree (5)
<b>28 Being able to guarantee the privacy of the customer</b>	Agree (4)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Strongly agree (5)
<b>30 Online shopping gives monetary benefit and discounts</b>	Strongly agree (5)
<b>31 Enjoyment is derived from shopping online</b>	Strongly agree (5)
<b>32 Shopping online is convenient and flexible</b>	Strongly agree (5)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	Dis-agree (2)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Agree (4)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Strongly agree (5)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Strongly agree (5)
<b>38 User satisfaction cannot exist without trust</b>	Strongly agree (5)
<b>39 Offering a wide variety of listed product in several category</b>	Agree (4)
<b>40 Provision of complete and relevant product information</b>	Agree (4)
<b>41 Monetary savings</b>	Strongly agree (5)
<b>42 The Convenience of patronizing the online retailer</b>	Agree (4)
<b>43 Shopping on the website gives you the sense of adventure</b>	indifferent (3)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	Strongly disagree (1)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	Strongly agree (5)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Strongly disagree (1)
<b>47 Getting value for money spent</b>	Strongly agree (5)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Visual appealing web-page layout</b>	<a href="https://www.myntra.com">Myntra.com</a>
<b>Wild variety of product on offer</b>	<a href="https://www.myntra.com">Myntra.com</a>
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com

Fast loading website speed of website and application	<a href="https://www.amazon.in">Amazon.in</a>
Reliability of the website or application	Amazon.in, Paytm.com, Myntra.com
Quickness to complete purchase	Amazon.com, Flipkart.com, Paytm.com, Myntra.com, Snapdeal
Availability of several payment options	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
Speedy order delivery	<a href="https://www.amazon.in">Amazon.in</a>
Privacy of customers' information	Amazon.in, Paytm.com
Security of customer financial information	<a href="https://www.paytm.com">Paytm.com</a>
Perceived Trustworthiness	Amazon.in, Myntra.com
Presence of online assistance through multi-channel	Amazon.in, Myntra.com
Longer time to get logged in (promotion, sales period)	Flipkart.com, Paytm.com
Longer time in displaying graphics and photos (promotion, sales period)	<a href="https://www.paytm.com">Paytm.com</a>
Late declaration of price (promotion, sales period)	<a href="https://www.paytm.com">Paytm.com</a>
Longer page loading time (promotion, sales period)	<a href="https://www.paytm.com">Paytm.com</a>
Limited mode of payment on most products (promotion, sales period)	<a href="https://www.snapdeal.com">Snapdeal.com</a>
Longer delivery period	<a href="https://www.paytm.com">Paytm.com</a>
Change in website/Application design	<a href="https://www.amazon.in">Amazon.in</a>
Frequent disruption when moving from one page to another	<a href="https://www.snapdeal.com">Snapdeal.com</a>
Website is as efficient as before	<a href="https://www.paytm.com">Paytm.com</a>
Which of the Indian online retailer would you recommend to a friend?	Amazon.in, Myntra.com

#### Case 4.3.3.2 E wallets

8 Which device do you use to access the online shopping?	Laptop
9 What is the screen size of your mobile device?	Others
10 What is the operating system (OS) of your device?	Window/windows Mobile
11 What browser do you run on your device to access the website?	Google chrome
12 Which channel did you follow to arrive at your favorite online store for the first time?	Search Engine
13 After first visit, how do you reach the online retail store?	Via application
14 How much time do you explore the e- retail store before making a purchase decision?	more than 15 mins
15 What is your preferred payment Option?	E-wallets (Paytm, Freecharge etc.)

<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Frequently
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Better alternative offer
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Strongly agree (5)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Strongly agree (5)
<b>21 All relevant information on listed products must be stated clearly</b>	Strongly agree (5)
<b>22 Ease of navigation in website</b>	Strongly agree (5)
<b>23 Loading and processing speed</b>	Strongly agree (5)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Strongly agree (5)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly agree (5)
<b>28 Being able to guarantee the privacy of the customer</b>	Strongly agree (5)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Strongly agree (5)
<b>30 Online shopping gives monetary benefit and discounts</b>	Strongly agree (5)
<b>31 Enjoyment is derived from shopping online</b>	Strongly agree (5)
<b>32 Shopping online is convenient and flexible</b>	Strongly agree (5)

<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	Strongly agree (5)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Strongly agree (5)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Strongly agree (5)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Strongly agree (5)
<b>38 User satisfaction cannot exist without trust</b>	Strongly agree (5)
<b>39 Offering a wide variety of listed product in several category</b>	Strongly agree (5)
<b>40 Provision of complete and relevant product information</b>	Strongly agree (5)
<b>41 Monetary savings</b>	Strongly agree (5)
<b>42 The Convenience of patronizing the online retailer</b>	Strongly agree (5)
<b>43 Shopping on the website gives you the sense of adventure</b>	Strongly agree (5)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	indifferent (3)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	indifferent (3)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Agree (4)
<b>47 Getting value for money spent</b>	Strongly agree (5)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Visual appealing web-page layout</b>	Amazon.in, Flipkart.com
<b>Wild variety of product on offer</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Fast loading website speed of website and application</b>	Amazon.in, Paytm.com
<b>Reliability of the website or application</b>	Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com
<b>Quickness to complete purchase</b>	<a href="https://paytm.com">Paytm.com</a>
<b>Availability of several payment options</b>	Amazon.in, Flipkart.com, Patym.com, Myntra.com, Snapdeal.com
<b>Speedy order delivery</b>	<a href="https://amazon.in">Amazon.in</a>
<b>Privacy of customers' information</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Security of customer financial information</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Perceived Trustworthiness</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Presence of online assistance through multi-channel</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Longer time to get logged in (promotion, sales period)</b>	Flipkart.com, Paytm.com, Snapdeal.com

<b>Longer time in displaying graphics and photos (promotion, sales period)</b>	Amazon.in, Paytm.com
<b>Late declaration of price (promotion, sales period)</b>	Amazon.in, Paytm.com
<b>Longer page loading time (promotion, sales period)</b>	Amazon.in, Paytm.com
<b>Limited mode of payment on most products (promotion, sales period)</b>	Amazon.in, Paytm.com
<b>Longer delivery period</b>	<a href="http://Flipkart.com">Flipkart.com</a>
<b>Change in website/Application design</b>	<a href="http://Paytm.com">Paytm.com</a>
<b>Frequent disruption when moving from one page to another</b>	<a href="http://Flipkart.com">Flipkart.com</a>
<b>Website is as efficient as before</b>	<a href="http://Amazon.in">Amazon.in</a>
<b>Which of the Indian online retailer would you recommend to a friend?</b>	Amazon.in, Paytm.com

Abandon shopping by Change in price:

Case 1: COD

<b>8 Which device do you use to access the online shopping?</b>	Smartphone
<b>9 What is the screen size of your mobile device?</b>	Others
<b>10 What is the operating system (OS) of your device?</b>	Android
<b>11 What browser do you run on your device to access the website?</b>	Google chrome
<b>12 Which channel did you follow to arrive at your favorite online store for the first time?</b>	Search Engine
<b>13 After first visit, how do you reach the online retail store?</b>	Via application
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>	Less than 1 min
<b>15 What is your preferred payment Option?</b>	Cash on delivery (CoD)
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Sometimes



<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Change in price
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Strongly agree (5)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Strongly agree (5)
<b>21 All relevant information on listed products must be stated clearly</b>	Strongly agree (5)
<b>22 Ease of navigation in website</b>	Strongly agree (5)
<b>23 Loading and processing speed</b>	Strongly agree (5)
<b>24 User friendly Interface of the website</b>	Strongly agree (5)
<b>25 Convenient Payment methods</b>	Strongly agree (5)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Strongly agree (5)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly agree (5)
<b>28 Being able to guarantee the privacy of the customer</b>	Strongly agree (5)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Strongly agree (5)
<b>30 Online shopping gives monetary benefit and discounts</b>	Strongly agree (5)
<b>31 Enjoyment is derived from shopping online</b>	Strongly agree (5)
<b>32 Shopping online is convenient and flexible</b>	Strongly agree (5)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	Strongly agree (5)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Strongly agree (5)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Strongly agree (5)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Strongly agree (5)
<b>38 User satisfaction cannot exist without trust</b>	Strongly agree (5)

39 Offering a wide variety of listed product in several category	Strongly agree (5)
40 Provision of complete and relevant product information	Strongly agree (5)
41 Monetary savings	Strongly agree (5)
42 The Convenience of patronizing the online retailer	Strongly agree (5)
43 Shopping on the website gives you the sense of adventure	Strongly agree (5)
44 Shopping on your preferred e-tailer enhances your social status	Strongly agree (5)
45 You feel gratification shopping on your favorite e-tailer	Strongly agree (5)
46 Shopping on the website helps you fulfill certain roles	Strongly agree (5)
47 Getting value for money spent	Strongly agree (5)
From the following, tick any (or all) of the online retailers you have shopped from;	Amazon.in, Flipkart.com
Easy to use website or application	<a href="https://www.flipkart.com">Flipkart.com</a>
Visual appealing web-page layout	<a href="https://www.amazon.in">Amazon.in</a>
Wild variety of product on offer	<a href="https://www.amazon.in">Amazon.in</a>
Complete, relevant description information of products	<a href="https://www.flipkart.com">Flipkart.com</a>
Fast loading website speed of website and application	<a href="https://www.flipkart.com">Flipkart.com</a>
Reliability of the website or application	<a href="https://www.flipkart.com">Flipkart.com</a>
Quickness to complete purchase	<a href="https://www.flipkart.com">Flipkart.com</a>
Availability of several payment options	<a href="https://www.flipkart.com">Flipkart.com</a>
Speedy order delivery	<a href="https://www.flipkart.com">Flipkart.com</a>
Privacy of customers' information	<a href="https://www.flipkart.com">Flipkart.com</a>
Security of customer financial information	<a href="https://www.flipkart.com">Flipkart.com</a>
Perceived Trustworthiness	<a href="https://www.flipkart.com">Flipkart.com</a>
Presence of online assistance through multi-channel	<a href="https://www.flipkart.com">Flipkart.com</a>
Longer time to get logged in (promotion, sales period)	<a href="https://www.flipkart.com">Flipkart.com</a>
Longer time in displaying graphics and photos (promotion, sales period)	<a href="https://www.flipkart.com">Flipkart.com</a>
Late declaration of price (promotion, sales period)	<a href="https://www.flipkart.com">Flipkart.com</a>
Longer page loading time (promotion, sales period)	<a href="https://www.flipkart.com">Flipkart.com</a>
Limited mode of payment on most products (promotion, sales period)	<a href="https://www.flipkart.com">Flipkart.com</a>
Longer delivery period	<a href="https://www.flipkart.com">Flipkart.com</a>
Change in website/Application design	<a href="https://www.flipkart.com">Flipkart.com</a>
Frequent disruption when moving from one page to another	<a href="https://www.flipkart.com">Flipkart.com</a>
Website is as efficient as before	<a href="https://www.flipkart.com">Flipkart.com</a>
Which of the Indian online retailer would you recommend to a friend?	<a href="https://www.flipkart.com">Flipkart.com</a>

Case 2:Credit/Debit Cards

Case 2.1 Direct URL

8 Which device do you use to access the online shopping?	Laptop
9 What is the screen size of your mobile device?	Others

<b>10 What is the operating system (OS) of your device?</b>	Window/windows Mobile
<b>11 What browser do you run on your device to access the website?</b>	Google chrome
<b>12 Which channel did you follow to arrive at your favorite online store for the first time?</b>	Search Engine
<b>13 After first visit, how do you reach the online retail store?</b>	Direct URL
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>	6-10 mins
<b>15 What is your preferred payment Option?</b>	Credit/Debit cards
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Sometimes
<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Change in price
<b>18 The content on the website must be easy to read and understand</b>	Strongly agree (5)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Indifferent (3)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Agree (4)
<b>21 All relevant information on listed products must be stated clearly</b>	Strongly agree (5)
<b>22 Ease of navigation in website</b>	Agree (4)
<b>23 Loading and processing speed</b>	Strongly agree (5)

<b>24 User friendly Interface of the website</b>	Agree (4)
<b>25 Convenient Payment methods</b>	Agree (4)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Strongly agree (5)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Agree (4)
<b>28 Being able to guarantee the privacy of the customer</b>	Strongly agree (5)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Agree (4)
<b>30 Online shopping gives monetary benefit and discounts</b>	Dis-agree (2)
<b>31 Enjoyment is derived from shopping online</b>	indifferent (3)
<b>32 Shopping online is convenient and flexible</b>	Agree (4)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	Strongly disagree (1)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	indifferent (3)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Agree (4)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Dis-agree (2)
<b>38 User satisfaction cannot exist without trust</b>	Strongly agree (5)
<b>39 Offering a wide variety of listed product in several category</b>	indifferent (3)
<b>40 Provision of complete and relevant product information</b>	Agree (4)
<b>41 Monetary savings</b>	Disagree (2)
<b>42 The Convenience of patronizing the online retailer</b>	indifferent (3)
<b>43 Shopping on the website gives you the sense of adventure</b>	Agree (4)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	Dis-agree (2)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	Disagree (2)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Agree (4)
<b>47 Getting value for money spent</b>	indifferent (3)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com
<b>Visual appealing web-page layout</b>	Amazon.in, Flipkart.com, Paytm.com, Snapdeal.com
<b>Wild variety of product on offer</b>	Amazon.in, Flipkart.com
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Fast loading website speed of website and application</b>	Amazon.in, Paytm.com
<b>Reliability of the website or application</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Quickness to complete purchase</b>	Amazon.com, Flipkart.com, Paytm.com
<b>Availability of several payment options</b>	Amazon.in, Patym.com
<b>Speedy order delivery</b>	Amazon.in, Flipkart.com
<b>Privacy of customers' information</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Security of customer financial information</b>	Amazon.in, Flipkart.com, Paytm.com

<b>Perceived Trustworthiness</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Presence of online assistance through multi-channel</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Longer time to get logged in (promotion, sales period)</b>	Amazon.in, Paytm.com
<b>Longer time in displaying graphics and photos (promotion, sales period)</b>	Amazon.in, Flipkart.com
<b>Late declaration of price (promotion, sales period)</b>	<a href="https://www.flipkart.com">Flipkart.com</a>
<b>Longer page loading time (promotion, sales period)</b>	Flipkart.com, Snapdeal.com
<b>Limited mode of payment on most products (promotion, sales period)</b>	Amazon.in, Flipkart.com
<b>Longer delivery period</b>	Paytm.com, Snapdeal.com
<b>Change in website/Application design</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Frequent disruption when moving from one page to another</b>	Flipkart.com, Snapdeal.com
<b>Website is as efficient as before</b>	Amazon.in, Paytm.com
<b>Which of the Indian online retailer would you recommend to a friend?</b>	<a href="https://www.amazon.in">Amazon.in</a>

Case2.2. Email:

<b>8 Which device do you use to access the online shopping?</b>	Desktop
<b>9 What is the screen size of your mobile device?</b>	Others
<b>10 What is the operating system (OS) of your device?</b>	Window/windows Mobile
<b>11 What browser do you run on your device to access the website?</b>	Google chrome
<b>12 Which channel did you follow to arrive at your favorite online store for the first time?</b>	Search Engine
<b>13 After first visit, how do you reach the online retail store?</b>	E-mail
<b>14 How much time do you explore the e- retail store before making a purchase decision?</b>	6-10 mins
<b>15 What is your preferred payment Option?</b>	Credit/Debit cards
<b>16 How frequently do you abandon (selecting an items and leaving without making payment) your shopping cart?</b>	Sometimes

<b>17 Why did you abandon the “Bag”, “Shopping Cart”?</b>	Change in price
<b>18 The content on the website must be easy to read and understand</b>	Strongly disagree (1)
<b>19 Information on similar product to the one highlighted is important for product comparison</b>	Dis-agree (2)
<b>20 Complete information on listed seller and product being offered is important for purchase decision.</b>	Dis-agree (2)
<b>21 All relevant information on listed products must be stated clearly</b>	Strongly disagree (1)
<b>22 Ease of navigation in website</b>	Strongly disagree (1)
<b>23 Loading and processing speed</b>	Dis-agree (2)
<b>24 User friendly Interface of the website</b>	Strongly disagree (1)
<b>25 Convenient Payment methods</b>	Dis-agree (2)
<b>26 Trust that the online retail store will fulfill its part of the transaction at the stipulated time</b>	Disagree (2)
<b>27 Empathy (readiness to assist with queries) towards the customers</b>	Strongly disagree (1)
<b>28 Being able to guarantee the privacy of the customer</b>	indifferent (3)
<b>29 Responsiveness, availability of several communication channels (email, online rep, twitter, phone etc.)</b>	Strongly agree (5)
<b>30 Online shopping gives monetary benefit and discounts</b>	Strongly disagree (1)
<b>31 Enjoyment is derived from shopping online</b>	Strongly disagree (1)
<b>32 Shopping online is convenient and flexible</b>	Strongly agree (5)
<b>33 Return and replacement policy of the e-tailer is important for purchase decision</b>	Strongly agree (5)
<b>34 Gaining access to loyalty programs is a benefit of shopping online</b>	Strongly agree (5)
<b>35 Displaying quality Information on the website improves satisfaction of customers</b>	Strongly agree (5)
<b>36 User derive satisfaction while shopping on a good quality website or application</b>	Strongly agree (5)
<b>37 Net Benefit derived from shopping online can lead to users satisfaction</b>	Agree (4)
<b>38 User satisfaction cannot exist without trust</b>	Strongly disagree (1)
<b>39 Offering a wide variety of listed product in several category</b>	Strongly agree (5)
<b>40 Provision of complete and relevant product information</b>	Strongly agree (5)
<b>41 Monetary savings</b>	Strongly agree (5)
<b>42 The Convenience of patronizing the online retailer</b>	Strongly agree (5)

<b>43 Shopping on the website gives you the sense of adventure</b>	Strongly agree (5)
<b>44 Shopping on your preferred e-tailer enhances your social status</b>	Strongly disagree (1)
<b>45 You feel gratification shopping on your favorite e-tailer</b>	Strongly disagree (1)
<b>46 Shopping on the website helps you fulfill certain roles</b>	Strongly disagree (1)
<b>47 Getting value for money spent</b>	Agree (4)
<b>From the following, tick any (or all) of the online retailers you have shopped from;</b>	Amazon.in, Flipkart.com, Paytm.com, Myntra.com, Snapdeal.com
<b>Easy to use website or application</b>	Amazon.in, Flipkart.com
<b>Visual appealing web-page layout</b>	Amazon.in, Flipkart.com
<b>Wild variety of product on offer</b>	Amazon.in, Flipkart.com
<b>Complete, relevant description information of products</b>	Amazon.in, Flipkart.com
<b>Fast loading website speed of website and application</b>	Amazon.in, Flipkart.com, Paytm.com
<b>Reliability of the website or application</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Quickness to complete purchase</b>	<a href="https://www.amazon.com">Amazon.com</a>
<b>Availability of several payment options</b>	Amazon.in, Flipkart.com
<b>Speedy order delivery</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Privacy of customers' information</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Security of customer financial information</b>	<a href="https://www.flipkart.com">Flipkart.com</a>
<b>Perceived Trustworthiness</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Presence of online assistance through multi-channel</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Longer time to get logged in (promotion, sales period)</b>	Amazon.in, Flipkart.com
<b>Longer time in displaying graphics and photos (promotion, sales period)</b>	Amazon.in, Flipkart.com
<b>Late declaration of price (promotion, sales period)</b>	<a href="https://www.paytm.com">Paytm.com</a>
<b>Longer page loading time (promotion, sales period)</b>	Amazon.in, Flipkart.com
<b>Limited mode of payment on most products (promotion, sales period)</b>	Amazon.in, Flipkart.com
<b>Longer delivery period</b>	<a href="https://www.flipkart.com">Flipkart.com</a>
<b>Change in website/Application design</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Frequent disruption when moving from one page to another</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Website is as efficient as before</b>	<a href="https://www.amazon.in">Amazon.in</a>
<b>Which of the Indian online retailer would you recommend to a friend?</b>	<a href="https://www.amazon.in">Amazon.in</a>





17 Why did you abandon the  
“Bag”, “Shopping Cart”?

Better alternative offer

Change in price

Lack of trust

Promo code not applicable

No preferred mode of payment

4.7 inches

5 inches

5.5 inches

Others

4.7 inches

4.7 inches

Social Media

Search bar

Via application

Direct url

Direct url

Search engine

Complete information

Agree

Disagree

6-10 min

11-15 min

More than 15 min

COD

Credit/Debit cards

E-mail

Direct URL

COD

E-wallet

Sometimes

Never

Very frequently

E-wallets (Paytm,

Credit/Debit cards